Dog Krazy: Kreating a Future for Rescue Dogs

“All I knew was that I loved my dogs, your dogs, every dog I met on the street and even the dogs I hadn’t met. I truly am Dog Krazy.” This quote comes from none other than Nancy Guinn: dog lover, pet nutritionist, and owner of Dog Krazy. Her sheer love for dogs led her to a career in the field; she opened a dog store that not only sells dog food and accessories, but specializes in building relationships with its customers. This passion created a desire to open a second location, this time with the idea of hosting a pet adoption center… or as Nancy calls it, an “Adopt Shop”. With her goal almost within reach, Nancy nearly had everything she needed to make this dream a reality. However, once tragedy struck her family, she was forced to reevaluate and reassess. Nancy is now calling on the community for help. Through the use of pathos, Nancy seeks to win over the affection and hopes of dog lovers everywhere as she shares stories from customers and shares pictures of the happy, loved dogs. Through the use of ethos, she pursues to gain the trust of her audience by sharing her experiences and successes. With an open tone addressing a universal audience, Nancy attempts to use her credibility with and passion for animals to convince readers to support her purpose: To open an Adopt Shop in order to care for and bring attention to rescue animals.

Relying primarily on pathos to convince readers to support her cause, Nancy invokes affection and sympathy in her readers when she shares her own personal trials. Nancy explains the history of her current situation: the success of her first business location, the effort she put
into saving up for a second location, and then her setback. Nancy explains: “For years we have been saving to make this dream a reality. Earlier this year we had finally saved enough money and we started exploring our options. That’s when I found that tiny little bump.” That little bump turned into a giant plot twist as they found out that one near and dear to them – their own dog – had cancer. Explaining the hardships and obstacles faced by her family was no small task for Nancy; countless surgeries, x-rays, and various rounds of chemotherapy left them with a heaping pile of medical bills. Left with no other choice, Nancy opted to save her animal’s – her family member’s - life with the money she was saving up for her second business.

We spent thousands upon thousands saving Nova’s life. Numerous friends suggested starting a fundraiser to help pay for all of her medical expenses. We didn’t feel right asking for help because we had the money. It was supposed to be used for a new store, but Nova trumped that. Our dogs will always come first. Instead of taking their help, we sent them links to others with donation sites for their dogs in need of surgery. They needed help, we didn’t.

Through the sharing of her own struggles and triumphs, Nancy creates an emotional connection with the audience; readers understand her struggle, rejoice in her dog’s success, and empathize with her halted dream. This personal moment invokes hope in readers, allowing them to see the possibility of a light at the end of every tunnel. Pathos is obvious within her story as she shares her emotions and values. By making clear to her audience that she puts her dog before herself, Nancy proves her dedication to the well-being of animals. Her crowdfunding page is full of pictures, many including her and her dog. The following picture shows Nancy and her dog on a bench near their store. Emphasizing her respect for animals as she gives her dog the bench while she sits on the ground, Nancy allows readers to really feel her deference towards the species.
The sheer joy on their faces lends itself to the pathos appeal as it implies that the joy shared between the two are made possible through the care and attention of Nancy’s business.

After clarifying that she did not want to take money from people when she was capable of making her own sacrifice, she verifies that she is not out to make a profit; she genuinely pursues the best for everyone. Through the promotion of other donation sites during her own time of struggle, she demonstrates her true intention of helping animals. All these pieces of evidence serve as verifications to her true character and charisma. Nancy pours her heart into the pathos aspect of her argument, literally, as she ends her plea by stating: “Opening a business is not for the faint of heart. Luckily, my heart is ready for round 2 and my doctor said my heart is fine! Trust me, I had it checked! Please help us make this dream a reality.” By ending her story with a desperate plea based on all of her hard work, Nancy gives her audience a taste of a personal interaction without crossing unprofessional boundaries. This stylistic element lends itself not only to the pathos of the argument, but ethos aspect as well.

