Helpline Public Assistance Project

Project Statement

Wild Nest Bird Rehab, Inc. operates a free public service to provide real-time assistance to people who encounter a bird in need or distress. As a volunteer-led and staffed organization, having people available to support this function is a challenge. Our Theory of Change and organizational vision include components related to serving the public in this capacity and expanding our ability to provide assistance to more wildlife.

This project intends to implement technologies that can respond to finders with the most accurate information available, enable the organization to capture data to understand better the market we serve, and provide extra human resources during the busiest months to ensure we have the staffing needed to help wildlife in need.

Project Objectives

1. Reduce manual labor associated with responding to public inquiries.
2. Shorten the duration to reach a decision regarding whether an animal needs rehabilitation.
3. Provide accurate and actionable instructions to finders in real-time.
4. Improve our ability to report on the impact we have in the community.
5. Expand our reach in the community and state of Georgia to respond to the public.
6. In the long-term reduce costs associated with providing this service.

Project Budget

The project has several components. As we are in the planning phase at this time, costs are still being estimated and have been updated based upon the best information available. The components are presented in priority order as follows, however flexibility is needed across the categories to manage to an overall budget:

Scope Area	Description	Estimated Cost
Website Response Agent	Currently in the pilot phase, adding a real-time response agent to the "Help! I found a bird!" functionality on the website.	$1,500
Phone System	Providing a phone number for text response and information gathering with finders to provide assistance.	$1,200
Staffing	Engage human resources for a period of time during busy season to monitor the website, email and phone traffic and provide assistance to finders.	$16,300
Phone Response Agent	Add a real-time response agent to interact via text with the public.	$1,000
Reporting	Develop a reporting and data management system to enable the ability to monitor the impact of this function. Volunteers and existing infrastructure to support.	Nominal