

# Kindness Matters FERRET RESCUE

## Project Brief

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## MEET THE TEAM

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**ABBIE HUNT**



**JILLIAN PETRO**



**YAZMEEN RENOVA**

## THE CLIENT

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**Kindness  
Matters  
Ferret  
Rescue**

Debbie Worley, the compassionate owner of Kindness Matters Rescue, has a profound affection for ferrets. Motivated by her love for these adorable creatures, she established a private rescue in Acworth, Georgia, which operates from her very own home. Single-handedly managing the entire rescue, Debbie excels at her role and has successfully placed numerous ferrets into loving homes, making a remarkable difference in their lives.

To assist her with her passion, our project is to revamp Kindness Matters Ferret Rescue's website, establish a brand identity, and enhance its online presence.

## PROJECT PITCH

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Have you ever considered owning a ferret? They're undeniably cute and furry, but before you make that decision, keep in mind that they are extremely expensive, a lot of work to care for, have specific needs, and are surprisingly not the best companions for children. If you are still interested in owning a ferret, we have the perfect resource for you!

Ferrets are easy to fall in love with, but they come with many challenges. Enter Kindness Matters Ferret Rescue (KMFR) who are diligently working to redefine the narrative around ferret ownership. KMFR provides valuable information and support for potential ferret enthusiasts. More than just a rehab and rehome facility, the heart of the organization is driven by the need to be a servant of Christ and to assist those who have a desire to care for ferrets. KMFR aims to assist those with a ferret-care desire while minimizing the need for rehoming.

Our project is focused on shining a spotlight on all that this organization brings to the ferret world. With a complete redesign of the brand, website, and social media plan, we hope to take the rescue to the next level in their online presence, so that they will reach others within this niche community who will support their mission.

Uncover the reality of ferret ownership with Kindness Matters Ferret Rescue. Most rescues have a goal to re-home all of their animals – Kindness Matters Ferret Rescue has a goal to educate people and eliminate the need for their animals to be rehomed.

## PURPOSE

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Our team is redesigning a website and establishing a brand identity for a ferret rescue organization in Georgia, with the primary objective of educating the public about ferrets and promoting responsible ferret ownership.

## PROBLEM

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Many individuals are purchasing ferrets solely for entertainment purposes, without fully understanding the substantial responsibility and dedication required to care for these animals properly. This lack of awareness can lead to uninformed decisions, neglect, and the abandonment of ferrets, ultimately contributing to their suffering and overpopulation.

## SOLUTION

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In addition to creating an educational website, we will also be building a brand identity guide for Kindness Matters Ferret Rescue to use for marketing material, website design, and social media purposes. The guide will serve as a reference point for the organization to use when creating campaigns or branding promotional materials in order to have a cohesive look. The client has also asked to have an updated style that reflects their passion for education.

Lastly, we will create a social media plan that helps Debbie educate her audience while also keeping them engaged. This will be done by researching her competitors and understanding trends in similar accounts with large followings as well as what content they're producing. This market is incredibly niche and requires a well composed plan as to what content is create and share.

## RESEARCH

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We embarked on this project after Yazmeen, one of our team members, shared her experience visiting the Kindness Matters rescue ferret center. She highlighted several aspects of their website that could be enhanced. Additionally, we saw this as an opportunity to support a good cause – rescuing and re-homing of ferrets.

Our initial step involved reviewing the website and identifying areas for improvement. There were multiple factors to consider. Our primary goal is to enhance the overall user experience, encompassing the site's appearance, content, navigation, and imagery. We aim to make it easy for visitors to navigate the website and access the information they seek.

One compelling reason for providing information in an easily accessible manner is to alleviate the high volume of emails Debbie receives. By preemptively providing essential information, we can reduce the need for frequent inquiries.

Notably, the market for ferret rescues is relatively limited, given the uncommon nature of ferrets as pets. We examined a few select rescues and found several aspects that appealed to us. One key feature we appreciated was the display of the number of ferrets rescued by each organization. We believe this fosters trust in the rescue's mission.

Furthermore, we encountered other websites that presented concise information similarly.

