

# Animal Guardian Network

brand playbook



[brandbetold.com](http://brandbetold.com)

## contents

- situation snapshot
- 3D branding framework
- long-form core messaging
- short-form core messaging
- elevator speech
- boilerplate
- brand activation tips

## situation snapshot

Animal Guardian Network (AGN) is a unique organization, providing long-term care for domestic as well as farm animals, particularly those who are seniors, have special needs, or are nearing the end of life.

Because the organization is so different from most other animal care organizations, it is often misunderstood. People frequently assume (incorrectly) that AGN is a traditional “animal rescue” providing short-term care and adoption or foster services.

Animal Guardian Network has engaged *brand be told* to assist with developing brand messaging that will disrupt people’s tendency to assume they already know what the organization is—and to inform and inspire them about AGN’s actual mission and services.

## my 3D branding framework

My proprietary *3D Branding Framework* is predicated on the idea that the most successful brands focus on selling points that simultaneously meet *all three* of the criteria below. Moderately successful brands typically focus on selling points that meet two of the criteria, and failing brands just one or even none.

### **DISTINCTIVE**

The selling point or value proposition is unique to your business. You are the only one (or one of just a few) doing it, or doing it well.

### **DEFINING**

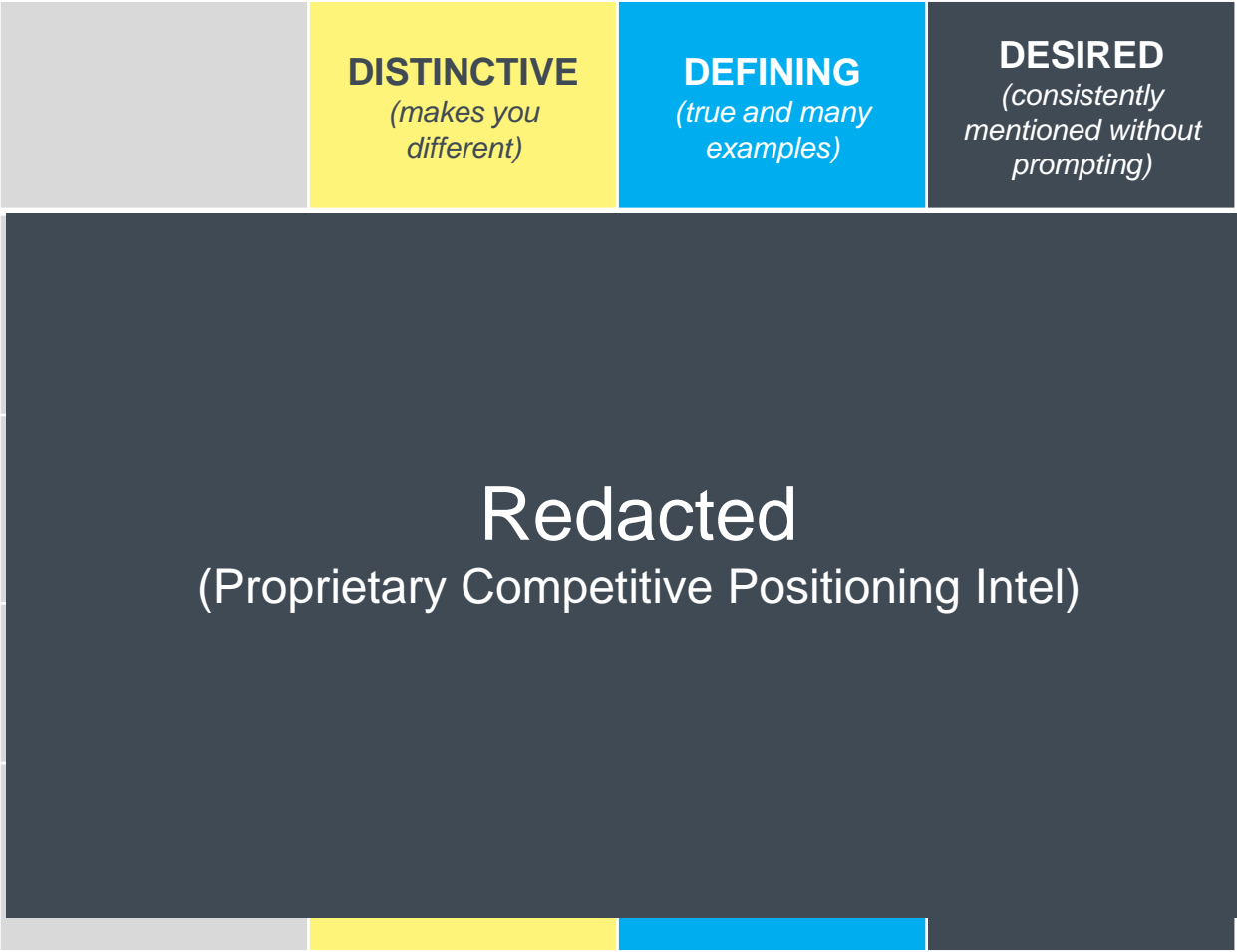
The selling point or value proposition is authentically who you are, not just marketing fluff or wishful thinking. It is *truly true*, and you can back it up with sufficient evidence and examples.

