



October 12, 2005

Dear Becky,

Becky, I want to express my sincere appreciation to you for all of your hard work in undertaking what I know was a massive project - designing a website for our organization literally from "scratch" - but I just do not know where to begin.

Although we had a small start-up, we realized that "bare bones" site could never allow us to achieve our marketing goals or give our organization the credibility we needed to convey to our grant flinders. We also needed an effective way to market our new planned giving program to our supporters. Not knowing anyone with the level of web design experience needed to develop the kind of site we envisioned, we continued to fill in the blanks of our grant applications with the address of the old website, hoping all the while that none of our prospects would actually take the time to access it, at least that was until you came along.

Both Sandye and Lori told me repeatedly that it was a pleasure working with you on this project. The website you designed turned out even better than any of us could have imagined. Your design encompasses everything we had hoped to achieve and more and I have to tell you we cannot wait to introduce the new site to our grant funders and supporters.

We thought the way you broke up the text with the wildlife photos and wonderfully creative graphics was great. We were equally impressed by how quickly the site downloads. Of course, as soon as the home page came up, the first thing we noticed was your absolutely beautiful grouping of wildlife photos to the right of our logo. That grouping, along with the paw print graphics - another example of your attention to detail - really gives a wonderful first impression and is sure to encourage visitors to stay and explore the site. That means, of course, that we will reach even more visitors with our message.

We were also very pleased by how easily the site is navigated. The buttons and bars you installed are easy to understand and use, and we want to thank you for spending the extra time to place those wonderfully imaginative donation buttons on each page.

The links are also really clear and easy to identify, allowing visitors to know in an instant where they can click to get more information. We especially appreciate your use of this feature on the planned giving page since it contains a great deal of technical information.

Another thing that impressed us was the consistency of your design. All of the pages -and we know there are many of them - complement each other to lend even more credibility to the site.

I can tell you that through this new website, you have helped us market our organization to a whole new group of supporters. Even more, you have enabled us to get our message out in a way we never could.

For years, my animal care volunteers and I have had to devote a good portion of our day on the phone talking to supporters who ask the same general wildlife questions even though we realized that our time and energy would have been better spent providing direct care to the animals.

This new site is allowing us to make this information readily available to the public, which will no doubt save more lives. And, as more and more of our supporters learn to visit our website to obtain this educational information, it will also free up our time for more important animal care work.

Becky, on behalf of everyone at Wildlife Rescue, Inc., please know how much we appreciate your efforts on this project and this fantastic new website!

Sincerely,

A handwritten signature in cursive script, appearing to read "Gerda Deterer". The signature is written in black ink on a white background.

Gerda Deterer
Volunteer President & Executive Director
Wild Life Rescue, Inc.