## CLIENT INTRO

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Before establishing Kindness Matters, Debbie worked as a paralegal. During her previous marriage, her ex-husband shared a passion for owning ferrets. Towards the end of their marriage, they started on a mission to find loving homes for ferrets in need. Debbie views this rescue as a calling from God, as she had never envisioned herself running a ferret rescue before and operates as a Christian-based organization.

Over the course of 18 years, Debbie has dedicated herself tirelessly to the operation of Kindness Matters and has achieved remarkable results. Her primary objective is to educate individuals on responsible ferret ownership. With this heart for ferrets, she has also inspired several other ferret rescues to start too.

## TECHNOLOGY

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For our project, we have chosen to develop a brand new website as the primary platform. This decision is based on several important factors that align with our goals and Debbie's needs.

### **Ease:**

Debbie's ability to easily manage the platform herself is crucial. A website can be designed with user-friendly Square Space, which will allow her to update and maintain the site without requiring extensive technical skills. This would allow her to keep the content fresh and relevant.

### **Short-Form Video Content:**

The website format is well-suited for incorporating short-form video content easily. We would like to incorporate educational videos, updates on ferrets, tips, etc. This would enhance user engagement.

### **Keeping the Existing Traffic:**

Debbie already has an existing website with valuable content. By creating a new website, we can migrate and improve her current content which would ensure that she does not lose the traffic and audience she has already built. This would help us keep a smooth transition onto the new and improved platform.

### **Structure:**

Education is Debbie's primary goal and a website offers the flexibility to organize and present educational materials with ease. Various sections, pages, and navigation bars can be used to organize information, making it easy for users to access the information they are looking for.

### **Expansion:**

A website can easily expand for future needs and growths. We would add new features, expand content, and adapt to technology. This would ensure that Kindness Matters can grow and develop over time without requiring too much difficulty.



## ADDITIONAL FEATURES

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### Blog

- **Daily Updates:** Blog can serve as a daily update place, she could showcase insights to the daily life of a ferret rescue and share stories about rescued ferrets. Frequent updates will keep users engaged and informed about the ongoing efforts of Kindness Matters.
- **Educational Content:** Debbie can use the blog to educate users on various topics of ferret ownership, such as their care, needs, and challenges. By providing these updates, she can establish herself as a trusted source of information.
- **Answer FAQs:** To reduce the volume of daily emails, Debbie wants to write blog posts that address FAQs about ferret care, adoption, and other topics. This could be a go-to for visitors.

### Show Expertise

- **Resources:** Create dedicated sections and pages on the website where Debbie can compile in-depth articles, guides, and videos that showcase her expertise. These resources can cover topics like ferret health, care, and difficulties.
- **Testimonials:** Encourage adopters and volunteers to leave testimonials highlighting their experiences with Kindness Matters. These can promote trust.

### About Me Section

- **Personal Story:** Debbie would like to share her personal journey, including what inspired her to start Kindness Matters. Her passion and dedication to upkeep her rescue should be told.
- **Personal:** Debbie could also show some of her personality, values, and the Christian-based principles that guide her organization. This personal touch can help visitors connect with her on a deeper level.

## PROJECT MILESTONES

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### Alpha

- Style & branding guide ideas
- New logo ideas

### Beta

- Solidified style & branding guide with client input
- Solidified logo with client input
- Website inspiration and brainstorm
- Build full website build and transfer
- Design social media strategy plan
- Complete full website build
- Complete recommended social media plan

### 1.0

- Continued user research and edits to website from user feedback

## MARKET DEMAND

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Redesigning the brand and website for Kindness Matters Ferret Rescue addresses a clear market gap and need. In the local area, there are few ferret rescue organizations. The evidence of market demand lies in the fact that ferrets can be challenging and expensive pets, often requiring specialized care and attention. By educating people about the responsibilities and costs associated with ferret ownership, the rescue not only fills a gap in local pet welfare but also serves the bigger community by promoting responsible pet ownership. This initiative not only helps ferrets but also benefits potential pet owners and the local community at large.

