

**Your  
Fundraising  
Strategy  
During Covid:**  
How to finish  
2020 strong  
and prepare  
for 2021!



# **HUMAN ANIMAL SUPPORT SERVICES**

by **AMERICAN PETS ALIVE!**

# What is HASS?



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# COMMUNITY



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## ELEMENTS

### DIVERSITY EQUITY & INCLUSION

Lost & Found  
without a Kennel

Keeping Families  
Together

Shelter

Foster

### GOVERNMENT SUPPORT

• *Legislation*  
• *Budget*

### RESEARCH & DATA

*Evidence Based*

### INNOVATION

*Professionalization  
& IT Modernization*

Self-Rehoming

Intake to  
Placement

Field Services &  
Public Safety

Community &  
Volunteer  
Driven

COVID & Crisis Response

Partnerships

Telehealth

Case Management

# HASS Tier 1 Pilot Shelters



Baltimore, MD



Cabot, AR



Charlotte, NC



Cincinnati, OH



Dallas, TX



Denver, CO



El Paso, TX



Fresno, CA



Greenville, SC



Greensboro, NC



Washington D.C.



Kansas City, MO



Los Angeles, CA



Atlanta, GA



Bingham Farms, MI



Oakland, CA



Edinburg, TX



Tucson, AZ



San Diego, CA



# HASS Tier 2 Pilot Shelters



Baytown, TX



Brampton, ON,  
Canada



Brenham, TX



Carrollton, GA



Chico, CA



Columbia, MO



Florence, AL



Rosenberg, TX



Sedona, AZ



Indianapolis, IN



Lihue, HI



London, ON, Canada



Norfolk, VA



Ponderay, ID



Land O Lakes, FL



Jurupa Valley, CA



Rochester, NY



Santa Barbara, CA



Chicago Heights, IL



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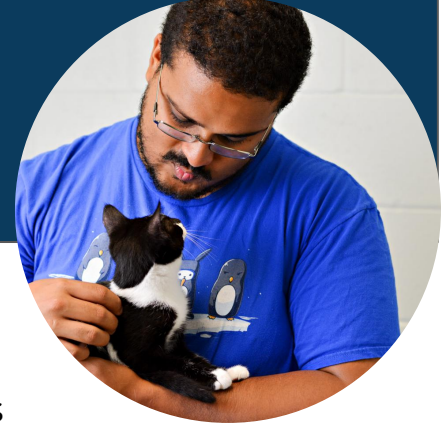
# Culture of Philanthropy

What is a Culture of Philanthropy?

- It is a **subset** of your organizational culture.
- Do you have a clearly defined Culture of Philanthropy?  
Can you succinctly describe your culture?  
Can everyone in your organization (staff, board, and volunteers)?



# Culture of Philanthropy



## Culture of Philanthropy Defined -

- Most people in the organization (across positions) act as ambassadors and engage in relationship-building
- Everyone promotes philanthropy and can articulate a case for giving
- Fund development is viewed and valued as a **mission aligned program of the organization**
- Organizational systems are established to support donors
- The executive director is committed and personally involved in fundraising



\*CompassPoint

# Culture of Philanthropy

Why is a Culture of Philanthropy important?

It helps us save more animals!!!!





# Culture of Philanthropy

Always remember - **This is about more than money!**

- Philanthropy is about:
  - **Education**
  - **Inspiration**
  - **Engagement**

Philanthropy is part of everyone's work!



# Culture of Philanthropy

## Tools for Building Culture:

1. Philanthropy role in all job descriptions
2. New Hire Orientation
3. Campus Fundraising Initiative
4. Philanthropy partnership discussion with key staff
5. Philanthropy team introductions
6. Philanthropy presence at staff meetings



# Branding & Strategy

- **Branding, what is it?**
  - Messaging guidelines, logo, color scheme, font, etc.
  - What are people saying about your organization? Branding is one tool that can guide the conversation.
  
- **What does it do and why is it important?**
  - Distinguishes your organization.
  - Builds a culture of philanthropy.
  - Creates professionalism and builds trust through consistency.
  - Drives and unifies all Calls to Action.



# Branding & Strategy

## Long Term Projects to Build Brand:

1. Brand Guidelines
2. Messaging Guidelines
3. Case for Support
4. Audience Roadmap/Flowchart

## Short Term Projects to Build Brand:

1. Logo acquisition
2. Messaging Guidelines Worksheet



See an example of a press kit that includes most of the items listed above at [friendsofpacc.org/press-kit](https://friendsofpacc.org/press-kit).

