

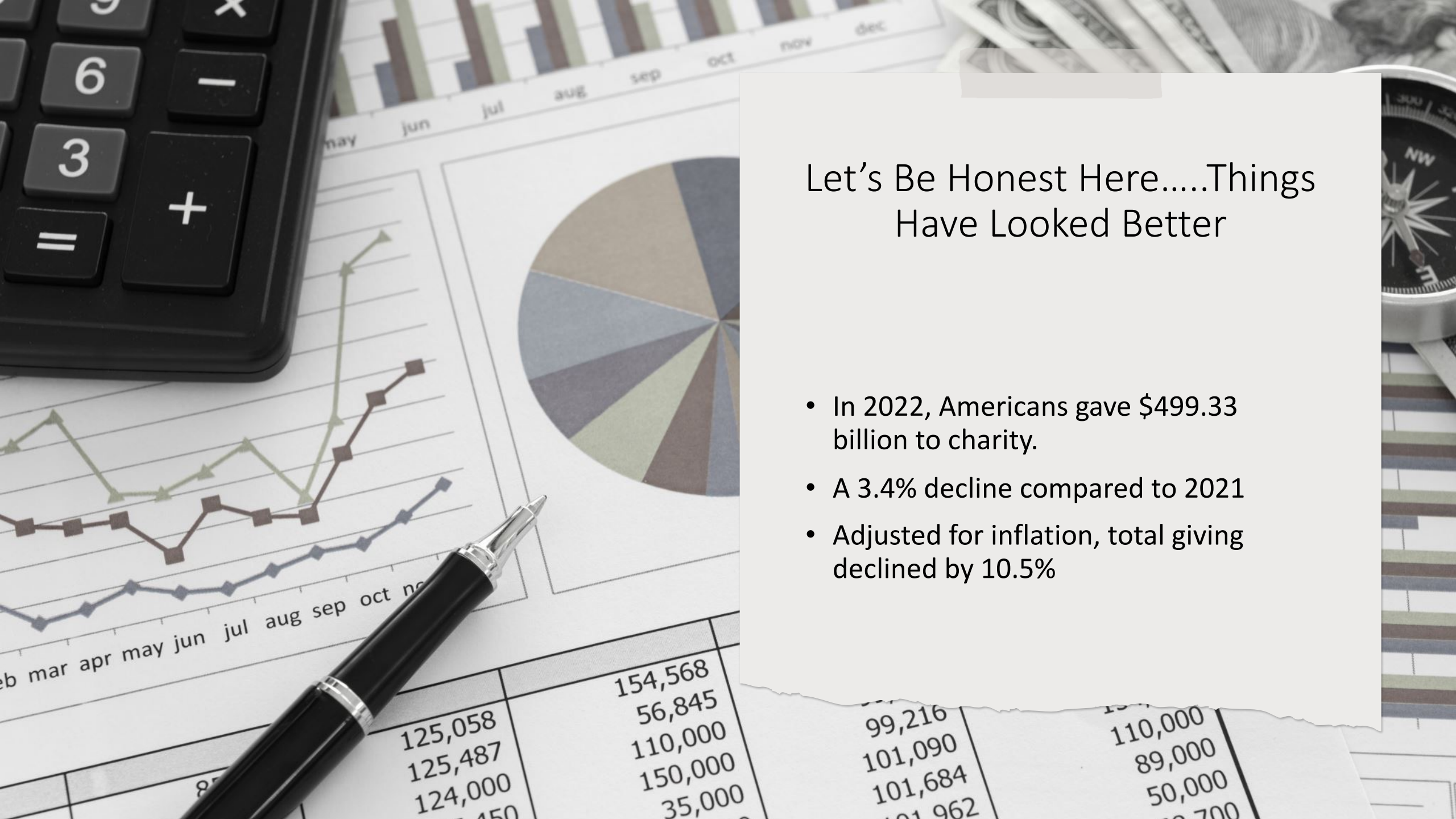


# Fundraising

It's what keeps the lights on...