The competitive advantage of Kindness Matters Ferret Rescue's redesigned brand and website lies in its unique focus on education and responsible pet ownership. While other ferret rescues primarily focus on re-homing, Kindness Matters aims to distinguish itself by providing valuable information and resources to potential ferret owners. This educational approach sets it apart by addressing the root of the issue—misinformed pet ownership. By fostering a community that understands the challenges and costs of ferret ownership, the rescue is better positioned to ensure successful, long-term placements for these pets. Success in this market is anticipated through a combination of compassionate care, community engagement, and proactive education, which will not only benefit the ferrets but also provide support from individuals who share the organization's values.

## CONSUMER RESEARCH

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Our project's target audience is diverse, encompassing individuals who share a common love for animals, particularly those interested in owning a pet ferret. This demographic is inclusive of people of all genders, races, and education levels, as anyone can potentially become a ferret owner. In terms of age, our audience spans from children to older individuals, reflecting the various life stages at which people consider acquiring a ferret.

Additionally, we aim to reach individuals across a wide range of income levels to provide comprehensive information about the costs associated with ferret ownership. Our goal is to engage individuals who are genuinely interested in owning and responsibly caring for a ferret.

Overall, our approach is inclusive, targeting a diverse range of demographics to offer valuable insights into the suitability of ferret ownership for each individual.




## Personas

# AMBER FISHER



Ferrets are such special animals, and they need us to advocate for them more.

## ABOUT

-  24 years old
-  Kennesaw, GA
-  Student

## BIO

Amber is currently a Psychology master's degree student while waitressing on the side. She has been a ferret pet owner in every stage of her life, and she also volunteers her time at the local humane society to be able to be with animals even more.

## GOALS

- Learn more about volunteer opportunities for ferrets specifically
- Look into ferret ownership again for when she completes her degree

## FRUSTRATIONS

- Lack of legitimate ferret education available
- Lack of local ferret rescues
- Lack of ferret owners and establishing connection with them

## EXPECTATIONS

- Finding a local rescue that she can connect with and volunteer with who have similar goals
- Finding like minded individuals who also enjoy ferrets
- Finding a thorough website with information for ferret ownership

## Personas

# BRAD NICHOLS



I've always wanted to be a pet owner, specifically ferrets, but I want to learn more about them before jumping in.

## ABOUT

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61 years old



Canton, GA



Plant Nursery Owner

## BIO

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Brad is a longtime single dad and a new grandfather. When not doting on his new granddaughter, he enjoys anything involving the outdoors and spending more time with mother nature. That love led him to a fulfilling career in owning and operating his plant nursery, where he gets to teach others how easy it is to actually have your own garden and keep plants alive.

## GOALS

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- Learn more about pet ownership
- Look into pets that are ideal for a single person
- Learn more about the possibility of ferret ownership

## FRUSTRATIONS

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- Lack of legitimate resources about ferrets
- Lack of ferret rescues/organizations nearby

## EXPECTATIONS

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- Easy transition to pet ownership
- Quickly learn all about ferrets and visit with them to learn more

# COMPETITOR RESEARCH

## FERRET DREAMS RESCUE & ADOPTION

WEBSITE

INSTAGRAM

FACEBOOK

### About:

This ferret rescue located in Denver, Colorado has been operating since 2005 and is the only no-kill rescue in the region. They have had over 2,000 ferrets come through their rescue and currently hold an annual benefit auction to encourage more donations from the community.

### Target Market:

Ferret owners (current and/or future), ferret foster homes, and volunteers to help with the rescue in the Colorado area.

