

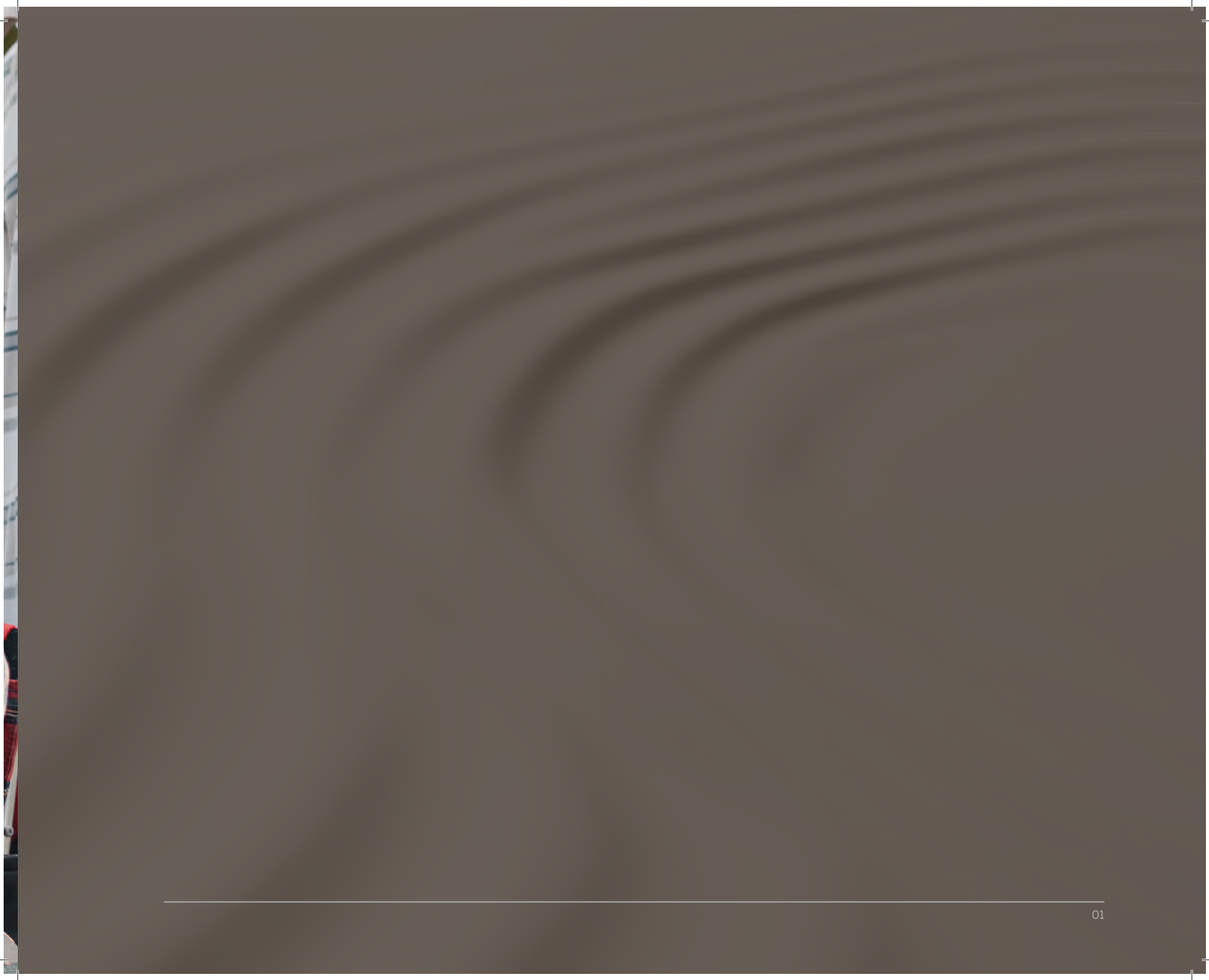
# TRANSFORMING LIVES

Through Transformative Therapeutic Experiences













Matthias Hillner  
Service Design Professor  
Germany

Mathias Hillner is a senior Service Design professor at Savannah College of Art and Design, with a niche in working with cross-disciplinary student teams on design innovation projects. He holds three postgraduate degrees from the Royal College of Art, including a PhD in Innovation Management at the Department for Service Design.

He has an incredibly extensive creative background and level of expertise. What truly sets him apart as a designer, is that he listens, asks the right inquisitive questions and understands the unique needs of every individual, to deliver exceptional results.

“I am just like Cody, I know when it’s time to go to work but I know how to have fun as well”





**Hardik Kumawat**  
M.F.A. Service Design  
B.Sc Geology  
India

"A dramatic diva dragon  
like Nala and loves a  
good routine"



**Hitasha Mehta**  
M.A. Service Design  
B.Des Product Design  
India

"I always want to be fed  
first, just like Chloe and  
the sweetest girl ever"



**Pranali Mukkannvar**  
M.A. Service Design  
B.Des Product Design  
India

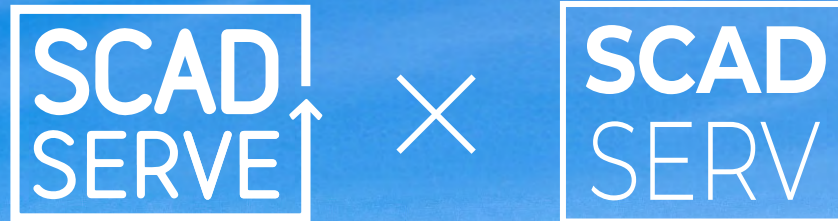
"I am just like Apache  
curious about  
everything"



**Yunyu Liu**  
M.F.A. Service Design  
B.Des Graphic Design  
China

"I'm here to share my  
gentle spirit like Jazzy."





## OVERVIEW

SCAD SERVE empowers the SCAD community, listening to the needs of its neighbors and local leaders. The mission is to create meaningful design solutions that improve quality of life.

SCAD Serve thus collaborates with selected non-profit organizations who have a particular challenge that they need additional assistance solving, likely requiring creative exploration and innovative design thinking. This course, SERV 747 undertook one such project.

Systemic Innovation for Service Evolution (SERV 747) is a graduate level service design class at SCAD that teaches the fundamentals of innovation, students focus on social climate, consumer interaction patterns and profitable opportunities to expand business models.

Student from the SERV 747 class worked with Faith Equestrian Therapeutic Center, a local nonprofit, to design innovative branding and marketing strategies, expanding their reach and enhancing their impact through holistic, community-focused solutions for service evolution.





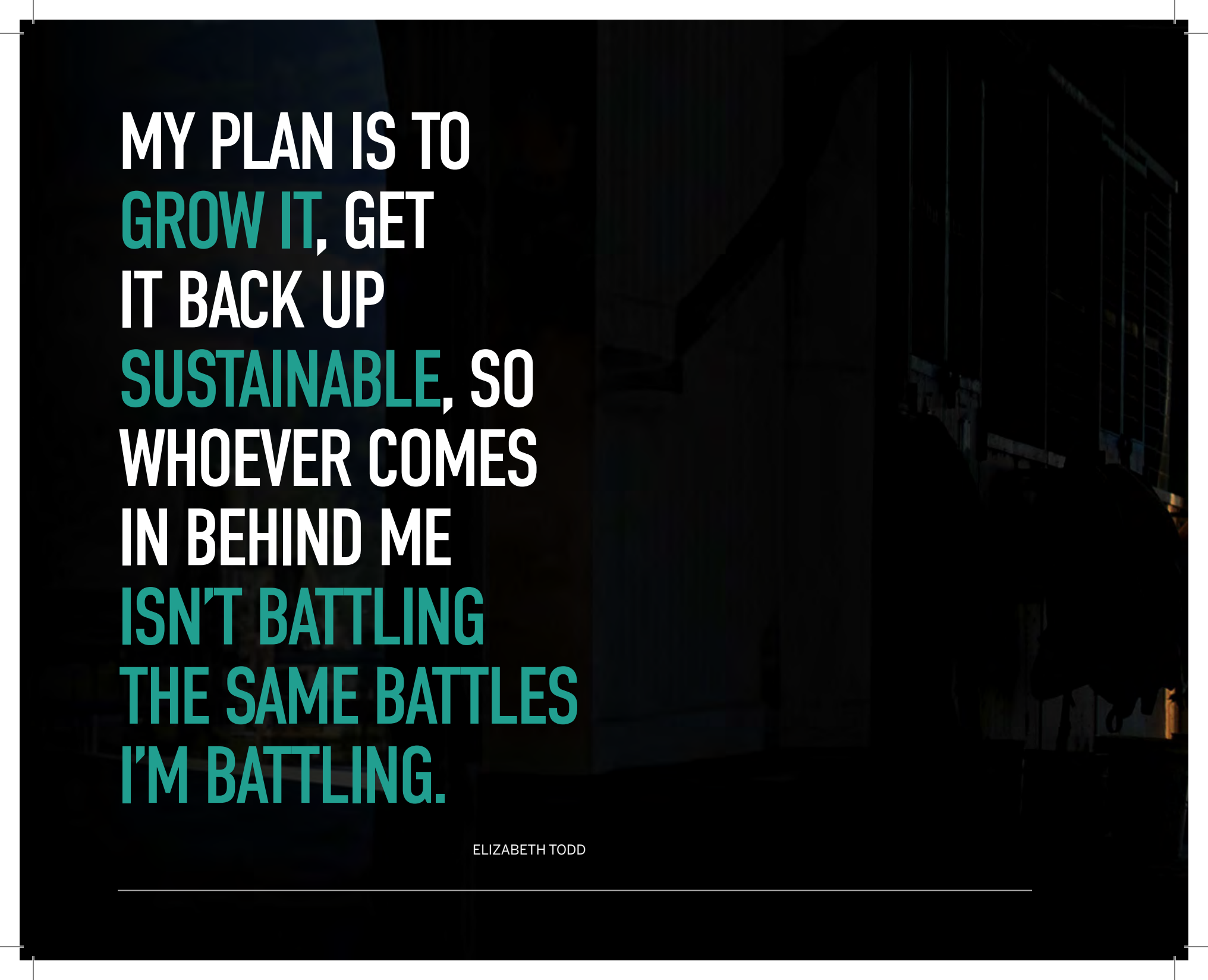
## OUR CLIENT

Faith Equestrian Therapeutic Center is a multifaceted organization dedicated to making a difference. They provide goal-oriented equine-assisted activities both on the ground as well as therapeutic riding to children and adults with physical, mental and emotional barriers.

They serve students, veterans, and elderly, and all who seek connection and healing. Earlier, this year SCAD had developed an architectural solution for the Faith Equestrian Therapeutic Center.

In extension to the previous efforts, this project is aimed at re-designing the brand identity and building a sustainable marketing strategy to support and promote Faith Equestrian's service evolution.



A dark, atmospheric photograph of a city street at night. A person is walking away from the camera, carrying a backpack. To the right, a building with a fire escape is visible. The scene is dimly lit, with some light reflecting off surfaces.

MY PLAN IS TO  
GROW IT, GET  
IT BACK UP  
SUSTAINABLE, SO  
WHOEVER COMES  
IN BEHIND ME  
ISN'T BATTLING  
THE SAME BATTLES  
I'M BATTLING.

ELIZABETH TODD

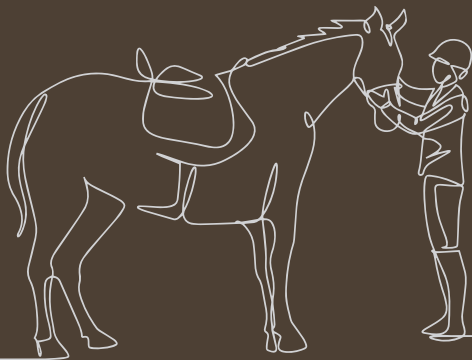
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# OUR PROCESS



## 01 INVESTIGATE

- Client Kick-off
- Stakeholder Mapping
- Field Trip
- Organizational Overview
- Website Analysis
- Case Study - BraveHearts
- Survey Preparation & Insights



## 02 DISCOVERY

- Opportunity Statement
- Interview Insights & Learning
- Survey & Interview Analysis
- Johari Window Analysis



## 03 DEFINE

- Business Model Canvas
- Value Proposition Maps
- Customer Journey Canvas
- Brand Identity Directions
- Brand Values
- Mood Boards
- Brand Colors
- Brand Inspiration
- Brand Personification
- Key Messages





## 04 DESIGN

- Brand Logo
- Typography
- Brand Applications
- Website Redesign



## 05 STRATEGY

- Brand Communication
- Strategic Systemic Plan
- Communication Journey Map



## 06 EPILOGUE

The Key Ideas Explained









## 01 INVESTIGATE

Collecting original data through interviews, site visits, and surveys with stakeholders to gain firsthand insights and understand their needs. This method uncovers unique perspectives and operational challenges.



# CLIENT KICK-OFF

During the kick-off meeting, the team met with Faith Equestrian, introducing the themselves to communicate key needs to be considered for the project. These discussions help shape design drivers and essential insights for the direction of the project.

## KEY TAKEAWAYS

### Mission & Values

During the kick-off meeting, the team met with Faith Equestrian, introducing the themselves to communicate key needs to be considered for the project. These discussions help shape design drivers and essential insights for the direction of the project.

and well-being for participants, emotional support for caregivers, and personal fulfillment and training opportunities for volunteers.

### Mission Facility & Accessibility

Situated on a 10-acre property with 11 equines, FETC is a PATH Premier Center dedicated to providing an accessible, peaceful, and healing environment. Their design focus is on creating ADA-compatible, inclusive, and non-traumatic spaces for all users, including veterans and individuals with disabilities.

### Program Services

The center offers a range of programs, including therapeutic and adaptive riding, equine-facilitated training, camps, volunteer opportunities, community service activities, and “Manes and Memories.” These services aim to promote physical, emotional, and mental well-being while providing supportive resources for caregivers and volunteers.

### Partnership & Future Development

FETC collaborates with key partners like SCAD, Effingham County Schools, and Georgia Southern University to further their mission. They seek innovative, self-sustainable design solutions and enhanced marketing materials to engage funders and increase visibility, ensuring their services remain welcoming and accessible to a diverse audience.

### Stakeholder & Community Engagement

FETC identifies three key stakeholder groups: participants, parents/caregivers, and volunteers. Each group receives unique benefits, such as improved health



INSIGHTS

Mission & Values

Clarity and alignment of value pillars and service offerings

Core purpose: Mental, emotional and physical well-being

Consistency of values and daily operations

Mission Facility & Accessibility

Capacity & Scalability: Assess if facilities can meet current demand and scale for future growth.

Program Services

Service Range: How they meet the needs of different demographics.

Program Effectiveness: Initial perceptions and measuring the success of programs.

Opportunities for Expansion: Any gaps in services where new programs could be developed.

Partnership & Future Development

Current Partnerships and how they contribute to program delivery or outreach. (ecosystem)

Future Collaboration that could drive innovation, expand service offerings, or increase funding opportunities.

Long-term Growth: Potential partnership development in sectors like healthcare, veterans' services explored for sustainable growth

Stakeholder & Community Engagement

Identifying key Stakeholders and managing their expectations

What is Faith Equestrian's community (ecosystem)

Feedback Loops: Are there established feedback mechanisms from stakeholders and whether those insights influence decision-making.



# STAKEHOLDER MAPPING

Stakeholder mapping categorizes individuals, groups, or organizations involved in a project based on their level of influence and interest. Stakeholders are plotted as key players requiring active engagement. Those with high influence but low interest may need occasional updates, while those with low influence and high interest offer valuable perspectives but lack decision-making power.

Stakeholders with minimal influence and interest require minimal communication. This visual tool helps organizations understand relationships, prioritize engagement, and manage stakeholders effectively.

The team began analyzing stakeholder relationships through stakeholder mapping. We started by writing down stakeholders on color-coded stickers and placing them on a large sheet of paper according to their relative positions, based on our initial instincts informed by secondary research.

After a brief discussion and sharing session, we transferred the paper prototype to a whiteboard, creating a more formal and refined version of the stakeholder map.

The stakeholder map for Faith Equestrian Therapeutic Center (FETC) consists of three main groups; their immediate community. Primary stakeholders are participants, who benefit directly from the therapeutic riding programs. They receive physical, emotional, and social support, contributing to FETC's mission by demonstrating the impact of its services.

Secondary stakeholders include staff, volunteers, and families/caregivers. Staff provide expertise, manage programs, and ensure safety, while volunteers offer essential labor and care. Families and caregivers support FETC's cause of doing social good and help spread a good word.

Tertiary stakeholders are sponsors, donors, and partners. They provide financial and in-kind resources, helping FETC grow. Sponsors seek brand visibility, donors often seek emotional satisfaction and are also rewarded with tax benefits, and partners collaborate to enhance community impact.

Figure 1.0

## Stakeholder Overview

This map places the participants at the core reflecting their central role to the purpose of Faith Equestrian as an organization. Surrounding them are those representing the close support network involved and finally the outermost sphere signifies those that are essential but have more of an indirect contribution to the center's mission and daily operational sustenance.



Families

Sponsors

(Expect visibility and promotion in return)

Care Givers

Participants

Children with special needs  
War Veterans  
Seniors

Horses

Partnerships

(Academic &  
Non-academic  
Partnerships)

Staff

Volunteers

Donors

(Financial/in-kind support  
without direct benefit)



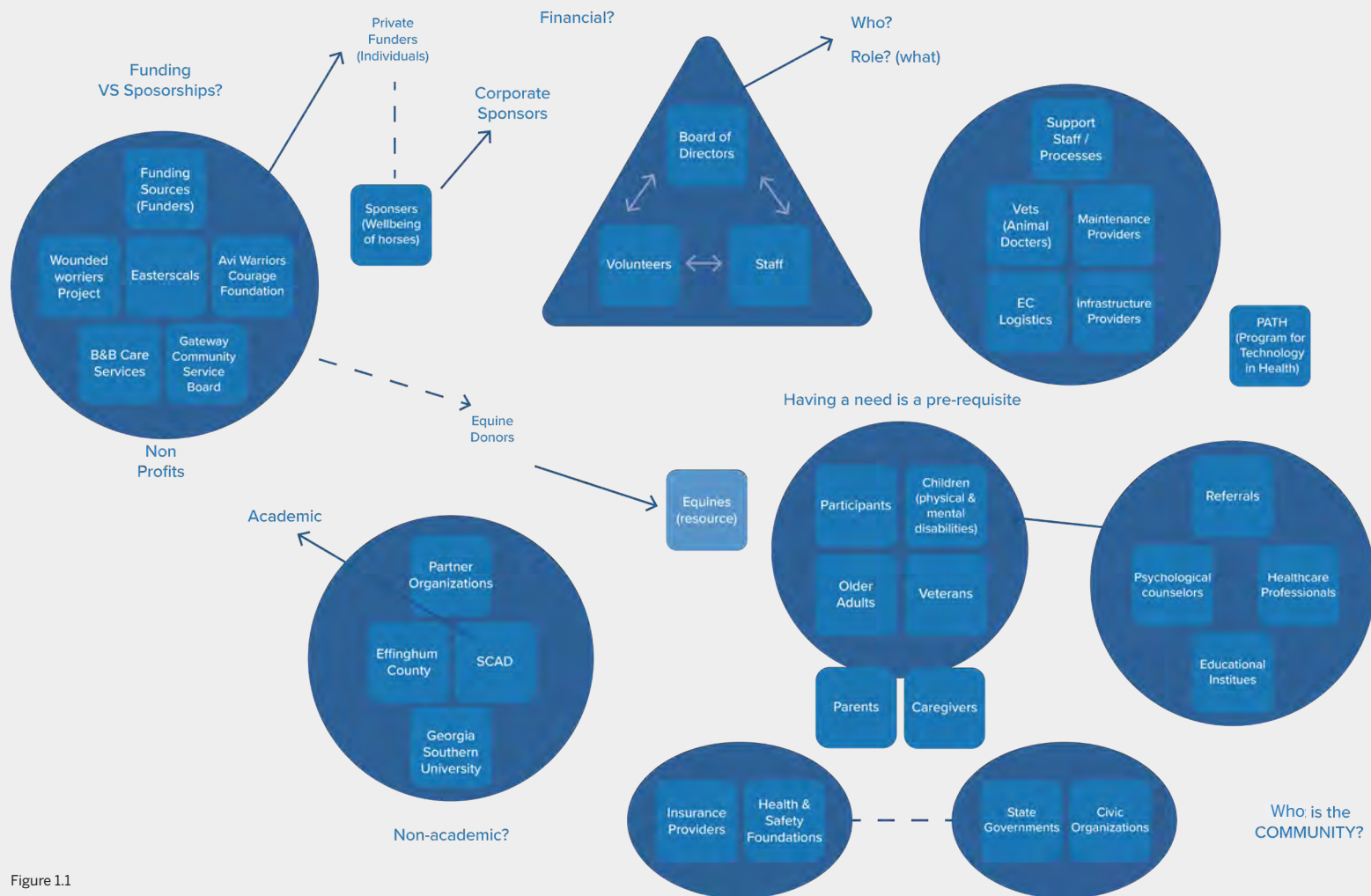


Figure 1.1

#### Network analysis v1

This map offers a more detailed view, expanding each stakeholder section to include specific funders, donors, academic sponsors and other organizations currently involved. This enhanced version helped enable a deeper conversation of relationships, financial flows, distinction between funders and donors, and the overall community impact fostered by these connections.



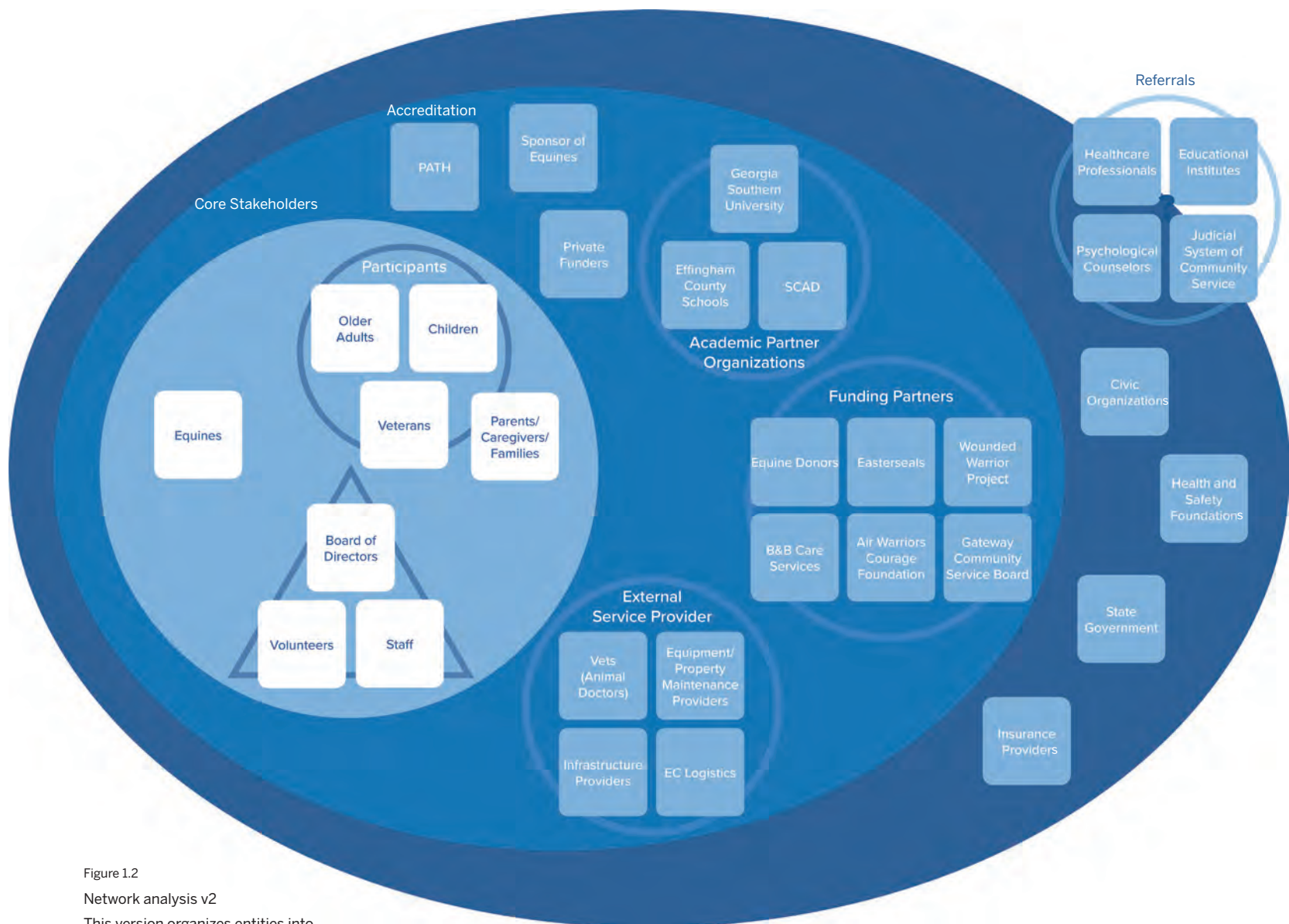


Figure 1.2

#### Network analysis v2

This version organizes entities into structured layers emphasizing their proximity and impact on the center.



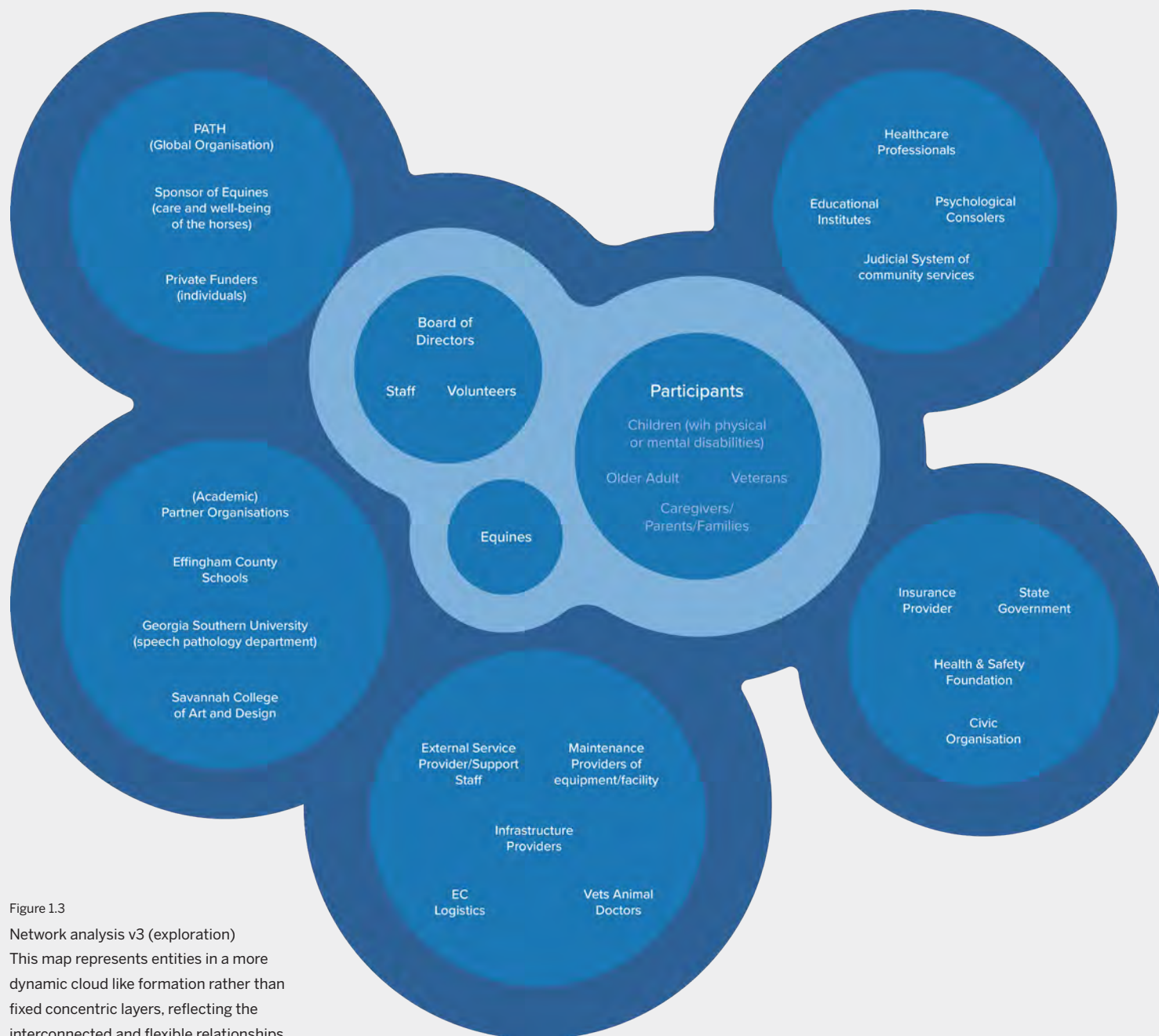



Figure 1.3

#### Network analysis v3 (exploration)

This map represents entities in a more dynamic cloud like formation rather than fixed concentric layers, reflecting the interconnected and flexible relationships.



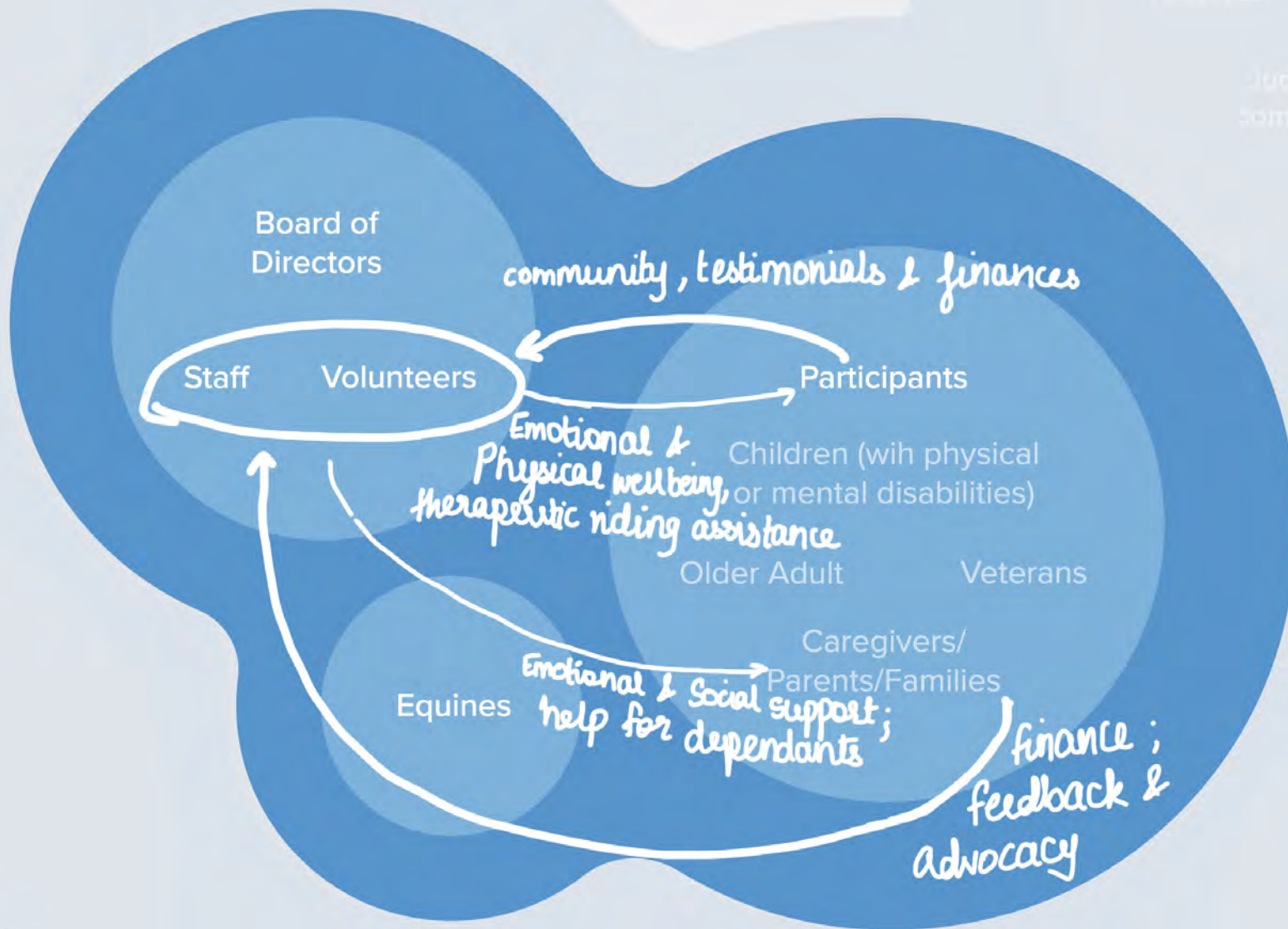


**WE BUILD  
RELATIONSHIPS  
WITH THE HORSE,  
BETWEEN THE  
PARTICIPANTS,  
THE VOLUNTEERS,  
IN BUILDING THAT  
RELATIONSHIP,  
PEOPLE CAN HEAL.**

ELIZABETH TODD

This value exchange map has evolved from the stakeholder maps building on the previous iterations by highlighting interconnections and interdependencies among stakeholders, illustrating the value exchanges that occur within and around Faith Equestrian as an organization. It visually captures the flow emphasizing the collaborative ecosystem that sustains and enriches the center's mission.







