



# Spotlight on Animal Welfare Organizations

Alan Cooke, Segment Manager, Convio

Mondy Lamb, Marketing Director, SPCA Wake County

Simran Noon, Director PR and Marketing, San Diego Humane Society and SPCA

December 9, 2008



# Agenda

---

- Key messages
- Online success strategies – SPCA Wake County
  - ▶ Before and after Convio
  - ▶ Adoption Promotion
  - ▶ Dog Walk
  - ▶ Best Practices - Words of Wisdom
- Online success strategies – San Diego Humane Society
  - ▶ Communications – relevant content
  - ▶ Best practices
  - ▶ Timely Response to Events – Two Case Studies
  - ▶ Best practice - Words of Wisdom
- Quick Start with Convio

# Key Messages

---

- Animal Welfare organizations have a huge advantage: highly motivated supporters who want to help.
- It's not just about fundraising. Convio's online tools help you
  - ▶ Provide supporters with rich, relevant information, and multiple ways to get involved
  - ▶ Use your existing supporters to create new ones
- It's not just for large, well-staffed organizations any more. These tools are for everyone

# Weapon of mass engagement...

---





*How we met and fell in  
love with  convio®*

Mondy Lamb  
Marketing Director / Webmaster

# About the SPCA of Wake County

## Located in Raleigh (capital city of NC)

Founded in 1967, the SPCA of Wake County is a non-profit animal welfare organization whose mission is to protect, shelter and promote adoption of homeless animals; to provide education about responsible pet ownership; and to reduce pet overpopulation through spay/neuter programs.



- We shelter approx 8,000 animals per year
- Rehoming approx 3,000 per year
- Approx. 40 employees, 8 of which are admin staff
- Annual budget is around \$2 million
- Main source of funding is individual donors
- Main fundraising sources: special events, direct mail, website donations (post-Convio)
- Convio user since April 24, 2007
- [www.spcawake.org](http://www.spcawake.org)

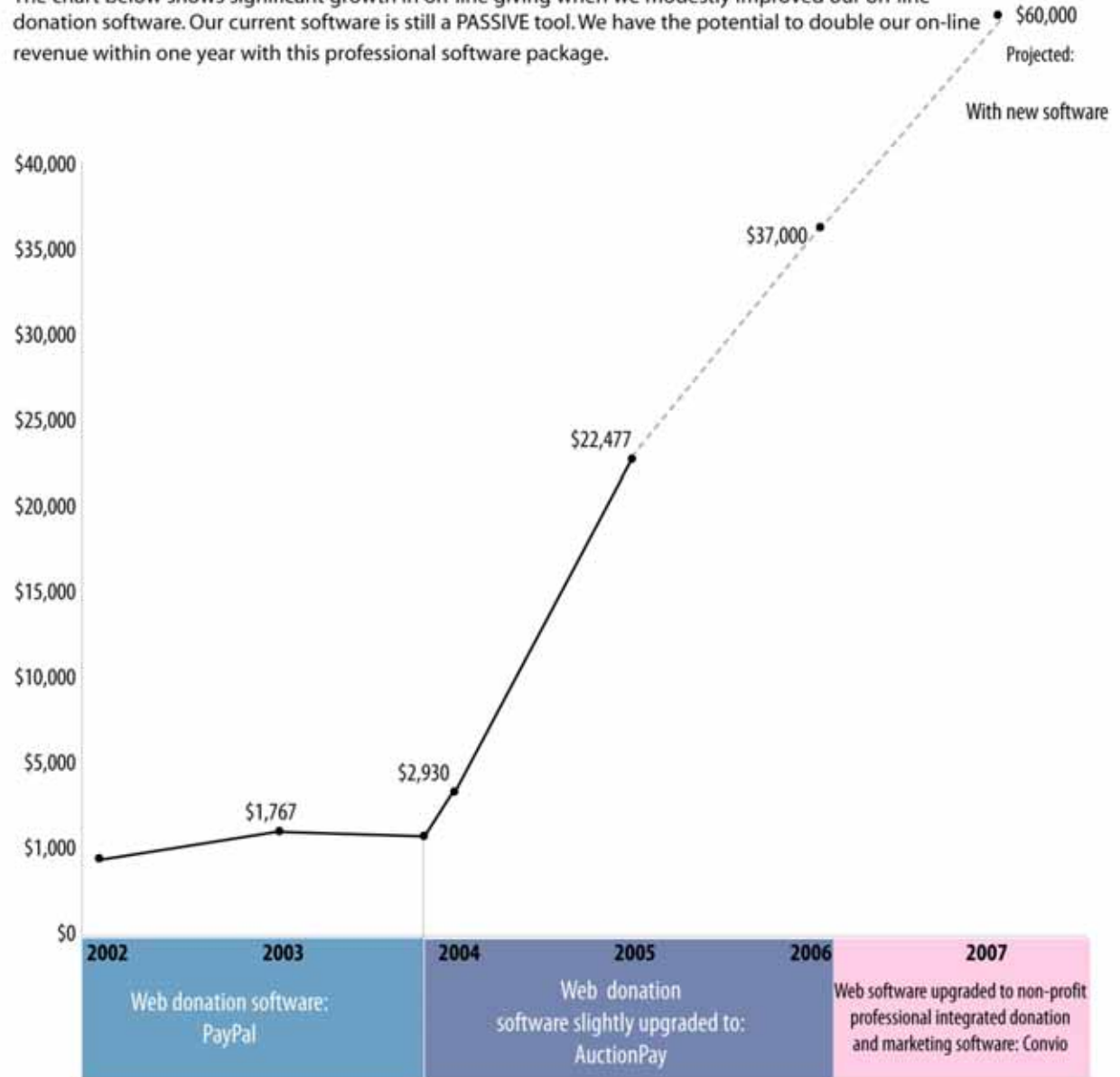
Actual chart from my presentation to our Board of Directors to request a “salary-sized” monetary allocation to purchase Convio.

