

Receiving Organizations -

Places willing to accept the foster animals that were rescued from kill shelters.

Sending Organizations -

Places who provide animals that need to be transported to receiving organizations

Donors - People willing to dnoate money or items to support the cause

Volunteers - People willing to give their time to assist in the organization's day-to-day activities

Key Activities



1. Rescue - Place dogs in foster care

- 2. Community Outreach Provide people with the
 resources to be responsible
 pet owners
- 3. Operation Relocation Rescue pets from kill shelters
 and transport them north to
 shelters in high demand

Key Resources



Transport Van - Used to transport the animals to areas in the north

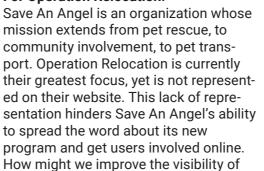
Fundraising Events - Crucial to assist in raising funds and supporting Save an Angel's cause

Data Collection - Collecting data from multiple organizations that need assistance is a key aspect that allows Save an Angel to help as many organizations in need as possible

Value Propositions



For Operation Relocation:



Operation Relocation so that users can

involved with this program to further the

easily gather information on and get

For Volunteers/Donors:

animal rescue mission?

Save An Angel is a pet rescue organization that requires the help of community giving and involvement to fuel its mission efforts, such as pet rescue, adoption, fostering, fundraising, and transportation. However, the avenues for involvement are not all represented clearly and consistently on the Save An Angel website.

How might we redesign Save An Angel's website to maximize visibility and simplicity of the paths to involvement so that users can quickly gather information and complete their goals with minimal effort and expense, ultimately increasing users' involvement?

Customer Relationships

Establish a relationship with

the customer that constantly

Show the donors where their

Show people they are helping

promotes the good that the

organization stands for.

make a difference in the

money is being used.



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Customer Segments



Foster Parents - People willing to foster the pets until they find a forever-home.

Receiving Organization - Save an Angel provides value by acting as a transportation resource to get the pets to the receiving organizations in need.

SendingOrganization - Save an Angel provides value by acting as a transportation resource willing to assist sending organziations in transporting animals where there is a high demand.

Pet Adopters - The ultimate goal of finding a person/family willing to adopt a pet saved by the organization

Channels

world.



word about the organization, and more importantly, at no cost to the organization

Save an Angel Website - A major resource in

Social Media - a key factor in spreading

representing who the organization is, their mission, and how people can get involved

Newsletter- Helps get the word out of opportunities to donate or volunteer

Fundraising Events - Crucial to assist in raising funds and supporting Save an Angel's cause

Word of Mouth - One of the better ways in the industry to get the word out about the organization's needs and services

Cost Structure



Revenue Streams



Major Costs: Transportation of Animals Medical Services for Animals Monetary Donations
Sponsorships such as Tito's Vodka
Material Goods Donations

Volunteers