### Popularity:

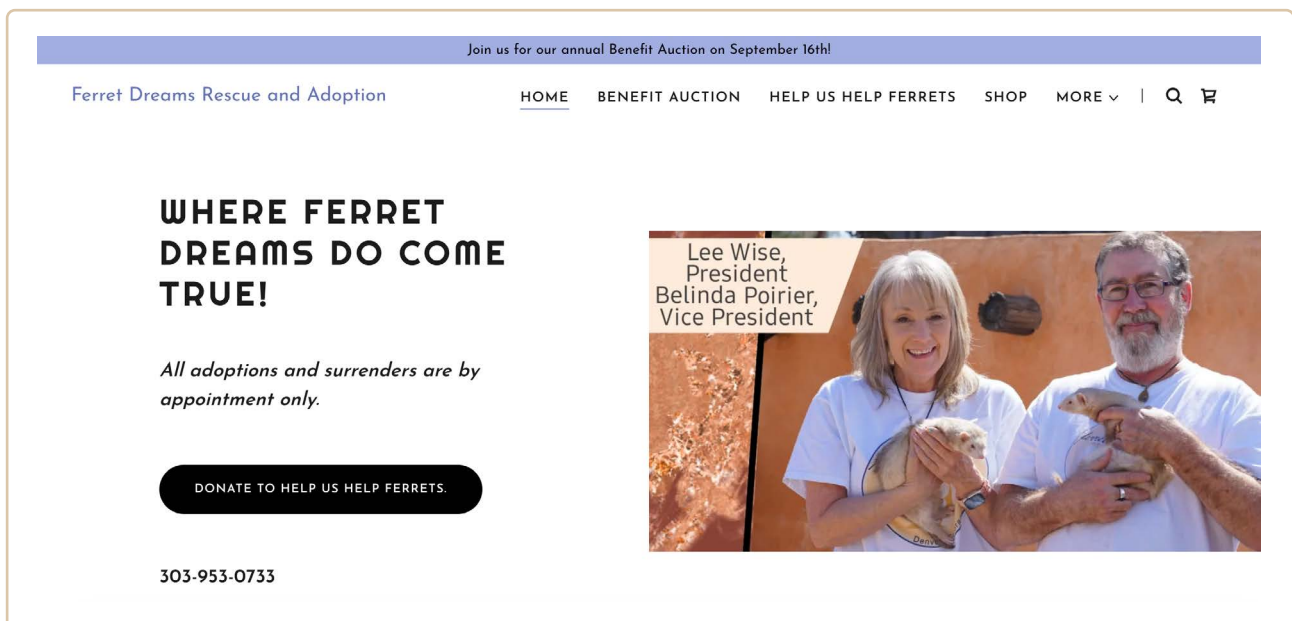
For social media, the rescue has over 3,900 followers on Facebook and over 550 followers on Instagram.

### Revenue Sources:

Currently charges an adoption fee and has an online store of various products. Donations make up 80%.

### Keywords/Search Terms:

Ferret Rescue, Ferret Colorado



# COMPETITOR RESEARCH

**FERRET  
DREAMS  
RESCUE &  
ADOPTION**

### Design:

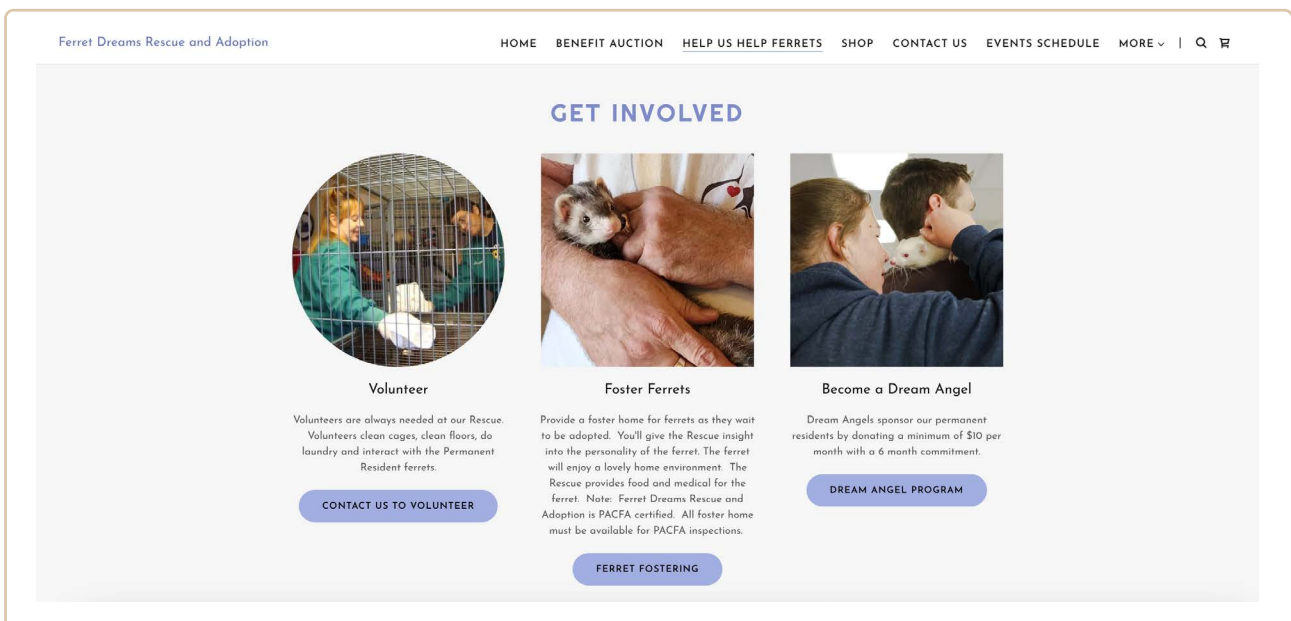
There is not a clear and consistent design, style guide, or logo used throughout the website and/or social media accounts for this specific rescue. Their Instagram account does have some type of logo for their profile picture, but it is not used in any other fashion. The logo design elements are also not used anywhere else.