My projections were incorrect however, our first 8 months using Convio, we raised \$97,000, not \$60,000.

The SPCA's Future of on-line giving is dependent upon good software.

Just like Donor II (SPCA donor database) and Chameleon (adopter and animal database) was for the SPCA in the past, Convio is the package of software this non-profit needs to grow our web presence both in influence and donations.

The chart below shows significant growth in on-line giving when we modestly improved our on-line donation software. Our current software is still a PASSIVE tool. We have the potential to double our on-line revenue within one year with this professional software package.







## How we use Convio:

- Monthly e-newsletter, weekly volunteer e-newsletter
- Dynamic, fresh content on home page
- Through the Calendar we sell tickets to events and fill spaces in volunteer orientation or education events
- Through E-Commerce we sell low-cost spay neuter vouchers and virtual pet sponsorships
- Solicit donations



# Favorite Before & After Convio Examples



**Before:** Staff time spent on responding to requests to attend events, to purchase spay/neuter vouchers, etc.  
**After:** Automatic, personalized emails (autoresponders) save staff time.

**Before:** Website a static, boring information-only site  
**After:** Dynamic site where supporters can send e-cards, purchase tickets, buy gifts etc.

**Before:** Money processed through our web site per year (*includes spay/ neuter voucher sales, donations, ticket sales and event sponsorships*): **\$37,000**  
**After:** **\$347,484**

**Before:** Dedicated web staff: 0  
**After:** Dedicated web staff: 0



The fundraising power of Convio is so spectacular it sometimes distracts me from the real reason we made the investment in Convio: to engage people in our cause and our mission.

## Adoption Promotion: *Super Kitten Adoption Campaign Using Convio's E-mail, Tell-a-Friend and Calendar*

What: In July the SPCA of Wake County was slammed with huge quantities of kittens. We were desperate for space and desperate not to have to euthanize incoming cats/kittens because of the sheer quantity of kittens.

We needed to put together a massive adoption promotion on a very short time frame that relied on email and word of mouth for the advertising.



Pictured: Super Kitten "Davis" rescued on June 14, available for adoption on July 19!



**50% SAT. JULY 19**  
off all KITTEN and CAT adoption fees at the  
**SUPER KITTEN** adoptathon!

\$47.50 adoption fee includes: spay/neuter surgery, microchip, vaccines & more!

**Dozens of kittens will be at two locations on July 19:**

1. Petsmart @ Capital Blvd & Millbrook | Raleigh • 11am – 4pm
2. SPCA Adoption Center | 200 Petfinder Lane | Raleigh • 11am – 6pm

[www.spcawake.org/super](http://www.spcawake.org/super) | 919-772-2326

On July 15, we sent out an email to 7,126 supporters asking them to please help spread the news about the Super Kitten Adoption event that was only 4 days away.



"Forward this email to a friend" button linked to a Tell-a-Friend message.

Event was happening at two locations. Name of each location is linked to directions.

Links to calendar page where user can request an event reminder and read more details about why we have so many kittens.

**How You Can Help:**

**Be a Constant Companion:**



Give once, or give once a month! Could you give a cup of coffee's worth of change each day to sponsor a pet? For \$1.15 per day (\$35.00 a month) you can save the life of a homeless pet!

Become a SPCA Constant Companion and set up automatic deductions from a credit or debit card. You can modify, skip, or change your gifts at any time online.

[Become a Monthly Giver](#)

[Give a One-Time Gift](#)

**Forward this email to a friend!**

And let them know about the **SUPER KITTEN Adoption** or right click the image to email, print and pass along!

Dozens of kittens will be available on **SATURDAY, JULY 19** at two locations:

1. PetSmart @ Capital & Millbrook from 11:00am-4:00pm
2. SPCA Curtis Dail Pet Adoption Center from 11:00am-6:00pm

All adoption fees for **CATS & KITTENS** are 50% off on Sat., July 19. [Read more about the SUPER KITTEN Adoption!](#)

**Rocket to the Rescue!**  
SPCA alum Rocket aka "Ricky" intercepts venomous snake and protects

Linked to PDF of the coupon. Image and PDF could both be used for email or download.