2023 Tennessee Animal Care & Control Conference

Jo Sullivan, LMSW



## Let's Be Honest Here....Things Have Looked Better

- In 2022, Americans gave \$499.33 billion to charity.
- A 3.4% decline compared to 2021
- Adjusted for inflation, total giving declined by 10.5%



**64%** \$319.04 billion

## Giving by Individuals

↓ declined by 6.4% over 2021

**21%** \$105.21 billion

## Giving by Foundations

↑ increased 2.5% over 2021

**9%** \$45.60 billion

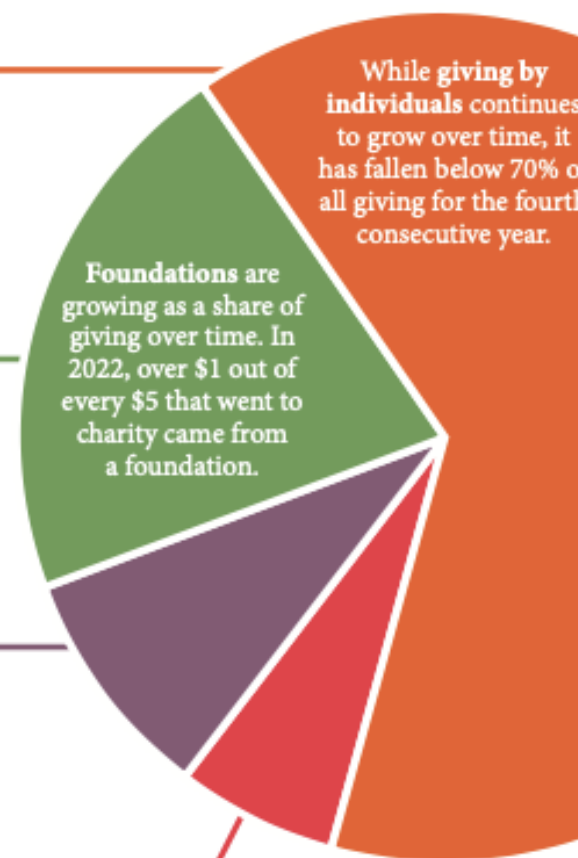
## Giving by Bequest

↑ increased 2.3% over 2021

**6%** \$21.08 billion

## Giving by Corporations

↑ increased 3.4% over 2021



While giving by individuals continues to grow over time, it has fallen below 70% of all giving for the fourth consecutive year.

Foundations are growing as a share of giving over time. In 2022, over \$1 out of every \$5 that went to charity came from a foundation.

\*All figures on this infographic are reported in current dollars unless otherwise noted. Inflation was especially high in 2022, at 8.0%, and results may differ when adjusted for inflation. Learn more in the chapters.

percentage of the total contributions\*



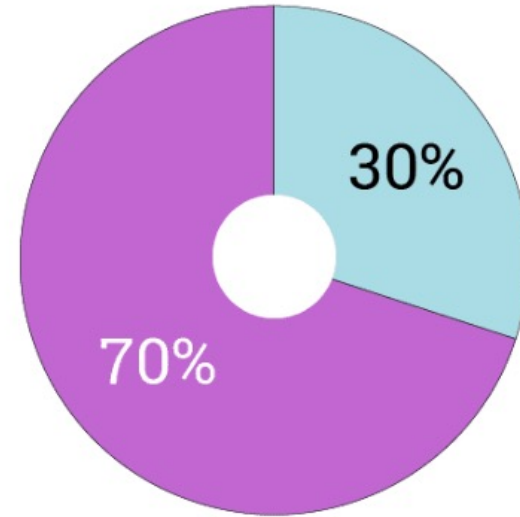
└── change in comparison to total raised in 2021

\*Percentages for recipient categories do not include unallocated giving, which totaled -\$28.54 billion in 2022.