### **DESIRED**

A sizable number of prospective customers find the selling point or value proposition compelling. It is not so niche-y that it would prevent adequate sales volume.

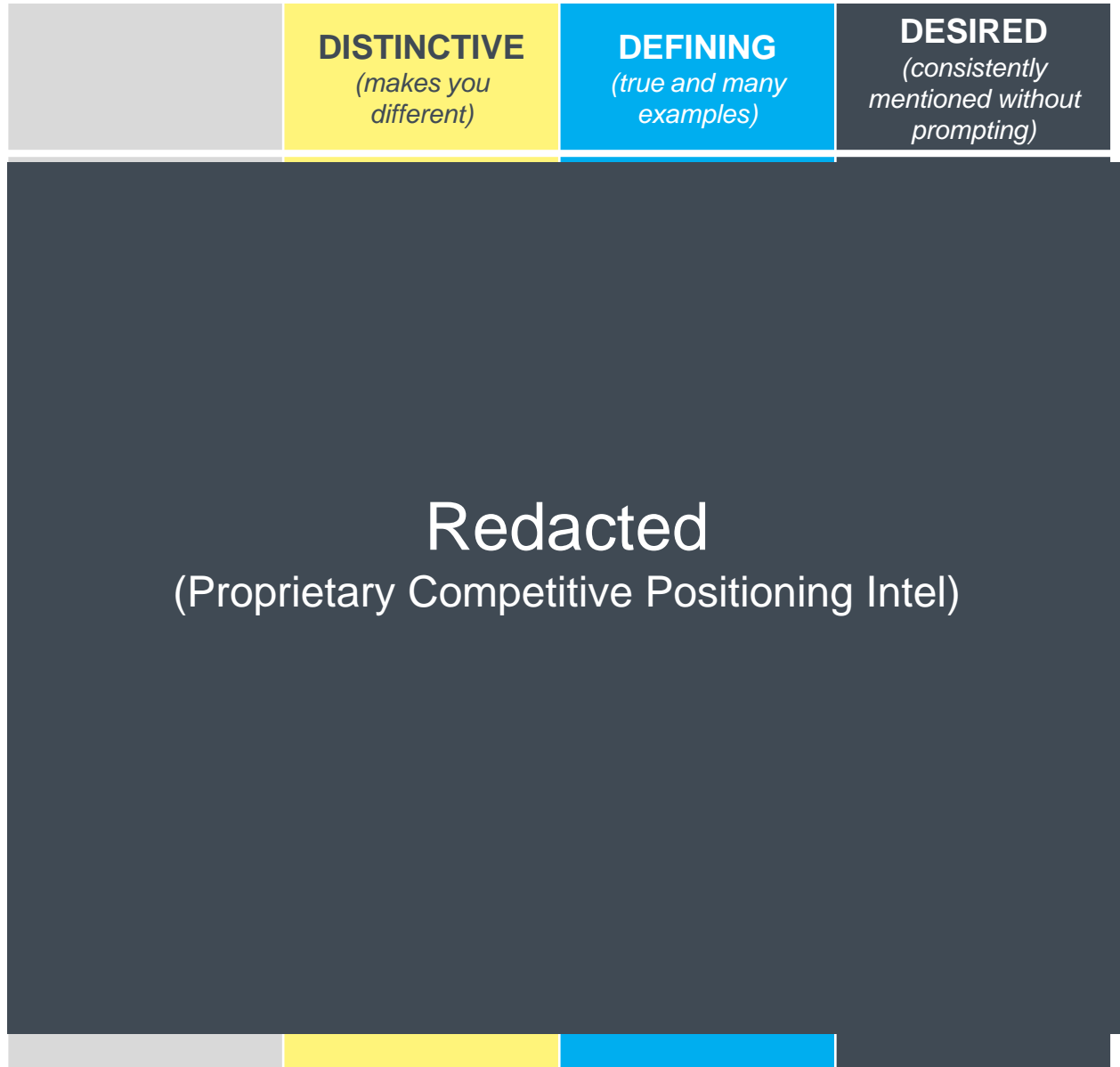
# your custom 3D branding framework.