**Super Kitten Campaign Result:** 43 Kittens were adopted which alleviated the immediate overcrowding and prevented euthanasia for space.

---



## Blue Light Adoption Special

**adoption fee  
\$99.95  
for dogs in the  
blue spotlight!**



## Adoption Promotion: *Black Dog Blue Light Special* *Using Convio's YouTube Embedding Function*

What: Adoption Campaign spotlighting several dozen darker-coated dogs at the SPCA of Wake County Adoption Center who had been consistently passed over for adoption.

Some animal shelters refer to this as the “Black Dog Syndrome” where darker coated dogs are sometimes slower to be adopted than lighter colored dogs.



Using the Convio YouTube feature, we filmed short segments on each dog in the campaign and embedded them next to the static image of the dog. The short videos featured tricks they knew and other cute antics. Potential adopters could then view the video, get a better visual of the dog and see their individual personalities.



**SPCA**  
OF WAKE COUNTY  
Society for the Prevention of Cruelty to Animals



Welcome, Mondy

[Logout](#)

[My Profile](#)

[Save a life today!](#)

[Donate Now >](#)

[Adopt](#)

[Donate](#)

[Volunteer](#)

[Lost & Found](#)

[Events](#)

[Education](#)

[Pet Behavior](#)

[Spay/Neuter](#)

[Shop](#)

[About Us](#)

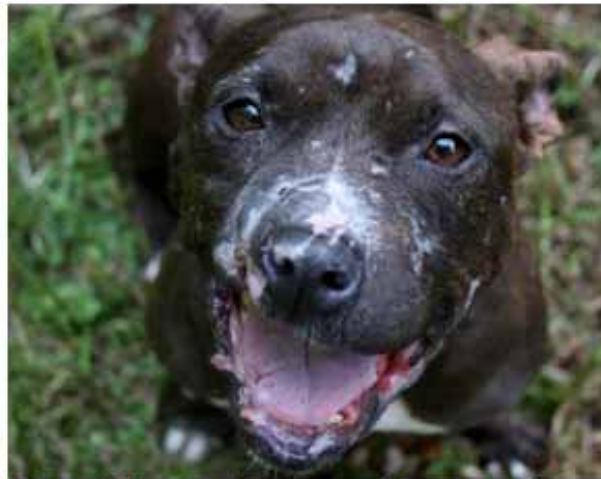
[FAQ](#)



Join the

[Click here to see more dogs](#)

**Parrot**



Hi guys! My name is Parrot and I am one silly girl. If you have a good sense of humor, you need to come and visit me. I enjoy making people laugh and goofing around. I would be an excellent jogging partner with my long legs and slender body. I am also very well behaved, and know my manners! Please come and visit me, I am excited to meet you.

WIKIA



The fact that we were using videos on our website as a way to feature these hard-to-photograph dogs, actually became part of the news story itself.

Enter search phrase SEARCH SEE IT ON TV? CHECK HERE

LOCAL/STATE 

### Black dog special at Wake SPCA shelter

Thursday, August 07, 2008 | 12:44 PM

Story Media Top Story



5:08 94°  
**Tisha Powell**  
ABC11 EYEWITNESS NEWS

### Black dog special at Wake animal shelter

During these dog days of summer, some of our four-legged friends need your help mon

WATCH VIDEO 1 of 1

By Tim Nelson

<http://abclocal.go.com/wtvd/story?section=news/local&id=6310502>

Campaign Result: 72% of featured dogs were adopted.

LOCAL/STATE 

### Black dog special at Wake SPCA shelter

Thursday, August 07, 2008 | 12:44 PM

Story Media Top Stories



### Black dog special at Wake animal shelter

During these dog days of summer, some of our four-legged friends need your help mon

WATCH VIDEO 1 of 1

LOCAL/STATE 

### Black dog special at Wake SPCA shelter

Thursday, August 07, 2008 | 12:44 PM

Story Media Top Stories



### Black dog special at Wake animal shelter

During these dog days of summer, some of our four-legged friends need your help mon

WATCH VIDEO 1 of 1

By Tim Nelson





## Spring Dog Walk Event Given New Life with TeamRaiser



For the 9th Annual K9-3K Dog Walk we used TeamRaiser and increased the event's revenue from \$34,000 to \$134,000.

The original event goal was \$40,000. We had to keep increasing our revenue goal on the thermometer because we kept reaching it so quickly.





**SPCA**  
OF WAKE COUNTY



*One New Heartbeat Means Welcome*



Already a member?  
LOG IN NOW!

New to the SPCA?  
Register Here >

Save a life today!  
Donate Now >

Adopt

Donate

Volunteer

Lost & Found

Events

Education

Pet Behavior

Spray/Neuter

Shop

About Us

FAQ



Join the  
SPCA Online  
Community  
Today -  
It's FREE!