Let's  
Celebrate  
What We DO  
Have

70% of U.S. Households Own a Pet



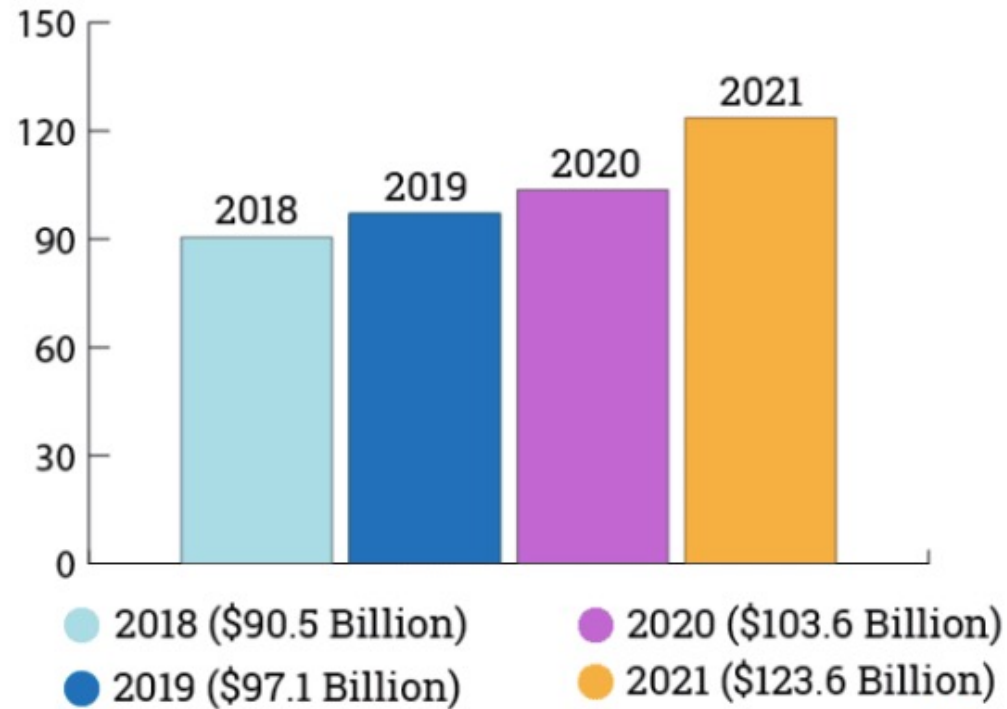
● Pet Owners (70%)    ● No Pets (30%)



CC BY <https://absoluteanimalcare.net/pet-ownership-statistics>

**Absolute**  
Animal Care

1. As of 2022, 70% of U.S. households (90.5 million homes) owned a pet.<sup>1</sup>

## Total U.S. Spending on Pets by Year



  <https://absoluteanimalcare.net/pet-ownership-statistics>

**Absolute**  
Animal Care

1. In 2021, U.S. pet owners spent a total of \$123.6 billion dollars on their pets.<sup>1</sup>



So – How Do We Connect Pet  
Parenting to Donating

Or – How do we disconnect pet parents with their  
cash?



A photograph of several wooden blocks arranged on a light-colored wooden surface. The top row of blocks shows the letters 'P', 'R', and 'O'. The bottom row shows 'S', 'U', and 'C'. A fourth block is partially visible on the right, showing the letter 'C'. The background is a soft, out-of-focus light blue.






P R O  
S U C

## Let's Start with the Basics

- Infrastructure Matters
  - Data and Tracking is THE most important investment you can make in a program.
  - Doesn't mean it has to be the most expensive!
  - Without it, all other investments are going to have to work twice as hard to succeed!

# Take Some Time

- Define What You Need
  - Donor Tracking
  - Ability to Send Emails
  - Ability to Record Off and On-Line Gifts
- Do the research:
  - Ask colleagues
  - Google
  - Go with known brand
- Write business rules and **STICK WITH THEM!**