These four selling points should be emphasized most prominently as they consistently met all three criteria for stakeholders.



# your custom 3D branding framework.

These selling points should absolutely be discussed, though they need not be “headlines” per se.



## long-form messaging

To be used on your organization's website and in all lengthier collateral materials, etc.

**We're not an animal rescue.  
We're an animal sanctuary.**

**We don't take animals in and then adopt them out.  
We take them in and never let them go.**

**We don't focus on the animals that can be saved.  
We focus on the ones that no one else will.**

Animal Guardian Network is not what you may think—because we're not like any place you've ever known. You may assume we provide rescued animals with short-term shelter before placing them in adoptive homes. Or that our primary focus is on nursing neglected but otherwise young and healthy animals back to full functioning. *But that's not who we are.*

Animal Guardian Network is a place where the most overlooked and forgotten animals—elderly, special needs, and hospice animals who were destined for euthanasia or slaughter and had little chance for adoption—come to live out the rest of their lives in a safe, loving, enriching sanctuary. Where a long life is not always possible, but a full one absolutely is. And where strengthening the bonds between all living things is our ultimate goal.

## long-form messaging

To be used on your organization's website and in all lengthier collateral materials, etc.

### **Life-Long Care for Unwanted Animals.**

- A safe, permanent home for animals that were destined for euthanasia or slaughter, with no hope for adoption
- A focus on elderly, special needs, and hospice animals
- Enriching activities to give animals joy in their final months or years
- Around-the-clock skilled care
- End-of-life hospice services
- Species-appropriate habitats for socialization and play
- Domestic as well as farm animals

### **Stronger Bonds Between All Living Things.**

- Peaceful shared experiences for hospice animals and their families
- Safe spaces for grieving the loss of beloved pets
- Guided hikes, meditation, reiki, and yoga with animals
- Educational and healing retreats and workshops

[Learn More About Our Services](#)



## long-form messaging

To be used on your organization's website and in all lengthier collateral materials, etc.

### Our Services

Animal Guardian Network provides life-long care to elderly, special needs, and hospice animals, as well as community programs aimed at strengthening the bonds between all living things. Following is an overview of the services we provide.

**Long-Term Skilled Care:** Specialized canine, equine, and farm animal Care Centers providing around-the-clock skilled care for hospice, elderly, and special needs animals—including dogs, horses, burros, goats, sheep, steer, and more—who were destined for euthanasia or slaughter and had little hope for adoption.

**Hospice Services:** Around-the-clock-monitoring, ongoing pain management, nutrition and medication management, regular physical and mental assessments, and social-emotional care such as “love visits” from volunteers, hand-bathing and grooming, and on-site euthanasia in the resident’s favorite location, always in the arms of one of Animal Guardian Network’s familiar staff members.

**Animal Life Enrichment:** Naturalistic, species-specific play habitats as well as ever-changing daily opportunities for our resident animals to socialize, engage their senses, and interact with nature—including our signature “Pup Rides” that allow even elderly or blind dogs to enjoy the rich sensory experience of running in a field as they ride safely and securely in an all terrain vehicle with a caretaker.

## long-form messaging

To be used on your organization's website and in all lengthier collateral materials, etc.

### Our Services *Cont.*

**Grief Support:** Healing Heart Chapel, a safe and tranquil place for human visitors to grieve the loss of a pet, as well as Molly's Mission through which we offer meditative and memorable experiences for hospice animals and their families.