SPCA News & Events

SPCA Store



## K9-3K DOG WALK

4.19.08 • downtown raleigh • you are their voice

Recent: [View event photographs online.](#)

### VIEW PICTURES!

Thank you to Nancy Thomas Photography for capturing the Dog Walk in pictures!

To view photos:

- 1- Click here [\[Photo gallery\]](#)
- 2- Click on View and Order
- 3- Select SPCA K9 Dog Walk

Make sure to view the images contained in Camera 1, Camera 2 and Camera 3!

THANK YOU DOG WALK PARTICIPANTS, sponsors and donors for making the 9th annual K9-3K the biggest and most successful dog walk in SPCA history and Raleigh city history. Never have so many dogs walked in the streets in the capital city! Thank you all for being a part of this landmark event.

On Saturday, April 19, 2,000 people and 830 dogs marched through the streets of Raleigh to help save the lives of homeless animals. Early totals project more than \$125,000 was raised for the animals! Please check back on April 22-23 to see more details and walk photos.

Until then, view the personal web pages of the walk's top fundraisers! See the scrolling list at right.



**FIND SOMEONE**  
Search for a volunteer or a foster!

**DONATE**

**K9-3K Dog Walk**  
Total Raised

Goal: \$101,000.00  
Achieved: \$133,502.37

Make a gift

**Top Teams**

SPCA Staff Underdog Advocates	\$12,429.00
Pro Dog Squad	\$10,150.00



## K9-3K DOG WALK

4.19.08 • downtown raleigh • you are their voice

### SPCA Staff Underdog Advocates

This team includes employees of the SPCA of Wake County.

Adoption counselors, animal care and behavior associates, medical care technicians, humane education and training staff, and managers of all departments are members of this team. Help us raise money to support the animals that we care for every day!

Sponsor our team, sponsor an individual on the team or walk with us!

Thank you for your support in reaching our fundraising goal to help homeless pets.

SPCA Staff Underdog Advocates - Join Team	
	SPCA Wake County
	<a href="#">Ashlea Anderson</a>
	<a href="#">Allison Baker</a>
	<a href="#">Elizabeth Bartow</a>
	<a href="#">Minty Bridges</a>
	<a href="#">Vanessa Rudrick</a>
	<a href="#">Riley Cat</a>
	<a href="#">David Cookson</a>
	<a href="#">Sarah Cookson</a>
	<a href="#">Heidi Cranford</a>
	<a href="#">Angelina Darling</a>
	<a href="#">Angela Dexter</a>
	<a href="#">STEVEN DRAKE</a>



Riley, SPCA Spokescat, would walk with the team if he could.

**Support SPCA Staff Underdog Advocates!**

**Team Dollars Raised**

Goal: \$11,200.00  
Achieved: \$12,429.00

Our organization's staff (shelter staff plus administrative staff around 40 employees) issued a challenge to our 20-member Board of Directors that we could raise more money than they could.

I used the team page that a staff member set up as a linked example for all our constituents on how to set up a team or individual page.

The staff vs. board challenge really turned out to be a morale booster and fun for everyone. Pictured below is the staff photo that was used as a repeating element at the bottom of each Staff Team member's individual page.

In the scrolling top teams bar, you can see the SPCA Staff Underdog Advocates won the challenge and raised \$12,429. The Board of Directors "the BoD Squad" came in as the second highest team and raised \$10,150.

Top Teams	
SPCA Staff Underdog Advocates	\$12,429.00
the BoD Squad	\$10,150.00
Team Bring It On!	\$10,105.00
Perma	
<a href="#">[Site]</a>	<a href="#">[Site]</a>
Top Contenders	





### **Revenue Totals:**

2004 K9-3K Dog Walk Result: \$28,000

2005 K9-3K Dog Walk Result: \$29,000

2006 K9-3K Dog Walk Result: \$33,000

2007 K9-3K Dog Walk Result: \$34,000

### **After TeamRaiser**

2008 K9-3K Dog Walk Result: \$134,000

Why were we able to increase the event revenue by \$100,00 in one year with only 200 more participants than the previous year?



## Closing words of wisdom from a smaller animal welfare organization successfully using Convio:

- Look at the staff resources you already have. Convio tools are easy to use.
- Don't let the multitude of Convio tools intimidate you. You don't have to use them all at once.
- Don't know anything about web programming or HTML? It doesn't matter.
- Need to convince your boss or board to invest in Convio?  
Show them the monetary success of similarly-sized organizations.
- Need to convince yourself to invest in Convio?  
Talk to your counterpart at other non-profit organizations. The most helpful thing I did was speak with other orgs who gave me a frank account of their Convio experiences. (PS. It was good)
- *But most of all remember this:* the sexiness of Convio is in its fundraising ability but its real power is in the tools that you have to motivate people, to influence their behavior and to ultimately change our society for the better. Animal welfare organizations need to bring this sophisticated mode of messaging to the local communities we serve.