dp donorperfect	VIRTUOUS	NEON ONE	everyaction	CharityEngine <sup>®</sup> <small>Powering the good to be great.</small>
<b>Ideal for:</b> Nonprofits looking for a platform that will improve donor retention.	<b>Ideal for:</b> Nonprofits that have over \$2mm in funding, as well as fundraisers and marketers.	<b>Ideal for:</b> Nonprofit and social good organizations looking to build constituent relationships & grow impact.	<b>Ideal for:</b> Nonprofits wanting a simple yet robust platform to manage data, donor, and digital programs.	<b>Ideal for:</b> Any-size nonprofit changing the world.
<b>Business size</b> S M L	<b>Business size</b> S M L	<b>Business size</b> S M L	<b>Business size</b> S M L	<b>Business size</b> S M L
\$\$	\$\$\$	\$\$	\$\$	\$\$\$
<b>Key Features</b> 	<b>Key Features</b> 	<b>Key Features</b> 	<b>Key Features</b> 	<b>Key Features</b> 
<b>Additional Features</b> <ul style="list-style-type: none"> <li>• Seamless integration</li> <li>• Integrated web forms for donations and registrations</li> <li>• Integrated credit card and bank draft processing tools</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>• Marketing automation</li> <li>• Predictive analytics</li> <li>• Social media scraping</li> <li>• CRM</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>• Branded donation forms</li> <li>• Credit card processing</li> <li>• Built-in email, donation appeals and newsletters</li> <li>• Automated emails and alerts</li> <li>• Custom reports</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>• CRM</li> <li>• Direct mail and telemarketing</li> <li>• Grants and volunteer management</li> <li>• Segmentation and automation</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>• PCI- Secure payment processing</li> <li>• Online forms</li> <li>• Monthly gifts and billing</li> <li>• Data and workflow management</li> </ul>

# So Many Channels....So Little Money

## Multichannel



All channels available to the consumer but are not integrated.

## Omnichannel



All channels available to the consumer and they are connected.





## Look in the Mirror

What would that person want?

Where does that person go to get information?

How does that person make decisions?

If not yourself. Look at that one aunt, or your neighbor who doesn't have a clue about animal welfare but wants to save animals.

Fundraise to THEM!

