



Information Pack



[www.rescu.dog](http://www.rescu.dog)  
Coming 2019

# What is Rescu?

A brand new internet platform that brings together the UK's rescue dogs under one digital roof, making it easier than ever for them to find their perfect home, and for owners to find their ideal four-legged companion.

In today's digital environment, users want to see all their options with one scroll of the finger, as demonstrated by the popularity of price comparison websites. This technology and format saves users vast amounts of time, and allows them to make clear, well informed decisions. *Rescu* capitalises on this trend, and the technology that makes it possible, to bring hundreds of thousands of dogs that need homes each year into one easy-to-use website. We complete the digital legwork to bring your resident dogs right to the fingertips of potential owners.

# Key Features



## *Search Functionality*

Our comprehensive filters allow users to refine their search by factors such as age, breed and size, as well as their compatibility with children, cats, and other dogs. Searches can also be led by postcode, so that our users see dogs in their surrounding area.

## *Information and Advice*

*Rescu* provides new and potential owners with plenty of resources to help them make the right decision when choosing a dog. From help selecting the right breed to puppy checklists, it can all be found on our website, along with information on why it is so important to adopt rather than buy.

## *Account Registration*

Users are able to sign up to our service using their email address. This allows them to highlight dogs they're interested in and save their preferences. It also allows us to tailor email alerts to them specifically, so we can let them know when new dogs are added in their area that match their criteria.

## *Most Importantly...*

We provide a universal platform for any rescue centre, big or small, to advertise their canine residents to a constant flow of potential owners, at no cost to either party.

# Rescu<sup>+</sup>



We recognise that for some rescue centres, maintaining your online presence can be time and money consuming. *Rescu+* will be our optional subscription service that aims to support smaller shelters, taking on the digital heavy lifting of your centre for a small monthly fee.

## Features will include:

- Having your home page built into our cloud-based platform, allowing you to cut the costs and complexity of maintaining your own website.
- The opportunity to have your dogs featured on our homepage, maximising the amount of potential owners who will view their profiles.
- Full social media integration, allowing us to link your homepage with your social media, so any updates you add will have the option to be automatically posted to your social feeds.

# Getting Started

A photograph of a dog, possibly a pit bull mix, wearing a harness. The image is overlaid with a semi-transparent blue filter. The dog is looking towards the left of the frame.

Initially we will work with you to upload your current dogs and information. Then, once your account is active, you will be able to log on and add updates and information to the platform as you please.

As we are just starting up, there are big incentives to joining us before we launch. From having special features on our homepage, to having free photographic portraits of your dogs taken, you can be assured we'll be helping you every step of the way to gain the most out of our service.

To join us, and claim your corner of *Rescu*, simply drop us an email at [info@rescu.dog](mailto:info@rescu.dog) and we can get started setting up your account.

# A letter

I'd like to take a moment to thank you for taking the time to read about *Rescu*. We are driven by a passion for finding better lives for all the dogs that are without loving homes, and to make it as easy as possible for people to adopt them. I hope that we can unite in this common goal and I look forward to hearing from, and hopefully working with, you and your canine residents very soon.

If you have any questions or suggestions regarding our service, please do feel free to email me at [mimi@rescu.dog](mailto:mimi@rescu.dog).

Kindest regards,

*Mimi Fletcher*

Founder

# *Additional Information*

General enquiries: [info@rescu.dog](mailto:info@rescu.dog)

Founder: [mimi@rescu.dog](mailto:mimi@rescu.dog)

Phone: 07712 568 475

To check in on how construction of our site is progressing, you can visit:

[www.rescu.dog](http://www.rescu.dog)

Please note: This is an early prototype of the website to showcase style and some basic features. It features demo data such as example dogs, rescue centres and advertisements.