Believability is clear to the audience as Nancy, a credible, confident source, uses her own personal marketing and branding as a way to enhance the campaign’s ethos. The pure intentions mentioned in the last paragraph are further established as she goes on to explain her charity
organization. The Fredericksburg Pet PanTree is a charity run by Nancy and her family in honor of her beloved, deceased dog named Tree. Her charity aims to help those who are fighting to take care of their pets during times of struggle. As proven by the personal testimonies on the campaign website, The Fredericksburg Pet PanTree goes above and beyond to provide for those in need. This exhibition of her drive and character, along with the support from those giving their testimonies, garners respect from readers. The following image is the logo for The Fredericksburg Pet PanTree. Its originality and professional design promote the organization in a way that enhances its credibility while still incorporating vibes of pathos as it commemorates the charity’s inspiration: Tree.

Nancy admitted that she was a novice at the beginning, explaining: “I opened Dog Krazy in August of 2006 with no idea of what it meant to own a business.” This candid honesty allows readers to build trust and a personal connection with Nancy as she shows her willingness to admit her flaws. She counters her weakness by explaining how over the past nine years, she has grown in experience, knowledge, and community involvement. As a certified pet nutritionist, her credibility as an animal expert is instantly established and gives her audience a sense of security as they contemplate giving their money to this new found project. Nancy confidently displays the success of her first business through the sharing of customer accounts:
Most business owners are not friends with all of their clients. Nancy is. She knows all of them, loves most of them, but adores all of their dogs. And she will be the first one to offer up help for your dog. I wouldn't have it any other way. A business owner, friend, a shoulder to cry on, a Santa Claus, a professional and an amazing woman own that shop because Nancy is all of those things. My life, and my dog’s lives wouldn't be the same without her.

Readers see through this statement how she balances professionalism and personal interaction in order to impress and build relationships with customers. This achievement gives readers something to draw from. It allows readers to picture the success of a second business based on her tremendous success with the first. The confidence established within the explanation of her dreams and achievements are enough to persuade any donor to contribute to this worthy cause.

The effectiveness of Nancy’s use of pathos and ethos is enhanced tremendously by her awareness for her audience. It is clear that Nancy’s ideal primary audience are dog owners and locals who already support her business. However, Nancy styles her argument so that her campaign can relate to just about anybody. She reaches out to animal advocates everywhere with her explanation of her “Adopt Shop”. After explaining her disdain for the term “pet store,” Nancy’s clear passion for animal rights and humane treatment draws attention and admiration from animal supporters of all kinds. Nancy also reaches out to anyone who has experienced loss. Nancy illuminates her near death experience with Nova, her dog, and recounts the horror and pain she went through. The shared personal experience creates an instant connection with anyone who has experienced similar feelings. Nancy’s charity, The Fredericksburg Pet PanTree, lends itself a connection with many people; those who have a passion for charity and/or those who have ever found themselves down on their luck can appreciate Nancy’s work done for the cause.
Lastly, Nancy’s campaign reaches out to prospective pet owners. Her enlightening account of the benefits of adopting rescue animals rather than buying pure breads draws up and coming pet owners towards her cause (and to consider adoption). By widening her horizons to much more than her primary audience, Nancy creates an open and welcoming tone for her campaign. This easy going manner is not daunting nor condescending; It takes on a tone that can be appreciated by any audience. It compels people to feel drawn to Nancy - to the campaign – whether they are familiar with the cause or just happened to stumble across the fundraising page!

Using ethos and pathos, Nancy is able to clearly and effectively explain her claim: Through the help of donors she will open an animal adoption center and promote rescue animal awareness and care. She strategically implements the two appeals into her campaign to convince readers that her cause is worthy of their donation. Her endearing tone enriches the diversity of her audience as it appeals to people from all backgrounds. Through personal stories, customer testimonies, and previous work, Nancy Guinn creates an absorbing and persuasive essay worthy of attention. By proving to readers that she is doing much more than asking for donations for a personal reason, Nancy convinces her readers to help her Krazy cause.