

# Rescue Centres' Frequently Asked Questions



## 1. We are really busy, is it worth our time to upload adverts?

By providing a central portal for small animals to be rehomed in the UK, Findafurry should streamline the amount of work you need to put in to reach potential new owners. We pay to advertise the site on Google and have links and adverts across the web, reaching thousands of people looking for new pets every month. The form to upload adverts is very simple and if an animal is not rehomed within 28 days you can simply press a button to renew the advert. Maybe uploading and managing adverts would be a good task for a weekend volunteer?

## 2. But we already have a website – can't Findafurry just link to us?

Yes – if you add your details as a rescue centre you can be listed at the bottom of the relevant animal's search results. However, only a fraction of visitors to our site are likely to click through to yours – they may not wish to look through many different websites and don't know if you have a suitable pet available for them. By advertising individual small furies looking for new homes on one search page, we are increasing the number of people who will find your adverts. Furthermore, by including rescued animals on Findafurry, we are promoting them to people who might not have considered giving a home to a rescue.

## 3. Would it be ok if we upload an example advert and then tell people what animals we have available when they get in touch?

Findafurry will only remain successful if the site is up to date. If adverts on the site are 'dummy' ads, then why should people bother enquiring, only to be disappointed? Remember, we are trying to discourage people from visiting pet shops, so we need to make the process as easy and positive for them as possible. We've found that the more personal the advert, the greater chance it has of being successful – photographs and a bit of background information can help people to feel attached to the animal and think about whether they'd be suitable owners before getting in touch. Your rescued animals all have their own story – so make them stand out from the crowd.

## 4. Is Findafurry a business? Who is behind the site?

We are developing as a not-for-profit social enterprise, run by volunteers. This means that we aim to eventually attract income via business advertisements or by selling merchandise, which we will invest back into the site. At the moment we are funded entirely by donations, which pay for the hosting of the site, advertising and marketing materials. Findafurry was started by Ros Jenkins (who works for a charity) and Hugh Brown (whose day job is in IT).

## 5. How do you ensure that people do not use the site to make money from animals?

Findafurry is underpinned by an ethical code. Every advertiser has to 'sign up' to this code before they can submit an advert on the site. We also check all adverts before they go live and query anything we find suspicious or that does not meet the terms of the code.

Secondly, by putting potential new owners directly in touch with advertisers we encourage them to ask each other questions. Unlike pet shops, where you never see the conditions the animal has been brought up in, new owners will meet the advertiser before taking their new pet home. We encourage people to feed back to us if there have been any problems.

We operate a 'secret squirrel' scheme to investigate any reported problems and monitor how the site is doing.

Any more questions? Email [team@findafurry.co.uk](mailto:team@findafurry.co.uk)