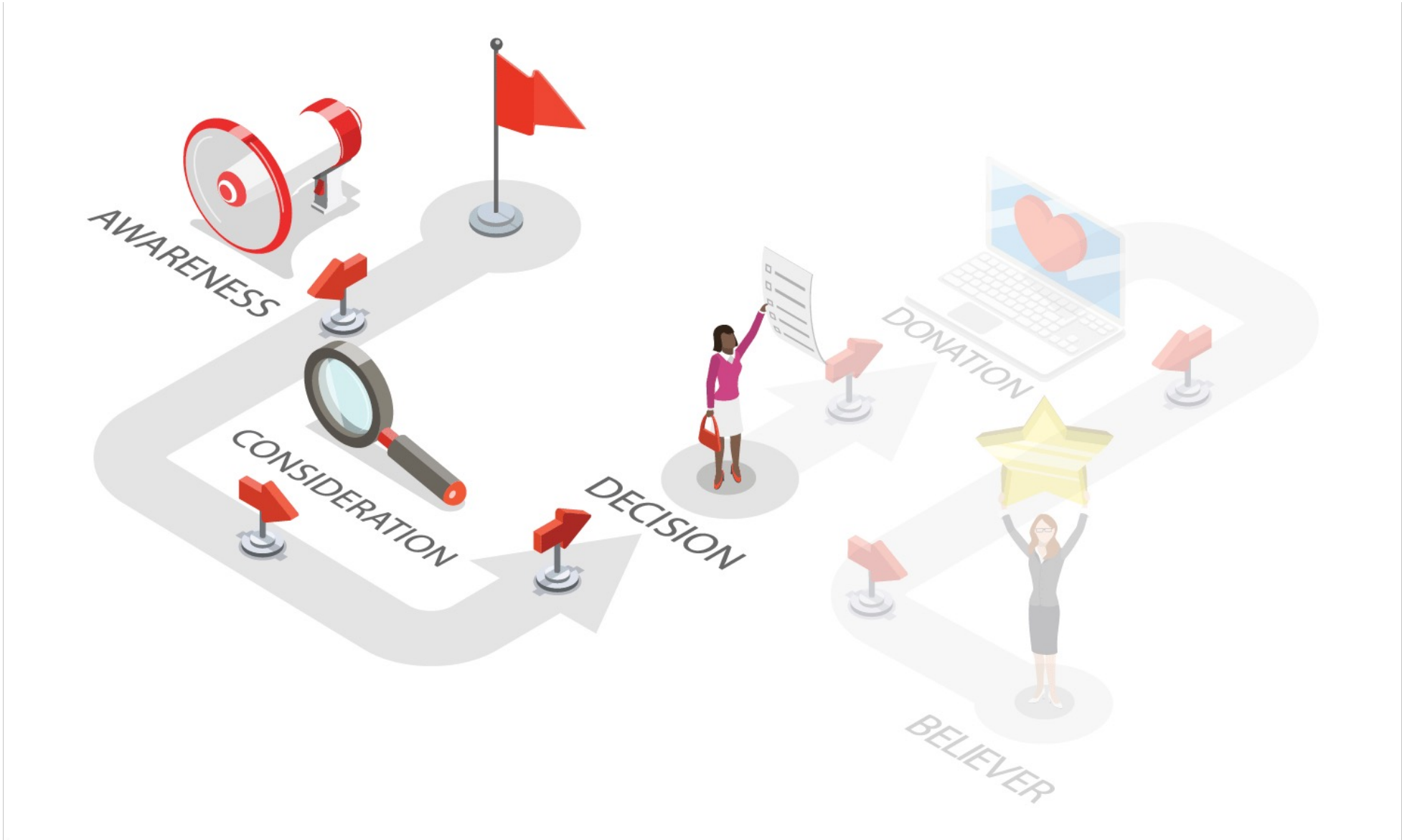
























# Digital is More Than Email

- Social Media – May not raise a lot of \$\$ but you must be there to build awareness
- Send emails between direct mail and to support direct mail
- Consider investing in posting tools:
  - Sprout
  - SocialPilot
  - HouteSuite

- Calendar
- Sprout Queue
- Drafts
- Needs Approval
- Rejected
- Campaigns
- Find Content
- Asset Library
- Instagram Notifications
- SproutLink in Bio
- Post via RSS
- Failed Posts

Post Volume



Wednesday 1	Thursday 2	Friday 3	Saturday 4	Sunday 5	Monday 6	Tuesday 7
<a href="#">Add Note</a>	<a href="#">Add Note</a>	<a href="#">Add Note</a>	<a href="#">Add Note</a>	<a href="#">Add Note</a>	<a href="#">Add Note</a>	<a href="#">Add Note</a>
<p>12:55 pm</p> <p><b>@mysproutco...</b></p> <p>Our drink choice of the day is <b>#espresso</b> what's yours?</p> 	<p>12:42 pm</p> <p><b>mysproutcoff...</b></p> <p>Wonder how to get the best <b>#PourOver</b>? We got you.</p> 	<p>12:20 pm</p> <p><b>Sprout Coffee...</b></p> <p>How many cups of tea is to many? The limit does not exist.</p> 	<p>12:23 pm</p> <p><b>Sprout Coffee</b></p> <p>Where are all our <b>#OatMilk</b> fans? We now are happy to serve two...</p> 	<p>11:23 am</p> <p><b>Sprout Coffee</b></p> <p>Did you know that all of our baristas specialize in creating custom coffe...</p> 	<p>12:01 pm</p> <p><b>Sprout Coffee</b></p> <p>Honored to be included in this list <a href="https://bit.ly/2KgjCOS">https://bit.ly/2KgjCOS</a></p> 	<p>9:01 am</p> <p><b>Sprout Coffee</b></p> <p>Cold brew but make it sparkle. 🍷✨</p> 
	<p>2:45 pm</p> <p><b>mysproutcoff...</b></p> <p>Let <b>#SproutCoffee</b> fuel your productive work day!</p> 	<p>1:10 pm</p> <p><b>Sprout Coffee</b></p> <p>Check out our newest digs in Chicago and all of the great artwork th...</p> 	<p>12:40 pm</p> <p><b>mysproutcoff...</b></p> <p><b>#MacchiatoWed</b> is coming at you hot this week with some aweso...</p> 	<p>12:20 pm</p> <p><b>@mysproutco...</b></p> <p>Our goal is to be a 100% compostable supported shop by 2020 🌱♻️</p> 	<p>12:01 pm</p> <p><b>Sprout Coffee</b></p> <p>It's all about that afternoon coffee swirl!</p> 	
	<p>2:21 pm</p>					



# Direct Mail Has a Place

- 4 mailings a year
  - Plus Thank You post cards or handwritten notes
- Find ways to save
  - Get a nonprofit status from USPS for stamps
  - If your donor file is less than 1,000, print and stuff yourself



# Special Events – The Devil You Know

- Dog Walks
- Dog Washes
- Howl-O-Ween
- Pawsitively Perfect





The background of the slide is a collage of colorful sticky notes (yellow, pink, purple, blue, and white) scattered on a dark wooden surface. Each sticky note features a simple black outline drawing of a person's head and shoulders. The notes are arranged in a somewhat grid-like pattern, with some overlapping. The overall aesthetic is creative and organized.