(Global Organisation)

Sponsor of Equines  
(care and well-being  
of the horses)

Private Funders  
(individuals)

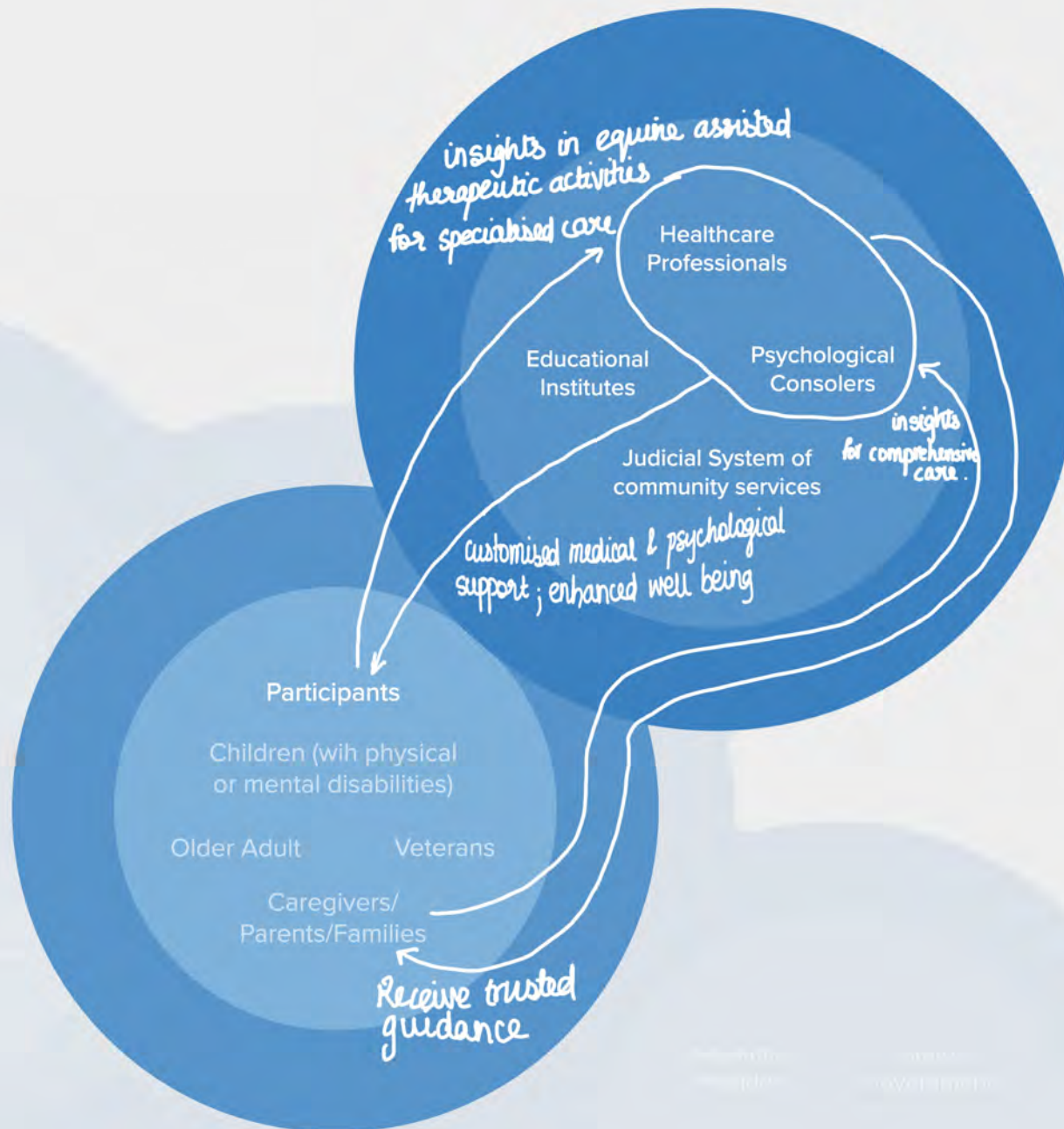


(Academic)  
Partner Organisations

Effingham County  
Schools

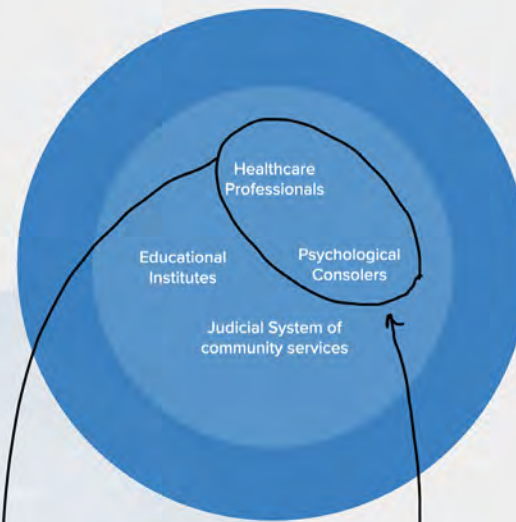
Equines







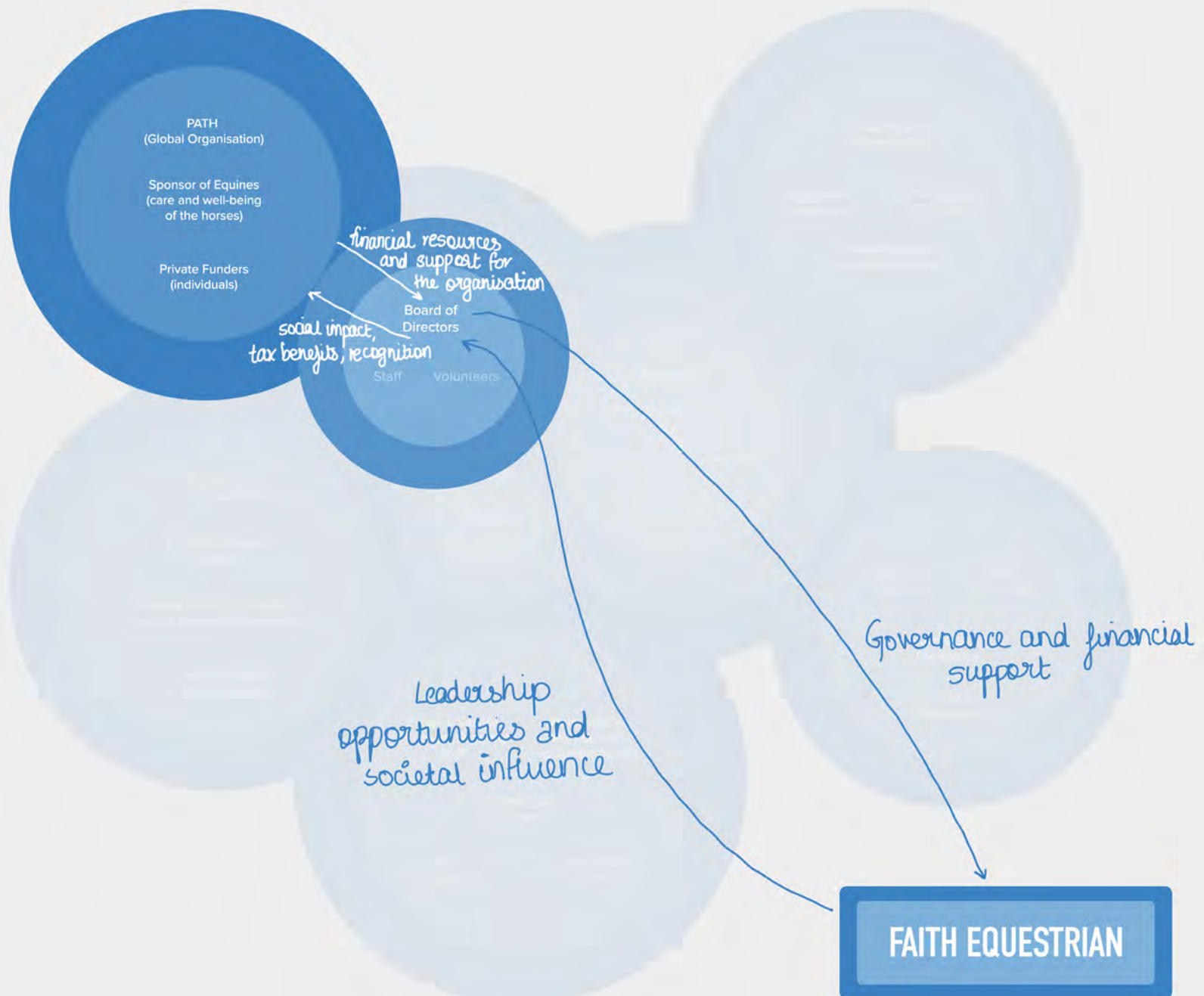
collaboration for  
patient care and  
access to specialised  
services and therapy



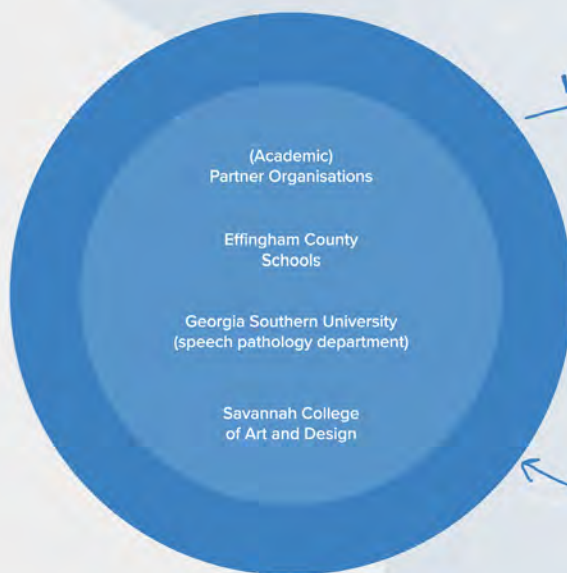
Referrals and  
medical insights

**FAITH EQUESTRIAN**









resources, financial, professional skills

Strategic partnerships, & community support  
for awareness building

Awareness building,  
resource sharing,  
social good and  
community wellbeing

FAITH EQUESTRIAN



# FIELD TRIP

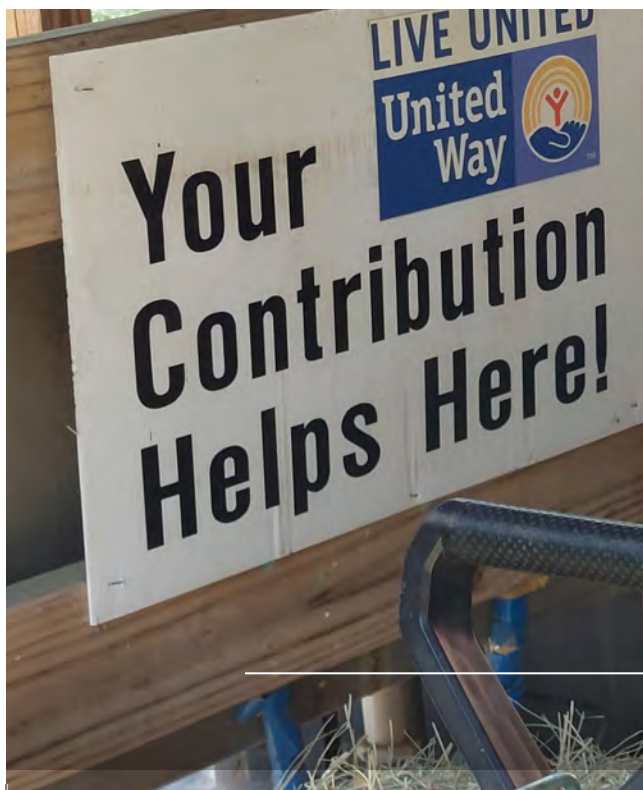
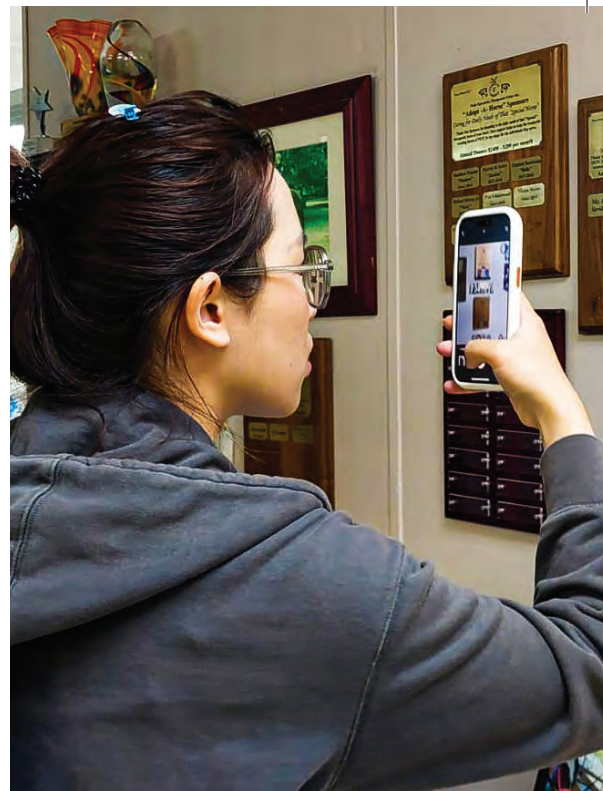
We were invited by Faith Equestrian Therapeutic Center for a field visit to explore their operations and branding strategies. Upon arrival, we were greeted by Elizabeth, the Program Director and Equine Manager, who led a guided tour of the facilities, offering a clear view of the organization's mission and infrastructure.

Our research began in the educational building, focusing on brand communication strategies and engagement points for participants and visitors. Post-lunch, we conducted interviews with Elizabeth and Dana, the Executive Director, gaining valuable insights into stakeholder relationships, communication channels, and internal brand perception. These discussions, along with a second property tour, deepened our analysis.

Overall, the visit provided a comprehensive understanding of Faith Equestrian Therapeutic Center's branding efforts and organizational vision.









## PRE-TRIP PREPARATIONS

The pre visit preparations to Faith Equestrian's center included conducting secondary research to understand the organization's background, mission, and existing communication strategies. We also developed core stakeholder maps to identify key internal and external contributors and their roles within the organization.

### Discussion Guide Questions

1. Looking at this stakeholder map do you think stakeholder involved in this project who would directly or indirectly affects the outcome of the service?

2. Are there any corporate/academic/non-academic collaborations with other organizations that you are looking at in near future?

3. People/Entities involved at key decision-making points?

4. Key target audiences for this re-branding effort?

5. What would be the one key-message that do you want the new brand identity to convey to your audience?

6. Who else in the market really inspires your brand?

7. What sets FETC apart from them? Is there a Gap in the perception of the brand or current messaging?

8. FETC was a person what would be the top 5 characteristics?

9. What sets FETC apart from them? Is there a Gap in the perception of the brand or current messaging?

10. What specific marketing materials do you require the most?

11. How do you currently communicate with different audience segments?

12. How accessible do participants find the facility?

13. How satisfied are they with the level of support and communication they receive from staff and the center?

14. How aligned are the current offerings with the center's three pillars: Faith, Hope, and Love?

15. What are the key initial communication touch points in our supporter and participant journey?

16. What are the pain points or friction areas in our current communication and support processes?

17. How do interested participants connect with the organization to share feedback?

18. How are the volunteers trained currently and what is the efficiency?

28. How do you usually share the success stories with others?

29. Are there specific metrics strategies you use to measure the impact of your work?

30. What aspects of the program are most valuable (e.g., emotional connection with horses, physical activities, outdoor experience)?



31. What would be the top 3 goals and vision of your organization for the next 5 years?

32. How do you see new tools or new service you are planning to implement in the 5 years?

33. What resources or tools would improve the ability of staff to provide effective therapeutic services?

34. What are the biggest challenges your organization currently faces, and how would you address them? (Even including staff)

35. What motivates them to continue volunteering at FETC, and what would improve their experience? What would be an Ideal communication strategy to better engage these audiences?

36. Are there any specific design styles or inspirations you would like the team to follow or avoid?

37. Are there any specific design styles or inspirations you would like the team to follow or avoid?

38. Are there any specific areas of development that your organization is particularly excited about?

39. Can you share some examples of how you've adapted your approach to meet the specific needs of different (customers)?

40. What have been their benefits and limitations?









-  Stakeholder
-  Visual/Brand Identity
-  Communication
-  Impact
-  Future
-  Challenges
-  Motivations
-  Miscellaneous





Figure 2.1

[The Welcome Booth](#)

Opportunities for Expansion:  
Any gaps in services where new  
programs could be developed.





Figure 2.2

#### The Story Corner

The spot provided an overview of honors, achievements, as well as participants' stories, highlighting their experiences and the impact of the program.

The place has opportunity to document and store stories of each participant effectively in physical and digital spaces.





Figure 2.3

#### Mission and Values

The displayed poster on the left side highlights the core mission of improving the quality of life for individuals with disabilities through therapeutic equine activities through organic graphic and font.

However, the overall visual aesthetic could benefit from being more cohesive with the organization's other marketing materials to ensure consistency in communication.



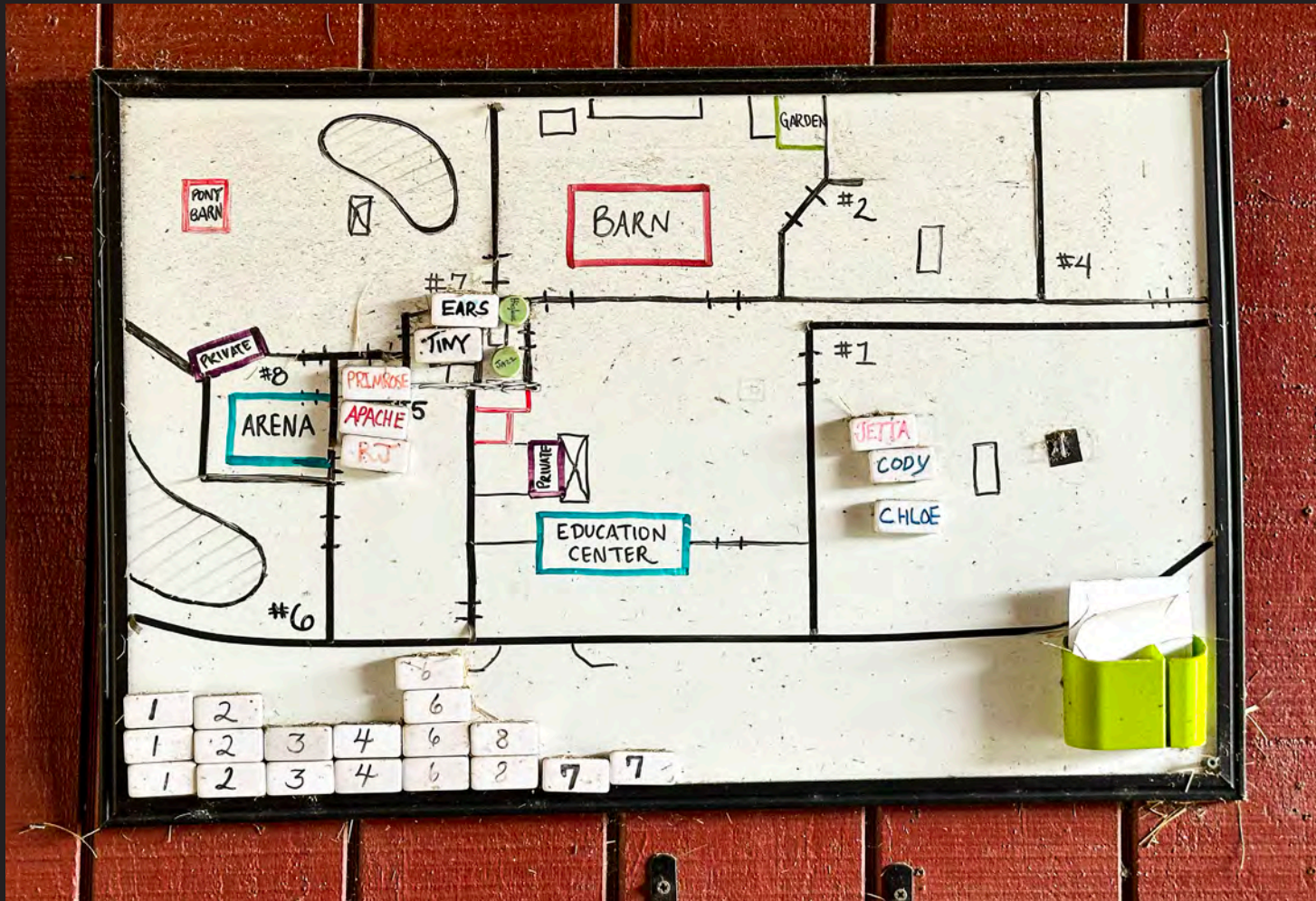


Figure 2.4

#### Layout Plans of the Center

The map of the property as an interactive way of sharing information, depicts the current location of the horses.





Figure 2.5

#### The Equipment Room

There are some playful color-coded instrumentation in a storage room next to the arena. It's interesting to see staff using horses' photo to distinguish the tools too.

It's all very interactive and multi-sensory however, there is an inconsistent way of labeling with horse names.





Figure 2.6

Center Merchandise

The unique items that capture the heart of our mission—each piece designed to reflect our values of Humility, Compassion, Strength, Optimism, Joy, and Support.



## DISCUSSION INSIGHTS

FETC is focused on expanding its reach, improving its infrastructure, refining its marketing strategies, and enhancing volunteer and donor engagement while staying true to its core values of strength, healing, hope, and inclusivity. The center aims to build a sustainable future by enhancing its facilities, expanding programs, and fostering a greater sense of community and support.

### Personalized Gratitude & Approach

FETC emphasizes a personalized approach in all its interactions, reflecting gratitude and appreciation towards its stakeholders, including participants, volunteers, donors, and partners. The focus is on building long-term, meaningful relationships rather than transactional engagements. FETC's messaging aims to convey this spirit of gratitude while remaining accessible and inclusive.

### Collaborations & Community Engagement

FETC sees potential in collaborating with other non-profit organizations to prepare for future growth. Partnerships are an essential strategy to broaden their reach and increase community involvement. The organization seeks to expand awareness by collaborating with entities like United Way and other non-profits to leverage word-of-mouth marketing and attract a broader audience.

### Marketing & Communication Strategies

FETC's most effective marketing tools are word of mouth, volunteers, and collaborations with organizations like United The organization aims to broaden its reach and make more people aware of its existence and mission.

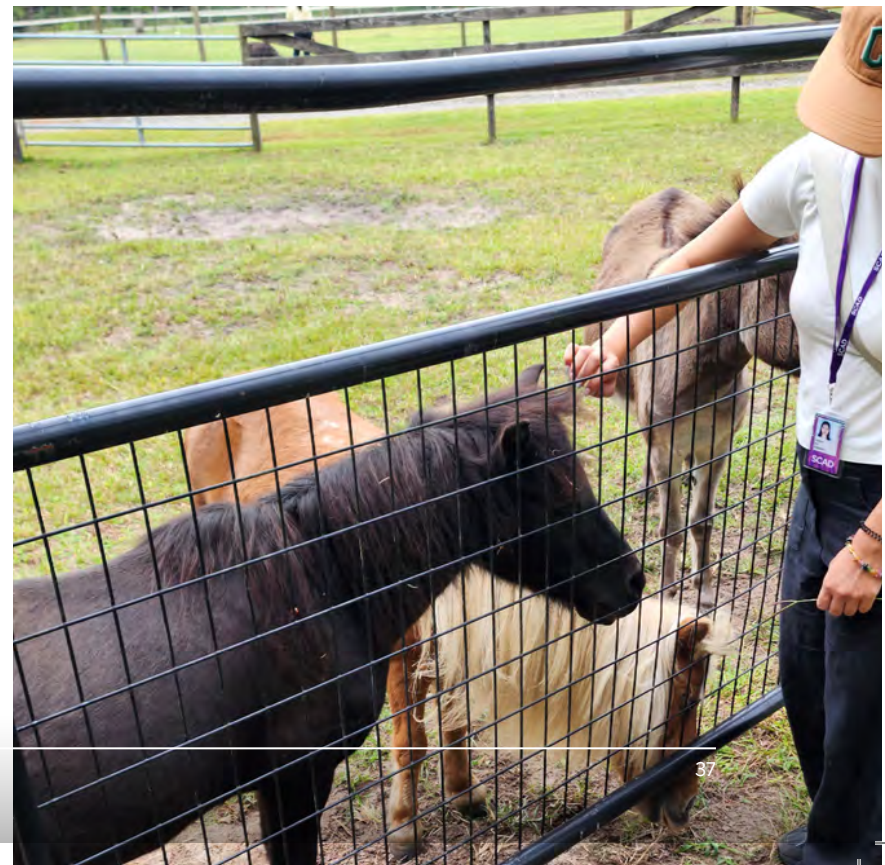
Key strategies for communication include:

**Tactful Verbiage:** The language used on the website and in materials (e.g., addressing sensitive topics like wills) should be carefully chosen to appeal to diverse audiences.

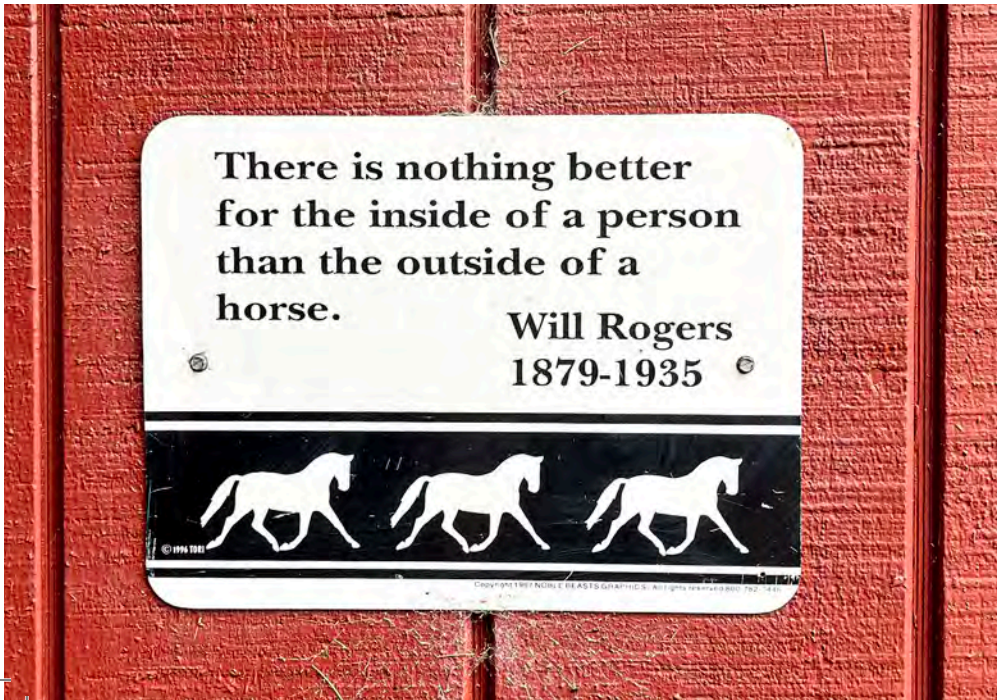
**Multiple Target Audiences:** FETC recognizes the need to address various target audiences with tailored messaging.

**Differentiation between Therapy and Therapeutic:** FETC provides a "therapeutic environment" rather than direct therapy, emphasizing building relationships and personal growth through equine activities.











### Key Characteristics & Values

FETC embodies several core values and characteristics, which they aim to reflect in all their activities and communications: Strength, Healing, Optimism, Hope, Faith, Determination, Fun, and Empowerment: These values are central to FETC's mission and are reflected in their programs, services, and interactions with the community.

### Faith Based but Inclusive Approach

While FETC is faith-based, it aims to distance itself from being perceived as a religious institution (e.g., not a Sunday school or a strictly Christian organization). Instead, the focus is on having faith in the process and fostering an inclusive environment where all individuals feel welcomed and supported.

### Marketing Channels & Tools

FETC plans to leverage various marketing tools to enhance visibility and engagement:

- Visual Handouts, Print Ads, and Social Media: A strong emphasis is placed on using reels and videos over static images, especially on platforms like Instagram and TikTok, to better connect with audiences.
- Canva for Easy Designing: FETC uses tools like Canva to create adaptable and easily editable marketing materials. Themed Social
- Media Posts: The organization has outlined a weekly theme for social media engagement.

### Infrastructure & Accessibility

FETC acknowledges that its current facilities, such as the barn, are not ADA-compliant, and there is a need to improve infrastructure to enhance accessibility. There is also an identified need to improve signage to ensure visitors know where to park, access facilities like restrooms, and find drinking water.

### Donor & Sponsor Communication

There is a need for clearer communication regarding donors and sponsors, such as recognizing the person who funded the arena. FETC wants to create a more standardized sponsorship system, with specific documents and tiered recognition levels, to better engage sponsors and support its financial needs.



# ORGANIZATIONAL OVERVIEW

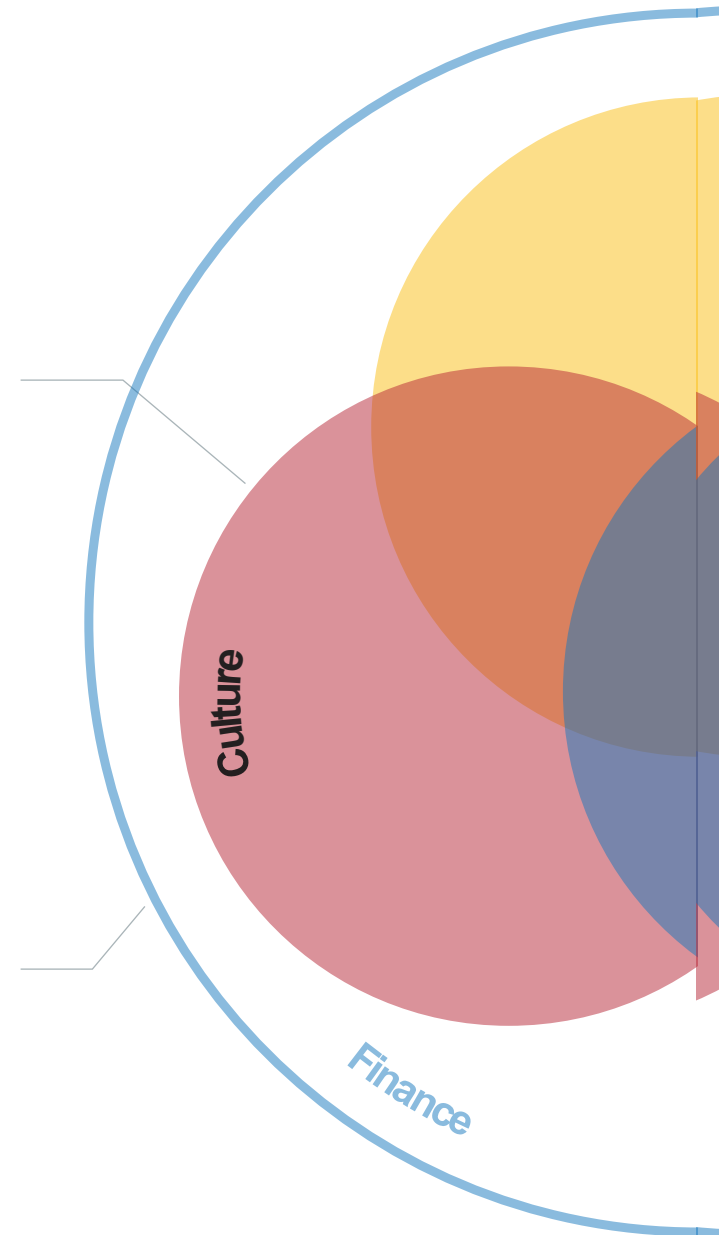
This organizational analysis focuses on four key dimensions: Infrastructure, People, Finances, and Culture, assessing the center's operational efficacy, community impact, financial sustainability, and cultural environment. The goal is to identify strengths and areas for improvement to ensure long-term success and growth.

**Multi-sensory Learning Integration**  
Participants engage through visual, auditory, and kinesthetic methods, allowing them to learn in ways that best suit their personal styles and individual strengths.

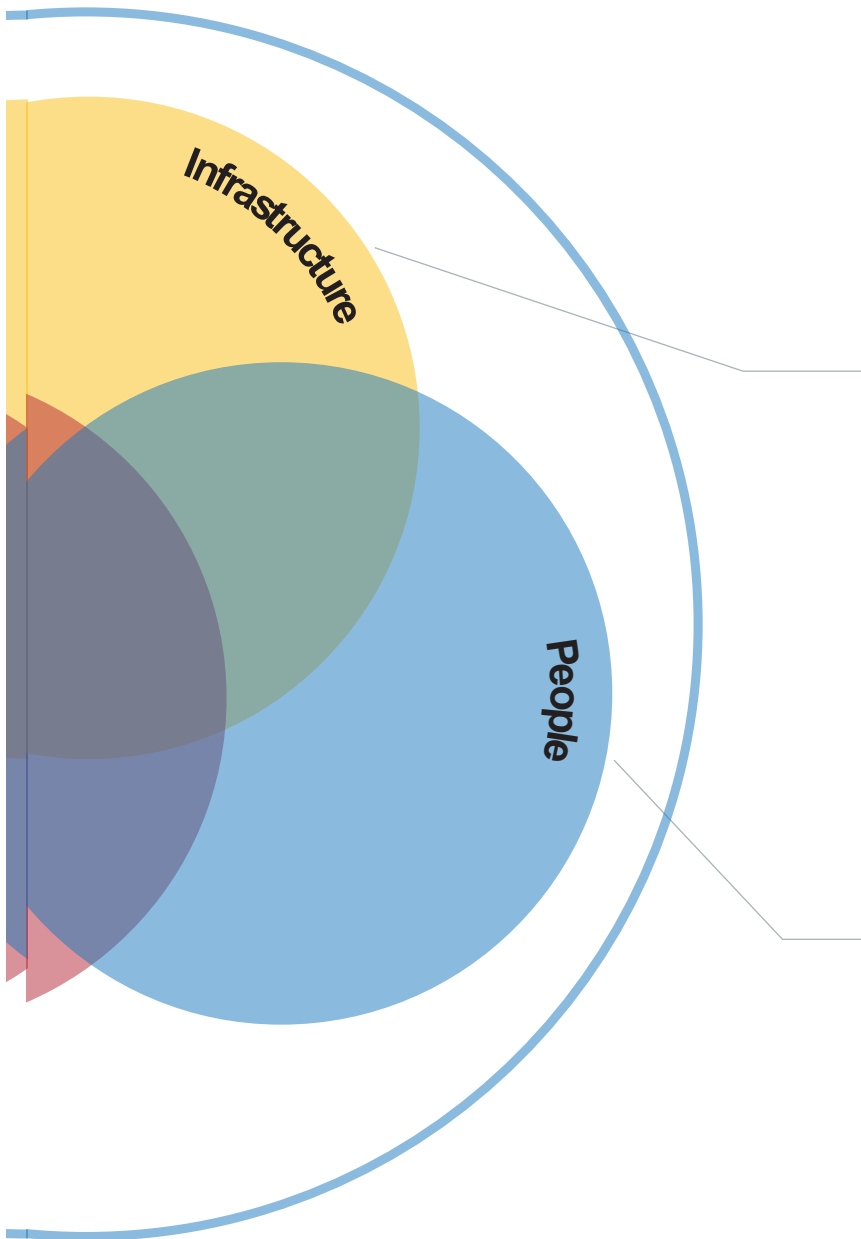
**Inspiration through Activity**  
Learning to ride a horse motivates participants to engage more actively, particularly those who struggle in traditional learning environments, promoting a culture of inclusivity and adaptability.

**Strategic Fundraising**  
The center taps into participants' networks for funding without direct requests, ensuring sustainable support.

**Organic Growth**  
Word-of-mouth reduces marketing costs while driving donations and support.







#### Operational Resilience

The center's operations are effective for its current scale but are heavily dependent on staff availability, indicating a need for optimized staffing and resource management.

#### Experiential Learning Environment

The facility encourages learning by doing, providing participants with hands-on experiences that are conducive to skill-building and personal growth.

#### Empowerment through Connection

Participants build self-esteem and a sense of belonging by engaging with peers who share similar experiences, fostering emotional connections and growing together as a community.

#### Holistic Support Environment

The center provides a nurturing and inclusive space where participants feel at home, valued, and supported in their personal journeys.



# WEBSITE ANALYSIS | FETC

## Website Layout & User Experience (UX)

This organizational analysis focuses on four key dimensions: Infrastructure, People, Finances, and Culture, assessing the center’s operational efficacy, community impact, financial sustainability, and cultural environment. The goal is to identify strengths and areas for improvement to ensure long-term success and growth.

### Strengths

#### Simple Navigation

The main navigation bar includes essential pages like “Home,” “About,” “Programs,” “Donate,” and “Contact.” This layout is clear and follows standard design patterns, which makes it accessible for most users.

#### Call-to-Action (CTA)

There are visible CTAs like “Donate” and “Volunteer” placed prominently in the header, encouraging users to engage with the organization.

#### Mobile Responsiveness

The website seems responsive across different devices (mobile, tablet, and desktop), a critical factor as users may access the site from various devices.

### Areas of Improvements

#### Cluttered Homepage

The homepage feels somewhat cluttered with multiple sections vying for attention, which could overwhelm new visitors. A cleaner, more structured homepage design that prioritizes essential services or CTAs could improve user focus.