# Making the Connection:

Convio & the San Diego Humane Society and SPCA

*presented by*

**Simran Noon, Director PR & Marketing**

**San Diego Humane Society and SPCA**

*Promoting the humane treatment of animals, preventing cruelty to animals  
and providing education to enhance the human-animal bond.*

CELEBRATING OVER  
**125**  
YEARS of  
SERVICE

[www.sdhumane.org](http://www.sdhumane.org)

## Who We Are

**Our Mission:** *To promote the humane treatment of animals, to prevent cruelty to animals, and provide education to enhance the human-animal bond.*

### The Highlights:

- Private, nonprofit organization
- Oldest and largest San Diego animal welfare organization
- No animal control contracts  
(Owner relinquishments and transfers from other shelters.)
- 125 Employees/810 Volunteers
- Through our programs we impact over 28,000 animals and 87,000 people annually.
- Fiscal Budget: \$10.5 million
- 74% of budget is from various contributions.
- We raised **\$500, 544** online in the 2007-2008 fiscal year.



## Who We Are

Our Mission: To promote the humane treatment of animals, to prevent cruelty to animals, and provide education to enhance the human-animal bond.

### **Programs & Services:**

- Comprehensive Medical & Behavioral Services for Humane Society Animals
- On-Site and Mobile Adoptions
- Intake of Owner-Relinquished Pets & Pets from other Shelters
- Litter Abatement Program (Spaying/Neutering parent animals of relinquished litters.)
- Foster Care Program
- Owner Requested Euthanasia
- Pet Loss Support Group
- Pet-Assisted Therapy
- Animal Cruelty and Neglect Investigations
- Animal Rescue Reserve
- Behavior Helpline & Private Behavioral Consultations
- Behavior & Training Classes
- Educational Programs for Youth & Adults







## How We Use the Convio Platform

### What We Do:

- Promote Available Pets
- Promote all Programs, Services & Events
- Educate & Prevent Cruelty
- Fundraise & Solicit Volunteers
- Communicate Urgent Information, including disaster response
- Promote organizational involvement to enhance the human-animal bond.

### How We Do It:

- Automatically Update Pet Profiles, Post Videos, Fliers. Online Adoption App Processing. (Pagebuilder, Image & Document Library)
- Register for events, volunteer training and pay for classes online (Calendar Function & E-Commerce)
- Post fresh and relevant content to site and article library regularly. Accept complaints online (Document Library & Survey Function.)
- Provide a variety of ways for and locations on our site for donors to give. (Donation Forms, TeamRaiser, & Surveys.)
- Monthly E-mail newsletters and Special Alerts (Email Campaigns)
- Provide a variety of ways for constituents to get involved online (Photo Albums, Videos, Ask a Trainer, Polls, Contests, E-Cards, Shopping etc.)

Watch Peanut's video and read his survival story!



DONATE ADOPTIONS PROGRAMS & SERVICES EVENTS RESOURCES VOLUNTEER SHOP ABOUT US



## Adoptions



### Available Pets

The following is a **sampling** of our adoptable pets. Visit our facility in person to view additional pets.

### Looking for a lost pet?

In accordance with CA laws, the San Diego Humane Society and SPCA cannot accept stray pets. Please visit the [County of San Diego Department of Animal Services](#) or your local animal control agency to search for a lost pet.



### MEMBER LOGIN

User Name

Remember me?

LOG IN

[Forgot Password?](#)

[Not a Member? Register Now!](#)

SEARCH



Head Start Class







Pet Loss Support

Buy your 2009  
calendar online!

### Adoptable Pets from San Diego Humane Society and SPCA

powered by: [Petfinder.com](#) ADOPT A HOMELESS PET!

Animal: ALL | Breed: | Age: ALL | Size: ALL | GO!

Name	Animal	Breed	Age	Size	Sex	Photo
<a href="#">Athena</a>	Cat	Domestic Short Hair	Senior M	F		
<a href="#">Baby</a>	Cat	Domestic Short Hair	Senior L	F		
<a href="#">Baby Girl</a>	Cat	Domestic Short Hair	Adult XL	F		
<a href="#">Baby Girl</a>	Cat	Domestic Short Hair	Adult M	F		

Watch Peanut's video and  
read his survival story!



[DONATE](#) [ADOPTIONS](#) [PROGRAMS & SERVICES](#) [EVENTS](#) [RESOURCES](#) [VOLUNTEER](#) [SHOP](#) [ABOUT US](#)

## Puppy Support Group San Diego Humane Society

Have a new puppy? Got some questions? Bring your puppy for an hour of open-forum problem solving and puppy play! Puppies must be current on their vaccines and under 16 weeks of age.

Cost: \$35 per lesson

**Pre-registration required, please call (619) 299-7012, extension 2247.**

[Click here for more information.](#)

Date: Saturday, December 20, 2008

Time: 10:30 AM - 11:30 AM

If you'd like to attend this event you can purchase tickets online.

[Buy Tickets](#)

[Return to Calendar](#)

**Register  
for Class!**

(ticket purchase  
required)

### MEMBER LOGIN

User Name

Remember me?

