One Love Animal Rescue Website Directionaire

What are the main goals you’d like to accomplish with the new website?

Attract corporate sponsors.

Mobile friendly, especially for applications. Not having to call to fill out applications online.

What type of functionality are you looking for?

Showcase 1 dog per month for “slow movers” Showcase the “story”

Any idea of color scheme, or free to use styling that I think looks best?

Free to use own style, and update as we go.

What features of your existing website do you want to keep?

Donate button, monthly subscription, sponsors page, available dogs page

Are we going to use the existing logo?

Use existing logo

Where is your website hosted now?

GoDaddy, page builder.

How much traffic does your website currently get?

Google Analytics - Average 1minute 45 seconds per visit.

How often do you update the site? What type of content are you updating? Who would be doing the updates?

Updates depend - updates events - once an event is done, wants to take off website quickly. As an event comes up, add it to website.

How often do you want your site updated and with what information?

2-4 big events/year. Once a quarter “dine and donate”, big event in each county each quarter. 3rd quarter in 2019 event at Sidelines, Millville.

Timeframe:

Finish by end of March

About One Love:

Original based in Mt. Laurel - just moved to Blackwood, NJ. Adopt within 60 minutes radius. No brick and mortar store.

How long has it been around?

5 years

Responsible for 73 dogs

68 adoptions in first year

275 adoptions this year

25 dogs had medical issues

11 dogs that were heart worm positive

Fees cover spay/neutered, microchipped, possible training, and other associated treatments

Average 22 days to adopt new dog

How many volunteers?

Primary funding source?

All funds come from fundraisers.

What are some of the details for the upcoming marketing campaign?

Ultimate goal of attracting corporate sponsors