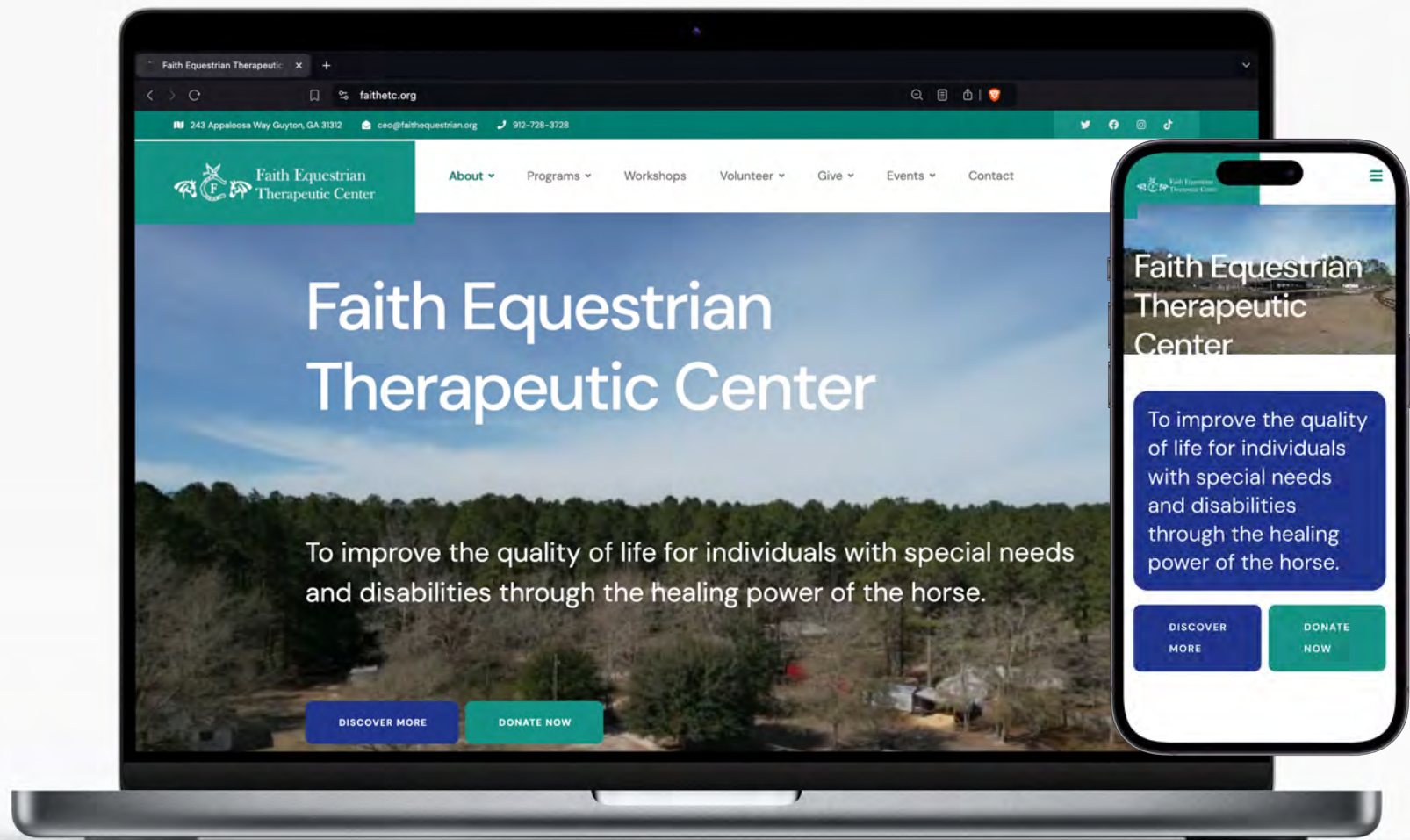
#### Consistency in Design Elements

Inconsistent fonts, colors, and spacing disrupt the site’s cohesiveness. A unified design would enhance professionalism and reinforce brand identity.

#### Visual Hierarchy

The homepage lacks a clear focal point. Key information like the mission, services, and testimonials should be highlighted with distinct sections and bold headers for quick user understanding.

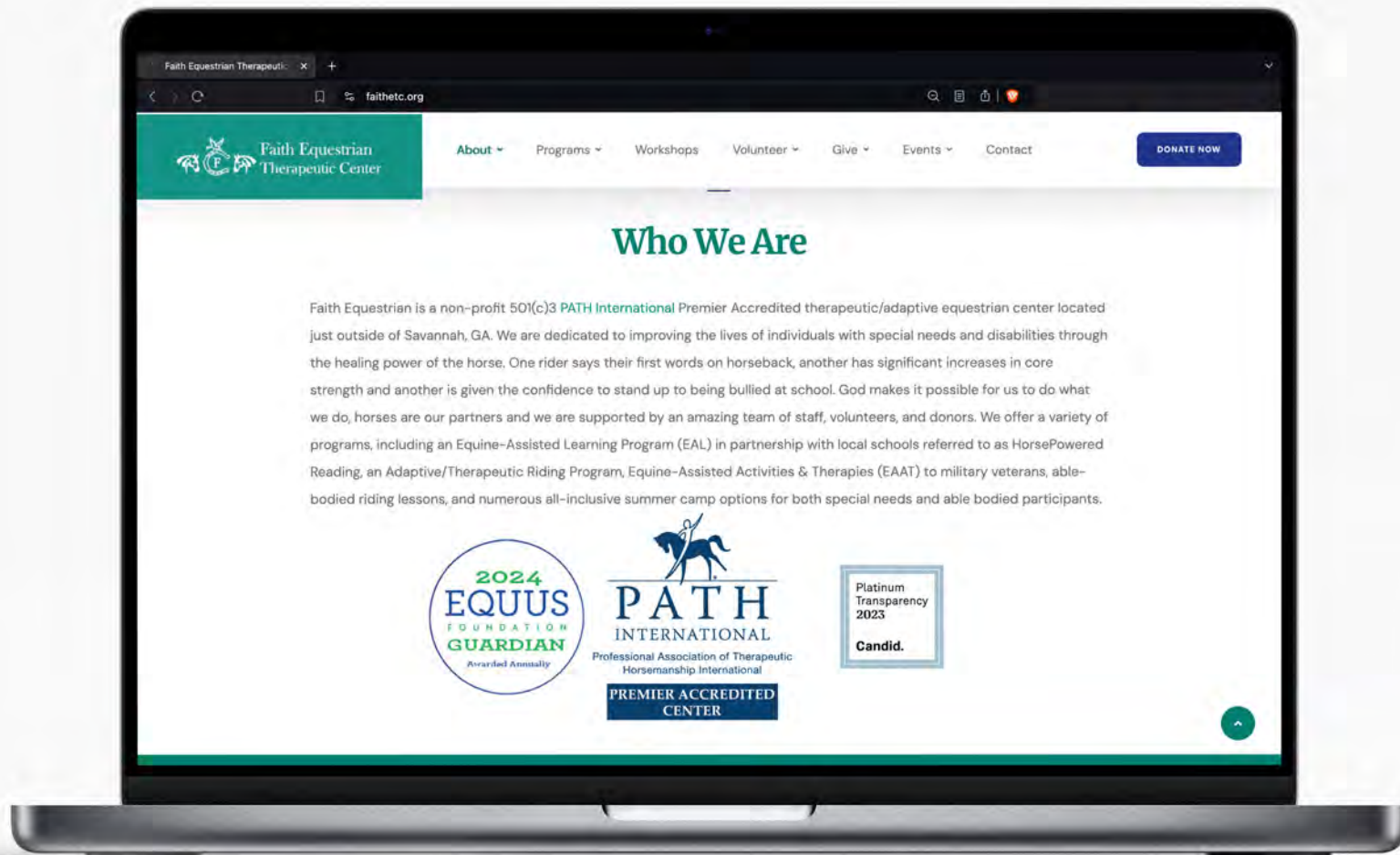




Faith Equestrian Therapeutic Center's homepage lacks impact due to low-quality images that fail to convey the center's mission, weakening user engagement. Additionally, the misaligned logo box and its complex design, including a horse head, dilute brand recognition.

Emphasizing a simplified horseshoe motif in the logo could enhance brand identity and make the design more distinct, effectively conveying the center's mission in a streamlined, memorable way.





This section on Faith Equestrian's homepage faces readability issues due to lengthy lines and dense paragraphs, making it hard to scan and reducing engagement. Additionally, inconsistent alignment of the award logos disrupts visual harmony and weakens their impact.

The "Become a Sponsor" section uses a generic logo and vague subtext, reducing impact. Improving readability with shorter lines, better spacing, aligned logos, and mission-focused visuals would enhance clarity and engagement.



Service Clarity & Information Architecture

Strengths

Clear Program Descriptions

The “Programs” section does a good job outlining the types of therapy available, including Therapeutic Riding, Veterans’ Programs, and Equine Services. It also explains how each service benefits individuals with disabilities.

Accreditation Transparency

Faith Equestrian highlights its PATH Premier accreditation, which adds credibility to the services offered.

Volunteer & Donation Information

The site provides clear information on how to donate or get involved, an essential aspect of maintaining community engagement and support.

Areas of Improvements

Lack of User Journey Focus

The current website structure doesn’t fully consider the user’s journey when visiting the site. For example, a parent looking for therapeutic services might not know where to start. The website should offer more intuitive navigation paths based on user needs, such as “I’m looking for services for my child” or “I’m a veteran seeking therapy.”

More detailed FAQs

While basic information is present, there is a lack of a detailed FAQ section that could address common questions about enrollment, costs, and service structure. This could improve clarity and reduce the friction potential clients feel when looking for relevant details.

Missing Visual Media

The site could benefit from more effective visuals (videos and photos) that show what therapy sessions look like. This would help potential clients and donors better understand the services.



## Branding and Visual Identity

### Strengths

#### Logo Usage

The logo is consistently displayed across all pages, and it conveys the center's equestrian focus.

#### Warm, Community-Oriented Feel

The imagery used in the banner (e.g., photos of participants and horses) evokes a warm, community-oriented feeling, aligning with the organization's mission.

### Areas of Improvements

#### Lack of Emotional Branding

There are few storytelling elements or emotional hooks that connect the viewer with the people impacted by the center's services. Adding personal stories, user testimonials, or video interviews could strengthen the emotional appeal of the brand.

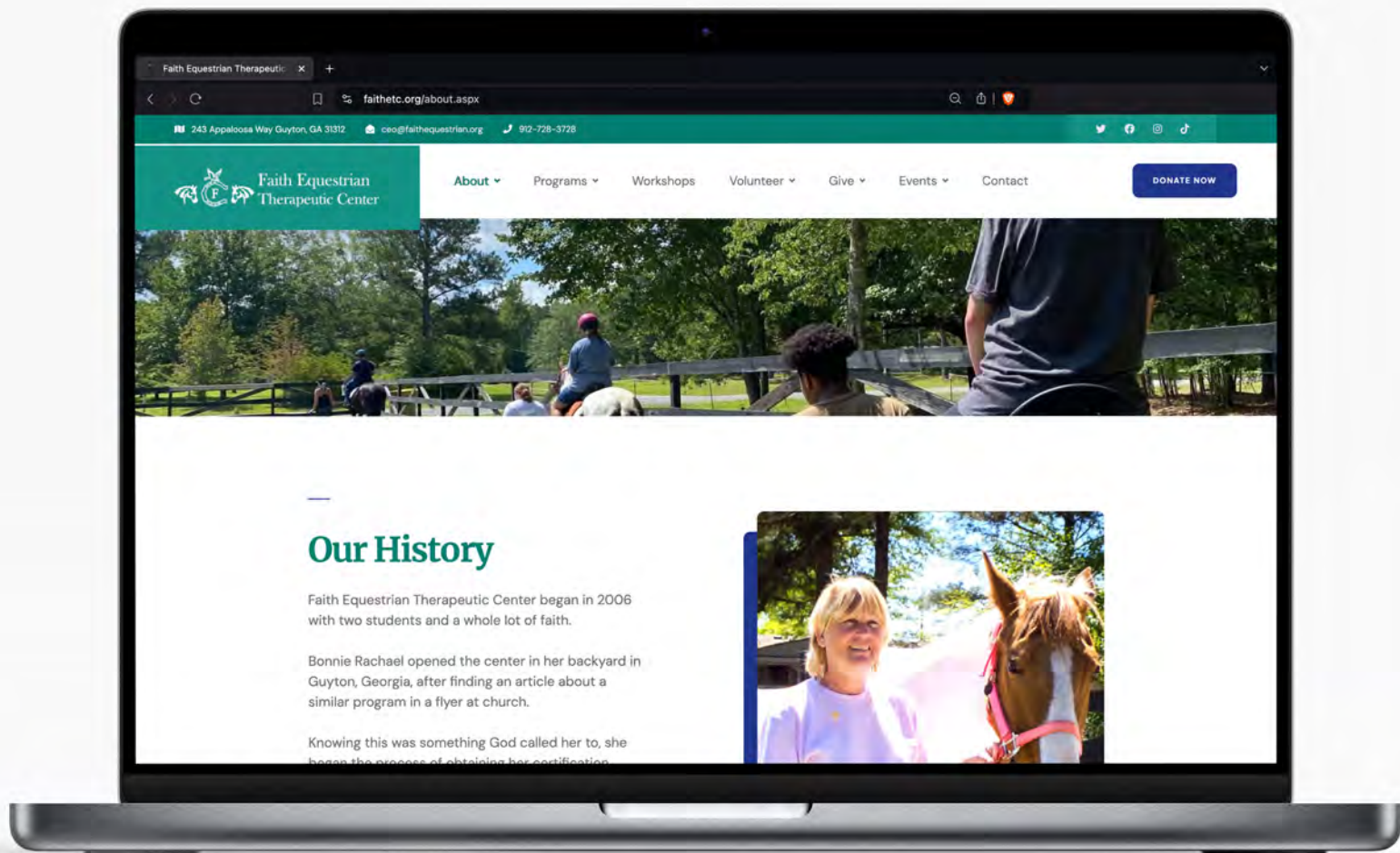
#### Outdated Design Aesthetic

The current color scheme, fonts, and overall design feel somewhat outdated. Modernizing the visual identity with a refreshed logo, cohesive color palette, and contemporary font choices would enhance the organizations brand appeal.

#### Brand Consistency

The branding feels inconsistent between different parts of the site. The use of color, imagery, and text should be uniform across all pages, creating a more cohesive identity.








# WHAT MAKES A STRONG BRAND PRESENCE?

Building a strong brand requires a strategic blend of visual and service design. Visual design communicates brand values through elements like logos, colors, and typography, while service design ensures meaningful interactions that reinforce the brand's promise and foster lasting user relationships.

A logo is more than just a visual mark; it embodies the brand's identity. Here are key takeaways for designing an effective logo that strengthens visual identity:

1. **Simplicity:** Keeping a logo simple and comprehensible is important. This is used to enhance memorability, reduce visual clutter and make it adaptable.
2. **Memorability:** Memorable logos make an impression at a glance, staying with the viewer for longer. A well-crafted logo creates an immediate impact, aiding brand recognition.
3. **Versatility:** It is important to note that a good logo should work across various sizes and mediums. Designing for versatility is so that the clarity and impact of the logo is maintained whether it is placed on small merchandise or large billboards.
4. **Relevance:** The logo should clearly reflect the brand's mission and values. Alignment between the brand's identity and its logo creates stronger emotional connections with the audience.
5. **Timelessness:** Avoiding trendy elements helps a logo endure through time and still remain relevant.
6. **Balance and Proportion:** Balanced logos are visually more pleasing. Symmetry and proportion in logos lead to harmonious, aesthetically strong designs.
7. **Color Psychology:** Color choices should align with brand values and the emotions the brand wants to evoke, amplifying the overall value.
8. **Distinctiveness:** The logo should also be unique to stand out in a crowded market. The distinct shapes, or typography are critical for recognition and differentiation.
9. **Focused Messaging:** A logo should convey the brand's essence succinctly advocating for distilling the brand's message into a simple, powerful image that represents the brand's core purpose.
10. **Attention to detail:** Refined details elevate professionalism. This point also underscores that attention to the smallest design elements, such as spacing and line weight, demonstrating quality and commitment to excellence.



A close-up, high-contrast photograph of a horse's head. The focus is on the horse's eye, which is a deep, warm brown color. The surrounding fur is dark brown and black, with some lighter brown highlights. The mane is dark and appears slightly damp or matted. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of intimacy and focus on the horse's expression.

**ONE OF THE  
THINGS WE REALLY  
WORK WITH OUT  
THERE IS PEOPLE'S  
EMOTIONS...  
THERAPY IS SO  
MUCH MORE THAN  
WHAT YOU SEE ON  
THE OUTSIDE.**

FE BOARD MEMBER



# CASE STUDY | BRAVEHEARTS

BraveHearts Therapeutic Riding and Educational Center

BraveHearts (Therapeutic Riding & Educational Center), is a premier therapeutic equestrian facility, specializes in providing therapeutic horse riding programs, focusing on veterans and individuals with physical, cognitive, and emotional disabilities. Their mission is to improve the quality of life for veterans, children, and adults through equine-assisted activities, fostering a path to healing and growth.

## BraveHearts

### Core Services

**Veteran Programs:** BraveHearts provides specialized therapeutic riding and equine services for veterans, focusing on PTSD, emotional recovery, and physical rehabilitation through interactive sessions and intensive retreats, all offered at no cost to veterans and one family member or caregiver.

**Therapeutic Riding & Hippotherapy:** BraveHearts offers therapeutic riding for individuals with disabilities to enhance physical and emotional well-being, providing both recreational and medical services.

**Physical, Occupational, and Speech Therapy:** BraveHearts has a clinic for those seeking clinic-only services.

**Educational Workshops & Certifications:** BraveHearts offers training workshops for PATH-certified instructors to elevate standards in equine-assisted activities.

**Equine Assisted Psychotherapy (EAP):** Beneficial for those with anxiety, autism, trauma, depression, and more, EAP supports mental and emotional health.

**Equine-Facilitated Learning:** BraveHearts promotes leadership and emotional growth through equine-facilitated programs for diverse participants.





# BraveHearts

THE LARGEST HEALING HORSEMANSHIP PROGRAM IN THE NATION

EST. 2002

[Services](#) ▾ [Education](#) ▾ [Get Involved](#) ▾ [About](#) ▾ [Donate](#) [Contact](#)





# BraveHearts



Comparison Analysis BraveHearts and FETC

Similarity

Accreditation & Quality: Both BraveHearts and Faith Equestrian are accredited by PATH International (Professional Association of Therapeutic Horsemanship), ensuring the highest standards of safety, instructor training, and therapy delivery. Both centers are categorized under the 501 (c) 3 non profit organization.

Focus on Veterans and Disabilities: Both organizations emphasize therapeutic riding for individuals with disabilities, with a particular focus on veterans suffering from physical injuries, PTSD, and emotional distress.

Community-Centric Approach: Both centers foster a sense of community by involving local volunteers, hosting events, and encouraging donations and sponsorships to keep their programs accessible.

Differences

BraveHearts provides therapy programs, in contrast, Faith Equestrian offers therapeutic riding aimed primarily at improving physical and emotional well-being than intensive psychological therapy.

Veteran Program Emphasis: While Faith Equestrian offers programs for veterans, BraveHearts has a more veteran-focused brand identity, with a larger emphasis on equine therapy for those who served in the military. Their website, services, and programs are built around this core offering.

Workshops & Training: BraveHearts extends its services by focusing on educational certification programs for instructors and individuals involved in equine-assisted therapy, something not as prominent in Faith Equestrian's offering.

Intensive Retreats: BraveHearts offers intensive, multi-day retreats for veterans, which go beyond the typical weekly sessions found at centers like Faith Equestrian. This differentiates the depth and scope of service offerings for veterans.

A logo is a core element of a brand's visual identity, capturing its essence in a single, memorable mark. BraveHearts' logotype, a clean and minimalist wordmark, effectively conveys strength and clarity through simplicity. Faith Equestrian Therapeutic Center could adopt a similar approach, refining their logo to be symbolic yet straightforward, creating a distinctive brand presence that aligns with their mission and resonates with their audience.



# WEBSITE ANALYSIS | BRAVEHEARTS

## Website Layout & User Experience (UX)

### Strengths

#### Clean and Professional Design

BraveHearts has a clean, professional design that emphasizes its service for veterans, which immediately establishes its focus and mission. The design is visually appealing and offers a straightforward user experience.

#### Clear Navigation

The website's top navigation bar includes clear links to the "About Us," "Veteran Programs," "Therapeutic Riding," "Events," and "Get Involved" pages, helping users find what they need quickly.

#### Effective CTAs

BraveHearts has prominent Call-to-Action buttons like "Donate" and "Volunteer" placed at the top of the page, clearly prompting user engagement.

### Areas of Improvements

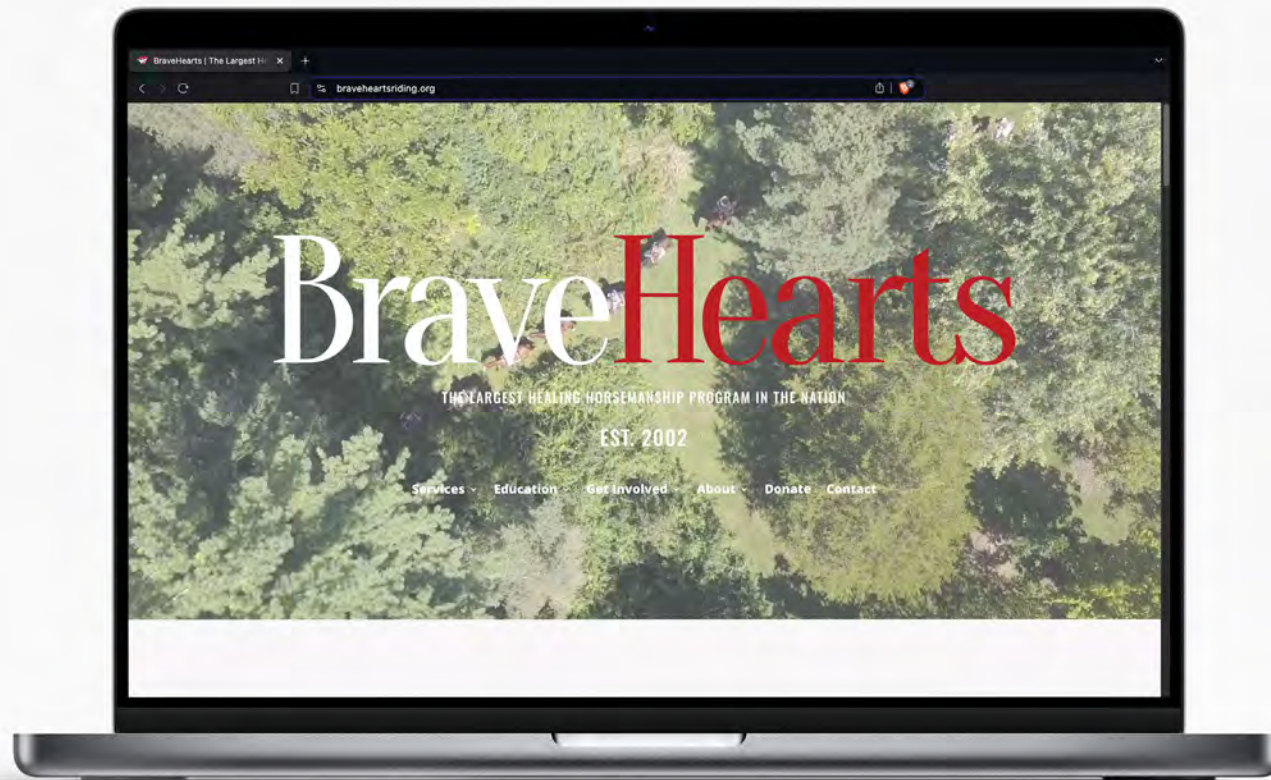
#### Text-Heavy Sections

While the content is informative, some sections of the website are text-heavy, particularly on the homepage. Breaking up text with more visuals, infographics, or videos would improve readability and engagement.

#### Storytelling through Visuals

There is an opportunity to incorporate more videos or dynamic media showcasing success stories or testimonials from veterans and other participants, enhancing emotional connection and engagement.





BraveHearts' homepage primarily features visuals that emphasize the horses, often with partially cropped human figures. This design choice strongly highlights the equines, potentially overshadowing the human relationships and community focus central to the center's mission. It may unintentionally suggest a focus on riding over the therapeutic bonds between participants and horses.

There is, however, a great deal of inspiration from the visuals, layout and structure of BraveHearts' that Faith Equestrian Therapeutic Center can take; it is interesting to note that their values are different on many levels. Incorporating visuals that showcase the connections between people and horses could better reflect the Faith Equestrian Therapeutic Center's commitment to fostering healing relationships and community engagement.



## Service Clarity & Information Architecture

### Strengths

#### Veteran-Centered Approach

The website clearly communicates its veteran-centric services, with dedicated pages for the various therapeutic programs offered to veterans. This clear segmentation helps users, especially veterans, quickly identify relevant services.

#### Comprehensive Programs Information

BraveHearts outlines the details of its Veteran Services and Therapeutic Riding Programs comprehensively, explaining benefits, processes, and eligibility.

#### Events Section

BraveHearts includes a section for upcoming events and workshops, offering users multiple ways to engage with the center, beyond the core services. This helps with community building and encourages participation.

#### Modernization of the Brand Identity

The current website aesthetic, while professional, could be modernized with a more vibrant color palette and updated fonts to make it feel more contemporary. This would help attract younger volunteers and donors.

#### Responsive Design

The website is mobile-friendly, adapting well to different devices, ensuring users have a smooth experience whether they're on a desktop, tablet, or smartphone.

#### Credibility

BraveHearts provides a comprehensive details and metrics analysis, offering in-depth data on the impact of their services, such as the number of veterans served, therapeutic outcomes, and program success rates; distinguishing them from more general reporting found in other organizations.



## Areas of Improvements

### Lack of Interactive Tools

The website does not currently have interactive tools, such as a session booking system or a client portal for participants to track progress, schedules, or event registration. Adding these features would enhance usability and service delivery.

### Simplified Pathways

While the website is comprehensive, creating user pathways like “I am a Veteran” or “I’m seeking therapeutic riding for a child with disabilities” could improve user flow and help guide visitors to relevant services faster.

### Lack of Search Functionality

Adding a search bar would help users find specific information more quickly, improving overall accessibility.

**Veterans &  
Veteran Families**

**Equine-Assisted  
Services**

**Make a Payment**

**Trail to Zero** ▾

**Other Ways to  
Donate** ▾

**Volunteer**

**Resource Spot**

**Exercise  
Riders/H.E.A.R.T**

**Store**

**Develop Your  
Inner Voice**

**CINCH Up – Start  
Your Center**

**Join our Waitlist**

**Internship  
Application**

**Our Story**

**Our Team**

**Meet the Herd**

**Media**

**FAQ**



# PARTICIPANT SURVEY GUIDE

## Participant Survey Questions

1. Are you the \_\_\_\_\_ Family member of a participant  
Caregiver of a participant Participant yourself Other

2. Please share the age of the participant or yourself (if you are the participant).

3. What are your reasons for making use of FETC's services?

4. What do you associate with the term "faith"? (please share 3-5 keywords)

5. How long have you been with FETC?

- Less than 6 months
- 6 months - 1 year
- More than 1 and less than 2 years
- More than 2 and less than 3 years
- More than 3 years

6. How did you come to know about FETC?

- Word of mouth
- FETC Website
- Facebook
- Other:

7. How would you describe your experience with FETC in 2-3 sentences ?

8. Did you encounter any challenges when joining or whilst participating at FETC? Please explain.

9. What do you enjoy most about engaging with FETC and why? In case you are a parent or caregiver, please share the point of view of the participant in addition.

10. Could you think of any ways in which your experience (and / or that of your child, if applicable) could be improved? Please share.

12. How likely are you to recommend FETC to somebody?

(Rate 1 (less likely) - 6 (most likely))

13. If you have any additional thoughts or insights, please be so kind and share them with us here:

14. Would you mind a short conversation (20-30 minutes) to help us gain a deeper understanding of your experience with FETC to help enhance the services? If yes, please share your name and phone number / email address with us so we can get back to you :)

We value your feedback. Rest assured that your contact information will not be shared with any third party.

Thank you once again for your time.



## Faith Equestrian Therapeutic Center Feedback

**B** *I* U  

We are a group of graduate students from SCAD who are working on a review of the service experiences provided by the Faith Equestrian Therapeutic Center (FETC).

We would like to ask for your responses to the questions below so that we can better understand FETC's services from your perspective.

**This survey will take less than ten minutes. Rest assured that any information you provide will only be used internally. Your responses will be anonymized before they are processed, and none will be shared with third parties.**

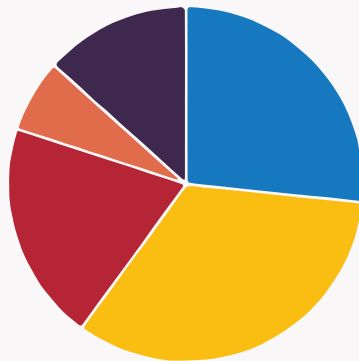
Please reach out to [mhillner@scad.edu](mailto:mhillner@scad.edu) should you have any questions or concerns.

We very much appreciate your help.



## Participant Survey Analysis

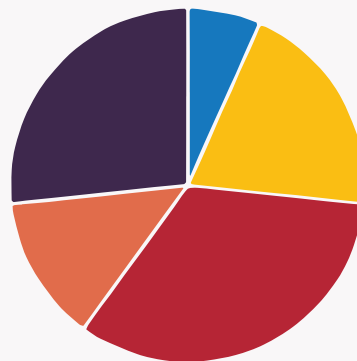
To gain a comprehensive understanding of participant experiences and expectations at Faith Equestrian, we conducted an in-depth analysis of survey responses collected from our recent outreach. Our goal was to identify patterns, preferences, and areas of improvement to guide program enhancements and align them more closely with our mission of compassion and support.



**Age Distribution**

- 6 to 12
- 12 to 18
- 18 to 24
- 24 to 32
- 32 +

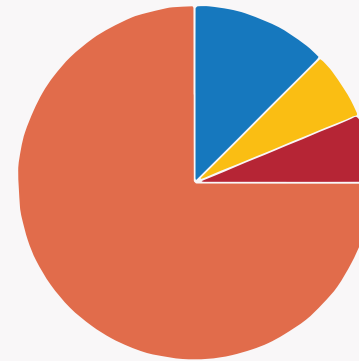
Majority of participants are aged 6-18, highlighting a focus on youth engagement.



**FETC Association Distribution**

- Less than 6 months
- 6 months - 1 year
- More than 1 year and less than 2 years
- More than 2 years and less than 3 years
- More than 3 years

Most participants have over a year of association, indicating long-term commitment.



**Are you the \_\_\_\_**

- Caregiver of a participant
- Participant
- Other
- Family member of a participant

Caregivers are the primary respondents, showing strong family involvement.



### 3. Question: Reasons for making use of FETC's Services?

FETC's services offer powerful therapeutic, emotional, and physical benefits, especially for individuals with disabilities, PTSD, and anxiety. Through equine therapy, participants gain confidence, independence, and social skills, while deeply appreciating the personalized care and lasting positive impact on their overall well-being.

To help my son become more social, learn fine and gross motor skills

Equine therapy to help with ambulation

To provide enjoyment, socialization, & skill of following directions

My daughter is autistic and this therapy helps with her anxiety

Assist with balance, following directions, creating independence

Alek has been riding He loves riding the for many years at Faith. horse and is so relaxed on the horse. He doesn't enjoy many things, so horses is always a priority.

My daughter loves horses and riding here builds her confidence

Therapeutic riding due to Rett Syndrome diagnosis

Veterans Program to help with PTSD anxiety and depression

To help my son become more social, learn fine and gross motor skills

We had previously attended before Covid and my daughter loves it. It helps strengthen her core and ability to follow directions.

My child needed a more personal learning experience with riding horses

Strength, Confidence, and Responsibility

Build self-confidence, ease anxiety, promote emotional connections and empathy



4. Question: What do you associate with the term “faith”?

Participants associate the term “faith” with concepts such as trust, belief, hope, loyalty, and commitment, often tied to religious and spiritual beliefs, particularly in God, Christ, and answered prayers. The responses emphasize faith as a powerful and empowering force, providing peace, strength, and confidence in overcoming challenges.





7. Question: How would you describe your experience with FETC in 2-3 sentences ?

FETC's services offer powerful therapeutic, emotional, and FETC provides a supportive, therapeutic environment where participants gain confidence, reduce anxiety, and form meaningful connections with horses and staff, leading to significant personal growth.

PTSD, and anxiety. Through equine therapy, participants gain confidence, independence, and social skills, while deeply appreciating the personalized care and lasting positive impact on their overall well-being.

Compassionate, caring, patient, loving folks who take the time to ensure the safety & comfort of riders.

Very clean and well run barn. The horses are enjoyable to be around and the staff seems to enjoy being there.

Alek loves Faith. He enjoys being on the horse very much. The volunteers are amazing.

Faith has been amazing for me helping to lower my anxiety PTSD and Depression. I love the bond I have been able to create with the horse I ride.

It has been a good experience. Everyone is so nice and caring They take safety seriously too.

The staff is great. They are extremely knowledgeable, compassionate and accommodating. The sessions are the highlight of my teen's week.

What are loves going to the camp they go throughout the summer and now I have them in private lessons for the last two years

Outstanding-program provides experienced staff & volunteers. The horses rider are perfectly matched for their riding sessions

This has opened a portal in my son that I never thought would happen. He looks forward to seeing Jetta every week.

The staff has a whole person approach to teaching and has helped my child and my veteran have more confidence and less

My son Jaxon Greene has grown so much since participating at Faith. His vocalization and riding endurance continues to improve every week.

The FETC program has greatly impacted my family in so many ways!



9. Question: What do you enjoy most about engaging with FETC and why? In case you are a parent or caregiver, please share the point of view of the participant in addition.

Participants enjoy FETC's supportive, family-like atmosphere, the personalized attention, and the opportunity to bond with horses, which fosters confidence and independence. The program helps both children and adults grow emotionally, socially, and physically, with many highlighting the development of bravery, responsibility, and connection.

Positive relaxed atmosphere (just like in the classroom).  
Nice weather.

Being able to connect and create a bond with RJ the horse I ride and seeing how all the horses have there own personalities

The participant enjoys riding horses and feeling in control.  
Feeling independent.

My daughter likes seeing, petting, and riding the horses. The one on one attention is nice and she has fun.

The staff treat you like family! They tailor each lesson to your needs!  
You get to enjoy bonding with all of the horses and learning about each one.

My son loves seeing horses. He is learning Jetta and the other to be more social and to be responsible with her

I enjoy the staff and I enjoy watching my children's Learn different things about how to care for horses and ride them

I enjoy the staff and I enjoy watching my children's Learn different things about how to care for horses and ride them

The growth of the rider's confidence and the connections made with both human and equine staff.

I love the support the families and teachers give to each other and the kids.

It's a wonderful confidence builder for my daughter.

For my son Jaxon and myself, improving his core strength to help with his ability to walk



9. Question: If you have any additional thoughts or insights, please be so kind and share them with us here:

Participants share heartfelt appreciation for FETC's caring staff and the transformative impact of the program, highlighting the supportive environment and valuable community resources. Many feel truly fortunate to be part of this unique facility, where staff like Elizabeth foster strong connections and create a sense of family.

Elizabeth is a great communicator and ensures parents & all parties are up to date

I cannot say enough to everyone we know that FETC is an amazing and unique facility that truly cares about you and your loved ones! That is a true blessing!

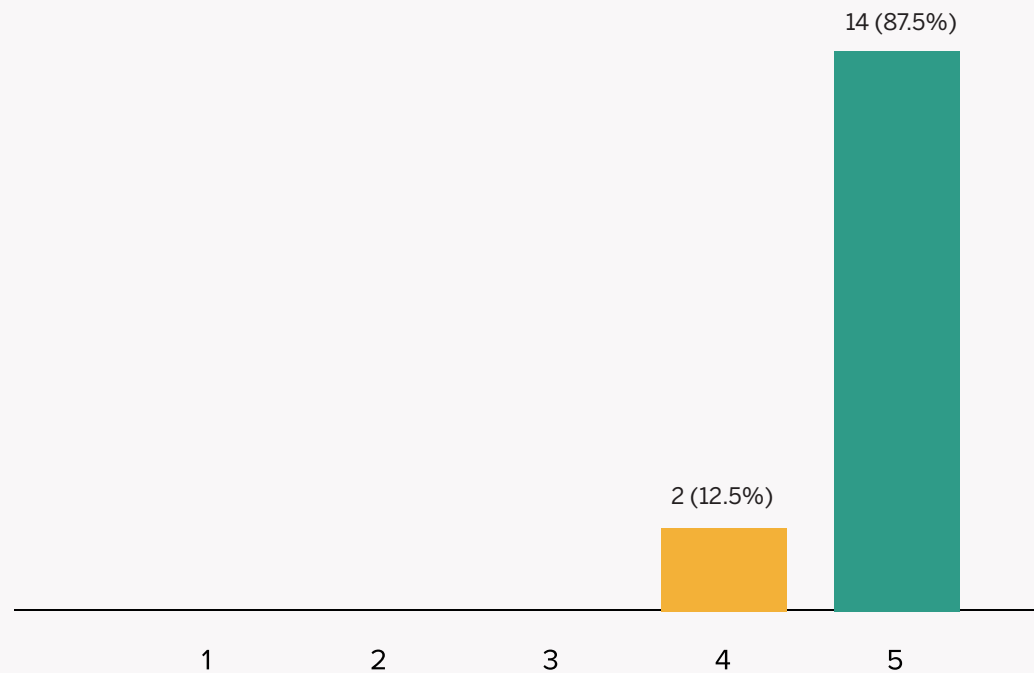
This is a wonderful program and we are very lucky to be able to participate.