**Animal & Human Bonding:** Buddy Hikes through which visitors are paired with resident dogs to share quality time on guided nature hikes; our Seniors for Seniors program through which senior citizens share time and attention with our elderly resident dogs; as well as meditation, yoga, and reiki classes with animals.

**Educational & Healing Events:** Guided tours and workshops that provide visitors an opportunity to witness and learn about the humane treatment of animals, and retreats to help people heal and grow through a greater connection to animals, nature, and self.

*\*Note that we have grouped some of the above services into larger categories (e.g. grouping the Chapel with Molly's Mission under a "Grief Support" category). This is to ensure that these areas don't receive more "real estate" and emphasis than the things that were deemed more critical selling points (e.g. long-term care, hospice etc.)*

## long-form messaging

To be used on your organization's website and in all lengthier collateral materials, etc.

### About Us

Founded in 2009, Animal Guardian Network is a nonprofit animal sanctuary that provides life-long care to animals that society has largely discarded and forgotten.

While many wonderful organizations provide abused or neglected animals with short-term shelter and care before placing them in adoptive homes, Animal Guardian Network is different. We provide a forever home to those animals that have little chance for adoption and would otherwise be destined for euthanasia or slaughter—namely elderly, special needs, and hospice animals. We take them in and care for them for the rest of their lives--*with the goal of making their final months or years the best they have ever known.*

Operating much like an assisted living community, we refer to our animals as “residents” and our goal is to provide them with high-quality personal and medical care, meaningful socialization, and ample opportunities to participate in joyful, enriching activities adapted to their unique special needs.

Having reached full capacity at our current location in North Phoenix, we will be relocating in late 2018 to a beautiful new location in Camp Verde, Arizona. The 22-acre parcel of land—which we will be called Healing River Ranch—is flanked by Coconino National Forest to the North and the Verde River to the West, and features a beautiful stream, hiking trails, and other amenities that will provide our residents with even more room to socialize, explore, and enjoy nature.

Animal Guardian Network receives no government funding but instead relies entirely on donations, grants, special event revenues, and the hard work of our many dedicated volunteers.

[Click Here to Find Out How You Can Support AGN.](#)

## short-form messaging

To be used  
in flyers,  
advertisements,  
business letters,  
etc.

Animal Guardian Network is like no place you've ever known. We are a place where the most forgotten animals—elderly, special needs, and hospice animals—come to live out the rest of their lives in a safe, loving, enriching community.

- A safe, permanent home for domestic and farm animals that were destined for euthanasia or slaughter, with little hope for adoption
- A focus on elderly, special needs, and hospice animals
- Enriching activities to give animals joy in their final months or years
- Around-the-clock skilled care
- End-of-life hospice services
- And more

## elevator speech

Your elevator speech is meant to sound natural and conversational and should be used consistently in personal conversations about your organization. It's what you say when you have just a few seconds—such as a short elevator ride—to quickly educate someone about your business.

Animal Guardian Network is a nonprofit animal sanctuary focused on providing permanent care to animals that society has largely discarded—namely elderly, special needs, and hospice animals that were at risk of euthanasia or slaughter and had little chance for adoption.

Unlike animal rescues that provide short-term shelter before placing animals in adoptive homes, we rescue animals and then care for them for the rest of their lives, with the goal of making their final months or years the best of their lives.

## boilerplate

Your boilerplate should be used in press releases, social media profile/overview statements, and other formal organizational communications that require a less overtly promotional tone.

Founded in 2009, Animal Guardian Network (AGN) is a nonprofit animal sanctuary located in the Verde Valley of Arizona, providing life-long care to domestic and farm animals—particularly elderly, special needs, and hospice animals that were at risk of euthanasia or slaughter and had little chance for adoption. Operating much like a long-term retirement community, AGN provides its resident animals with around-the-clock skilled care, hospice services, and a range of enriching activities, as well as community programs aimed at strengthening the bonds between animals and humans. For more information contact Executive Director Carrie Singer at [carrie@animalguardiannetwork.org](mailto:carrie@animalguardiannetwork.org).

**brand  
activation  
tips**

**Redacted**  
(proprietary strategic recommendations)

**brand  
activation  
tips**

**Redacted**  
(proprietary strategic recommendations)