[LOG IN](#)

[Forgot Password?](#)

[Not a Member?  
Register Now!](#)

[SEARCH](#)

Dec.  
9

**Tots and Tales  
Storytime**

Dec.  
21

**Puppy FUN Class!**



[DONATE](#)[ADOPTIONS](#)[PROGRAMS &  
SERVICES](#)[EVENTS](#)[RESOURCES](#)[VOLUNTEER](#)[SHOP](#)[ABOUT US](#)

## Animal Cruelty Complaint Form

Do you think an animal in our community is the victim of cruelty?  
Report the possible abuse by completing this form. You can choose to remain  
anonymous.

1. What Type of animal(s) is it?  
(Select one of the available choices or enter a different value.)

Please select response   
 Other...

2. What breed is the animal?

3. What size is the animal(s)?

Please select response

4. What color(s) is the animal(s)?

- White  
 Black  
 Brown  
 Tan  
 Gray  
 Brindle  
 Bay  
 Appy  
 Sorrel  
 Chestnut  
 Palamino  
 Papp

### MEMBER LOGIN

Remember me?

[Forgot Password?](#)

[Not a Member?  
Register Now!](#)



**Tots and Tales  
Storytime**



**Puppy FUN Class!**

## Best Practices

### 1. Site Design, Emails & Messaging (4C's)

- Be **Concise**, don't overwhelm with content, "pick your battles".
- **Consider** tone and brand.
- **Customize** where you can! Encourage preference setting.
- Create an annual internal **Calendar** that establishes when appeals, newsletters and other emails will be sent along with when seasonal information must be posted to your site.

### 2. Integrate Your Marketing

- Is your URL everywhere? (Collateral, vehicles, media appearances etc.)
- Build your list offline as well as online. Collect emails at clinics, stores, community events, adoption applications etc.
- Integrate with any offline databases.

### 3. Don't Build a Website, Create a Community!

- Make your site "sticky"!
- Create the opportunity to get involved online in addition giving
- Keep content fresh and appealing.
- Respond in a timely manner to questions, comments, inquiries and complaints.



## Emergency Response Campaigns

***ER Campaigns are characterized by any situation that requires immediate action by your organization to save the life of an animal(s) in peril. They are a highly effective way to raised funds and keep the public informed of the good work you do in your community!***

### **Examples of these types of campaigns can include:**

- Noteworthy Cruelty/Neglect Cases (either severity or number of animals)
- Special Medical Cases
- Everyday Rescue Efforts
- Disaster Response Efforts



## Example: Fire Storm 2007

In Fall 2007 San Diego was surrounded by fires on three sides of the County. The San Diego Humane Society and SPCA was there to help in 5 major areas:

- 1. Animal Evacuation and Field Care:** Evacuated over **500** and conducted welfare checks for over **5,000** animals.
- 2. Provided Animal Care at Evacuation Centers and Staging Sites**
- 3. Acted as the Central Supply/ In-kind Donation Distribution Agency**
- 4. Created a Central Information Center on our Website**
- 5. Established a Fire Relief Fund:** Individual disbursements helped cover the cost of items such as veterinary care for injured and sick animals, cost to rebuild burnt animal fencing, boarding, animal transportation, food, bedding, and other necessary supplies.







Custom Banner & Button



### Our Featured Pets:



### MEMBER LOGIN

User Name

Remember me?



[Forgot Password?](#)

[Not a Member? Register Now!](#)



**Tots and Tales Storytime**



**Pet Loss Support**



### What's New:

- **Action Alert: Opposition Statement to Governor's Tax Proposal >>**
- 2009 Calendars Now on Sale!>>
- Shop Online for Pet Name Tags and More>>
- Send one of our NEW E-Cards for Thanksgiving>>
- Eyes of San Diego Book Now Available>>
- Foster Volunteers Needed!>>
- Tips for Pet Owners during Tough Financial Times>>

**"Animals are such agreeable friends  
--they ask no questions, they pass no criticisms."  
-George Eliot**

Quotes



# Web Implementation

Call to Action 1: Donation Solicitation

## San Diego Fire Animal Rescue Updates

Wed., Oct. 24, 2007 - PM: Today over 40 San Diego Humane Society staff and ARR members worked in the field in conjunction with the County of San Diego, Department of Animal Services as our animal support efforts continued. Our ARR members and Humane Officers are now going into burned areas to feed and water any animals that were not able to be evacuated. This afternoon alone in the Jamul area we were able to care for over 100 animals, mostly horses. We were truly amazed at the job that the fire fighters did in saving structures that both people and animals lived in. Several of the sites we visited obviously had fires burning, but animals that remained were safe, though frightened.

In the northern part of the county, which was damaged by the Witch Creek Fire, we also continued our sheltering-in place efforts. We even had one property in Ramona that had over 25,000 small animals that we helped to care for including mice, ducks, quail and chickens.