The staff that are available are great children love going there

They have changed our lives and i hope they get the chance to change more!

The program has the friendliest staff, volunteers, & horses!! Elizabeth has provided us with information about community resources & events for Corey





#### Likelihood of recommending FETC to Someone

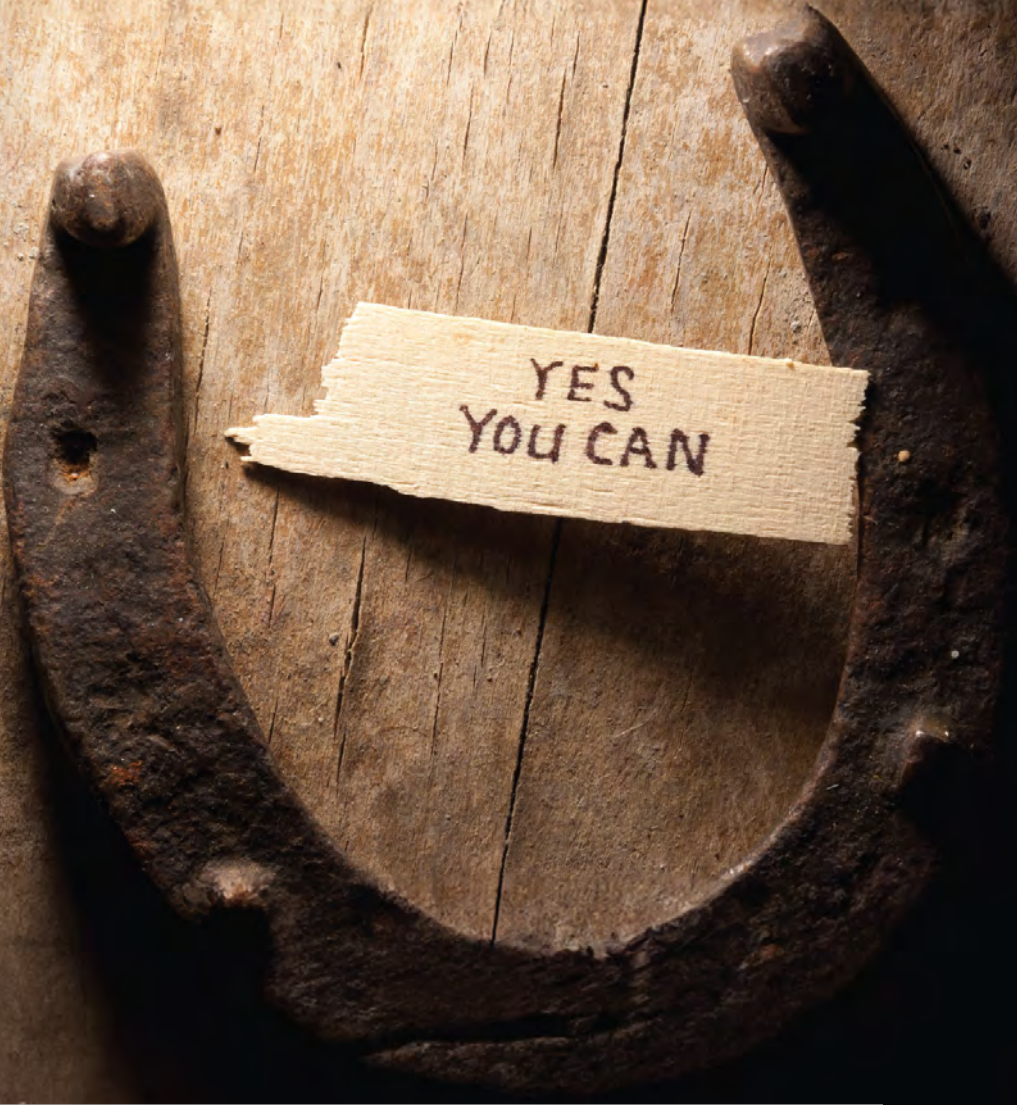
Participants at FETC were asked how likely they are to recommend the center to someone they know, and the response was extraordinary. On a scale of 1 (least likely) to 5 (most likely), over 85% of the participants said that they were most likely to recommend the organization.

FETC has a high Net Promoter Score (NPS) amongst volunteers indicating strong loyalty and satisfaction with their time spent at the center.



**THIS HAS OPENED  
A PORTAL IN MY  
SON THAT I NEVER  
THOUGHT WOULD  
HAPPEN. HE  
LOOKS FORWARD  
TO SEEING JETTA  
EVERY WEEK.**

PARICIPANT CAREGIVER

A close-up photograph of a wooden door with a horseshoe nailed to it. Inside the horseshoe, a small, torn piece of paper is placed, bearing the handwritten words "YES YOU CAN". The wood of the door is weathered and textured, and the horseshoe is dark and rusty.

YES  
YOU CAN



# VOLUNTEER SURVEY GUIDE

1. How old are you?

- Under 18
- 18- 34 years
- 35- 54 years
- 55 years and above

2. What describes your gender identity?

- Male
- Female
- Non- Binary
- Prefer not to say
- Other:

3. What are some of your hobbies that you enjoy?  
(eg: reading, painting, etc.)

4. How much time do you spend on the following platforms in a day? (1- least time to 5 - most time)

- Facebook
- Instagram
- Email
- Tiktok
- Blogs/ Medium

5. How long have you been with FETC as a volunteer?

- Less than 6 months
- 6 months to 1 year
- 1-3 years
- Over 3 years

6. How did you first hear about Faith Equestrian Therapeutic Center (FETC)? And what inspired you to begin volunteering here?

7. Please describe your day as a volunteer at FETC.

8. How frequently do you volunteer at FETC?

- Daily
- Weekly
- Once or twice a month
- Few times a year
- Other:

9. How do you rate FETC's work environment?

- Excellent
- Good
- Average
- Needs little improvement
- Needs a lot of improvement

10. What aspects of volunteering at FETC do you enjoy the most (you can choose multiple)

- Interacting with the participants
- Working with horses
- Assisting staff members
- Building connections with other volunteers
- Contributing to a meaningful cause
- All of the above

13. Which space at FETC do you like the most and why is that so?

14. Would you recommend volunteering at Faith Equestrian Therapeutic Center?

- Yes, most definitely
- No, not at all
- Maybe, I could think about it
- Other:



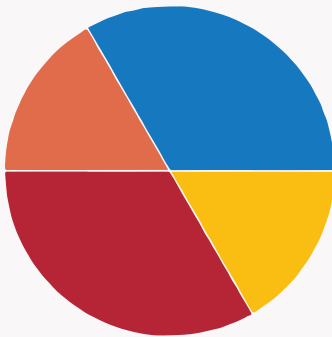
15. In your opinion, what improvements could be made to enhance the volunteer experience at Faith Equestrian Therapeutic Center?

Would you mind a short conversation (20-30 minutes) to help us gain a deeper understanding of your experience with FETC to help enhance the services? If yes, please share your name and phone number / email address with us so we can get back to you :)



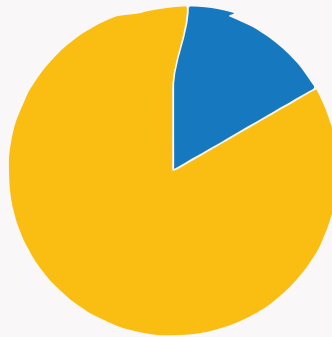
## Volunteer Survey Analysis

To better understand our volunteers' experiences and identify areas to enhance engagement and support, we conducted a detailed analysis of responses from our recent volunteer survey. This feedback allows us to make meaningful improvements, ensuring that our volunteer program continues to reflect the values of humility, compassion, and support central to Faith Equestrian.



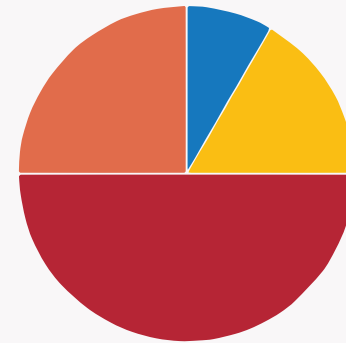
**Age Distribution**

- Under 18
- 18 - 34 years
- 34 - 54 years
- 55 years and above



**Gender Distribution**

- Male
- Female
- Non-Binary
- Prefer not to say



**FETC Association Distribution**

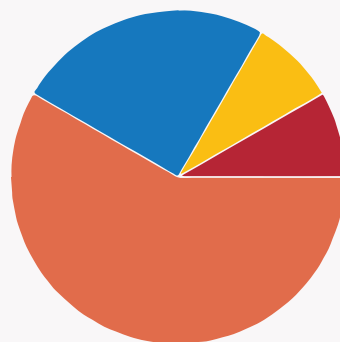
- Less than 6 months
- 6 months - 1 year
- 1 - 3 years
- Over 3 years

A significant portion of volunteers are either young people or adults over 55.

Over 80% of the center's volunteers are female, creating a predominantly feminine environment.

75% of volunteers joined within the past year, showing continued interest in supporting the cause.

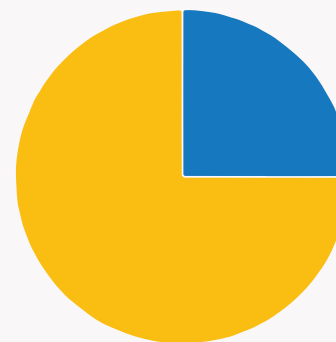




**Volunteering Frequency**

- Daily
- Weekly
- Once or twice a month
- Few times a year
- Whenever I can

Most volunteers are regulars,  
contributing to the center's  
stability and consistency

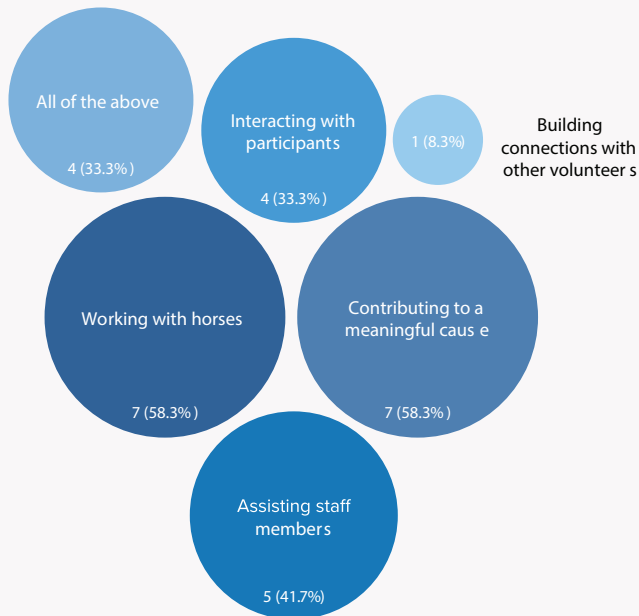


**Rate FETC's work environment**

- Excellent
- Good
- Average
- Needs little improvement
- Needs a lot of improvement

High volunteer ratings reflect  
the center's positive environment

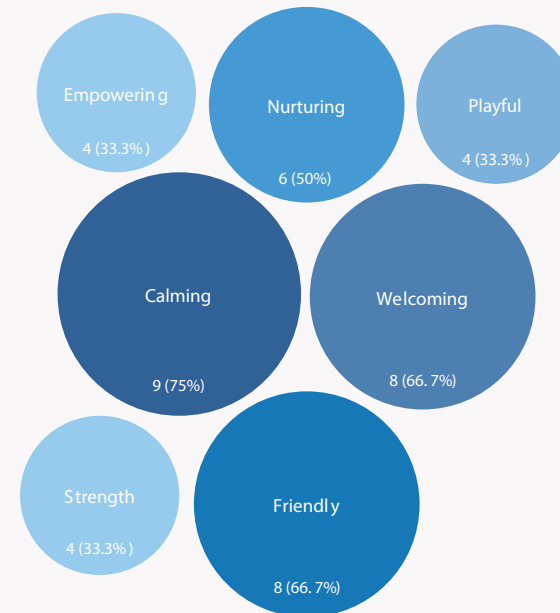




What aspects of volunteering at FETC are most enjoyed

Volunteers at FETC primarily enjoy working with horses and contributing to a meaningful cause, with many also appreciating the opportunity to assist staff, interact with participants, and build connections with other volunteers.

Volunteers value working with horses and making a meaningful impact.




Words that describe FETC's value

The volunteer survey highlights that FETC is primarily seen as a calming, friendly, and welcoming environment. Other key descriptors include nurturing, empowering, playful, and strengthening, showing that volunteers perceive the center as supportive and positive for both participants and caregivers.

Volunteers view FETC as a calming, welcoming space that fosters connection and empowerment



A young woman with blonde hair, wearing a black riding helmet and a dark polo shirt, is shown in profile, gently kissing the nose of a brown horse. The horse is wearing a black halter with a white pom-pom on its forehead. The background is a soft-focus outdoor scene with trees and a blue sky. The text is overlaid on the left side of the image.

IT HAS **MADE ME**  
**BECOME GRATEFUL**  
**FOR MY LIFE AND**  
**APPRECIATE THE**  
**LITTLE THINGS I**  
**HAVE BEEN GIVEN.**

FE VOLUNTEER





Name:

PRIMROSE

Turnout:

5

Special Instructions:

AM HAY:

1 flake @ 8:30

1/2 flake @ 11 + 12:30

HORSE PEOPLE  
are stable people



## 02 DISCOVERY

Defining Faith Equestrian's brand direction by identifying core opportunities, analyzing survey and interview insights, and using Johari analysis to reveal strengths, blind spots, and shared visions among stakeholders. This sets the foundation for a focused, stakeholder-aligned brand strategy.



# OPPORTUNITY STATEMENT

## Current State

Faith Equestrian Therapeutic Center faces inconsistent brand messaging, leading to unclear communication of core values and, challenges to outreach and engagement.

## Desired State

The goal is to refine brand aesthetics and messaging to improve public perception, increase engagement, drive funding, and attract meaningful partnerships.

## Value

This will not only build trust by fostering emotional connections but also improve credibility with stakeholders, supporting sustainable growth and partnerships.

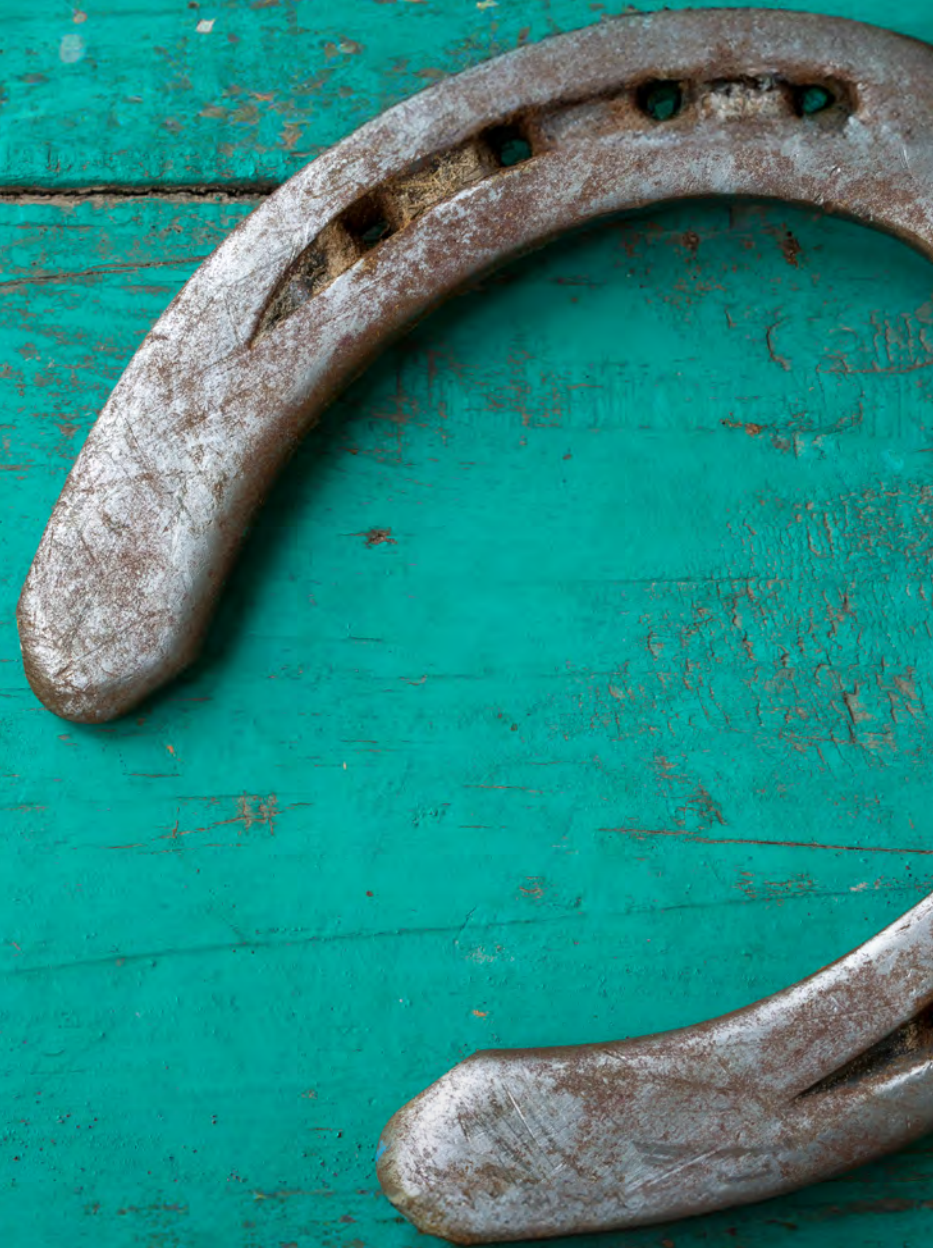
## Scope

We aim to optimize resources, align with key demographics, and deliver impactful results within existing funding limits.



**"MAKE SPONSORS  
AND VISITORS  
INSTANTLY LOVE  
THIS PLACE AND  
UNDERSTAND HOW  
MEANINGFUL THIS  
CENTER IS."**

- DANA STARR





# INSIGHTS & LEARNINGS

## Interview Response Insights | Participants

The interview highlights a transformative journey for Charlotte, who overcame her initial fear of animals through consistent engagement at FETC, discovering joy and confidence in horse riding. The supportive environment, particularly the attentiveness of staff like Elizabeth, has been crucial in making her feel valued and comfortable.

The accessible facility allows her to participate fully, but sensory sensitivities, such as loud noises and wet conditions, remain challenging. The strong community bond and therapeutic nature of the experience motivate her, indicating that enhancing emotional safety and sensory accommodations will improve her overall satisfaction and long-term engagement with the program.

There is a student in Charlotte's class that is her riding partner, they like being in the arena together

First lesson was not the greatest experience because she was really scared of animals

Feels like they've gotten to know everyone, feels like they know the co-rider

Some of the other physical activities Charlotte does in PT she doesn't like as much

Thinks that the parking area in front of the office is bad because it isn't paved. The area to park in is not paved, gets soggy when it rains

Arena is very accessible  
Charlotte is in a wheelchair

Discovered FETC two summers ago, used Easterseals funding to start, with Gateway now supporting Charlotte's experience.

Discovered FETC two summers ago, used Easterseals funding to start, with Gateway now supporting Charlotte's experience.

Wishes center would use PA system to play music because Charlotte loves country music and modern music

The staff's dedication shines through as they create meaningful, engaging activities beyond just riding, ensuring kids have an enriching experience.

Was nervous about starting the experience because daughter was scared

Sensory experiences should be comfortable

Experiences should be there more often

Would definitely be open to spending more time at center

Doesn't have ability to use her hands when she's riding the horse

Was impressed with how nice the facility is given that it's on a little dirt road

First lesson was not the greatest experience because she was really scared of animals

Staff is super sweet, Elizabeth is amazing, You can tell just how much time and energy they put into that place.

During lesson, Brandy typically sits on the viewing area, praises her, tells her she's doing a good

Assist with balance, following directions, creating independence

Her journey has been remarkable—once terrified of animals, she is now mostly comfortable on a horse.

Second lesson was much better, now she knows who the horses are, she does not love it but she tolerates it

Participant gets halfway through and then is ready to be done

What she tells people about Tell them that there are riding lessons for an hour on Saturdays, it was

Feeling part of the community

Charlotte doesn't like there to be a lot of sounds, movie theaters can be



The interview highlighted the parent's positive experiences with FETC, which they discovered through a newspaper while searching for horse therapy for their son, Corey. The therapy has significantly improved Corey's mood, confidence, attentiveness, and riding skills, even enhancing his writing abilities. They appreciate the supportive environment, the staff's expertise—particularly Elizabeth's horse knowledge—and the space's accessibility.

FETC has become like a second home, offering Corey socialization and happiness. The caregiver strongly endorses the program, emphasizing the joy it brings to their son and its high standards of care.

			Assist with balance, following directions, creating independence
Found FETC article in newspaper	Gateway now supporting experience.	Had horses back in time	
			He became more confident.
They appreciate Corey for his performance.	They were searching for horse therapy for Corey	Corey gets to have socialization which helps him feel he's not alone.	
			Corey is more attentive to auditory instructions.
Therapy improved his moods	Past memories with horses helped	The big smile on my son's face makes us keep coming back to FETC	
			He is getting more active in riding
FETC has a standard and they stay up to it	encourage as many people to participate	There is an improve in writing for Corey	
			FETC is like our second home
Thinks that the parking area in front of the office is bad because it isn't paved. The area to park in is not paved, gets soggy when it rains	He started being happy again	Elizabeth is a wealth of horse riding knowledge	
			Feeling part of the community
FETC is very warm and welcoming, and the staff is also very supportive	As a mother, she quietly observes her son do activities given by the instructor	always say to everyone, get your kids to horses to heal	
	There more often		



## Interview Response Insights | Participants

This interview highlights the appreciation for Faith Equestrian's organized and client-centered approach, with quick response times and supportive staff like Dana and Elizabeth. The program has helped the child improve mobility, motor skills, and responsibility.

They value the safe and welcoming environment that allows children to be themselves and grow without too much parental involvement. They have shared the benefits of Faith Equestrian with others and feel comfortable at the center. While their child enjoys the lessons and talks about horses daily, the caregiver is open to more activities but has not yet connected with other parents.

Started with Faith Equestrian in September after finding them online during the summer

Praises the organization for being hands-on, quick to respond, and providing financial support

Said FETC is very organized and client-first, with quick response times and proactive support.

Dana and Elizabeth were very responsive and ensured their children had what they needed

The program teaches responsibility, care for others, and improves mobility, motor skills, and listening skills for her son.

"Faith Equestrian does not just talk about supporting kids but actually follows through"

feels that the current experiences are great and has no immediate feedback for improvement.

Children talk about their horses daily and share their experiences with others.

Has been telling people about Faith Equestrian and its benefits for children with disabilities.

Found FETC through an online search and has been sharing this information with others

son enjoys video games, particularly Power Rangers, and likes the trampoline, influenced potentially by his autism

Most memorable aspect of the center as seeing the children light up with the horses and the support they receive.

Emphasizes the importance of letting their children have their own experience without too much parental involvement.

Feels very comfortable and supported by the staff and volunteers at Faith Equestrian

has not yet connected with other parents or caregivers at the center but feels supported by the staff.

She typically relaxes and watches children during the lessons, sits on bleachers taking pictures and relaxing

Values the center as a place where their children can be themselves and feel comfortable

open to spending more time at the center if there are more activities available.

children are tired but eager to return after their lesson

Feels that the center provides a safe and welcoming environment for their children with disabilities.



In this interview, the parent shared a positive experience with FETC, noting the clear navigation and supportive volunteers who focus on Jackson's abilities. While Jackson, at eight, had initial tantrums, the volunteers helped him stay engaged and motivated by incorporating his interests, like buses.

They value the inclusive environment and feel like part of the FETC community. Though they haven't participated in events beyond lessons, they recommend FETC to families with children with disabilities. The caregiver suggests more activities and air-conditioned areas for comfort and emphasizes that FETC already provides the care and love needed for great services.

She finds the center easy to navigate, with clear signs and well-marked paths

has positive experience with FETC, mentioning the volunteers who assist Jackson on the horse.

appreciates the volunteers' kindness and their focus on maximizing Jackson's abilities rather than his disabilities

Jackson, being eight years old, had tantrums initially but the volunteers are very supportive and hands-on

the hardest days are when Jackson has a tough time, but the volunteers are very supportive and encouraging

participant enjoys exploring the stables and interacting with people before his lessons

Jackson's most memorable experiences at FETC involve activities on the horse, especially when they involve his interests, like buses.

volunteers use Jackson's interests, like buses, to motivate him during lessons

Jessica feels like a part of the FETC community, describing it as a supportive and encouraging environment

Jessica has not participated in any events beyond the lessons but mentions that Jackson's school has field trips to FETC

She connects with other parents in the special needs community through monthly meetings

She says she would like to spend more time at the center if there were more activities available

mentions that they only had to stop a lesson once due to Jackson's distress, because it was out of control

heard of faith equestrian from the special needs community in Effingham County

suggests that an air-conditioned viewing area (for families) would be nice during hot summer months

Jessica believes that FETC is a great aspect of helping Jackson be the best person he can be

Jackson enjoys activities that keep him busy and engaged

Jessica finds it easy to talk about FETC with others, recommending it for families with children who use walkers or wheelchairs

emphasizes that the center already has the heart, love, and care needed to provide great services

suggests that the center could benefit from more facilities to accommodate more families



## Interview Response Insights | War Veteran

Ron, a war veteran with PTSD, anxiety, and depression, joined a veteran's horseback riding program after his daughter, who sought a non-competitive environment, had already been involved. Elizabeth introduced him to the program, which he finds more effective than traditional therapy, helping reduce his medication and manage anxiety.

Though not socially inclined, he volunteers around the site, occasionally connecting with families and appreciating the compassionate guidance of his instructor

Ron, war vet who has PTSD, anxiety, and depression

Learned about FETC because daughter didn't love competitive horse-back riding, and wanted a different learning option

His daughter rode for a year and then he started because Elizabeth told him they had a veteran's program

Had no idea otherwise that there was a veteran's program

His whole family volunteers for barn tours

Thinks many veterans could benefit from the service

Sometimes do co-riding lessons with him and his daughter

Elizabeth is an amazing teacher, appreciates her compassion and straightforwardness

His wife found the center through online search

When his daughter rides he likes to sit in the bleachers and watch

He volunteers around the site too, spends Saturdays there often fixing things around the estate

He'll talk with other families, but socializing isn't a huge priority for him

Finds that the service has helped his anxiety much more than traditional therapy


Has lowered his use of medication and can now sit with his back to the door

Isn't really involved in specific organized veteran communities, but knows a lot of veterans, has told some friends about the center

Doesn't desire a ton of interaction with other people when he's there

Has enjoyed connecting with other community members casually at family night





MY DAUGHTER  
TRIED A FEW  
PLACES, BUT THEY  
WERE ALL MORE  
GEARED TOWARD  
COMPETITIONS.  
SHE JUST WANTED  
TO LEARN AND  
CONNECT WITH THE  
HORSES.

FE VETERAN PARTICIPANT



## Interview Response Insights | Board Members

Board members focus on maximizing resources and fostering personal connections to enhance the center's impact, especially for under-served groups like veterans and those with dementia. Their primary responsibilities include creating a sustainable budget, reviewing policies, and approving significant projects, such as building improvements.

Elizabeth's expertise in horse care management is valued, as it reduces veterinary costs and ensures high standards in care and maintenance. The board acknowledges that personal connections to horses are vital for board members, donors, and volunteers to foster continued involvement and support.

Prior positive experiences with horses can motivate individuals to engage

The board's primary responsibilities include developing a functioning budget, creating and reviewing policies, and approving significant projects like building constructions

importance of personal connections to horses in fostering interest and participation for board members, donors, sponsors and volunteers

The center's focus is on maximizing existing resources

Elizabeth's effective management of horse health has led to reduced veterinary costs, indicating improved care and maintenance practices

A gap in Georgia's healthcare coverage for therapeutic services, noting that such options are available in other states and countries.

Challenge of helping adults recognize the therapeutic benefits of the program

Aim to strengthen connections with underserved populations, such as veterans and individuals with dementia, enhancing the center's impact and visibility in the community.

Want to enhance FETC's offerings and attract a broader audience seeking combined physical therapy and emotional support

Beautiful location as vital, potential for growth and its dual role in promoting emotional well-being.

Essential to ensuring potential clients can easily find and navigate it.

Marketing crucial for enhancing outreach and visibility, indicating that current efforts are insufficient and that focused marketing could significantly advance the organization's goals

The partnership with Wounded Warriors is challenging due to veterans' reluctance to acknowledge their trauma and seek help, making on-site engagement difficult despite potential benefits.

By witnessing the beneficiaries' experiences firsthand, volunteers can recognize the value of the program, enhancing their commitment and support.

Donations to the center primarily come from individuals with a personal connection to horses or those who directly benefit from its services.

Grants over \$25,000 require detailed audits of the center's taxes and finances, emphasizing the need for thorough financial transparency



The center faces challenges, including limited healthcare coverage for therapeutic services in Georgia and veterans' hesitancy to seek help due to societal perceptions. Additionally, recruiting and retaining a diverse board is difficult, as some potential members hesitate due to time and financial commitments.

To address these challenges, board members see an opportunity to strengthen outreach through targeted marketing, enhance volunteer engagement, and pursue long-term growth strategies, such as creating an endowment and improving infrastructure to reduce fundraising pressure and focus on core services.

Elizabeth's deep understanding and leadership are essential to the heart of FETC, shaping its mission and nurturing its community impact.

Leveraging Elizabeth's expertise and resources to ensure success, indicating her central role in guiding decisions and strategies

The dual focus of volunteers assisting in obtaining PATH certification to support therapeutic riding lessons and help with grant writing enhances program delivery and funding opportunities, aligning with the center's growth and sustainability goals.

A need for targeted outreach to engage those outside the horse community, emphasizing the center's impact and value to foster broader support.

Challenge of recruiting and retaining diverse board members

providing clear action steps through materials like pamphlets can enhance accessibility and encourage individuals to connect

While interest in joining a nonprofit board is high, actual commitment to time and financial contributions often leads to hesitance.

The need for fostering genuine connections and clear communication about expectations to maintain a dedicated and diverse board

Current staff are overextended, managing multiple jobs, which hinders outreach efforts.

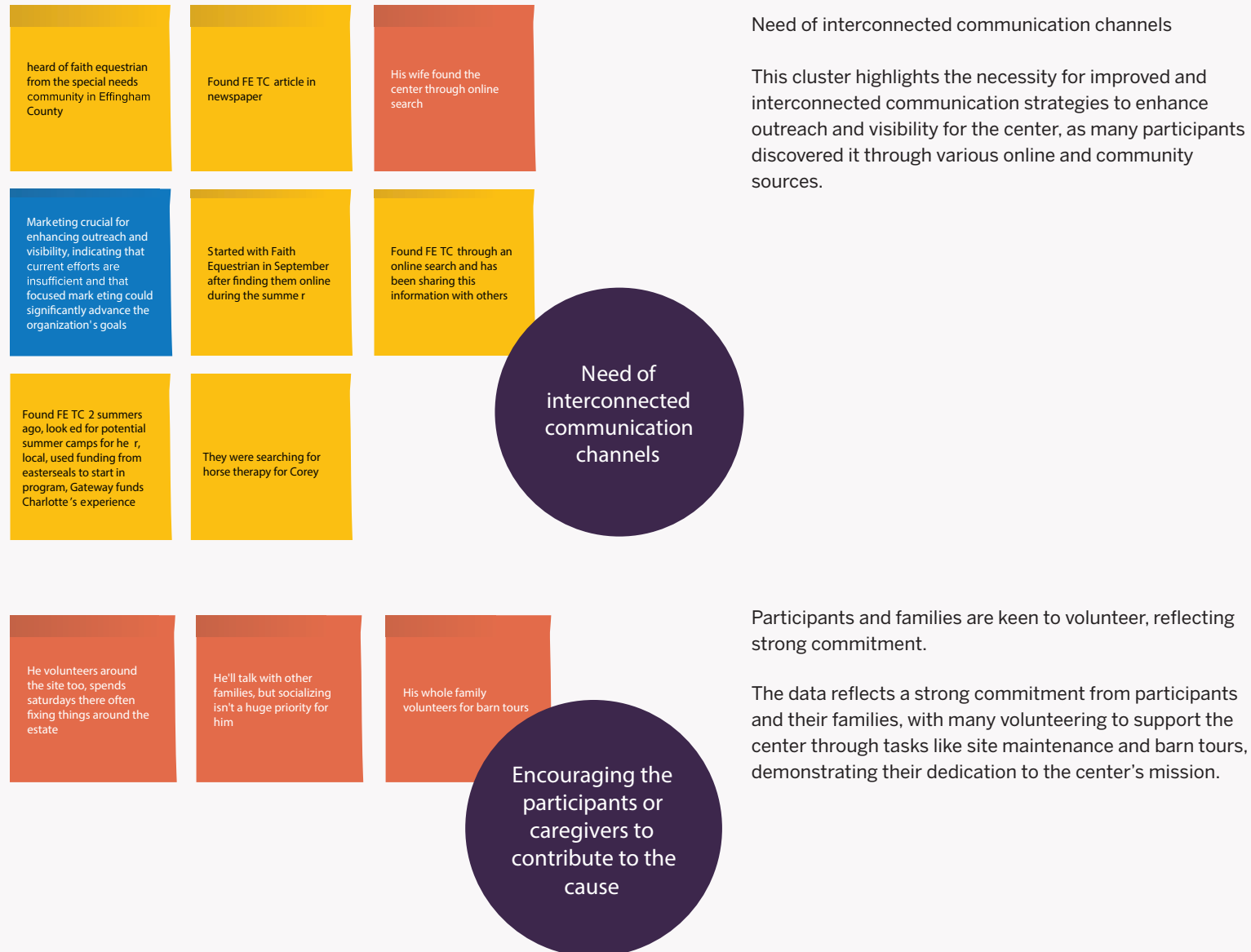
Traditional outreach methods (like brochures) may be insufficient for veterans.

Veterans may hesitate to seek help due to societal perceptions of strength and vulnerability

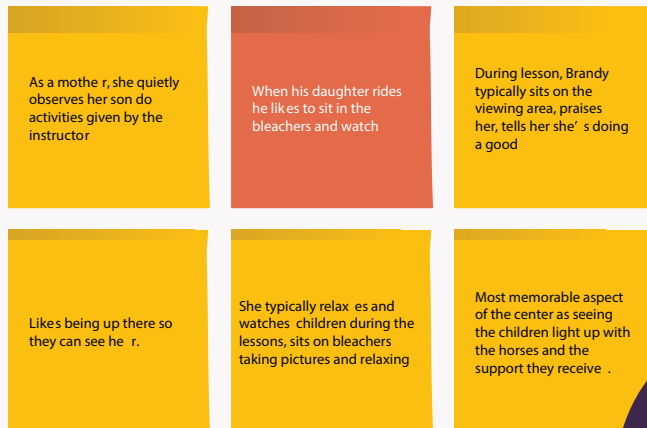
aims for strategic growth through infrastructure improvements and establishing an endowment to reduce fundraising pressure, allowing more focus on core services.



## Interview Response Analysis







Giving a platform for the participants and families to share their experiences

Parents and caretakers appreciate watching participants engage in the sessions.

Parents and caretakers enjoy observing their loved ones actively participating in therapeutic sessions, finding reassurance and delight in seeing them connect with the activities and receive support.