### Features:

This rescue features an events calendar and highlights their annual benefit auction all throughout their webpages. This is a great option for another type of donation. They are also the only rescue (in our research) that also has an online store for ferret products and rescue specific products.

### User Reviews:

There are currently 105 Google reviews, all detailing extremely positive experiences with the rescue in various situations, such as finding a home for a stray ferret and reuniting a ferret with their owner when they were previously lost. There is not one negative review for this rescue.





# COMPETITOR RESEARCH

**FUZZY  
FERRET  
RESCUE**

WEBSITE

INSTAGRAM

FACEBOOK

## About:

This Chattanooga based ferret rescue is run by a husband and wife team, who pursued their passion back in 2020 after his 20+ year service in the Air Force. They have always had a passion for animals and now personally own 16 ferrets, so why not start a rescue? They actually adopted their first ferret from the Kindness Matters Ferret Rescue, and they learned so much from Debbie and became so inspired that they started their own rescue.

## Target Market:

Ferret owners (current and/or future), ferret foster homes, surrendering ferrets, any type of ferret veterinary service and product, and ferret educational topics - all offered in the Chattanooga area.

## Popularity:

For social media, the rescue has over 1,500 followers on Facebook and over 560 followers on Instagram.

## Revenue Sources:

Adoption fees and donations are the primary revenue source. Adoption fees are donations to pay for food, supplies, and medical attention – no profit is accrued from these fees.

The screenshot shows the website for Fuzzy Ferret Rescue. On the left is a navigation menu with links: Home, Donate Now, Available Ferrets, Adoptions & Surrender, Reviews & Testimonies, Contact, About Us, and Ferret Education. The main content area features a ferret wearing a top hat, the organization's name 'Fuzzy Ferret Rescue', a phone number '423-508-4101', a Facebook link 'Facebook: Fuzzy Ferret Rescue', and the location 'Chattanooga, TN'. On the right are buttons for 'NONPROFIT 501(c)3', 'Follow Us on Facebook', 'Email Us Today!', and 'Make a Donation!'. A footer contains a disclaimer about email delivery and a list of services: 'We offer: Services We Currently Provide: -Adoptions -Boarding -Fostering'. A small image of a ferret named 'Piper' is also visible in the footer.

# COMPETITOR RESEARCH



## Keywords/Search Terms:

Ferret Rescue Chattanooga, Ferret Rescue South

## Design:

Their design is outdated and very chaotic. There seems to be a consistent theme and style, but it is difficult to navigate, read, and understand what is going on. There are also several web pages that repeat themselves. They tend to have photos of themselves displayed for their brand more so than a logo design or business focused aspects.

## Features:

This rescue is trying to use a chat feature on their website in order to help prospective ferret owners really get all of their questions answered, but it is not fully functional and not intuitive.

## User Reviews:

Their website showcases screenshots of all their positive reviews – they currently have 43 reviews on Facebook and 34 reviews on Google.

