RAGS FOR RESCUES

2021 Graphic Design BFA Thesis Presentation
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Thesis Presentation Outline

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Introduction & Research

Approximately 6.5 million pets enter the shelter system every year.

3.2 million of those pets get adopted.

1.5 million get euthanized.
This leaves 1.8 million pets in rescues

And still there are 63.5 million pets still living on the streets
Rescues do what they can to take in as many pets but a lot of times, they don't have the funds or space to support more animals. Some ways they work around these issues are:

- **Fostering**: Letting people foster animals gives shelters more room to work with space wise and also helps the animals become adjusted to humans and life inside a house.

- **Fundraising**: Fundraising events are a big opportunity for rescues to adopt/foster out animals and receive donations. Most rescues will host at least one to two events a year to gain funds and connect with communities.

- **Donations**: Rescues and shelters survive off of donations of both monetary and material value. This can be anything from food and treats to toys or blankets. They also take items like cleaning and office supplies or collars, leashes and harnesses.

- **Volunteers**: Volunteers are incredibly important to how rescues and shelters operate. From dog walkers to kennel cleaners to even roles like photographer and designers.
Although these are great options for shelters there are some areas where things don’t work out so perfectly, especially taking COVID-19 into consideration.

**Fostering**
Fostering is only a temporary home for animals and rescues still have to pay for any medicine or vet expenses which can get really expensive.

**Fundraising**
With the effects of COVID-19 many events like this were postponed and cancelled. This resulted in major losses for rescues that heavily rely on events like this.

**Donations**
Consumers today do have the option to donate to rescues or organizations but that method has a low utility. A survey I conducted showed that 68% of people like to see their donations in action and how it helps organizations.

**Volunteers**
Due to COVID-19 many shelters relied on fostering out animals and had to decline any new volunteer applications and in some cases stop volunteering all together for a while.
Let’s say customers do want to just donate though. In Ohio alone there are **over 400 rescues and shelters**

This can overwhelm and discourage people from donating if they don’t already know where they want to donate.

Their only other option would be to donate to the ASPCA, which is a great organization but this also has low utility.
Stake Holders

**01**
Rescues & Shelters would benefit from a solution to gain more traction, more funds, and have another outlet to get adoption applications.

**02**
Pet owners would benefit from a solution because they would have a source to still help shelters even though they are not able to adopt another.

**03**
People that don’t own animals benefit because they could have a better way of accessing information and being able to do something good.

**04**
 Animals benefit because they would have another resource helping them and more people wanting to take them home.
People who are dissatisfied with overwhelming number of nonprofit organizations and don’t have a clear understanding of how their contributions are used need a way they can be able to help rescues in more ways than one and get something in return.
My Solution

Rags for Rescues will offer personal and animal/pet merchandise that provides the ability to support local nonprofits, remove the decision making process of which nonprofits to support, offer clear conscience that donations are aligned with personal missions (unlike other companies that do not donate profits) and not only promote our own brand, but all the shelters and rescues along the way. One paw at a time.
Recent Trends

There has been a rising trend called "Dogs of Instagram" which is basically people posting really aesthetic pictures of their dogs and sharing them. The hashtag alone has nearly 240 million posts to it.

Another rising trend is matching outfits with pets (i.e. wearing the same shirt, matching bandanas/masks, socks!)

While companies that make matching items exist, they either do not donate or give a vague statement about how with each purchase a small percent goes to a shelter animal.
Every Order Feeds a Shelter Dog

Hello everyone! Thank you for helping us help them!

Best Sellers

- Plaid Matching Set
  - $24.99
- Leopard Matching Set
  - $34.99
- Camo Matching Set
  - $34.95
- Polka Dot Matching Set
  - $14.99
1. Create A Movement To Help Rescue Animals

My goal is to get average everyday people more involved with helping their local rescues.

This brand is meant to help their local rescues but more can be done than buying a t-shirt.

Rags for Rescues will also introduce other ways people can help their local rescues by not just donating money, but their time and provide a better knowledge of ways they can help.

2. Create And Sell A Matching Clothing Line For People and Pets

Along with the rising trend of pets on social media, another rising trend within the past year has been people wanting to match their pets.

I want to take this opportunity to design a fun clothing and accessory line that will also give a lot back to help the animals find homes and help rescues support them until they do,
3. Donate Profit To Local Animal Rescues

Along with the movement to get people to donate, all of the profit from the merchandise will be donated to helping local rescues.

Rags for Rescues will be upfront with where the profit from the customer’s purchase or donations go and how exactly they help the animals.

4. Work with rescues to promote the brand and the pets

One of my main goals is to use this brand to promote the rescues and rescue animals.

I will accomplish this by advertising (social media) using real rescue animals with the products and merchandise so it will promote both the brand and the rescue.

Rags for Rescues will communicate with all their rescue partners to keep the site up to date with adoptable animals and notify users when animals are no longer available for adoption.
Persona, Journey & Empathy Map, Storyboards, Wireframes, and User Flow
After graduating from college Maddie adopted her first dog Pip from her local animal rescue. She likes using social media and LOVES posting Pip’s every move. She wants to find more ways she can help shelters since her volunteer time is now focused on Pip.

**Maddie, 25**

**Scenario:**
Maddie is trying to find a way to help her local shelters besides volunteering.

**Goals:**
To find something that gives back in more ways than one.

- Excited about a new puppy, Maddie starts to look for other ways to help shelters.
- Realizes a lot of things are getting cancelled because of the pandemic.
- Can’t find any resources that are clear about how to help.
- settles for just waiting and seeing how she can help later.
Thinks
I wish I could help rescues in a better way and get the word out

Feels
Like I’m not doing enough

Says
How can I reach more people

Does
Stays in my routine of volunteering when I can
Mock-ups and Beauty shots
App
Sources

American Society for the Prevention of Cruelty to Animals

Shelter Animals Count: The National Database

The Humane Society of the United States of America

Neighborhood Pets Outreach & Resource Center

Cleveland Animal Protective League

Unsplash
Thank you

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