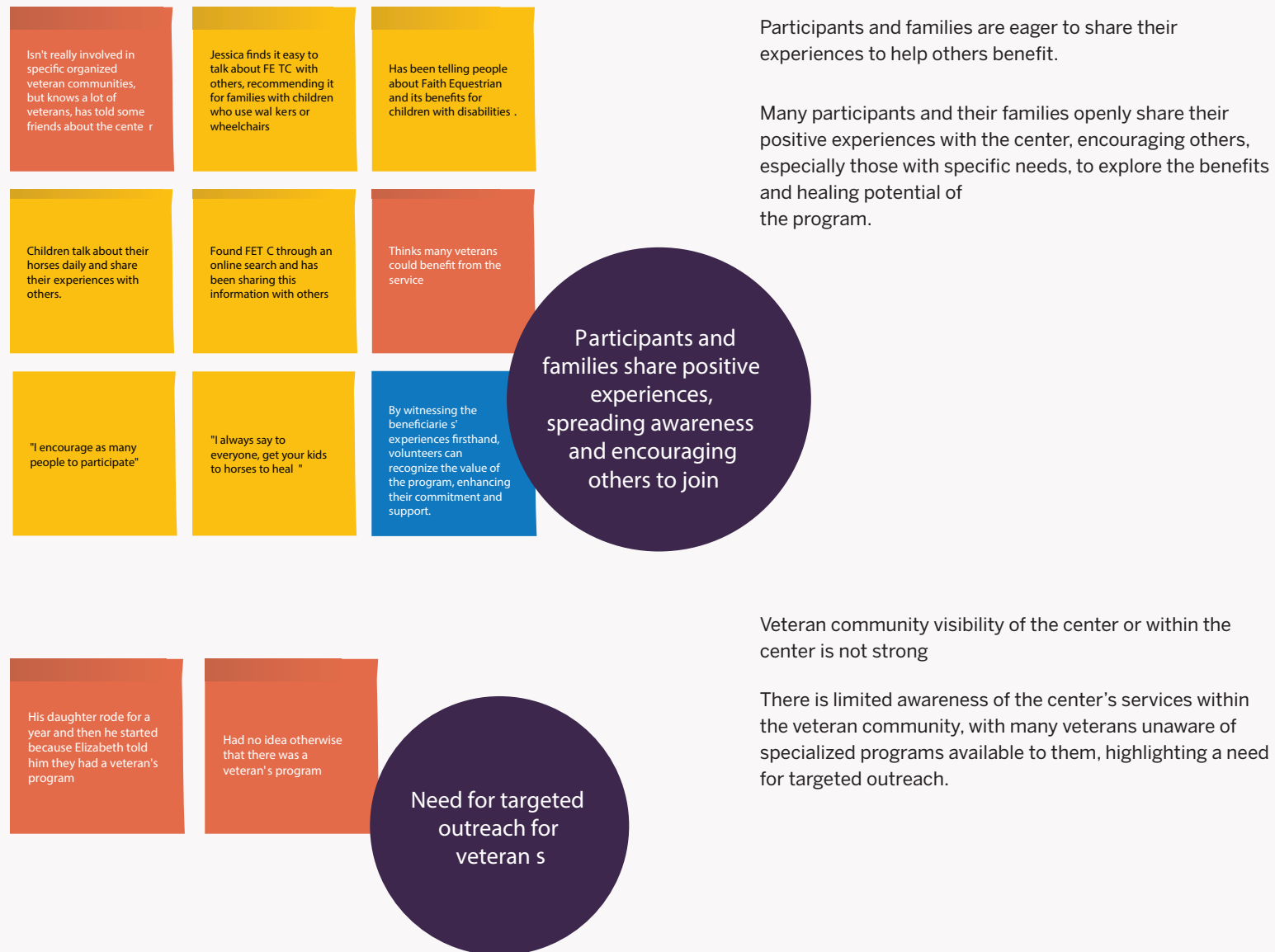
Hesitation in adults to explore the therapeutic sessions

Challenging to connect with adults for participating in the programs

Adults, particularly veterans, may feel hesitant to participate in therapeutic sessions due to societal stigma around vulnerability or personal reservations about seeking help.



## Interview Response Analysis

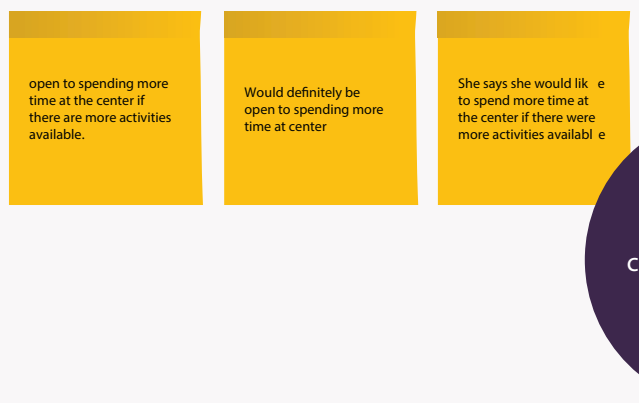






Feeling of belonging and source of strength for participants

The center creates a safe and nurturing environment that allows participants to feel accepted and supported, promoting confidence, comfort, and a deep sense of community belonging where they and their families can connect and thrive.



More activities to increase time spent at the center by the participants

Participants express a strong interest in spending additional time at the center, particularly if more activities are available to engage them.



## Interview Response Analysis



The program fosters holistic growth in participants.

By enhancing emotional well-being, social skills, physical abilities, and personal responsibility, the program makes a meaningful impact on participants' overall growth and quality of life.



The ease of navigation as a priority for the participants and families

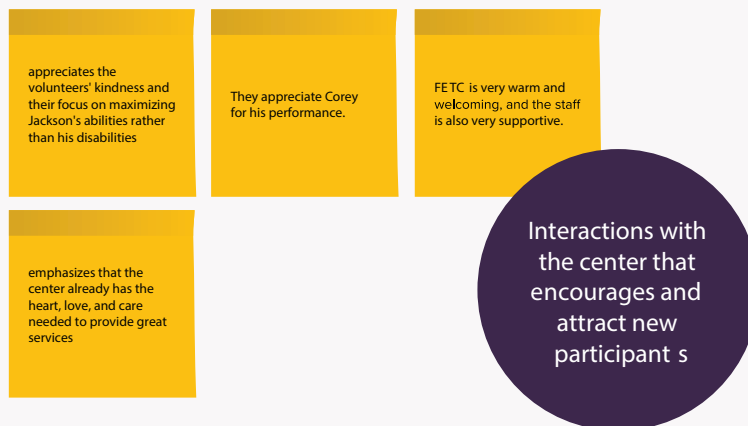
Accessible, well-marked spaces and clear communication are essential for ensuring that participants and families can navigate and fully engage with the center's offerings seamlessly.





Prior positive experiences with horses as motivation to associate

Many individuals are drawn to the center due to past positive experiences with horses, which foster a sense of connection and encourage participation and support.

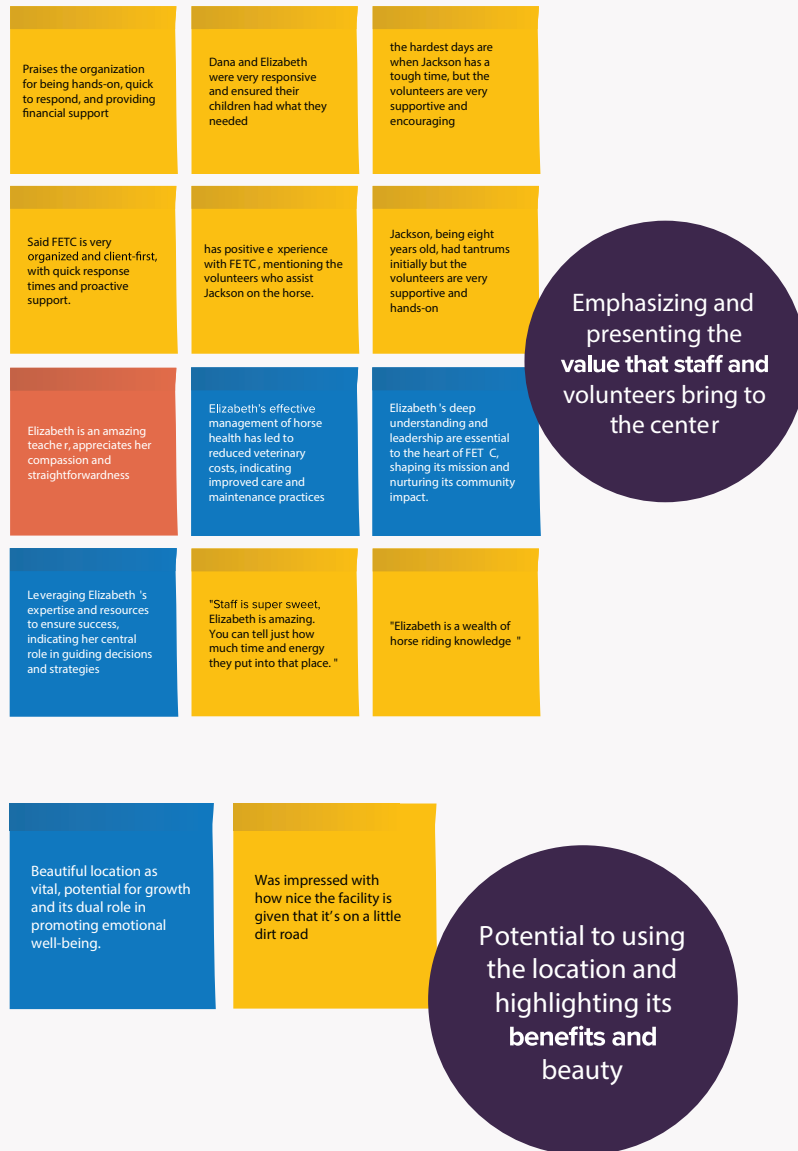


Encouraging attitude towards the participants is impactful

Many individuals are drawn to the center due to past positive experiences with horses, which foster a sense of connection and encourage participation and support.



## Interview Response Analysis



### Staff and volunteers at the forefront

Dedicated staff and volunteers play a crucial role in creating a positive experience, offering hands-on support, compassion, and expertise that enhance the center's impact on participants.

### Location and facility grabs the attention of the audiences

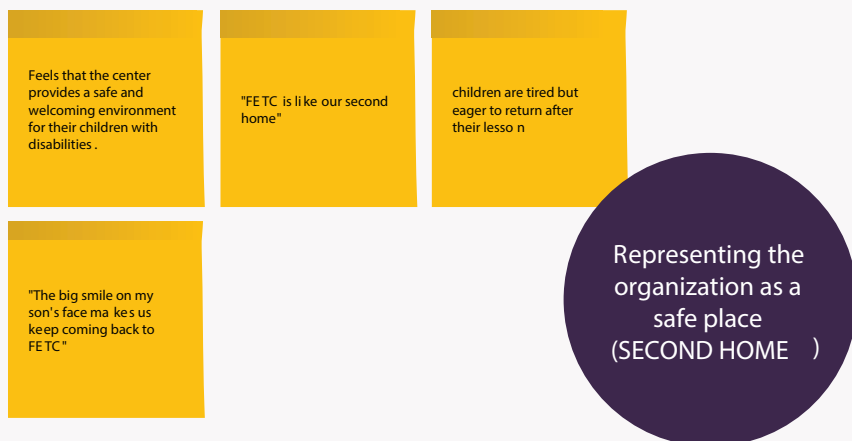
The center's scenic location and well-maintained facilities enhance its appeal and contribute to promoting emotional well-being.





### A sense of belonging to the community

Participants and caregivers feel connected to a broader community, sharing meaningful interactions and support that strengthen their sense of belonging.

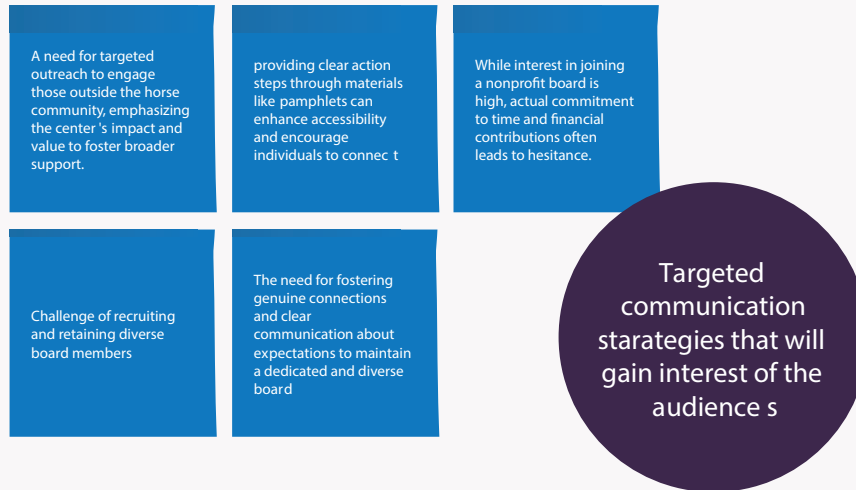


### A safe place for the participants

The center's welcoming and supportive atmosphere, with a focus on participants' abilities, fosters a positive environment that attracts and engages new members.



## Interview Response Analysis



Reaching out to the correct audience is essential

Effective outreach and targeted communication are necessary to engage a broader audience and build a committed support base for the center's mission.



Lessons as a team activity

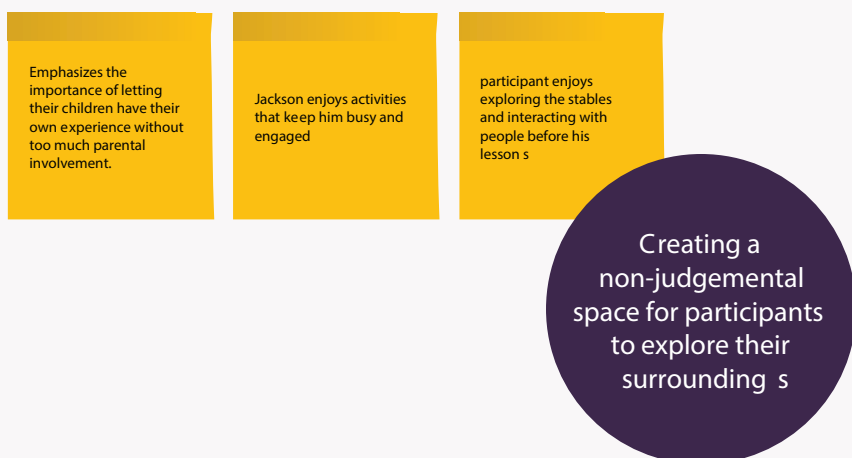
Collaborative sessions with participants and caregivers foster stronger bonds and enrich the therapeutic experience for everyone involved.





### Having a soothing sensory interactive space

Participants need a calming, sensory-friendly environment that accommodates their unique sensory preferences to help them feel comfortable and at ease.

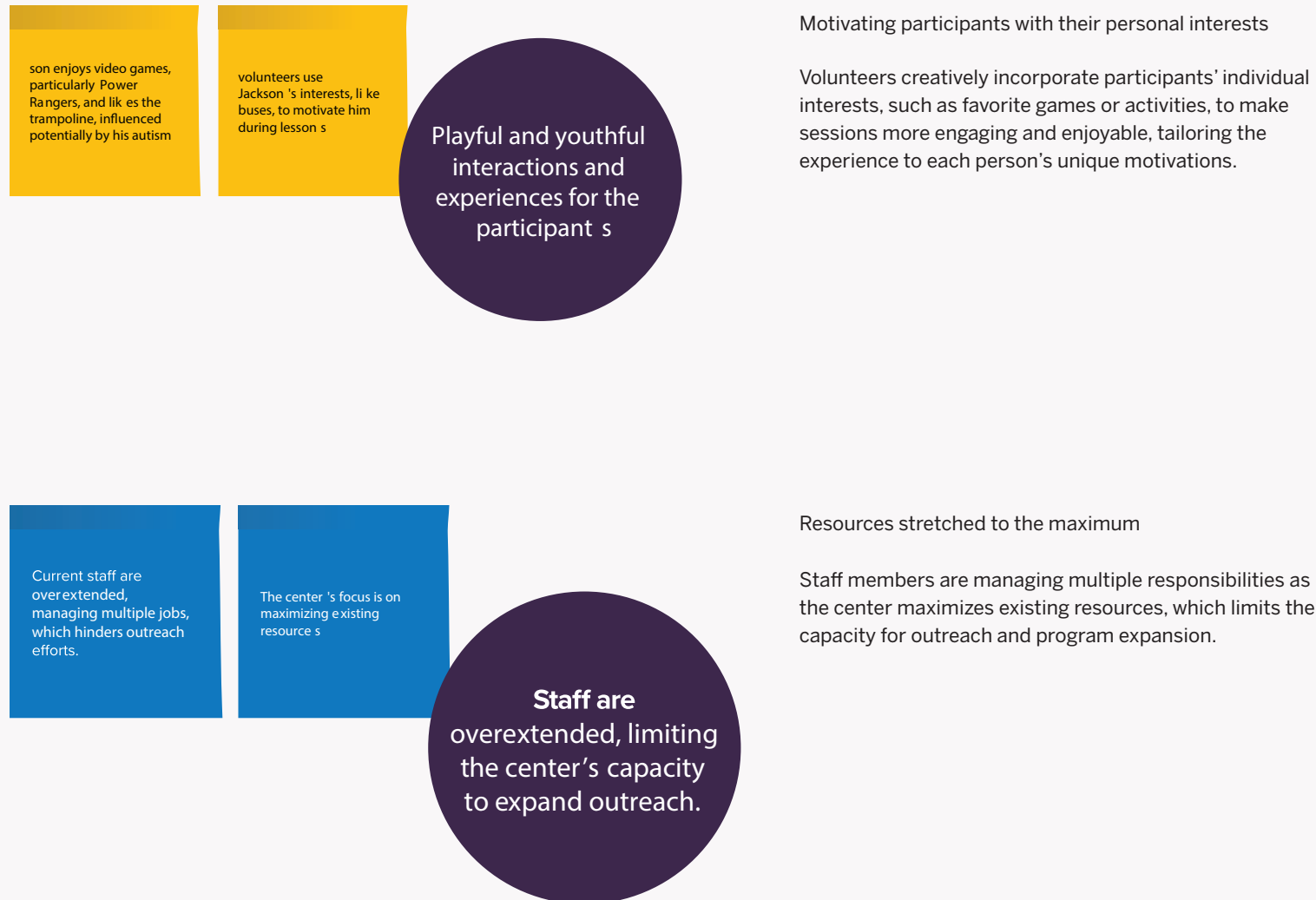


### Freedom to explore for participants

The center provides a non-judgmental space where participants can independently explore, engage with the environment, and enjoy activities that foster autonomy and self-confidence without excessive parental involvement.



## Interview Response Analysis





Grants over \$25,000 require detailed audits of the center's taxes and finances, emphasizing the need for thorough financial transparency

Creating trust by maintaining transparency with the audience s

Need for transparency by the center

The center prioritizes financial transparency, particularly in managing large grants, to build trust with the community, ensuring stakeholders have confidence in its operations and resource allocation.

Aim to strengthen connections with underserved populations, such as veterans and individuals with dementia, enhancing the center's impact and visibility in the community.

Intention to build connection with underserved populations. e.g. Veterans, individuals with dementia

Building a larger participant community

highlights an aim to expand the center's impact by connecting with under-served groups, like veterans and individuals with dementia, enhancing visibility and providing therapeutic support to those in need.

Jessica has not participated in any events beyond the lessons but mentions that Jackson's school has field trips to FE TC

Connections with schools to enhance volunteer and participant interaction

School trips as an introduction to the center

Partnerships with local schools bring students on field trips to the center, offering them a firsthand experience of its programs and creating early connections that may inspire future participation or volunteerism.



# JOHARI WINDOW ANALYSIS

(Participant Perceptions)

## Open Area

The Johari Window exercise for Faith Equestrian, focusing on participants enrolled in therapeutic riding activities, offers insights that inform the brand identity design.

The open area (in the top left corner of the grid) represents shared knowledge between the organization and participants, ensuring that the design reflects transparency and trust. This aligns the brand with known benefits of the services.

## Known to FETC

Known to Customers

Therapeutic	Compassion	Nurturing	Calm
Hope	Relaxed	Positive	Volunteer Involvement Focused

OPEN AREA

## Hidden Area

The hidden area (in the bottom left corner), where the organization holds undisclosed information, such as internal challenges or differentiating information, suggests a need for greater transparency in the brand. Revealing more of the behind-the-scenes efforts can build trust and strengthen participant relationships further.

Unknown to Customers

Fun	Innovative	Scientific	Specialized
-----	------------	------------	-------------

HIDDEN AREA



### Unknown to FETC



### Blind Area

The blind area (in the top right corner of the grid) covers what participants know but Faith Equestrian doesn't, such as unmet needs. Addressing these in the redesign can enhance communication and service quality by incorporating participant experiences.



### Unknown Area

Finally, the unknown area (in the bottom right section) reflects what is unknown to both parties, representing future discoveries and opportunities. The aim is that the brand identity must be flexible and adaptable to incorporate these evolving insights over time.

In summary, this exercise helps guide the design approach that aligns with both known and emerging participant perceptions, fostering a more authentic and effective brand identity for Faith Equestrian.



# JOHARI WINDOW ANALYSIS

(Volunteers Perceptions)

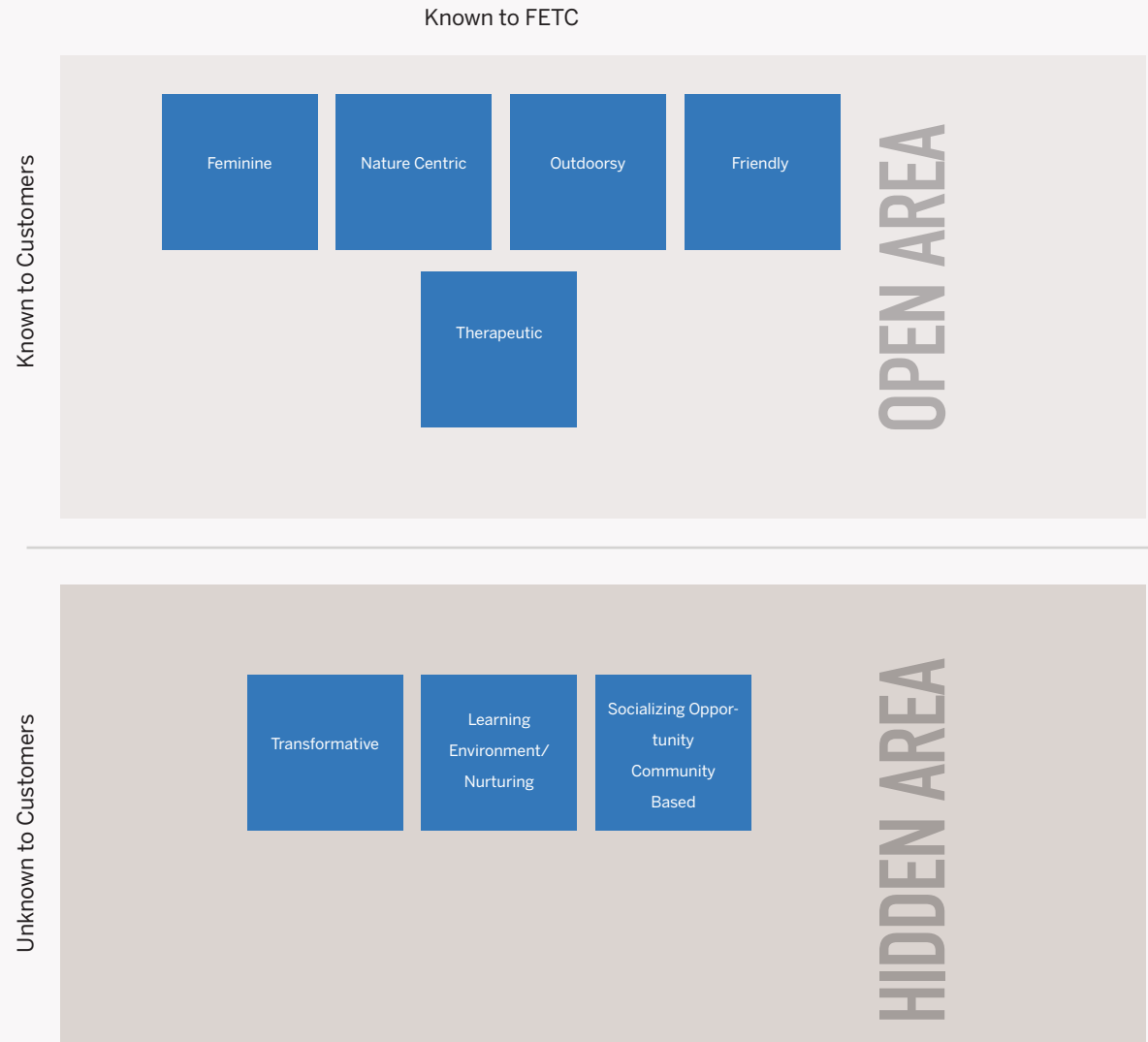
## Open Area

The Johari Window exercise for Faith Equestrian, focusing on volunteers, helps map perceptions that shape the brand identity, since volunteers are important stakeholders of the ecosystem. Volunteer responsibilities are key to understanding these dynamics as well.

The open area (in the top left corner of the grid) represents shared knowledge between the organization and volunteers—such as their tasks, roles, and expectations. Design decisions can emphasize clear communication and align branding with the values both parties share, such as community involvement and service.

## Hidden Area

The hidden area (in the bottom left corner) reflects what Faith Equestrian knows but hasn't communicated to the volunteers, including internal operations and strategic goals. Revealing more of this in the brand identity will foster a sense of inclusion and belonging among volunteers, strengthening their connection to the mission.





### Unknown to FETC

## BLIND AREA

Recommendable	Peaceful	Comforting	Local-spend time on newsletters and blogs
Incremental	Recreational	Joyful	Equine-Focused

### Blind Area

The blind area (in the top right corner of the grid) highlights what volunteers know but the organization doesn't, such as feedback on the challenges they face or unmet needs, like the concept for participants. Addressing this through design could lead to improvements in volunteer support, recognition, and engagement strategies.

## UNKNOWN AREA

Playful	Organized	Interactive
---------	-----------	-------------

### Unkown Area

The unknown area (in the bottom right section) encompasses what neither the organization nor the volunteers are aware of, such as again, potential new opportunities or untapped strengths. Designing a flexible brand identity that can adapt to these emerging insights ensured that the brand evolves alongside the organization and its volunteer community.

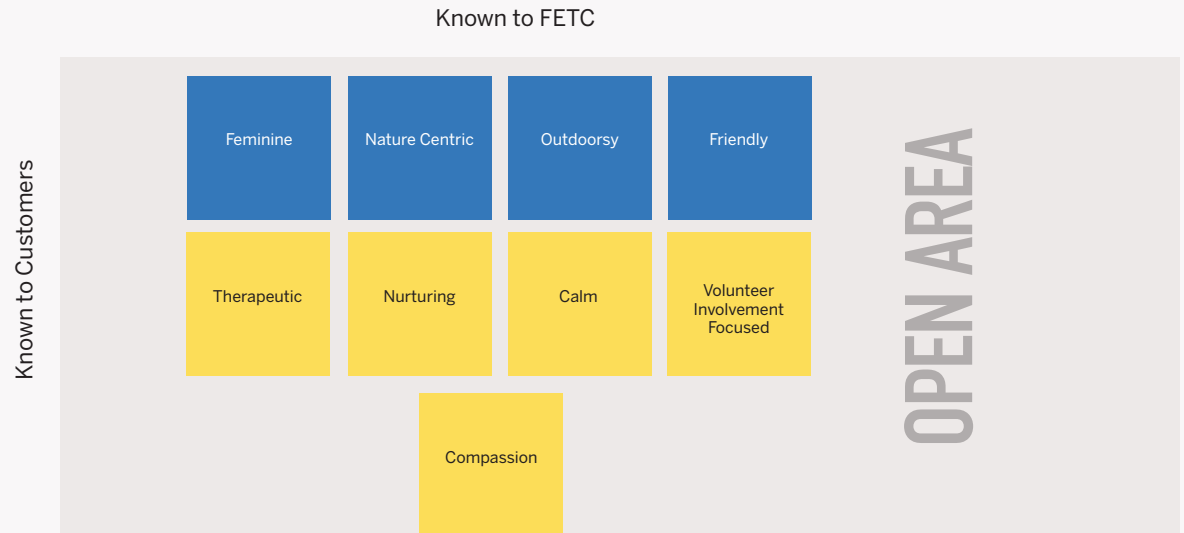
In conclusion, this exercise guides a design process that balances transparency, support, and adaptability, ensuring the brand identity resonates with volunteers and strengthens their engagement with Faith Equestrian.



# JOHARI WINDOW ANALYSIS (Combined Perceptions)

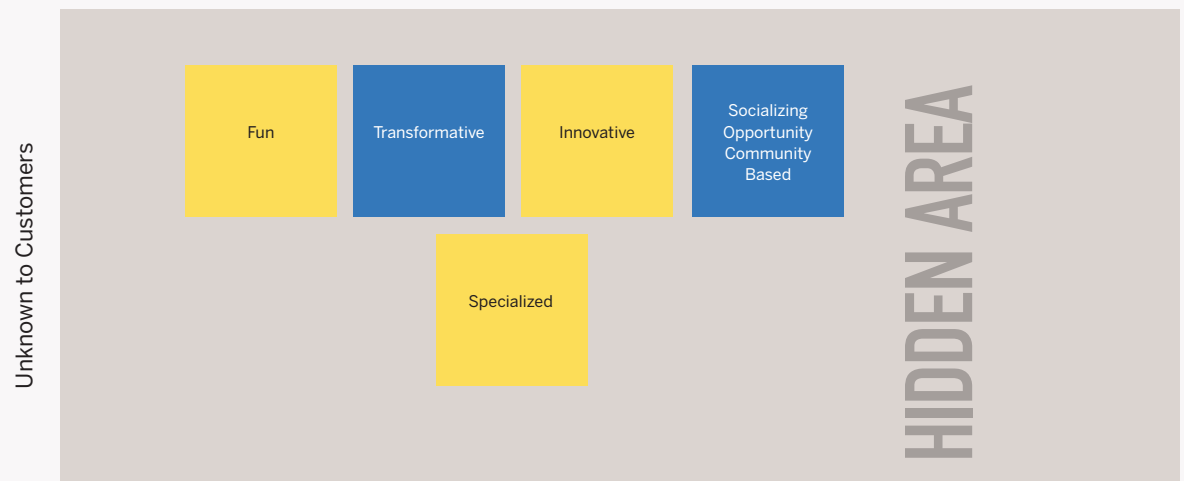
## Open Area

The open area (in the top left corner of the grid) represents shared perceptions between participants and the organization regarding volunteers, such as their visible contributions to the therapeutic riding services. A clear and cohesive design, would emphasize the positive impact volunteers have on participants' experiences, strengthening the brand's message of community and support.



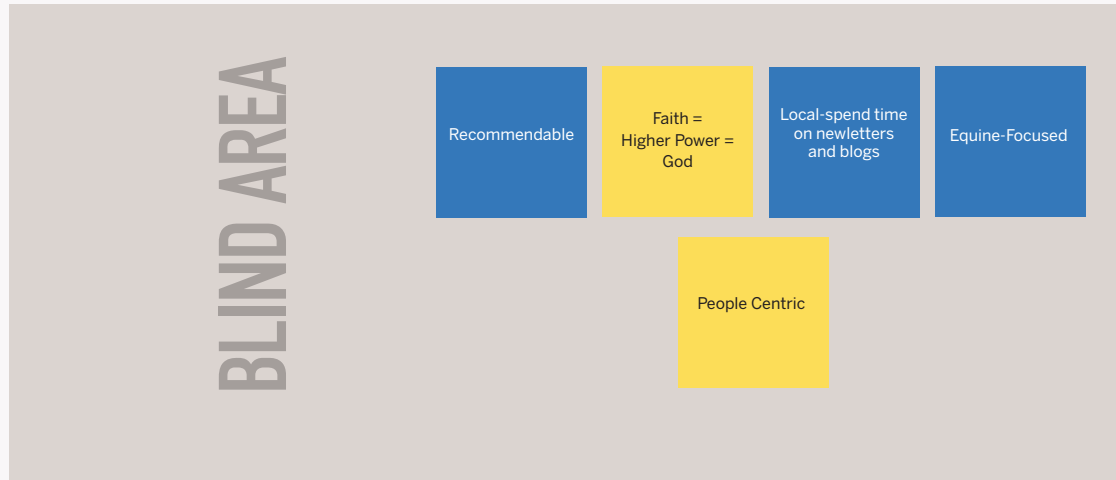
## Hidden Area

The hidden area (in the bottom left corner) reflects what Faith Equestrian knows about volunteers but hasn't communicated to participants. This could include the level of trainings or dedication volunteers bring into their roles. Sharing more of this information in the brand can enhance participants' appreciation of the volunteer's contributions, fostering a deeper sense of trust.



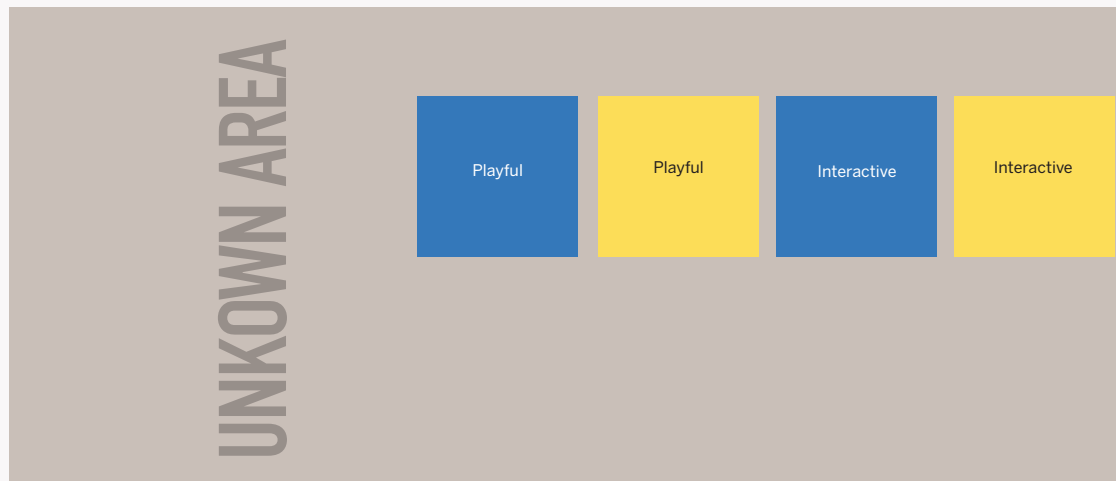


## Unknown to FETC



## Blind Area

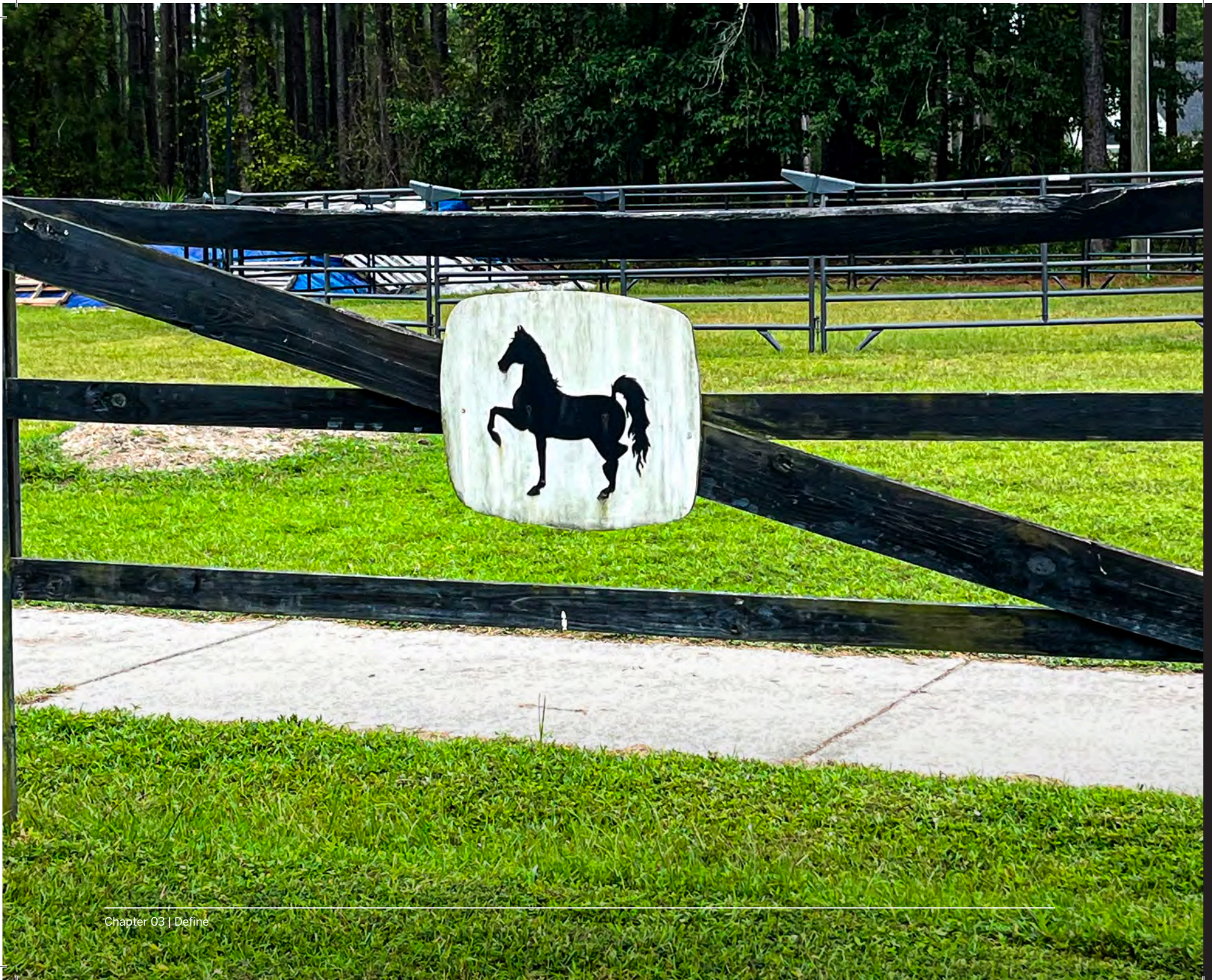
In the blind area (in the top right corner of the grid), participants might perceive certain aspects of volunteer interactions that Faith Equestrian isn't aware of, such as subtle cues in communication or unsaid expectations from volunteers. Understanding these perceptions can drive improvements in volunteer training and communication strategies, which would be reflected in the brand identity to ensure a seamless participant experience.