# Special Events

- They Work!
  - Manage the net
  - Look at examples of groups that do it well
  - Be creative
  - Ideas are everywhere
  - Use it as a layer strategy, or a core strategy if you have board, volunteer, and resources to build it



## The Basics are Key

- Ask frequently and consistently
- Say Thank You often
- Allow donors to self select – because they will do that no matter what
- Strategies to gain trust, loyalty, and support
  - Conversion to monthly giving
  - Restricted Giving/Leadership Giving
  - Estate Planning
  - Event Participation
- Give them a reason to stay and do it all again



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## Be Patient and Consistent

- Measure each campaign BUT allow digital and direct mail to do the unmeasurable:
  - Build Awareness
- Always offer the opportunity to be part of the story, a way to become part of the solution
  - Donation
  - Volunteer
  - Adopt
- Develop a Calendar and a Budget
  - Keep it simple

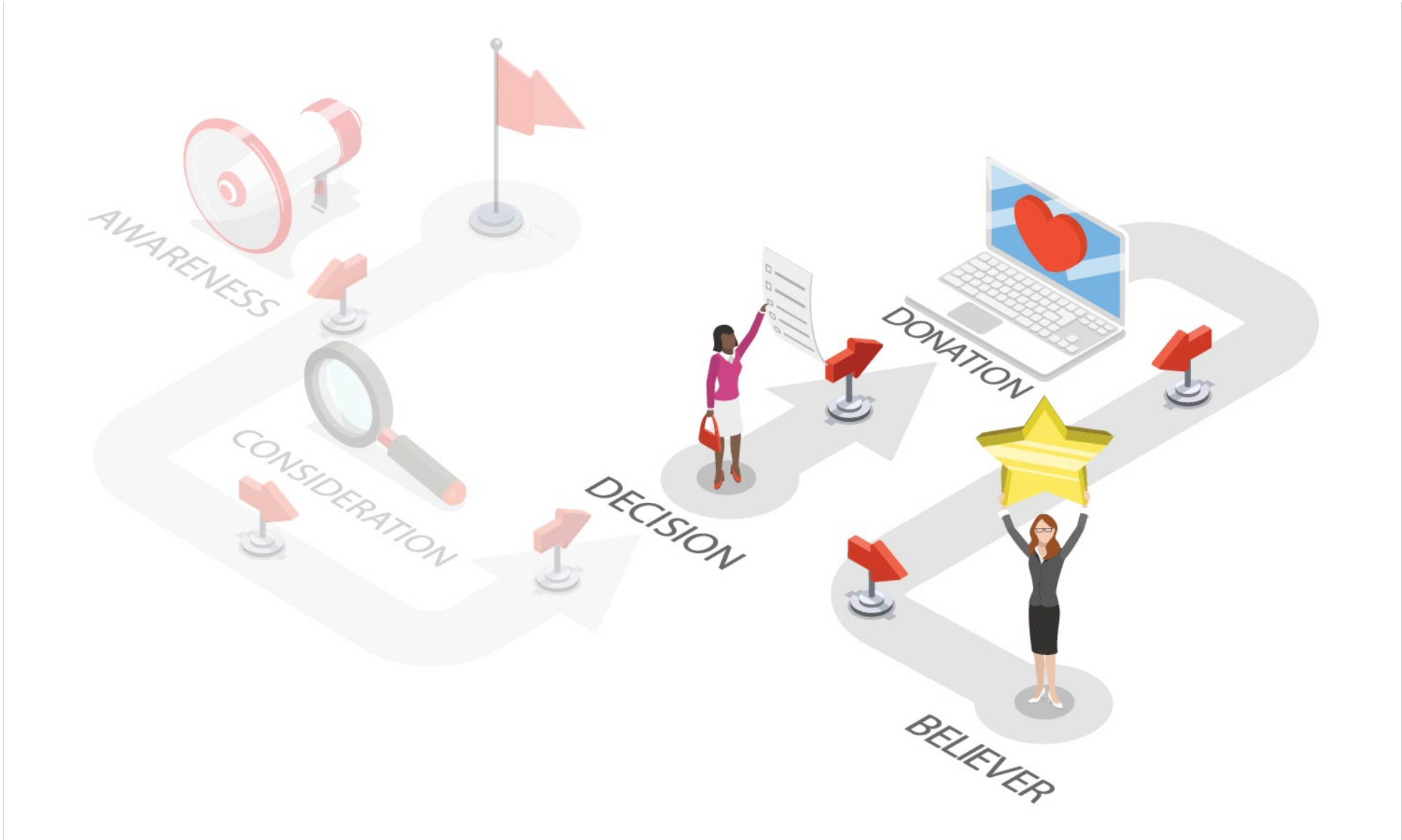






## 2022 Fundraising Calendar - Save The Penguins

	Fundraising Activity	Costs	Staff Hours/Vol Needed	Est. Income	Est. Costs	Net Income	Results from 2021	Goal Alignment	Other Resources/Notes
<b>Q1</b>									
January	New donor survey	Staff: \$225	15/No	\$0.00	\$225.00	-\$225.00		1, 4	Get feedback about communication preferences, social media use, interests.
	Instagram and Facebook Contest	Prize:\$100, Staff \$225, Marketing, \$100	15/No	\$0.00	\$425.00	-\$425.00	108 FB, 29 Instagram	1, 4, 5, 6	Cross promote in eNewsletter, hold a contest for Instagram engagement, raffle a AirPods.
	New donation form	Staff: \$150	10/No	\$1,500.00	\$150.00	\$1,350.00		1, 4	Go-live with CauseVox donation button and form on website to increase donations automatically.
February	Major donor recruitment	Staff: \$600 Postage: \$100 Materials: \$200 Event Space: 0Food: \$800	40/Yes	\$10,000.00	\$1,700.00	\$8,300.00	3 major donors	2	Referrals from current major donors/business relationships, recruitment party