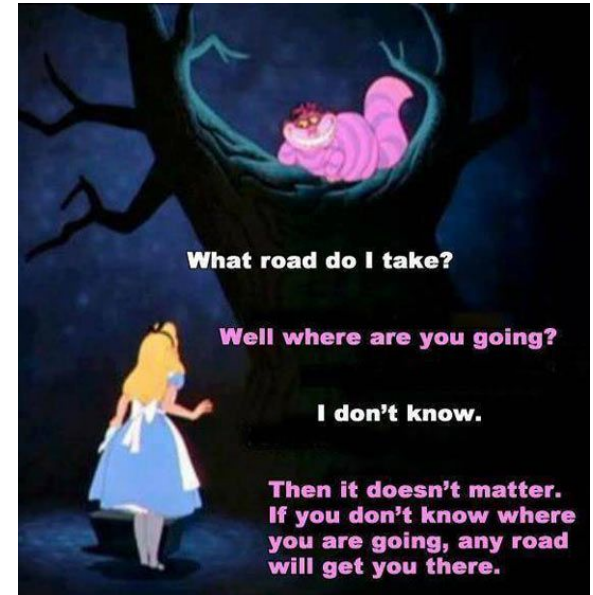


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# Branding & Strategy

## STRATEGY:

- **What is it?**  
A thoughtful, and data-driven plan of action
- **Why is it important?**
  - A strategy is your road map
  - It helps you be proactive instead of reactive
  - A strategy transform your work from being busy to being effective
  - Cheshire Cat tell us that if you don't know where you're going, then any road will take you there (or nowhere, or anywhere)



# Branding & Strategy

## STRATEGY:

### **LONG TERM STRATEGY:**

1. Environmental Scanning: review of internal and external data
2. Strategy Formation: mission, objectives, strategies, policies
3. Strategy Implementation: programs, budgets, procedures
4. Evaluation & Control: results of performance
5. Feedback & Learning

(Wheelen & Hunger, 2004)

### **SHORT TERM STRATEGY:**

1. SWOT: strengthens, weaknesses, opportunities, threats - ASK questions
2. Understand the WHY: why are you willing to spend resources to execute this work?
3. Build your steps: what are the tactics to accomplishing this work?
4. Evaluate the work: how do you know when you're successful?



# Social Media Fundraising



In recent years, social media has transformed the world of online fundraising and become a key element for organizations to connect and engage with their donors.

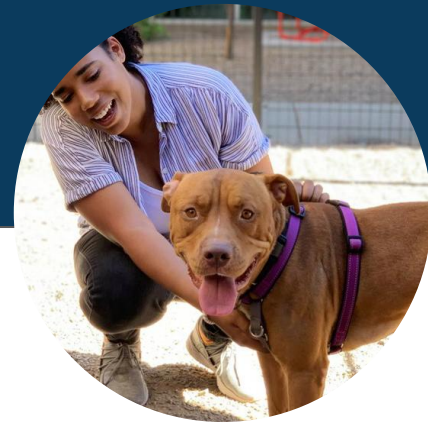
Facebook is the heavyweight in social media use with 63% of people accessing the app in any given month and an average of 5 times a day. By comparison, Instagram only reaches 27% per month, with Twitter bringing up the rear at 22%.

## [Forrester Data Digest](#)

By learning to utilize Facebook, and social media, appropriately, organizations can create shareable content that provides dependable donor income.



# Social Media Fundraising



## Strategies that Work

### 1. Determine what produces engagement

- Track what posts gain the most traction, then tailor future posts accordingly

### 2. Define your needs

- Provide a fundraising goal, and share with your followers how their donation helps your organization

### 3. Showcase your organization

- Tell your story, and describe your impact as often as possible.
- Be transparent about your needs and your achievements

### 4. Consistency

- Stay on your followers radar by posting habitually and regularly

### 5. Participate in donor movements

- Use branded graphics and hashtags to gain new followers and donations



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# Social Media Fundraising



## Tips & Tricks to Try Today

- Create a schedule for posting content and stick to it
- Use high quality photos to attract attention to your post
- Break up large paragraphs with appropriate spacing and emojis
- Use hashtags like #wishlistwednesday or #successstoriesunday to create habitual content
- Know what day and times to post based on your follower engagement, and schedule future posts accordingly
- Engage - respond to comments, say thank you to donors, post updates for followers

# Email Fundraising

There are 3.9 billion daily email users and this number is expected to climb to 4.3 billion by 2023. ([Statista 2020](#)) Email messaging accounted for 16% of ALL online revenue in 2019 ([M+R BENCHMARKS](#)), and emailing allows organizations to fine tune their content specifically for their audience.