## Unkown Area

Finally, the unknown area (in the bottom right section) represents new insights that neither participants, volunteers nor the organization have fully realized. Designing for these emergent aspects ensures future alignment between participant expectations and volunteer roles.





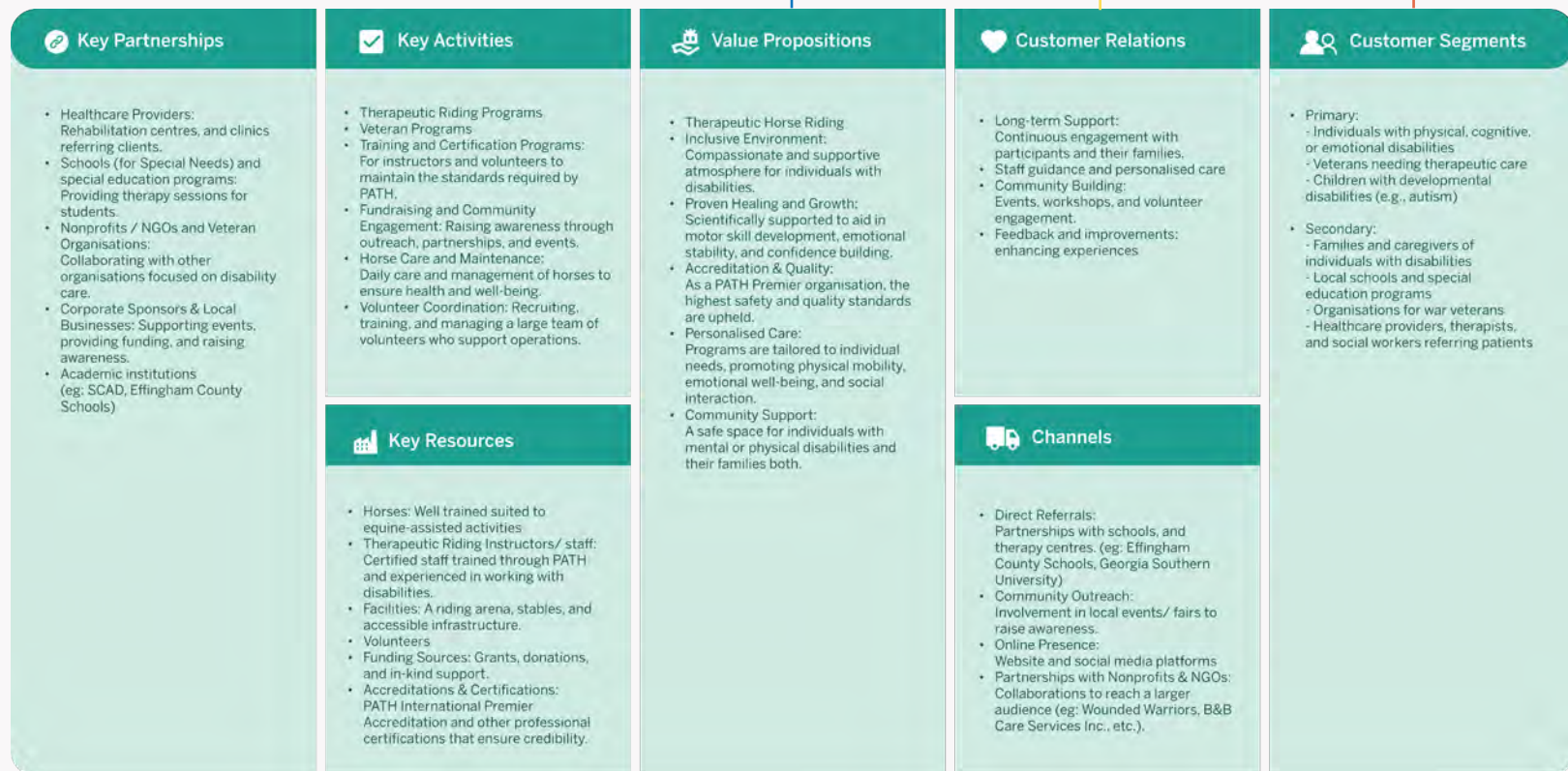


## 03 DEFINE

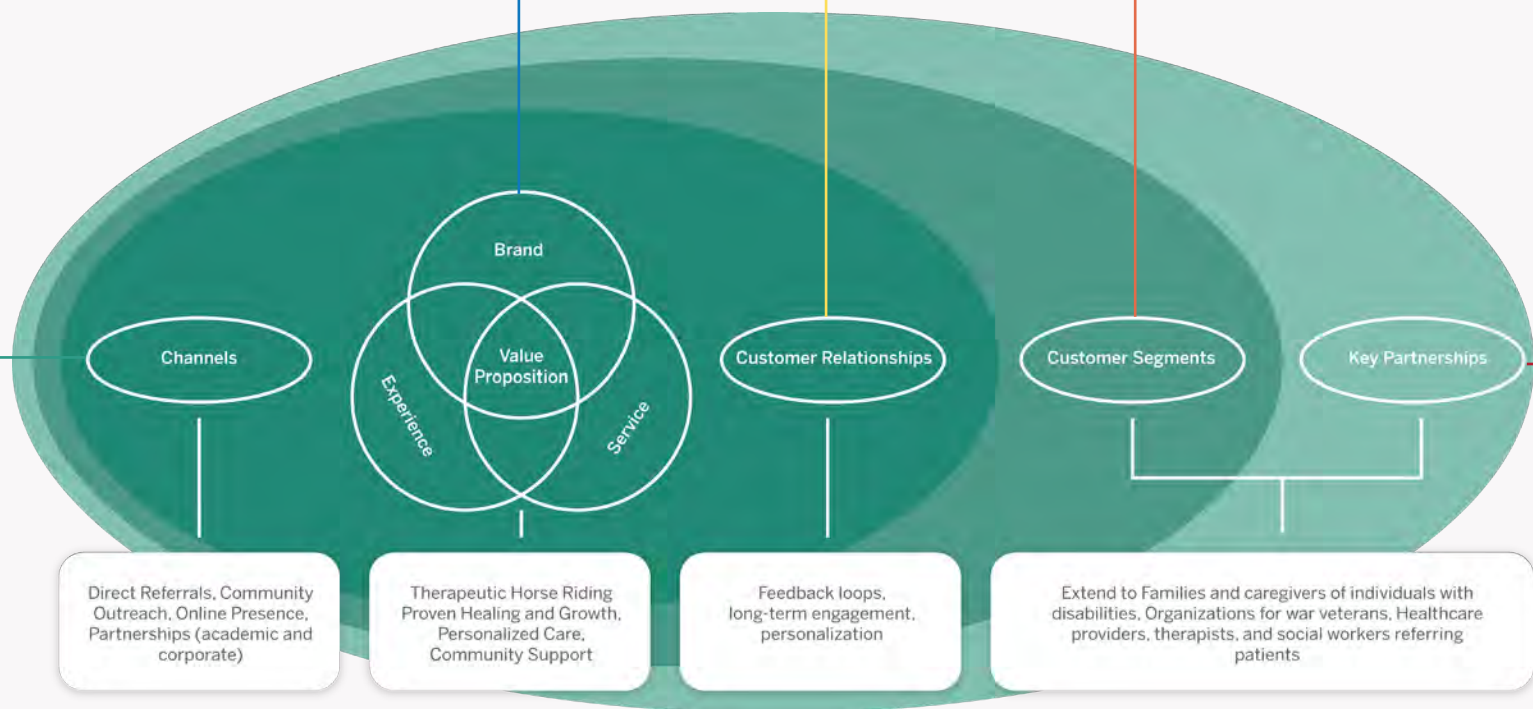
In this phase, we shape Faith Equestrian's brand identity by mapping its business structure, core values, and customer journeys. This includes visual elements like color palette, mood boards, and brand inspirations to establish a cohesive and resonant brand persona.



# BUSINESS MODEL CANVAS



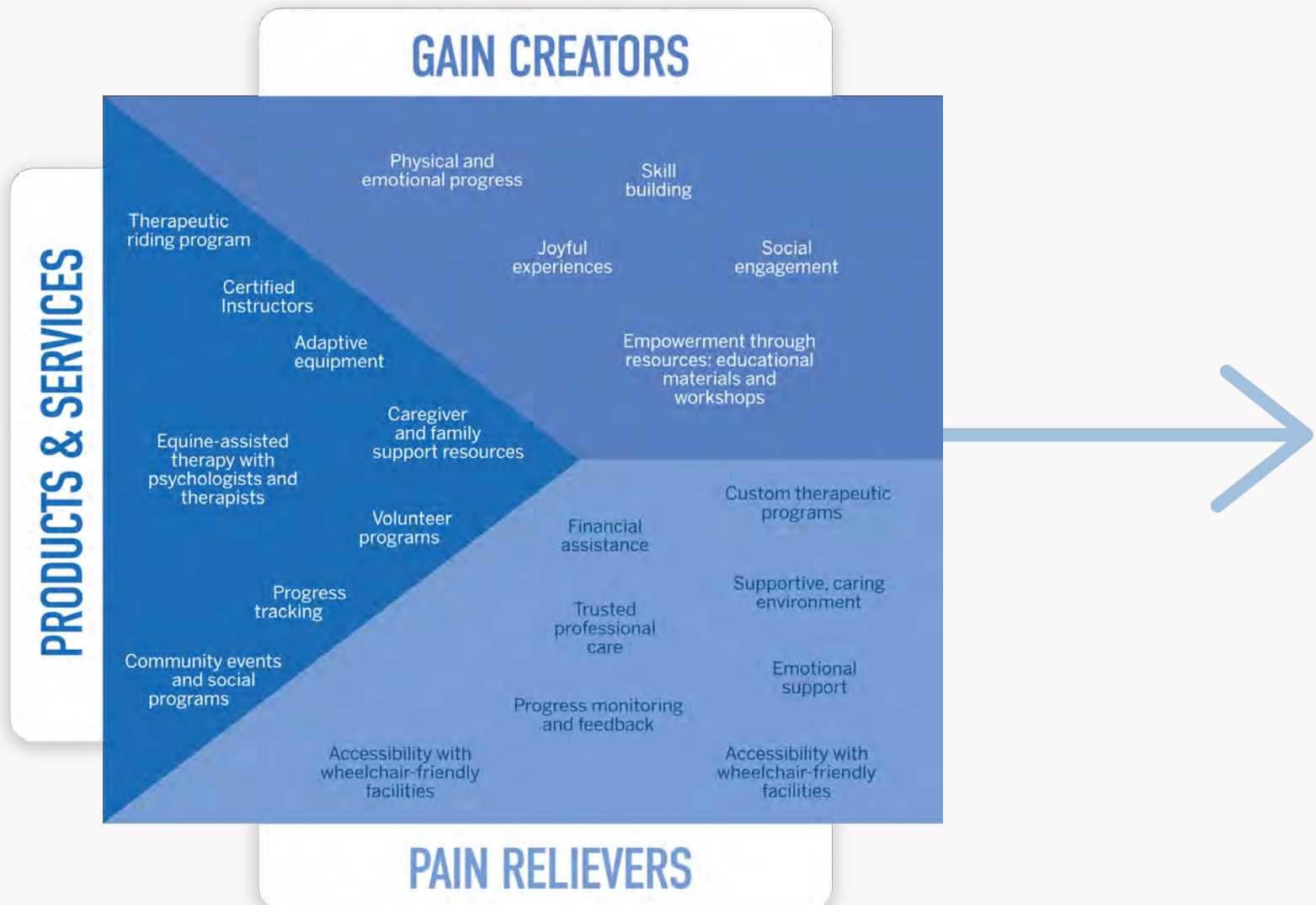




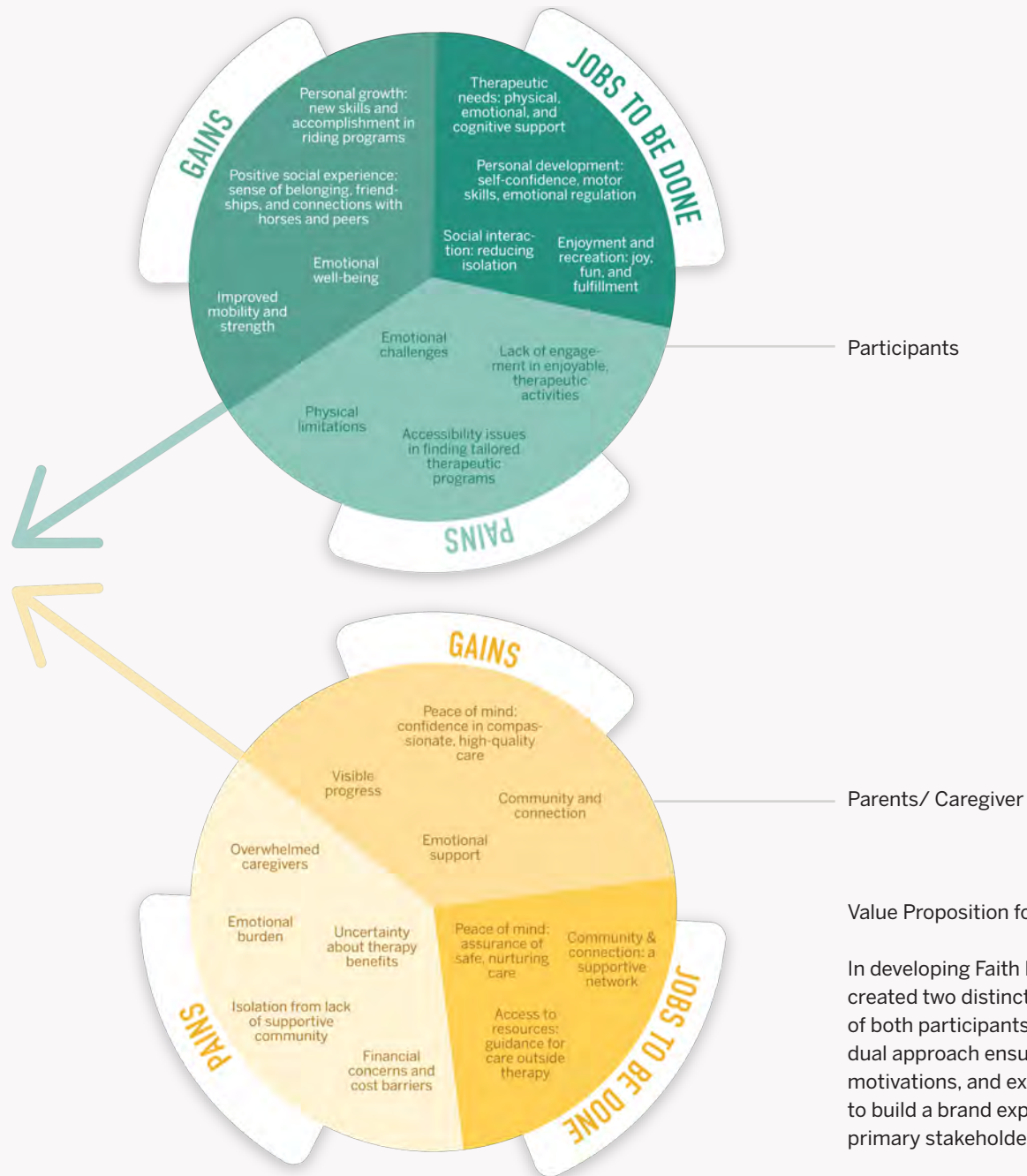
The traditional business model canvas, designed by Strategyzer and shown on the left page, follows an industry-standard framework. However, the model above offers a re-imagined approach, placing the value proposition at the core, with all other elements developed around it to support Faith Equestrian's unique goals.



# VALUE PROPOSITION CANVAS





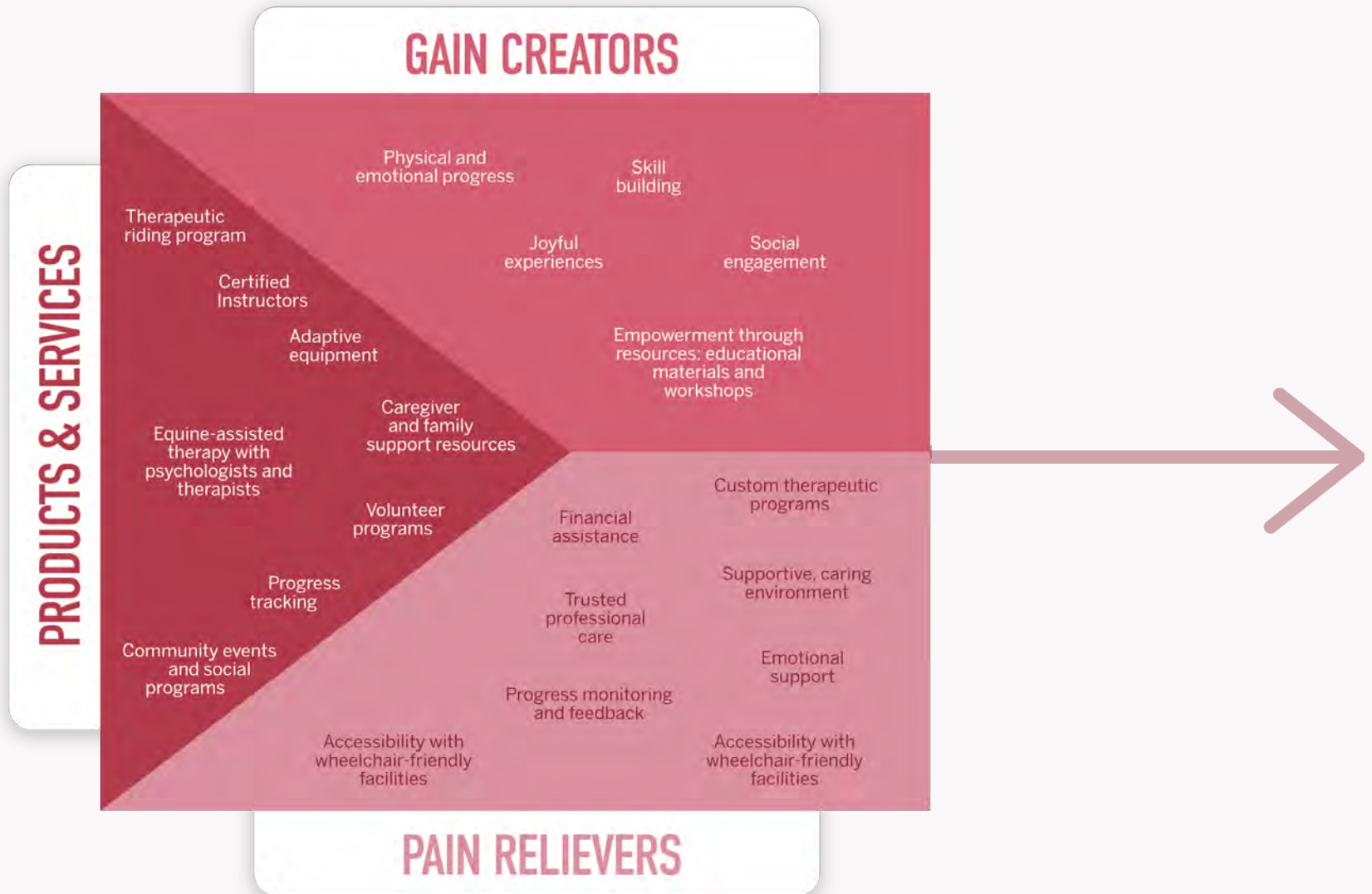


### Value Proposition for Participants and Parent/Caregiver

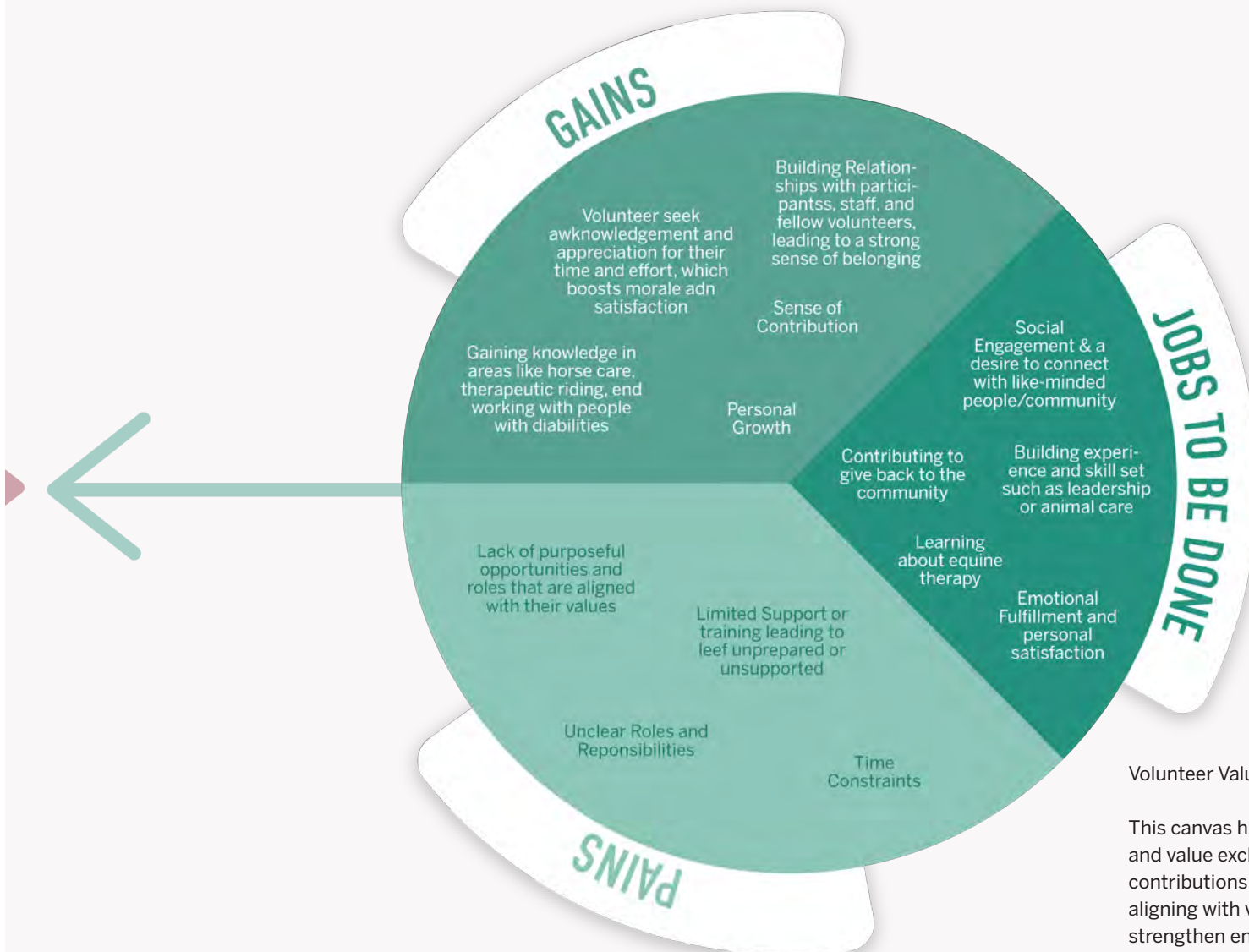
In developing Faith Equestrian's value proposition, we created two distinct canvases to address the unique needs of both participants and their parents/caregivers. This dual approach ensures that each group's core values, motivations, and expectations are captured, allowing us to build a brand experience that resonates deeply with all primary stakeholders involved in Faith Equestrian's mission.



# VALUE PROPOSITION CANVAS







Volunteer Value Proposition Canvas

This canvas highlights motivations, needs, and value exchanges, emphasizing volunteers' contributions and rewarding experiences. By aligning with volunteer expectations, we aim to strengthen engagement and foster a supportive community that furthers our mission.



# CUSTOMER JOURNEY CANVAS

## Current State

We analyzed the communication journey using a customer journey canvas to identify areas for improvement and enhance the overall experience. The canvas helps map communication touchpoints from the customer's perspective, optimizing each stage—from initial awareness to final retention—for a seamless participant experience.

### Pre-Service

The communication journey was divided into pre-service, in-service, and post-service stages. For pre-service, FETC leverages advertising, social media, word of mouth, and outreach to build its “Faith, Love, and Hope” brand through touchpoints like the website, social media, emails, and word-of-mouth efforts.

Improvements are needed in areas like increasing newsletter response rates, enhancing social media engagement, and ensuring a cohesive brand tone. The pre-service communication helps shape expectations of an inclusive, empowering environment, and FETC aims to meet these expectations through staff expertise, quality training, and a healing atmosphere.

### In-Service

The in-session process consists of three stages: arrival, lessons, and departure. Four key communication channels are used at arrival: property, decorations/signs, staff, and information leaflets.

The property sets the tone, signs guide customers, staff showcase expertise, and leaflets provide detailed service information. However, FETC lacks clear signage, and brand identity is inconsistent across different leaflets.

### Post-Service

In the post-service phase, the focus is on maintaining relationships and building on positive experiences. Customer Relationship Management involves personalized follow-ups, feedback, and scheduling, while festive greetings foster a sense of care. Social Media keeps participants connected and informed, and Word of Mouth acts as an organic feedback channel, enhancing FETC's image.

Satisfaction surveys measure success, and any dissatisfaction is analyzed to improve interactions. Word-of-mouth is crucial, with over 50% of participants introduced through personal connections, underscoring the importance of strong relationships for continued engagement.





## PRE SERVICE

### ADVERTISEMENT

Establish "Faith, Love, Hope" brand image through website, newsletters, emails, text, community of NGOs.

### SOCIAL MEDIA

Client and volunteer stories  
Daily ideas/piece of knowledge  
Event information  
Volunteer training information sharing

### WORD OF MOUTH

- Work with local influencers to reach community
- Have a referral program by offering incentives (Free Tours)

### OUTREACH

Past stories as a participant/families/caregivers  
Experiences of donations/sponsors  
Stories of volunteering  
FETC's focus and expertise from partnerships

### EXPECTATION

A well-established training environment  
Meeting staffs with expertise  
A inclusive and supportive learning vibe  
Feel supported and empowered during training  
Feel healed, calm, brave, confident, and optimistic after training



## IN SERVICE

### ARRIVAL

Property  
Decoration/Signs  
Staff  
Information leaflet

### LESSONS

Property  
Staff  
Horses

### DEPARTURE

Property  
Staff  
Information leaflet

### EXPERIENCE

Enter the property  
Park following the guide  
Meet and greet with staff  
Review appointment  
Introduce riding session  
Walk around in property

Experience riding session

Discuss on feedback  
Make appointment for next riding  
Leave the property



## POST SERVICE

### CUSTOMER RELATIONSHIP MANAGEMENT

Asking feedback on training session  
Making appointment for next riding session through emails or texts  
Special festival greeting emails and cards  
Interacting on the Facebook and other social Media

### SOCIAL MEDIA

Following FETC social media posts and "likes" them  
Comment about the training experience  
Interactions with staff

### WORD OF MOUTH

Feelings and thoughts after taking lesson  
Progress and achievements throughout the session

### SATISFACTION DISSATISFACTION

Most customer satisfy the way they communicating with FETC



Future State

Building on the analysis, the team developed a future communication journey to resolve issues and enhance engagement. The proposal highlights improvements for brand engagement and customer satisfaction across the pre-service, in-service, and post-service phases, aiming to elevate expectations and experiences.

Pre-Service

The pre-service phase will introduce interactive touchpoints like a website and local blogs to build brand awareness.

A targeted social media strategy and personalized email marketing will enhance engagement and response rates. These changes aim to create a personalized and streamlined communication journey from the first interaction with FETC, both online and on-site.

In-Service

In the in-service phase, improvements will focus on clearer communication during the customer’s journey on-site. Clear signage and wayfinding will guide customers effectively, reducing confusion.

Interactive communication channels during the lessons will ensure that participants feel engaged and supported. These changes are designed to enhance the overall experience and ensure that each touchpoint is intentional and valuable.

Post-Service

For the post-service phase, customer With these changes, customers will expect a more personalized and streamlined communication journey that caters to their individual needs. They’ll anticipate clear and engaging communication from the very first interaction with FETC, both online and on-site.

The enhancements will likely lead to higher satisfaction levels, as customers will experience a more cohesive and engaging journey from start to finish. The combination of clear communication, tailored outreach, and interactive experiences will create a stronger connection to the FETC brand and build lasting relationships.





## PRE SERVICE

### ADVERTISEMENT

- Feature stories in local media
- Flyers & Brochures in Medical offices and community centers

### SOCIAL MEDIA

- Use polls on Facebook/Instagram to foster engagement
- 'Day in the life' series to show daily life at the center

### WORD OF MOUTH

- Work with local influencers to reach community
- Have a referral program by offering incentives (Free Tours)

### OUTREACH

- Make open houses a tradition
- Connecting the sponsor contribution with participant success stories

### EXPECTATION

- Understanding scientific benefit of therapeutic riding
- Accessible communication
- Showing sponsor impact
- Building community
- Expanding customer base



## IN SERVICE

### ARRIVAL

- Warm Personalized welcome from staff & volunteers
- Orientation for new participants
- Clear signage to check-in and waiting areas
- Ensure accessibility for families and participants and participants

### EXPERIENCE

- Feeling a sense of belonging
- Seamless and intuitive wayfinding

### LESSONS

- Customize lesson plans with progress tracking
- Safety Briefing and reassurance
- Photo moments for capturing achievements during session
- Reward based encouragement to build confidence and excitement.

- Confidence in the organization
- Increased engagement and motivation

### DEPARTURE

- Session summaries
- De-brief report
- Feedback opportunities for families to share
- Achievement sticker or take home pictures as souvenirs.

- Clear and open communication
- Sense of pride through brand association



## POST SERVICE

### CUSTOMER RELATIONSHIP MANAGEMENT

- Personalized follow ups, offering support
- Anniversary and milestone recognition
- Loyalty programs ( Eg. Early event invitation)

### SOCIAL MEDIA

- Celebratory Post
- Online community groups (Facebook groups)
- Volunteer recognition for their contribute
- Featuring Family Spotlights

### WORD OF MOUTH

- Website testimonials
- Continuous improvement efforts addressing needs
- Promote family participation in events

### SATISFACTION

- **DISSATISFACTION**
- Caregiver appreciation initiatives to recognize their role
- Regular feedback reviews for improving overall experience
- Customer loyalty and retention



# BRAND IDENTITY DIRECTIONS

Brand identity serves as a way to visually communicate a brand's values and persona to the market. The team began by extracting key values from the brand's service offerings, which helped shape the foundation of the brand identity.

Next, they established a brand tone to define how the brand will communicate with its audience. Using this tone as a guide, the team leveraged moodboards and color palettes from previous projects to develop several cohesive brand identities, ensuring consistency across all touchpoints.

## Brand Tone

Brand tone refers to the style and voice a company uses to communicate with its audience, reflecting the brand's personality.

Brand tone shapes how the brand communicates its values and personality to the audience. The tone helps create a consistent and recognizable voice, whether the communication is friendly, professional, compassionate, or bold. By aligning with the brand's values, such as trust, joy, or growth, the tone ensures that every interaction reflects the brand's core principles.

Over time, this consistency helps build a cohesive brand image, making it easily identifiable and memorable to the audience. The tone also influences how the brand is perceived emotionally, creating deeper connections with customers and fostering loyalty, which strengthens the overall brand identity.



THE BRAND TONE  
CENTERS ON CARE,  
CONNECTION,  
AND GROWTH,  
FOSTERING STRONG  
RELATIONSHIPS  
AND A SUPPORTIVE  
COMMUNITY.

Every communication aims to create a lasting impact, honoring the unique bond between horses and participants.





# 6 CORE BRAND VALUES.

For Faith Equestrian, brand values are more than guiding principles; they are the heart of our identity and the compass that directs every decision, interaction, and experience we provide. By embracing our core values—humility, compassion, strength, optimism, joy, and support—we are able to create a space where individuals feel genuinely seen, supported, and empowered.

These values enable us to connect authentically with our community, ensuring that every moment at Faith Equestrian resonates with purpose and positivity. They shape not only our relationships with clients but also our approach to animal care, training, and engagement. Through these values, we cultivate trust and loyalty, positioning Faith Equestrian as a sanctuary for personal growth and well-being. Ultimately, our brand values fuel our mission to inspire change, build lasting connections, and make a meaningful impact in the lives of everyone who steps into our world.





## HUMILITY

We serve with gratitude, always putting the needs of others first and recognizing the value in every person and moment.



## POSITIVE

We embrace an optimistic outlook, believing in possibilities and fostering hope through every challenge we encounter.



## JOYFUL

We find joy in our mission, celebrating each victory, big or small, and spreading happiness throughout our community.



## COMPASSION

We approach every individual with kindness and empathy, creating a safe and nurturing environment for healing and growth.



## STRONG

Our strength lies in resilience—overcoming obstacles with determination and empowering others to do the same.