Our staff at the Mira Mesa High School shelter continued to provide resources to evacuated pets and their families. There were almost 200 animals in the Humane Society's care and several more in vehicle with their owners. Thankfully the majority of animals have all been identified and the owners continue to check on and care for them. Humane Society veterinarian, Dr. Babbit was also on site to exams and provide care to animals in need. By the end of the evening several people had left as evacuated areas were beginning to be re-opened.



Photos from Wed., Oct. 24 >>

AM: The San Diego Humane Society is providing up to the minute information about available animal evacuation centers and supply areas, animal rescues, and donation and supply needs on our website. Residents are encouraged to check the website throughout the day for the most current, accurate information regarding all animal evacuation issues.

Although we are not currently able to escort individuals into burned areas, San Diego Humane Society and County of San Diego Animals Services officers are attending to animals left behind in burned areas. If you need an officer to check on an animal that was left behind, please call (619) 236-4250 and press "1."

Various animal evacuation centers are being set up throughout the county; however, not all centers are being actively supplied by the County of San Diego Department of Animal Services. The San Diego Humane Society urges pet owners to evacuate to Qualcomm Stadium or Fiesta Island when possible as pet supplies are being actively dispersed at these sites.

Representatives of evacuation centers in need of animal supplies can call (619) 243-3424.

Donate Now!

### Current Information

Updated 10/25, 8:00 pm

Pet Evacuation and Feeding/  
Watering Assistance:  
619-236-4250, select "1"

### County-Supplied Evacuation Sites

#### LARGE ANIMALS:

- Fiesta Island**  
Mission Bay Park  
Owner Evacuated Animals
- Lakeside Rodeo Grounds**  
Hwy 67 & Mapleview St.  
For Animals Evacuated by DAS or SDHS and affiliated agencies only.
- Gillespie Field**  
1960 Joe Crosson Dr.,  
El Cajon  
This site is in process of being set up. Please take large animals to Fiesta Island.

#### SMALL ANIMALS:

- Qualcomm Stadium**  
(closure pending)
- Red Cross Centers**
- Mira Mesa High School**

### Other Pet Evacuation Sites (Not Supplied by County)

Please Note: In order to provide detailed information, we are listing facilities that have announced their locations as animal friendly. These locations are not staffed or supported by the DAS or SDHS and we cannot confirm their supply levels or space availability. They may arrange supply pick-up from our Gaines St. location by calling 619-243-3424.

- Del Mar Fairgrounds**  
2260 Jimmy Durante Blvd.  
(Small Animals Only)
- El Camino High School**  
400 Rancho Del Oro Dr.  
Oceanside, CA  
(Operated by North County Humane Society. Small Animals Only)

Hello Simran!

Logout  
My Profile  
Change Password

SEARCH



Really Reliable Recall



Puppy PUN Class!

Update Time

Critical Community Information

Daily Detailed Updates/Blog

Photos, Videos and Message Boards

Call to Action 2: Volunteers/ In-Kind Etc.





# Email Implementation

Call to Action 1:  
Donation Solicitation

## The San Diego Humane Society, Helping our Community in Times of Need

As major fires engulf large parts of the San Diego County area, thousands of people and their pets have been placed at risk and have evacuated their homes. Many people need help not only in evacuating their animals, but also with sheltering and providing for the needs of the animals affected in these fires.

**Today, we need your help to continue to provide shelter and rescue assistance to pets who have been displaced by the fires.**

**Your donation makes a difference and means so much to us and to the individuals and animals affected by these fires. Anything you can give will help make a difference!**



Donate and Support Our Efforts Now!



If you have animals or livestock that you cannot evacuate yourself or that need to be rescued, call (619) 236-4250 and press "1" for emergency services.

[Read up-to-date information on the fires and on our rescue efforts here!](#)

Daily Detailed Updates/Blog

5500 Gaines Street, San Diego, CA 92110  
619.299.7012  
619.299.4269 fax  
<http://www.sdhumane.org>

Credibility & Footer



Donate with confidence! The San Diego Humane Society and SPCA is nationally recognized for fiscal responsibility by Charity Navigator with it highest 4-Star rating and recently was awarded the Better Business Bureau torch award for marketplace ethics.



## Example: Fire Storm 2007

**Integrated Marketing: Promote your site with the press!**



**CNN's The Situation Room**



## Fire Storm 2007: The Results

- More than **\$100,000** was raised online in the first six days of the emergency.
- **First Week: 1,000 Average** unique daily site visits **increased** to more than **6,000 daily visitors**.
- Increased total monthly site visits by **56%** in October
- E-mail Appeal sent to 10,000 constituents= **3,000 opens**, and more than **10,000 forward opens**.
- Photo Album, Fire Information and Donation Page were top pages viewed.
- **217 E-Cards** Sent (compared to 20-30 per month)
- Added **1,000 new constituents** to database

<b>Total Cash Donations Received</b>	<b>\$272,560</b>
<b>Online Donations</b>	<b>\$180,000 (66%)</b>
<b>In-Kind Donations Received &amp; Distributed</b>	<b>\$170,000+</b>

*Remember, if you just ask for money you won't be as successful as you could be if you provide a community service, timely information and demonstrate your work.*



## Everyday Example: Impound of 24 Cats

- In July 2007, over 24 cats were being housed in squalid conditions, outside in a temperature of 108 degrees.
- We impounded the cats for their health and safety and informed our constituents and the press about their conditions after they were back at the shelter.
- Informative email blast was sent to all constituents with various ways to participate.