	Mail/email 2020 Impact	Staff: \$300 Postage:\$100 Materials \$175	20/No	\$0.00	\$575.00	-\$575.00		1, 4	Share 1-page snapshot of donor ROI, impact from 2020
March	Spring online peer-to-peer fundraising campaign	Staff: \$675 Fees: \$750	45/Yes	\$25,000.00	\$1,425.00	\$23,575.00	\$18,500	2, 4, 5, 6	Use CauseVox for peer to peer fundraising, market on social media, recruit supporters to share campaign
Q1 Totals				\$36,500.00	\$4,500.00	\$32,000.00			
<b>Q2</b>									
April	Donor appreciation phone calls	Staff: \$150	10/Yes	\$0.00	\$150.00	-\$150.00	-	1, 4	Board members to make calls. 20 hours
	Promote recurring giving in eNewsletter and social media	Staff:\$75 Facebook Ads: \$100	5/Yes	\$2,000.00	\$175.00	\$1,825.00		3	Work with marketing dept. Consider incorporating a recurring donor referral incentive
May	Recurring giving campaign	Staff: \$450	30/No	\$10,800.00	\$450.00	\$10,350.00	12 recurring donors	3, 1	Secure a gift match for the month (ask Board). Use CauseVox recurring donation functionality.



# Other Channels

- Foundations
  - Look for Family Foundations in your area
  - Research all the staff members and check out their social media. Who has pictures with their pet?
    - Email them immediately
- Corporate Support
  - Local Corporate Support for sponsorship and naming opportunities.
  - Simplify how you outreach by creating a sponsorship kit and do some social media research to find the pet parents
    - Email them immediately







## Fun Tactics Red Cross Can't Do

- For every donor who gives over xx amount, name an incoming shelter pet in their honor
  - Send a polaroid with a note “by the time you receive this thank you note, we hope Frankie is settled in with his new family....”



The most important thing is that  
you're moving forward with  
consistency and heart!

Jo Sullivan, LMSW

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