## SUPPORTIVE

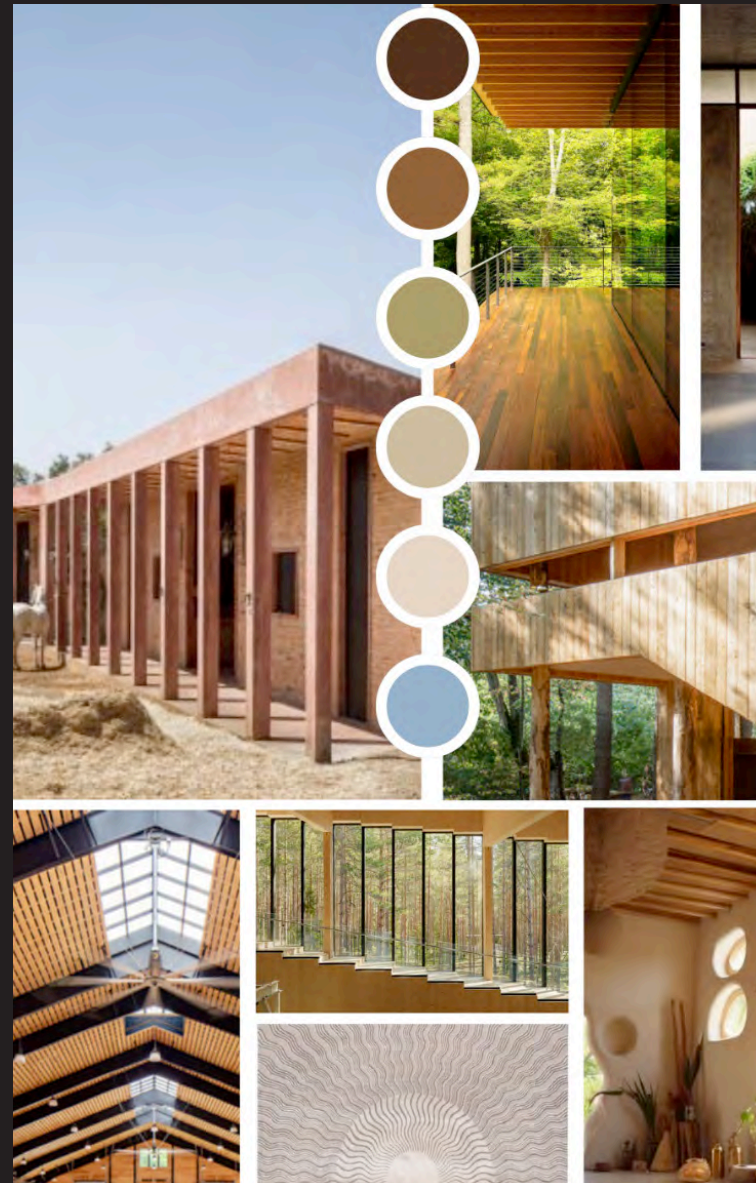
We stand by those we serve and one another, providing encouragement, resources, and guidance every step of the way.



# MOOD BOARDS

We referred to three distinct boards that guided Faith Equestrian's brand development. Each board reflects a unique aspect of the brand: Peace, Quiet, Mindfulness conveys calm and introspection; Play, Learn, Grow captures the site's interactive and growth-oriented spirit; and Growth, Self-Discovery, Impact highlights the transformative experience felt on the grounds. Together, these boards shaped the color palette, imagery, and tone, providing a cohesive foundation for the brand's visual and messaging direction.

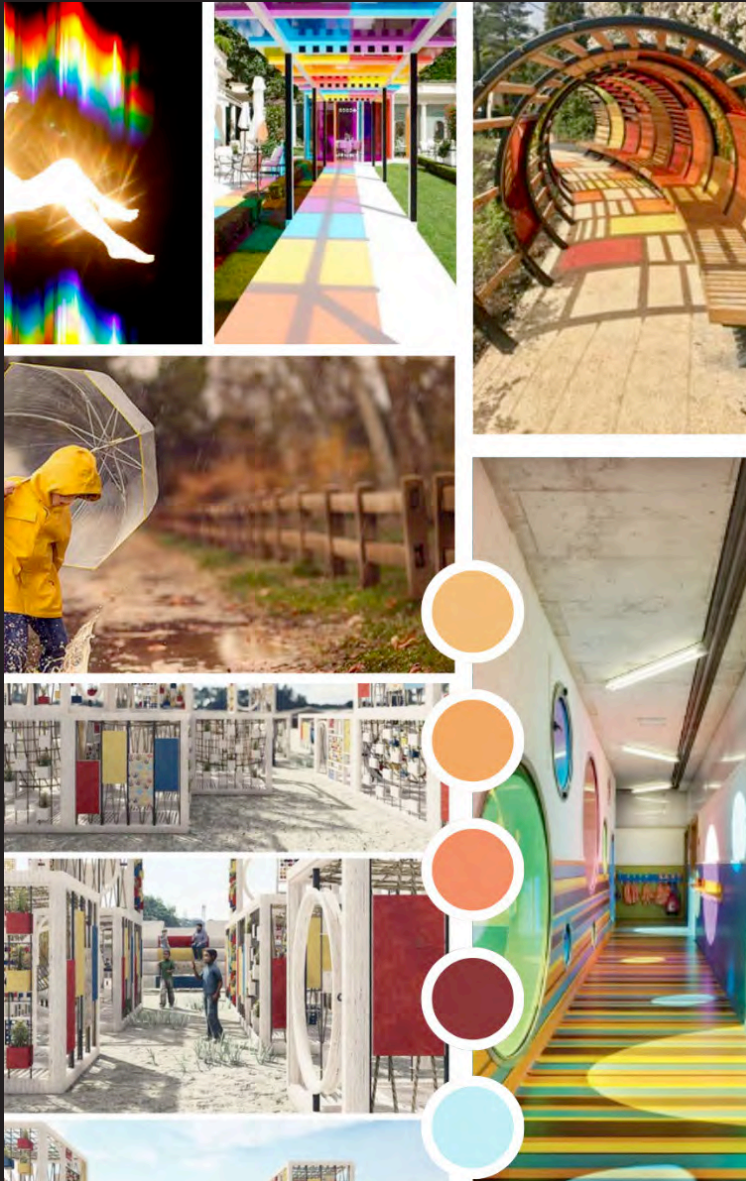
Moodboards: Courtesy of Impactful Acres, SCAD GOOD Project, Spring 2024



## Moodboard 1: Peace, Quiet, Mindfulness

Created to convey peace, quiet, and mindfulness through color, aesthetics, and symbolism.





### Moodboard 2: Play, Learn, Joy

Play, Learn, and Grow were used to create this mood board, as they directly reflect the intended experience of the site.



### Moodboard 3: Growth, Self-Discovery, Impact

This mood board was created to capture the site's experience and the emotions users feel while on the grounds.



# BRAND COLORS

We also extracted a color palette to complement the development of the brand identity. The color palette helps visually convey the brand's personality and values. By selecting specific colors that align with the brand's tone, we ensure consistency across all touchpoints, from digital platforms to print materials.

The colors chosen evoke certain emotions and associations, helping to create a deeper connection with the target audience. In this way, the color palette not only enhances the aesthetic appeal but also reinforces the overall brand message and identity, ensuring a cohesive and unified presence.



## **Calm** — Mindfulness, Peace & Quiet

The calming palette consists of orange and yellow, and a dark warm grey. All colors reflect warmth and positivity. The yellow and orange are colors one might appreciate in sunset, and the dark grey adds contrast, intensifying the comforting effect of the light warm yellow and orange.



## **Energy** — Play, Learn, Joy

Combining the light blue with yellow and a deep dark red, feels energetic due to the differences in color values. The color saturation is comparatively high, and the colors afford for a high contrast. The three colors form a fairly even triangle on the color wheel, and therefore complement each other.



## **Strength** — Self-Discovery, Growth, Impact

The notion of growth is carried through a dark blue which is complemented by the deep red and an orange. The red and the blue carry depth, they feel rich and motivate reflective mindsets. The orange adds an element of energy indicating active growth, commitment, and action learning.

Color Selection: Courtesy of Impactful Acres, SCAD GOOD Project, Spring 2024



### Primary Color Palette



FE Yellow  
C0 M15 Y75 K0  
R255 G214 B92  
#FFD65C  
121 C (Pantone)



FE Green  
C75 M10 Y50 K10  
R42 G155 B137  
#23AC96  
3275 C (Pantone)



FE Light Blue  
C80 M50 Y0 K0  
R55 G119 B188  
#3777BC  
3005 U (Pantone)



FE Dark Blue  
C80 M90 Y40 K24  
R64 G51 B80  
#402A50  
2765 C (Pantone)

### Secondary Color Palette



FE Dark Red  
C20 M100 Y84 K10  
R183 G32 B51  
#B72033  
194 C (Pantone)



FE Orange  
C10 M70 Y75 K0  
R222 G109 B77  
#DE6D4D  
2433 U (Pantone)



FE Warm Grey  
C55 M60 Y70 K50  
R78 G64 B52  
#4E4034  
2335 C (Pantone)



FE Mid Grey  
C47 M54 Y67 K26  
R117 G96 B78  
#75604E  
4272 C (Pantone)



FE Light Grey  
C37 M46 Y60 K9  
R156 G128 B104  
#9C8069  
4269 C (Pantone)



# BRAND INSPIRATION

From initial research and observation, the team believed that the horseshoe can serve as a powerful inspiration for Faith Equestrian Therapeutic Center's (FETC) brand identity due to its strong symbolic meaning. Traditionally, horseshoes represent good luck, protection, and strength—values that resonate deeply with the mission of FETC. As a therapeutic riding center, FETC works to empower individuals through equine therapy, fostering growth, healing, and resilience.

The horseshoe also signifies the connection between horses and the center's therapy, grounding FETC's identity in its primary service of equine-assisted activities.

Visually, the horseshoe is a simple, recognizable shape that can be incorporated into the logo or branding materials, evoking a sense of stability and comfort, while also being associated with horses, which are at the heart of FETC's mission.

By integrating the horseshoe, FETC can create a brand identity that reflects its commitment to providing support, care, and empowerment to its participants, while staying rooted in its equestrian-based services.





## Brand Identity Process

The team began the ideation process by extracting key values from FETC's core offerings, selecting the horseshoe as a central symbol to represent the bond between horse and therapy. Known for symbolizing good luck, protection, and strength, the horseshoe embodies FETC's mission to provide comfort and stability through equine-assisted therapy.

Exploring various interpretations of equine symbols, the team developed moodboards to align colors, textures, and shapes with FETC's therapeutic and compassionate essence. This ideation process shaped a cohesive brand identity, visually and emotionally reflecting FETC's commitment to empowering individuals through equine therapy.

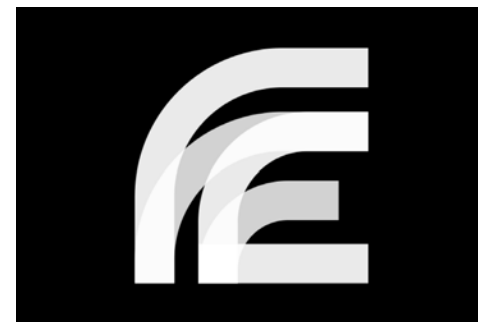




## Brand Direction | Connection

The concept of connection inspired by the core elements of “faith” and “equestrian” in the organization’s name. These two concepts are creatively combined in the design by integrating the letters “F” and “E” into a playful and interactive visual symbol.

This design not only reflects the values of connection and harmony between the participants and horses but also highlights aspects of fun and interaction. These elements were identified as overlooked aspects in both FETC’s internal reflections and customer surveys. Through this logo, FETC aims to communicate its core mission of fostering relationships, growth, and empowerment, while introducing a fresh and engaging visual identity.





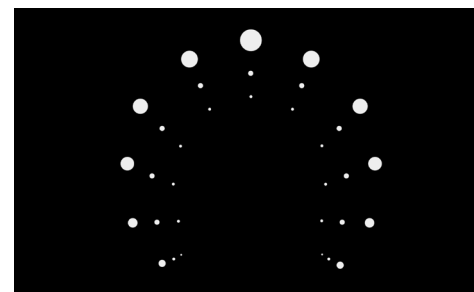
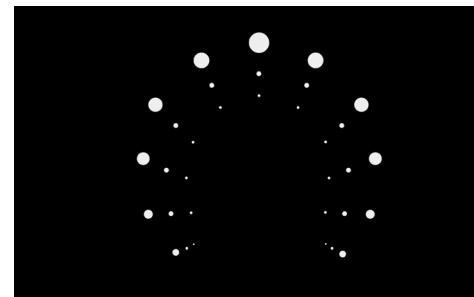
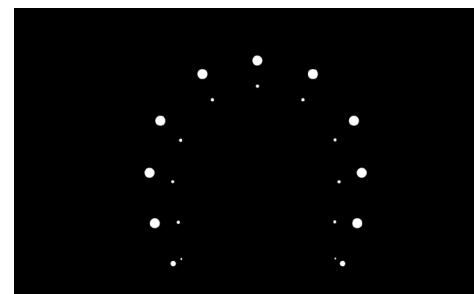
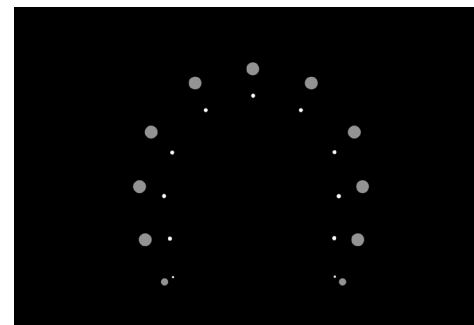




## Brand Direction | The Portal

Inspired by the horseshoe's traditional association with good luck, protection, and strength, we envision the concept of portal to represent more than just a symbol of equestrian heritage. We interpret this concept as a portal, a gateway into the transformative and empowering experiences offered at the Faith Equestrian Therapeutic Center (FETC).

This symbol encapsulates the idea of new beginnings, success, and opportunity. It mirrors the journey of individuals who come to FETC seeking growth, healing, and personal transformation, representing the organization's role in guiding participants through their own portals of change.





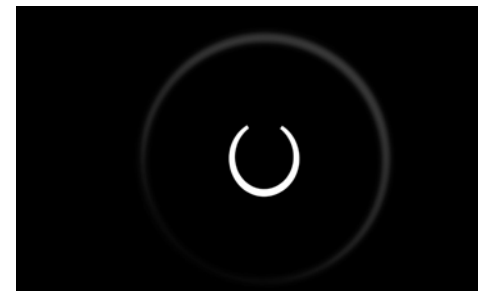




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# BRAND PERSONIFICATION

What if Faith Equestrian was a film character?

## Current State

We currently envision FETC as a caring and knowledgeable figure, someone like **Hagrid** from the Harry Potter series.

Despite his rough, outdoorsy nature, he creates a safe space for the students, encouraging their growth and fostering a deep sense of belonging. He is supportive and empathetic.

Hagrid never discriminates and loves all—seeing the good in everyone and embracing them with kindness and acceptance, regardless of their background or appearance.

**ENCOURAGING, EMPATHETIC,  
ACCOMMODATING,  
SUPPORTIVE, FRIENDLY**





### Future State

The Faith Equestrian of the Future will resemble **Mary Poppins**. The future brand embodies a timeless wisdom and youthful spirit. The organization will be warm and inviting reflecting kindness and approachability.

With a compassionate demeanor, they actively engage with the community, uplifting others through support, encouragement, and a shared commitment to personal growth and social responsibility.

**EMPOWERING, PURPOSE DRIVEN,  
SOCIALY RESPONSIBLE,  
COMPASSIONATE**





A close-up photograph of a grey horse's head, focusing on its eye and nose. A person's hand is gently touching the horse's nose. The background is dark, and the lighting highlights the texture of the horse's coat and the skin of the hand.

# KEY MESSAGES OF FAITH EQUESTRIAN

The Key Messages encapsulates the foundational themes and principles that drive our mission. Each message reflects a core aspect of our philosophy and serves as a guiding beacon in our branding and community engagement. These messages embody the spirit of Faith Equestrian's work in providing a nurturing, supportive environment where personal growth, healing, and joy flourish through equine-assisted activities.

Aligned closely with our core values—Humility, Positivity, Joyfulness, Compassion, Strength, and Support—these key messages articulate our commitment to creating meaningful connections, fostering resilience, and inspiring hope. Through these messages, Faith Equestrian communicates the transformative ability and its role in cultivating a community of support, joy, and lasting impact.



Discovering Joy  
in each step

Building  
Community  
& Confidence

Where  
Healing  
Begins

Empowering  
Growth, **One ride**  
at a time

Growing  
With  
Every  
Ride

Horses, hope and  
a **community of**  
support

Creating  
**Connections** and  
spreading joy



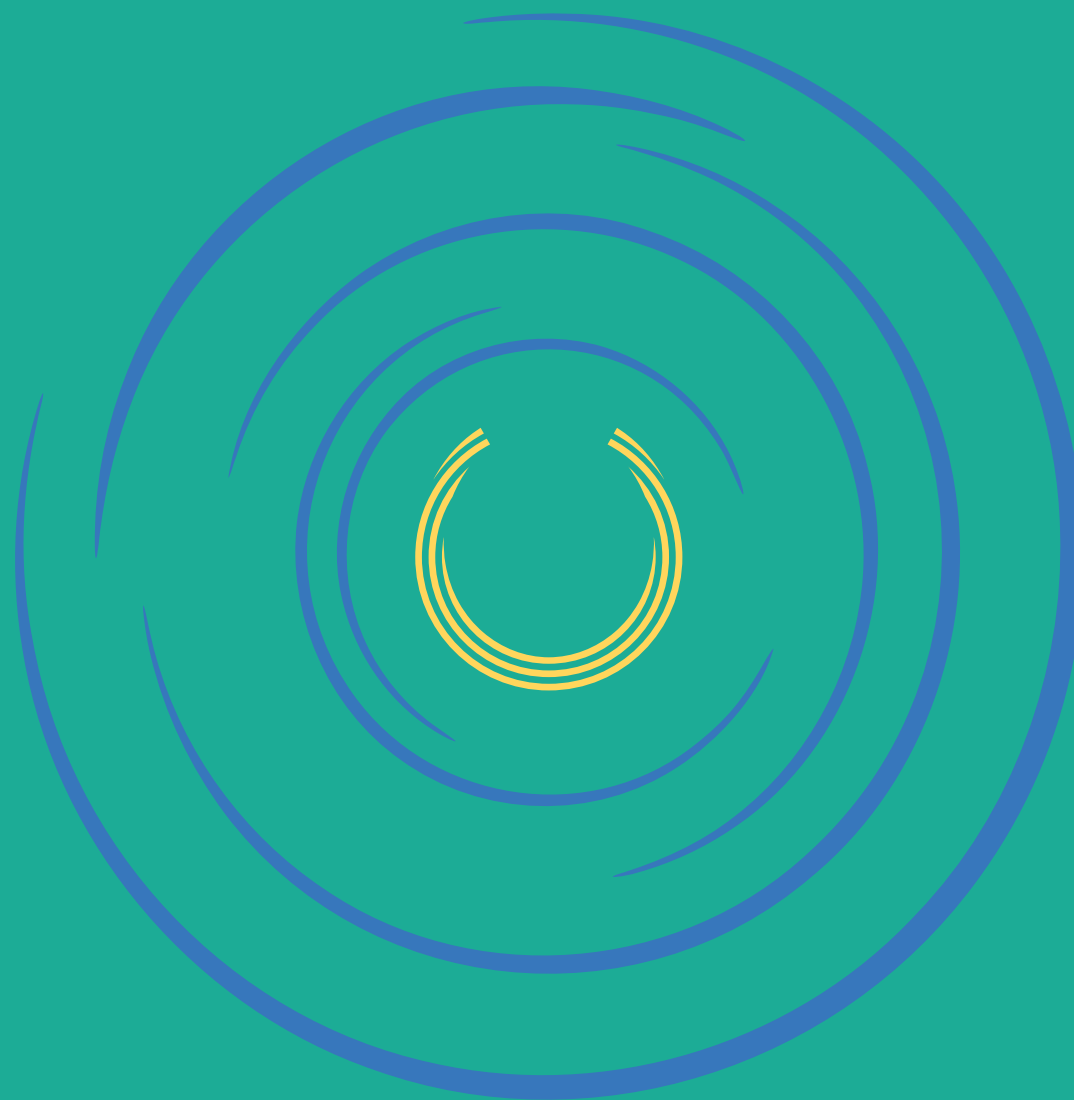




## 04 DESIGN

In this phase, we explore and refine Faith Equestrian's brand identity through logo development, cohesive visual elements, and practical applications. This phase also includes designing a social media strategy and website structure to ensure a seamless, values-driven user experience across all platforms.







# BRAND LOGO

The logo embodies connection, guidance, and growth through its concentric circles, symbolizing unity and the ripple effect of positive actions. At the center, the golden horseshoe represents protection, luck, and support, reflecting the organization's core values. The bold blue conveys stability and trust, while golden yellow adds warmth and optimism.

The clean typography ensures clarity and professionalism, making the logo versatile across different applications. Together, the elements communicate faith, progress, and care, aligning with the organization's mission to empower and support its community.



## Initial Trials





# TYPOGRAPHY EXPLORATIONS

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DIN CONDENSED

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# Times

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# Proxima Nova

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# Myriad Variable Concept

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# BRAND TYPOGRAPHY SOLUTIONS

## DIN CONDENSED

### The House Style Font for Logotype and Highlights

DIN Condensed was chosen for its clean, strong design, reflecting stability and strength. Its structured form conveys support, while subtle softness condensed style adds a touch of compassion.

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

IT TAKES ONE PERSON,  
ONE MOMENT, ONE  
HORSE, TO START A  
RIPPLE OF CHANGE.



# Bentone Sans

## House Style Font for Body Text

Bentone Sans was chosen as the house style font for its balance of clarity and warmth. Its clean, open design ensures stability and readability, while its smooth, rounded edges convey support and compassion.

The modern, approachable look fosters a sense of optimism, making it perfect for conveying information in a welcoming and engaging way.

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r

s t u v w x y z

It takes one  
person, one  
moment, one  
horse, to start a  
ripple of change.



# LETTERHEAD

The Faith Equestrian letterhead incorporates the brand's core colors and logo in a refined layout, maintaining a professional yet inviting appearance. The header features the logo and brand name, with contact information and address neatly aligned at the footer, ensuring brand consistency and clear readability. The overall design emphasizes Faith Equestrian's commitment to compassion and community, providing an elegant base for official correspondence.





FAITH EQUESTRIAN  
growing together

243 Appaloosa Way  
Corten, CA 95322  
912.723.3728

www.faithedc.org  
ceo@faithquestrian.org

To:  
Mr. John Peralta  
Executive Director  
Felone Steels

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Many thanks,

Elizabeth Todd  
Program Director / Barn Manager  
programdirector@faithquestrian.org

www.facebook.com/faithquestrian  
faith\_equestrian\_rcj



# NAME CARDS

Faith Equestrian's name cards are crafted to make a memorable first impression. Featuring the logo prominently, each card uses brand colors to enhance visual appeal and readability. The individual's name, title, and contact information are presented in a clean, accessible format. These cards reflect the warmth and strength of the Faith Equestrian brand, fostering connection with recipients.



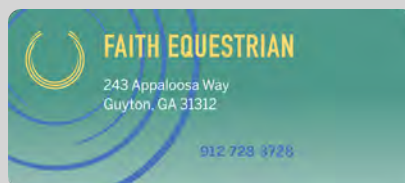
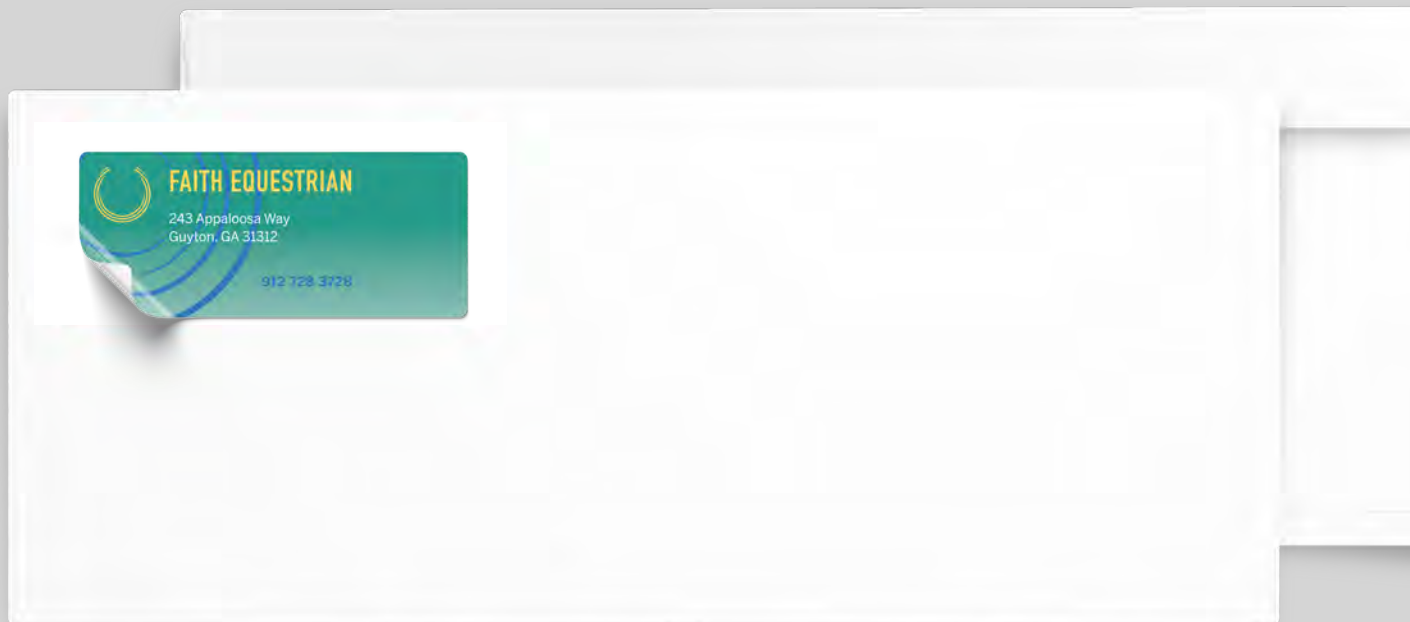




# ADDRESS LABELS

The address labels are designed for ease of recognition and brand cohesion. Each label includes the Faith Equestrian logo alongside the address, arranged in a simple, uncluttered format. The design is both functional and visually appealing, ensuring that every piece of outgoing mail reflects the center's values and professional identity.





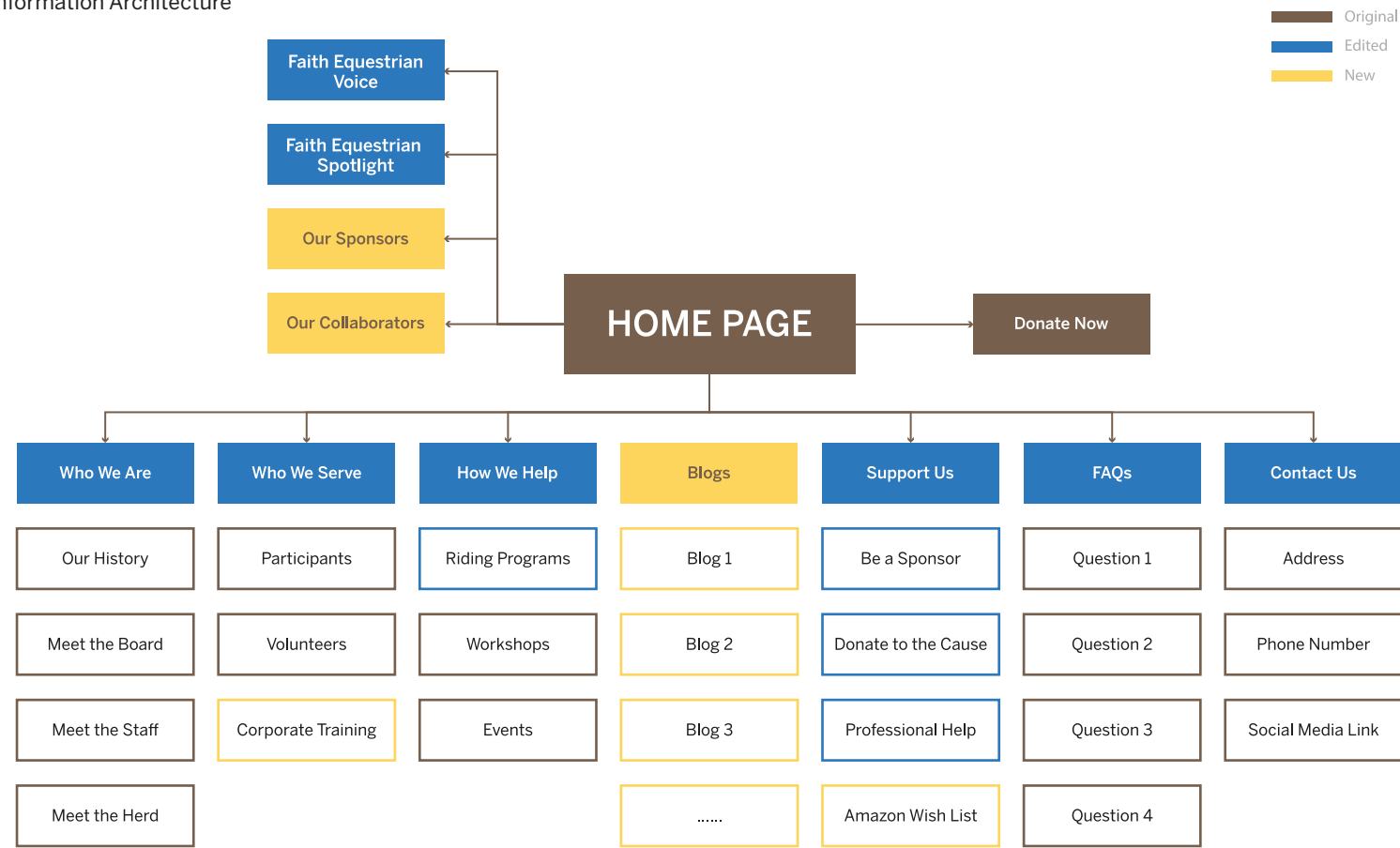


# WEBSITE REDESIGN

In redesigning Faith Equestrian's website, the team explored WordPress templates and selected one with a modern, flexible layout to meet the organization's needs. This choice offers structured blocks, patterns, and customization options, enhancing user experience.

Using Figma, the team re-imagined the site, focusing on the new brand message and enhanced information architecture for improved functionality and engagement. Key updates include aligning brand identity, intuitive navigation, vibrant imagery, dedicated sections for stakeholders, and accessible call-to-action buttons to support the center's mission and community.

## Information Architecture





# STAX WORDPRESS TEMPLATE



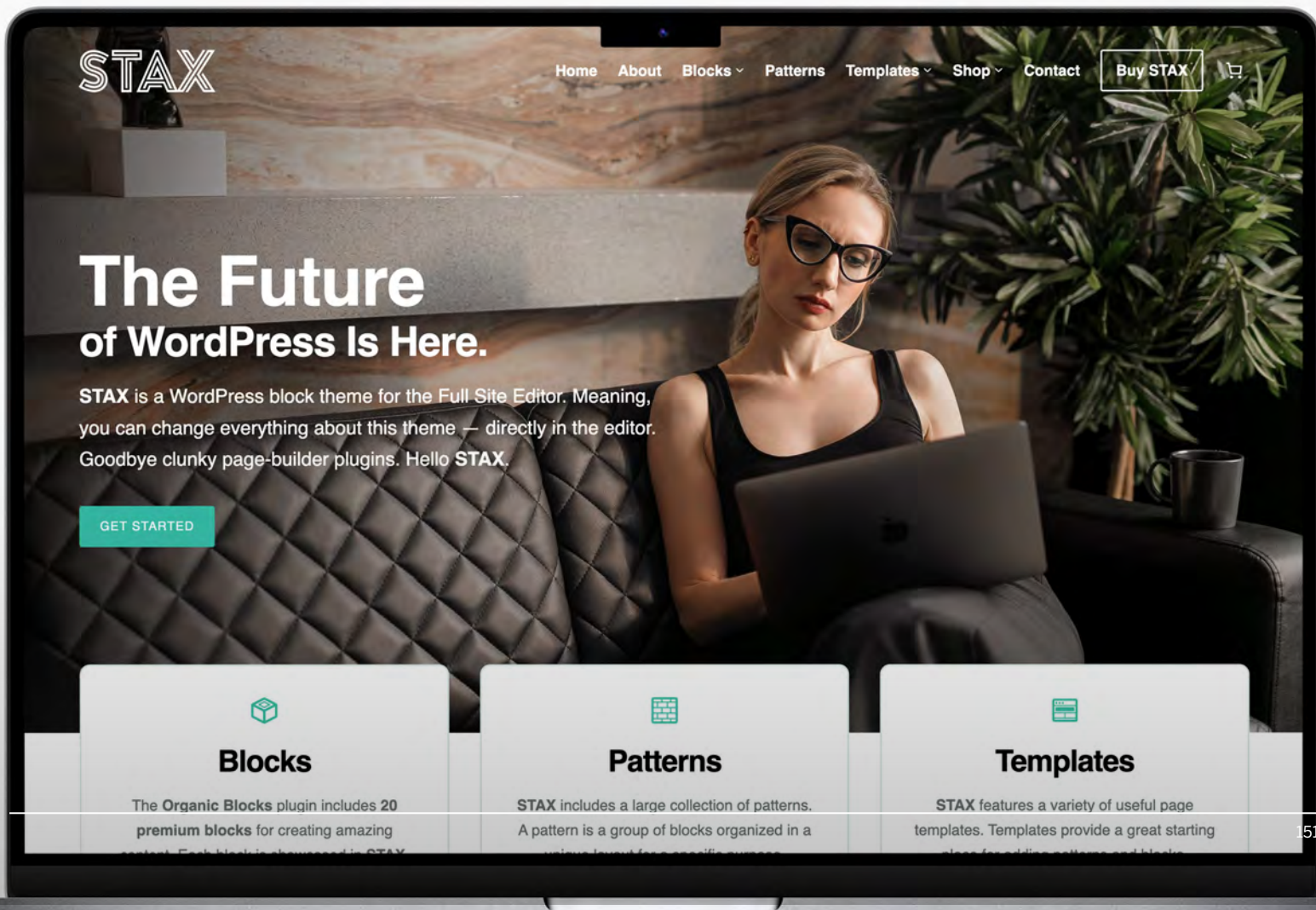
ALL ACCESS  
MEMBERSHIP

\$99

Billed once per year  
until cancelled

We chose the Stax template from WordPress for Faith Equestrian because of its modern, flexible design that perfectly complements the center's mission. Stax provides structured blocks and patterns, which allow for seamless customization and a visually engaging layout tailored to Faith Equestrian's needs.

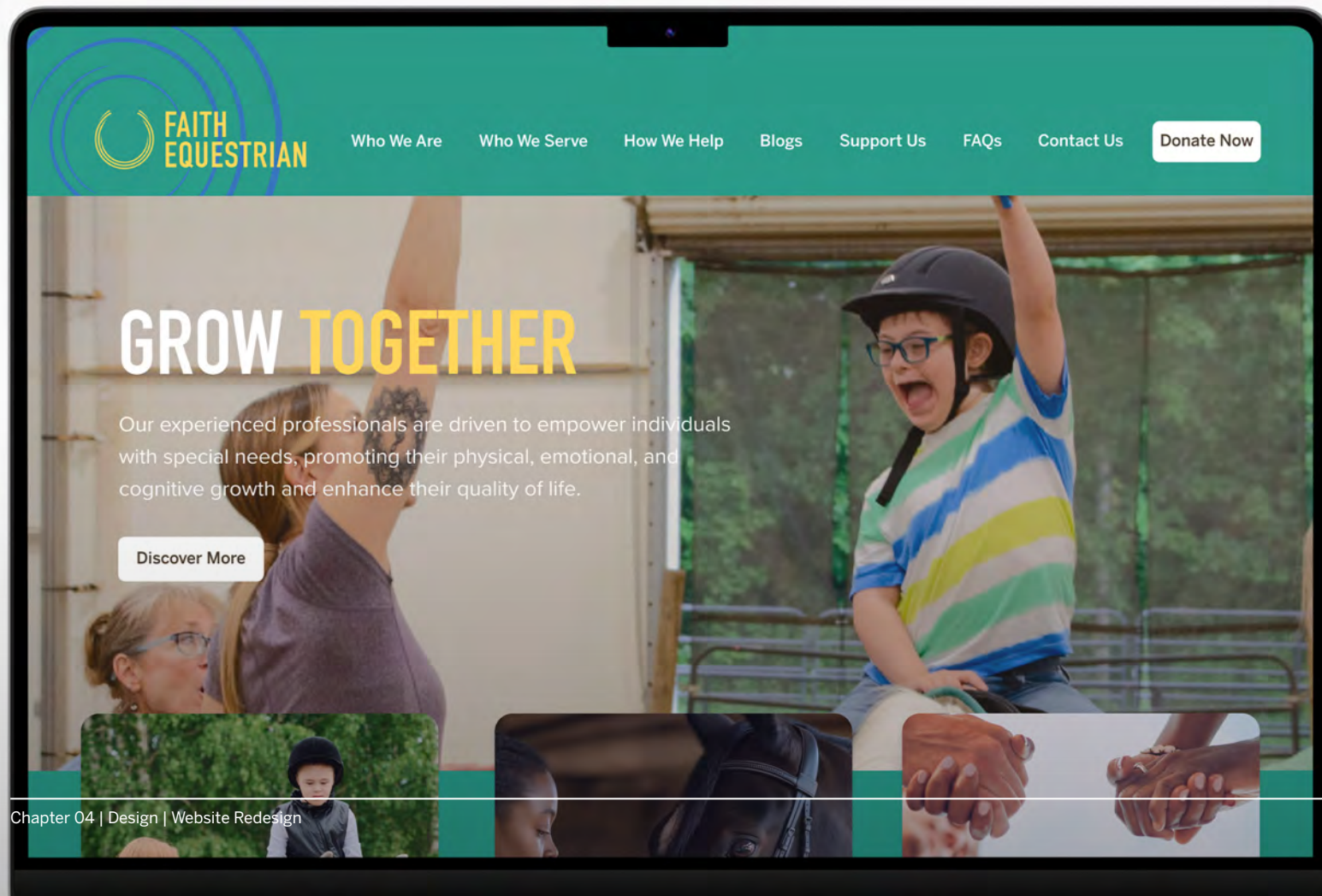
With this foundation, we developed a customized website template that reflects Faith Equestrian's brand identity, enhances user experience, and effectively communicates the center's story, inviting support from donors, volunteers, and the community.





