

Pet Rescue by Judy Case Study

Pet Rescue by Judy Company Background

Pet Rescue by Judy, a private, non-profit organization, has a powerful vision of helping to prevent animals from needing to be rescued through the education of proper animal care and strategies on avoiding animal overpopulation. In addition to education, Pet Rescue by Judy is dedicated to rescuing cats and dogs and providing the required medical services and temporary housing.

RescueGroups.Org Company Background

RescueGroups.org provides free and low-cost technology solutions to help non-profit animal rescue and shelter organizations. Several of the key solutions RescueGroups.org provides include: Pet Adoption Portal, Web Site, Voice Mail, Email and Domain Names, and Advanced Customization.

Pet Rescue by Judy Challenges Faced

Pet Rescue by Judy was facing several critical issues surrounding their business and website. In particular, their website lacked appeal, wasn't very interactive, and was not user friendly. And as a result, those who wanted to volunteer or adopt with Pet Rescue by Judy had to jump through hoops to get this accomplished. Furthermore, another website related challenge Pet Rescue by Judy faced was that the information regarding the description and location of pets was not up-to-date. This caused Pet Rescue by Judy to devote redundant resources to identifying and manually updating this information on a case by case basis rather than focusing resources on accomplishing their ultimate objective – saving animals. One additional challenge faced by Pet Rescue by Judy was that the website was difficult to administer and manage. In particular, volunteer applications and passwords were being lost, critical forms were being misplaced or misdirected, and phone calls were being overlooked. These errors led to volunteers being underutilized, Judy, the owner of Pet Rescue by Judy, having to perform avoidable duties, and animals that could have potentially been rescued going unnoticed.

RescueGroups.org Solution & Client Benefits

Benefits realized - Pet Rescue by Judy

Once RescueGroups.org was made aware of the challenges Pet Rescue by Judy was facing, it was a natural fit for the two organizations to collaborate and work together.

Making the website less confusing and more user friendly motivated visitors to stay on the site longer and provided them with the information they were searching for. This in turn helped accomplish one of the website's and Pet Rescue by Judy's primary goals - gaining added volunteers. One additional benefit achieved by Pet Rescue by Judy through better website organization was an efficiency improvement in coordinating volunteers and events, and providing up-to-date information on the website. In addition to efficiency improvements, the website improvements made it easier for people to volunteer and helped more volunteers get involved in the Pet Rescue by Judy initiative. And as a result helped save more pets than ever before! Ultimately, working with RescueGroups.org enabled Pet Rescue to have a professional website that had a clear and

consistent vision, and helped Rescue Groups.org improve their business processes and made it easier to achieve their primary goals and objectives.

Client Results

Before RescueGroups.org

- Extremely rare to receive a new volunteer
- Begged friends to foster
- Animals adopted only at adoption events and only due to the pure coincidence of right person, right pet, right place, and right time.

After RescueGroups.org

- Average of 2 new volunteers per day!
- Average of 2 fosters per day!
- Average of 3 adoptions per day!