## Effective Emailing Strategies

1. Build your email list
  - Collect emails from donors, at events, and through your organization website
2. Tailor content to your subscribers
  - Find what stories resonate with your followers
  - Promote exciting advancements within your organization
3. Be concise
  - If you're including a call to action or donate, keep it at the top
  - Keep paragraphs short and engaging



# Direct Mail



- **What is Direct Mail?**

According to Inc.:

*Direct mail is a type of advertising medium in which messages are sent to target customers through the mail*

- **What does it do?**

- Allows for a tangible touch to your current and potential donors
- Shares a story about your organization
- Provides a clear call to action

- **Why is it important?**

- 2009 study by Bangor University showed that physical, paper appeals are more “real” to the brain, and produced greater emotions and responses than digital.
- 2015 study by Canada Post and TrueImpact found that Direct Mail requires 21% Less cognitive efforts to process than digital media, suggesting that it’s easier to understand and more memorable.
- *In conclusion - Direct Mail is not dead.*



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# Direct Mail



## **LONG TERM - 2021 and beyond:**

- Incorporate direct mail it as part of your development strategy
- Start in-house with quarterly mailings, then expand to an agency for monthly mailings
- Acquire new donors: buy or rent lists, include internal groups like adopters or volunteers, share lists with other local organizations
- Digital outreach and direct mail should work hand-in-hand

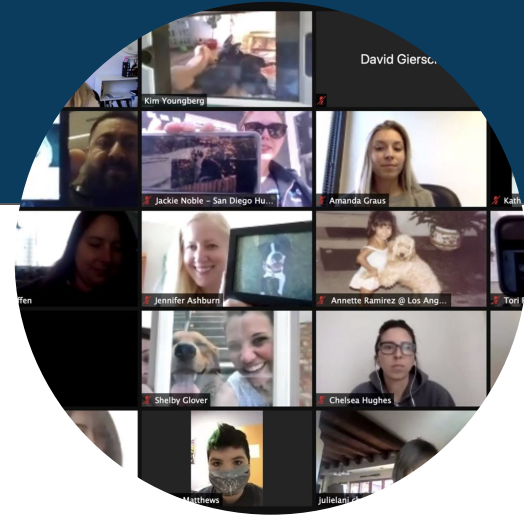
## **SHORT TERM - Finishing 2020:**

Send a year-end mailing to donors from last two years not yet donated (LYBNTY and SYBNTY).  
You could send:

- A letter saying how your organization moved forward in 2020
- Holiday card with a remit envelope
- Crowdrising appeal to fund a specific program or project

# Virtual Events

- **What is the value of events in 2021?** *Hint: It's not just about the revenue!*
  - Sense of community, audience engagement
  - Acquisition of new supporters
- **Embracing Technology**
  - Concerns: costs, staff knowledge, re-training attendees
  - Solutions:
    - Using existing or free resources: Facebook/social media, Google Forms, Zoom, Twitch
    - Help from tech-savvy volunteers
    - Be prepared with FAQs to help your supporters
      - Give extra time for tech help
      - Encourage attendees to do test runs (ex: logging on to Zoom)
      - Detail your instructions
  - Virtual events can increase your attendee count and reach



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# Virtual Events

- **Event Ideas**

- Virtual galas, walks/runs and other traditional event types have numerous established platforms for event production.
- Don't be afraid to do something completely new based around an existing partnership. Any in-kind donation that can keep costs low will go a long way towards your fundraising goals.

- **Successful Examples**

- Online silent auction
  - Use Facebook events/groups for a free platform
- Turn happy hours or dining out events into carryout
  - Cocktail kit to go
- Virtual trivia, "Family Feud," BINGO, 50/50 board raffles
  - Use Google Forms as a free platform
- Hybrid virtual events
  - Pumpkin pie eating video contest
- Holiday shopping market



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Connect with us and other fundraising/philanthropy professionals!