# WEBSITE REDESIGN

This communication plan outlines strategic actions and key objectives for the organization of the future, Faith Equestrian over four key timelines: 6 months, 1 year, 3 years, and 5 years.







### BECOME A PARTICIPANT

Improve the quality of life through the healing power of horse.

JOIN



### BECOME A VOLUNTEER

Come to your community while spending time with our amazing riders, horses, and close community of volunteers.

JOIN



### BECOME A SPONSOR

help us keep these wonderful working horses in top health for the individuals they serve.

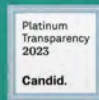
JOIN



## WHO WE ARE

Faith Equestrian is a non-profit 501(c)3 PATH International Premier Accredited therapeutic/adaptive equestrian center located just outside of Savannah, GA. We are dedicated to improving the lives of individuals with special needs and disabilities through the healing power of the horse. One rider says their first words on horseback, another has significant increases in core strength and another is given the confidence to stand up to being bullied at school. God makes it possible for us to do what we do, horses are our partners and we are supported by an amazing team of staff, volunteers, and donors. We offer a variety of programs, including an Equine-Assisted Learning Program (EAL) in partnership with local schools referred to as HorsePowered Reading, an Adaptive/Therapeutic Riding Program, Equine-Assisted Activities & Therapies (EAAT) to military veterans, able-bodied riding lessons, and numerous all-inclusive summer camp options for both special needs and able bodied participants.

[Discover More](#)



FAITH EQUESTRIAN  
VOICE



## OUR SPONSORS

Our sponsors help us to keep these wonderful working horses in top health for the individuals they serve. Please consider sponsoring one of our horses which will allow us to serve even more children!

[Discover More](#)



### OUR COLLABORATORS

GSU Speech Pathology  
SCAD SERVE Design for Good

### OUR CONTACT

📍 43 APPALOOSA WAY GUYTON GA 31312  
✉️ CEO@FAITHEQUESTRIAN.ORG  
📞 912 728 3728

### MAKE YOUR IMPACK TODAY

[DONATE NOW](#)

### JOIN FE COMMUNITY TODAY

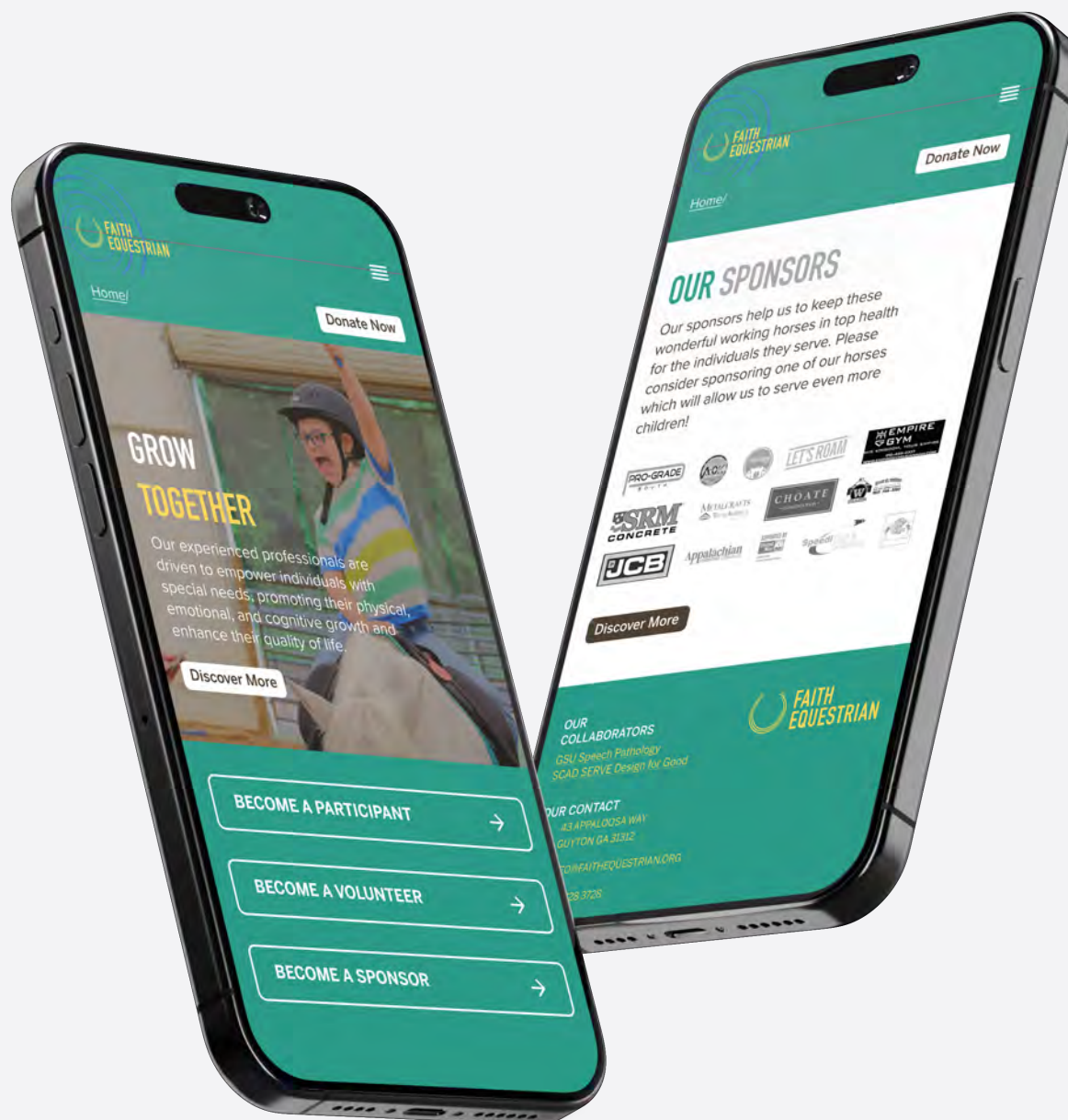
[SIGN UP FOR THE NEWSLATTER](#)



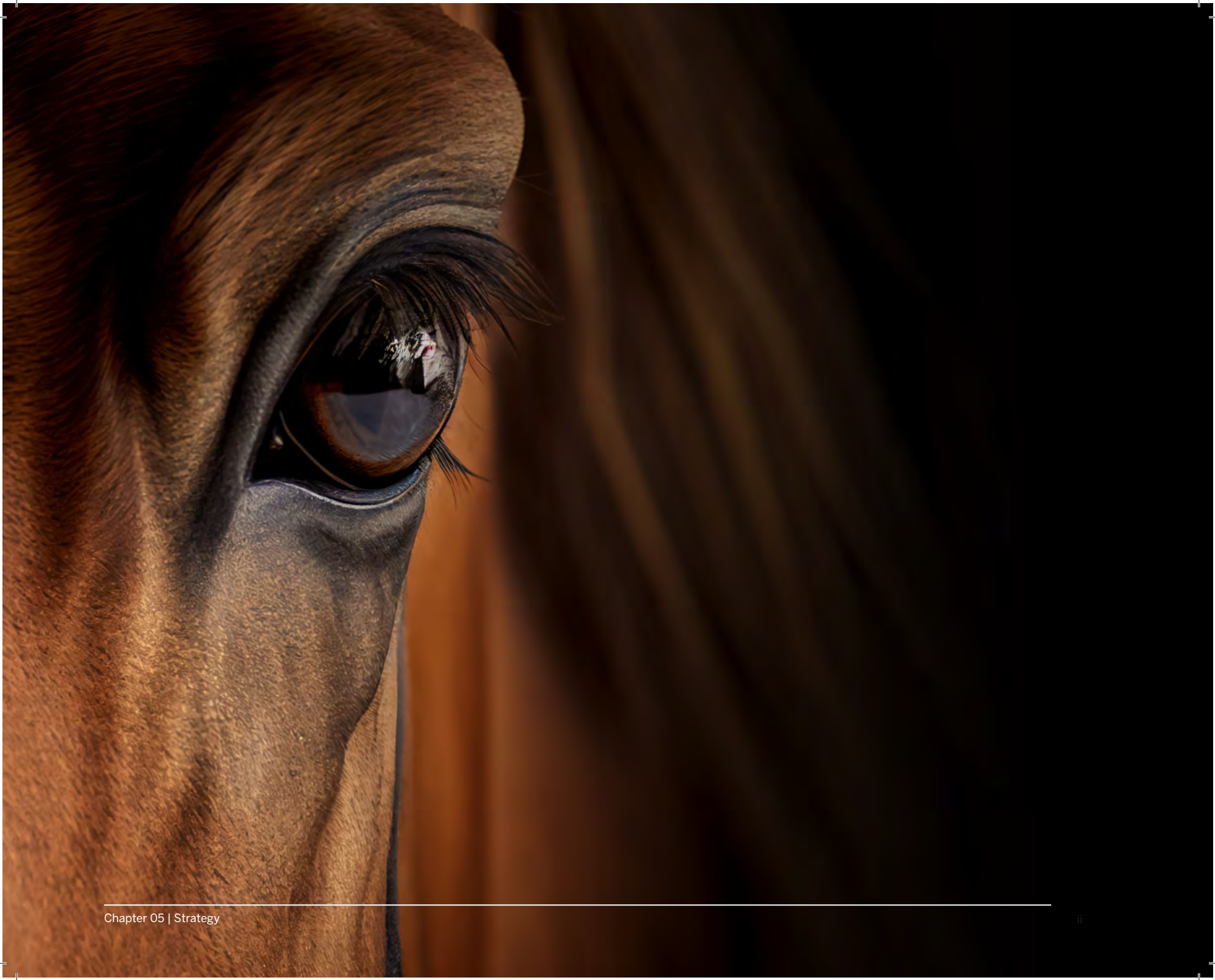
# WEBSITE RESPONSIVENESS

This communication plan outlines strategic actions and key objectives for the organization of the future, Faith Equestrian over four key timelines: 6 months, 1 year, 3 years, and 5 years.









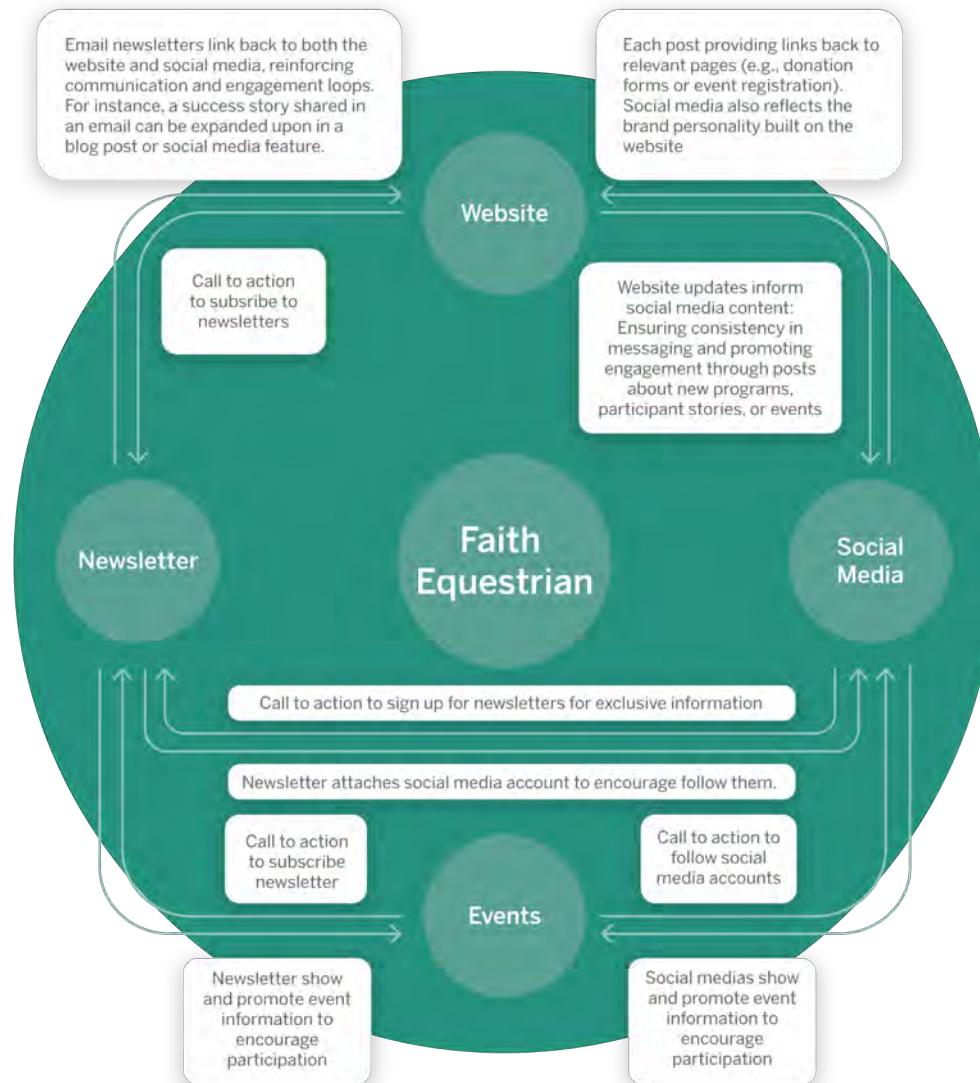


## 05 COMMUNICATION STRATEGY

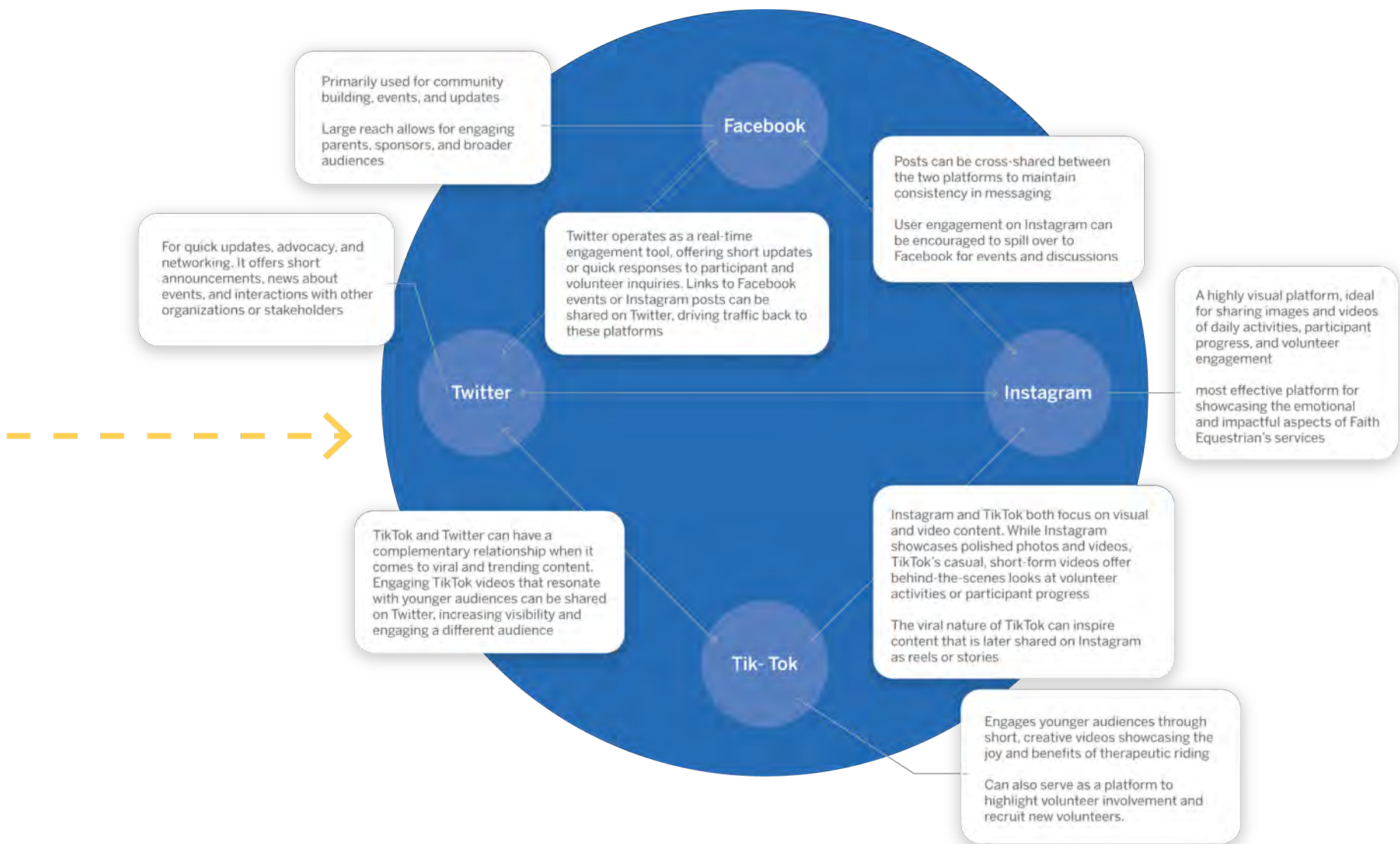
The Strategy chapter outlines Faith Equestrian's plan to expand reach through diverse programs and community partnerships, meeting rising demand for equine-assisted therapy and reinforcing its mission of inclusivity and impact.



# BRAND COMMUNICATION CHANNELS









# STRATEGIC SYSTEMIC PLAN

This communication plan outlines strategic actions and key objectives for the organization of the future, Faith Equestrian over four key timelines: 6 months, 1 year, 3 years, and 5 years.

Each phase builds on previous progress to ensure consistent growth, community engagement, service expansion, and brand strengthening.



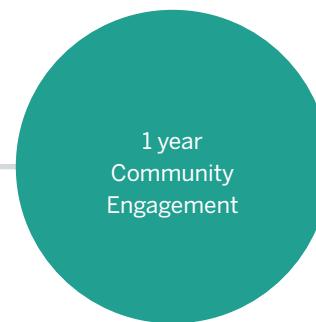
6 months  
Foundation  
Building

## Key Objectives

- Enhance Digital Presence for better accessibility, SEO, and user engagement. Include storytelling, service offerings, and testimonials.
- Launch Social Media Campaigns: Consistently highlight participant stories, volunteer experiences, and the therapeutic impact on individuals.
- Build Awareness for Seniors Program (focused on dementia and Alzheimer's) through a targeted pilot program in collaboration with local senior care and memory care centers.

## Plan of action

1. Enhancing Digital Presence (Redesigned Website)
2. Launching Social Media Campaigns (focus on storytelling)
3. Building Awareness for the Seniors Program (Targeted Pilot Program)



1 year  
Community  
Engagement

## Key Objectives

- Scale Senior Program to expand services to more senior care facilities and engage healthcare providers for patient referrals based on the pilot's success.
- Broaden Audience Segments by targeting new audiences such as schools, wellness programs, and corporate sponsors with tailored messaging.
- Solidify Community Engagement: Organize annual events and create online platforms to foster participant and volunteer interaction within the Faith Equestrian community.

## Plan of action

1. Scaling the Senior Program
2. Broaden Audience Segments
3. Solidify Community Engagement
4. Enhancing Local Outreach



### 3 years Reputation Building

#### Key Objectives

- Geographical Expansion involving new centers or mobile services to reach under-served areas and meet growing demand.
- Strengthen the national profile of through partnerships with national healthcare organizations, conferences, and increased media presence.
- Establish long-term funding partnerships with corporate sponsors, local businesses, and government grants while offering corporate wellness programs to diversify funding sources.

#### Plan of action

1. Form National Partnerships and Launch New Sponsorship Programs
2. Create content for a blog and YouTube channel
3. Implement surveys and feedback strategies
4. Geographical Expansion and Media Presence

### 5 years Sustainable Leadership

#### Key Objectives

- Establish Faith Equestrian as a leading national voice by offering training programs, educational resources, and certifications for equine therapy professionals.
- Expand National reach to build partnerships with a focus on veterans and disability advocacy.
- Create a long-term financial sustainability plan through diversified funding, donor recognition, and large-scale fundraising events.

#### Plan of action

1. Position Faith Equestrian as a leader in equine therapy
2. Expand National Reach and Focus on Veterans and Disability Advocacy
3. Create a Long-Term Financial Sustainability Plan
4. Expand virtual programs and global outreach



## 6 months - Foundation Building

### 1. Enhancing Digital Presence (Redesigned Website)

#### Storytelling and Testimonials

Feature participant stories (both from those benefiting from the services and volunteers), which aligns with the goal of creating awareness about the therapeutic impacts and providing the participants and volunteers to share their experiences with a larger audience. Testimonial videos or written content with images can help build authenticity.

#### Accessibility and SEO

Ensure the website is optimized for all users, including seniors and those with disabilities, making it easy to navigate. Keywords like “dementia care,” “therapeutic impact,” and local partnership terms will boost SEO resulting in increased visibility of the center.

#### Highlight all service offerings

Clearly outline FETC’s services, including the new Senior Program focused on dementia and Alzheimer’s care, to attract a broader audience. This will also be a medium to show the center empathizes with all it’s participants and provides a safe space.

### 2. Launching Social Media Campaigns (focus on storytelling)

Share participant stories from both regular and senior programs

Will build empathy and trust by showing real-life success stories. The Emotional, relatable content will boost engagement and showcase the program’s benefits to potential participants and their families.

Post volunteer experiences with testimonials and behind-the-scenes content

Inspires others to get involved and highlights the rewarding nature of volunteering. It also creates authenticity, encouraging community support and recruitment.

Highlight therapeutic impacts through before-and-after stories

Demonstrates the program’s value with real-life improvements, especially for dementia/Alzheimer’s care. Before-and-after stories are proof of success for caregivers and families to build credibility and trust.



### 3. Building Awareness for the Seniors Program (Targeted Pilot Program)

Collaborate with local senior and memory care centers

Work with the centers to co-host webinars, workshops, or live sessions on the FETC website and social media, showcasing the benefits of therapeutic riding for dementia and Alzheimer's patients.

Leverage FETC's friendly branding to build trust and partnerships

Present the friendly branding and impact created by previous projects and initiatives to establish trust in this new demographic and build partnerships

Create educational content explaining the cognitive benefits of equine therapy to drive interest

Creating educational content and perhaps explaining the science behind equine therapy's benefits for cognitive health can drive interest and build trust.



## 1 year - Community Engagement

### 1. Scaling the Senior Program

Leverage pilot success through case studies and testimonials

This will demonstrate the program's impact and value to other senior care facilities.

Create tailored materials (brochures, videos) for senior care decision-makers

FETC can grow its reach and enhance its reputation in healthcare networks, resulting in increased visibility of the center.

Engage healthcare providers via educational seminars and informational packets on equine therapy for dementia care

This will not only expand the Senior Program but also create sustainable relationships with healthcare providers who value holistic approaches. These can be co-branded with the healthcare providers, building trust and authority in the medical community.

### 2. Broaden Audience Segments

Schools: Highlight emotional wellness partnerships

Develop specific outreach programs targeting schools by emphasizing how equine therapy can aid in emotional and behavioral development. Collaborating with schools could lead to field trips, internships, or volunteer opportunities.

Wellness Programs: Emphasize health benefits of therapeutic riding

Messaging that highlights equine therapy's benefits for mental health and well-being to engage wellness-focused organizations. Creating programs that support mindfulness and physical health could resonate with this audience.

Corporate Sponsors: Focus on community impact and volunteer opportunities

Focus on community responsibility and the positive impact of supporting therapeutic services. Consider creating corporate packages that include sponsorship opportunities, event branding, and volunteer programs.



### 3. Solidify Community Engagement

Host annual events like charity rides and open houses

These can serve as fundraisers and awareness-building opportunities, where participants, their families, and volunteers come together to celebrate the benefits of the programs. Invite healthcare providers, corporate sponsors, and community members to experience the program firsthand.

Build an interactive online community for participants and volunteers

An interactive online community where participants (both seniors and other demographics), volunteers, and families can share experiences, ask questions, and engage with each other. Incorporate live sessions, photo-sharing, and volunteer spotlights. This will keep the community engaged year-round and foster a sense of belonging.

Collaborate with local media, influencers, and businesses for outreach and events

To highlight success stories and engage local influencers or healthcare professionals to endorse the program to increase visibility and credibility. Organize community talks or open days in collaboration with local businesses, schools, or senior centers to promote FETC.

### 4. Enhancing Local Outreach

Paid Advertising Campaigns

Use platforms like Facebook and Google Ads, where you can target specific demographics such as healthcare professionals, family caregivers, and potential sponsors.

Use impactful visuals (videos, testimonials) to promote program benefits

Reach out to local news channels or podcasts to feature stories about FETC's impact.



### 3 years - Reputation Building

#### 1. Form National Partnerships and Launch New Sponsorship Programs

##### National Healthcare Partnerships

Partner with national healthcare organizations like the Alzheimer's Association and the American Therapeutic Recreation Association. Present at national conferences on dementia, Alzheimer's, and mental health, showcasing FETC's therapeutic programs and Senior Program pilot case studies to build credibility.

##### Launching Recognition Opportunities for Sponsors

Showcase FETC's work on a blog and YouTube channel, recognizing sponsors (e.g., "Sponsored by [Corporate Name]"). Build relationships with corporate wellness programs, offering equine therapy for employee wellness to attract funding and long-term partnerships. This can diversify funding and build long-term partnerships with corporate sponsors.

#### 2. Create Content for a Blog and YouTube Channel

##### Success Stories and Impact Testimonials

Create emotionally engaging blog posts and videos sharing success stories from the various programs, highlighting how equine therapy aids the participants, along with volunteer and caregiver experiences to attract and connect with the audience.

##### Behind-the-Scenes: Daily Operations, Events, and Program Spotlights

Create behind-the-scenes videos showcasing FETC's operations, events, and participant stories to build community and trust. Include interviews, testimonials, and therapy session demonstrations.



### 3. Implement Surveys and Feedback Strategies

#### Survey Development and Distribution

To ensure long-term growth, FETC can develop a feedback loop by distributing surveys to participants, families, volunteers, and healthcare partners at key points in the program. These surveys should assess satisfaction, impact, and areas for improvement.

#### Using Feedback for Improvement

Feedback will guide improvements, with changes communicated to stakeholders and tracked through follow-up surveys. Use insights to create data-driven reports for sponsors, agencies, and grants. Develop a blog series or YouTube mini-doc highlighting FETC's evolution to build trust and engagement.

### 4. Geographical Expansion and Media Presence

#### Mobile Services Expansion

Start expanding geographically by introducing mobile equine therapy services to under-served areas. Sharing stories from remote or rural participants will demonstrate FETC's reach and commitment to accessibility.

#### Reaching National Media and Healthcare Blogs

Build FETC's media presence by reaching out to national media outlets, healthcare blogs, and podcasts to feature FETC's unique approach to equine therapy. Highlight partnerships, success stories, and future plans for expansion.



## 5 years - Sustainable Leadership

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### 1. Position Faith Equestrian as a Leader in Equine Therapy

#### Training Programs and Certifications

Develop an Equine Therapy Certification Program in collaboration with universities or healthcare organizations, offering online courses, webinars, and in-person workshops covering the principles and benefits of equine-assisted therapy. Showcase success stories from FETC's programs to highlight the impact and credibility of the training. Use these stories as content on the blog and YouTube channel.

#### Educational Resources

Create a resource hub on the website that includes free articles, research papers, and case studies on equine therapy's benefits. This will position FETC as a thought leader in the space and help build credibility with professionals and caregivers in the field.

#### Public Speaking and Conferences

Attend and present at national and international equine therapy conferences, as well as disability and mental health events, to establish FETC as a national voice in this field.

### 2. Expand National Reach and Focus on Veterans and Disability Advocacy

#### National partnerships

Build partnerships with the Veterans Administration (VA), Disabled American Veterans (DAV), and disability-focused agencies to offer specialized programs for veterans and individuals with disabilities.

#### Specialized Programs

Create customized therapeutic programs that cater to the unique needs of these groups, incorporating aspects of mental health, rehabilitation, and wellness through equine therapy. Promote these programs through targeted social media campaigns, focusing on the benefits for veterans and people with disabilities.

#### Outreach & Engagement

Use FETC's friendly brand voice to create outreach campaigns specifically for these groups, highlighting how equine therapy can be a beneficial form of rehabilitation. Reach out to veteran organizations, military bases, and disability advocacy groups to present FETC's offerings.



### 3. Create a Long-Term Financial Sustainability Plan

#### Diversified Funding Sources

Build a diverse funding model with individual donations, corporate sponsorships, government grants, and foundation partnerships. Expand by offering corporate wellness programs, where businesses sponsor therapy as part of employee benefits or CSR. Seek sponsorships from large corporations and local businesses for visibility on FETC's website, social media, and events.

#### Endowment Fund

Develop endowment funds with planned giving programs. Use your blog, website, and social media to highlight the long-term impact of equine therapy and how donors can leave a legacy. Create donor recognition programs to acknowledge major contributors and emphasize their role in advancing equine therapy and its community impact.

#### Large-Scale Fundraising Events

Launch annual fundraising campaigns and large-scale events like galas, auctions, and virtual fundraisers to attract high-profile donors and celebrity endorsements. Integrate donor recognition with videos and presentations highlighting the success of FETC's programs, particularly for veterans and individuals with disabilities.

### 4. Expanding Virtual Programs and Global Outreach

#### Virtual Training, Webinars, and Virtual Therapy Sessions

Expand FETC's reach globally by offering online training, webinars, and virtual therapy sessions. Partner with international organizations to introduce equine therapy in under-served regions. Promote these offerings on global social media platforms for broader participation and awareness.

#### Global Outreach Campaigns

Use digital marketing and social media platforms to increase FETC's visibility beyond national borders. Create targeted campaigns in key international markets, particularly those with a growing interest in alternative therapies and veterans' support.







## 06 EPILOGUE

### The Key Ideas Explained

This final chapter highlights strategic steps to broaden impact, diversify programs, and deepen community connections. With a focus on inclusivity, audience engagement, and digital growth, this chapter synthesizes Faith Equestrian's efforts to strengthen its mission and make a lasting difference.



## Communication strategy and key points answered

Why is an expansion of the service experience necessary / beneficial?

Growing Demand for Therapeutic Riding: Awareness of equine-assisted therapies' benefits for individuals with disabilities is driving demand for Faith Equestrian's services. Expanding service offerings enables the organization to reach more participants, launch new programs, and enhance inclusivity.

Therapeutic equine activities are drawing significant interest across demographics. For example, the Professional Association of Therapeutic Horsemanship International (PATH Intl.) serves over 66,000 individuals annually, underscoring widespread engagement. Additionally, research in the Journal of Child and Family Studies highlights the growing use of equine-assisted interventions for youth with mental health challenges.

Diversification of Programs: Expanding services to include programs for veterans, mental wellness, and community group activities enhances the center's ability to meet diverse needs. Diversified offerings attract a broader spectrum of participants, donors, and volunteers.

Fulfilling Mission Through Deeper Impact: By personalizing experiences, fostering connections through storytelling, and sharing success stories, Faith Equestrian deepens its mission impact, positively influencing participants and their families.

What are the strategic recommendations?

Targeted Audience Segmentation: Identify key audience segments, such as families of children with disabilities, veterans, local schools, and healthcare providers, and develop tailored communication strategies for each group.

Expansion to Therapeutic Services to Seniors with Dementia and Alzheimer's

One of the key opportunities for expansion at Faith Equestrian lies in offering specialized equine-assisted therapy for seniors with dementia or Alzheimer's. The gentle, non-invasive nature of equine therapy has been shown to reduce anxiety, improve mood, and provide comfort to individuals experiencing cognitive decline. By introducing this service, Faith Equestrian can broaden its therapeutic scope and meet the needs of a growing demographic seeking alternative therapeutic interventions for senior care.

In addition to expanding its service offerings, Faith Equestrian could establish partnerships with senior care facilities, memory care centers, and hospitals. These collaborations would create a steady referral pipeline, integrating the center more deeply into the local healthcare ecosystem. Moreover, by offering therapeutic services for seniors, Faith Equestrian would engage entire families who often face challenges in finding suitable care for aging parents. This expansion fosters a holistic, multi-generational approach to therapeutic care, connecting families more intimately through the center's programs.



Enhanced Digital Presence: Strengthen the center's digital presence through a responsive website, engaging social media content, and search engine optimization (SEO) strategies to enhance visibility, making it easier for families and donors to find the center.

Partnership with Healthcare Providers: Collaborate with local hospitals, therapists, and medical professionals to refer patients to Faith Equestrian's services, positioning the center as a trusted therapeutic partner.

Storytelling and Success Stories: Use storytelling to convey the impact of therapeutic riding. Share personal stories of participants, highlighting their progress and experiences. This would resonate with the audience and attract more donors and volunteers.

Volunteering and Community Engagement: Develop volunteer programs that focus on community building, creating opportunities for participants to form relationships, and encouraging local businesses and schools to support Faith Equestrian.

Annual Events and Fundraisers: Host annual events that not only fund-raise but also provide immersive experiences, allowing attendees to witness the therapeutic work in action and engage with the participants and their stories.

Brand Consistency and Values Communication: Ensure that Faith Equestrian's values of humility, positivity, joy, compassion, strength and support are consistently communicated across all platforms, from marketing materials to the volunteer onboarding process.

How are values communicated and experienced, how does the sharing of experiences and values help to build a sense of community and belonging?

At Faith Equestrian, the core values of humility, positivity, joy, compassion, strength, and support are woven into every aspect of the service experience, from the way participants interact with staff and volunteers to the therapeutic outcomes they experience. These values are shared through testimonials, staff interactions, and the welcoming atmosphere of the center.

Healing Through Horses: Faith Equestrian can communicate the healing power of horses through detailed stories of how equine therapy has improved participants' mental, emotional, and physical health. Posting videos and interviews with participants and families showing their journey amplifies this message.

Community-Building Events: Organizing events where families, volunteers, and the community come together reinforces the value of shared experiences. Through these, participants can see and feel the impact of Faith Equestrian's services, helping to create a sense of belonging and mutual support.



How do communications enhance experiences, increase audience reach, and build reputation?

Effective communication has the power to transform and elevate the service experience. By focusing on transparent, heartfelt communication, Faith Equestrian can:

**Enhance Experiences:** Personalizing communication through direct interactions with participants, caregivers, and the community (such as regular newsletters, updates on participant progress, and personalized thank-you notes) enhances the overall experience, fostering deeper emotional connections with the organization.

**Increase Audience Reach:** Digital marketing and a robust social media presence can extend the reach of Faith Equestrian to a wider audience beyond the immediate geographical area. Faith Equestrian can connect with potential participants, volunteers, and donors on a larger scale through consistent, engaging content.

**Build Reputation:** Faith Equestrian's reputation as a center of excellence in therapeutic riding is strengthened by its consistent communication of positive outcomes. Sharing evidence-based impact, testimonials from families, and recognition from healthcare providers will reinforce its position in the community.







I alone cannot change  
the world, but I can cast a  
stone across the waters  
to create many ripples.

Mother Teresa