# Email Implementation



→ Branding

## Humane Society's Investigations Officers Rescue 24 Over-Heated Cats from Squalid Conditions

**ALERT Bulletin: Saturday, July 7, 2007**

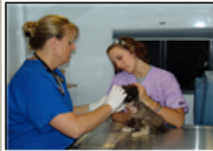
The San Diego Humane Society and SPCA's Investigations Department seized 24 cats being housed outside at a residence in the East County on Thursday. With a recorded temperature of 108 degrees at the time of seizure, the cats exhibited signs of extreme heat exposure.

**Extreme Heat Caution!**  
**Tips to Keep your Pet Safe.**

→ Relevant information for all pet owners.


Humane Officers also removed the cats from unsanitary living conditions—the cats' food and water were soiled and their run was filled with feces.

→ Details of ER Effort.



Humane Society officers took great care in retrieving the cats so as not to cause them any additional stress. Each cat was fitted with a tag and given an initial medical evaluation in the field by Humane Society veterinarian, Dr. Allison Woody, in the Humane Society's new, climate-controlled Mobile Universal Transport and Treatment (MUTT) Unit. The unit allows for the transport and medical treatment of large numbers of animals away from Humane Society facilities.

**Help Us Care for Animals in Need.**



→ Call to Action 1: Donation Solicitation

The rescued cats are of several breeds, including Himalayan, Siamese and Manx mixes, ranging in ages between one and five years old. Initial examinations indicate that the cats were suffering from overexposure to heat. Some cats were also found to be malnourished with dirty, matted coats, dehydrate and some also had physical injuries.

**View More Photos of the Rescue.**

→ Photo Album of Event

The cats are being held at the San Diego Humane Society and will receive further examinations and treatment today. The law indicates that owners of seized animals have ten days to request a hearing if they wish to retrieve their animals. If owners are unable to provide the necessary care in accordance with the law or if they fail to request a hearing, the Humane Society will retain the pets and provide them with any necessary medical treatment. **(Please note that these cats are not available for adoption at this time.)**

**Spread the Word:**  
Please send this message on to **at least 5 friends!**



→ Call to Action 2: Tell-A-Friend

You can help us continue to serve animals in need by making a donation now.

Donate with Confidence!

The San Diego Humane Society and SPCA is nationally recognized for fiscal responsibility by Charity Navigator with its highest 4-Star rating and recently was awarded the Better Business Bureau torch award for marketplace ethics.



→ Credibility & Footer



## A Proven Partnership

***Making the connection with constituents starts with making the connection with the right technology partner!***

### **Benefits of an eCRM Solution**

- Ability to easily add and modify content anywhere, anytime
- Offsite storage of constituent data
- Can be used independently for donor management or in tandem with current donor software
- One main system to train staff and volunteers on with the ability to assign security levels
- Great reporting and data analysis ability
- Add modules and use features as you grow
- On-call support



## Pathways to Success

1. Plan your launch/re-launch or upgrade in phases.
2. Don't train until you are close to start using the product.
3. Don't be afraid of what you don't know.
4. Think and try out of the box (and out of your industry!)
5. Steal.
6. Test, modify, test.
7. Aim high.

**“If you build it, they will come!”**



# Convio Helps You Drive Results

---

- Strong partners to the animal welfare sector
  - ▶ 50+ animal welfare clients from the largest to very small ones
  - ▶ Supporters/ sponsors of SAWA
- Best solution available for online marketing
  - ▶ Fundraising (donation micro-campaigns, peer to peer, events)
  - ▶ Communications (email, website management)
  - ▶ Engagement (advocacy, social network integration, surveys)
  - ▶ Integration to multiple donor databases
- Integrated donor management/CRM (Common Ground)
- Comprehensive client success services
  - ▶ Strategy and campaign management
  - ▶ Information architecture and user experience
  - ▶ Virtual administration

# We Have Very Successful Small Clients

---

- Convio has over 350 organizations with total public contributions below \$2m. The following are examples of smaller animal welfare Convio clients.
  - ▶ Humane Society Huron Valley
  - ▶ Pasadena Humane Society
  - ▶ SPCA Erie County
  - ▶ Missouri Humane Society
  - ▶ Western Pennsylvania Humane Society
  - ▶ Operation Kindness
  - ▶ Connecticut Humane Society



# Get Started Today – Convio Go!

---

**Convio online fundraising software**



**A proven action plan**



**A team of your peers and  
Convio coaches to guide you**



**Tangible results today and the  
knowledge to build on and expand your  
online programs**

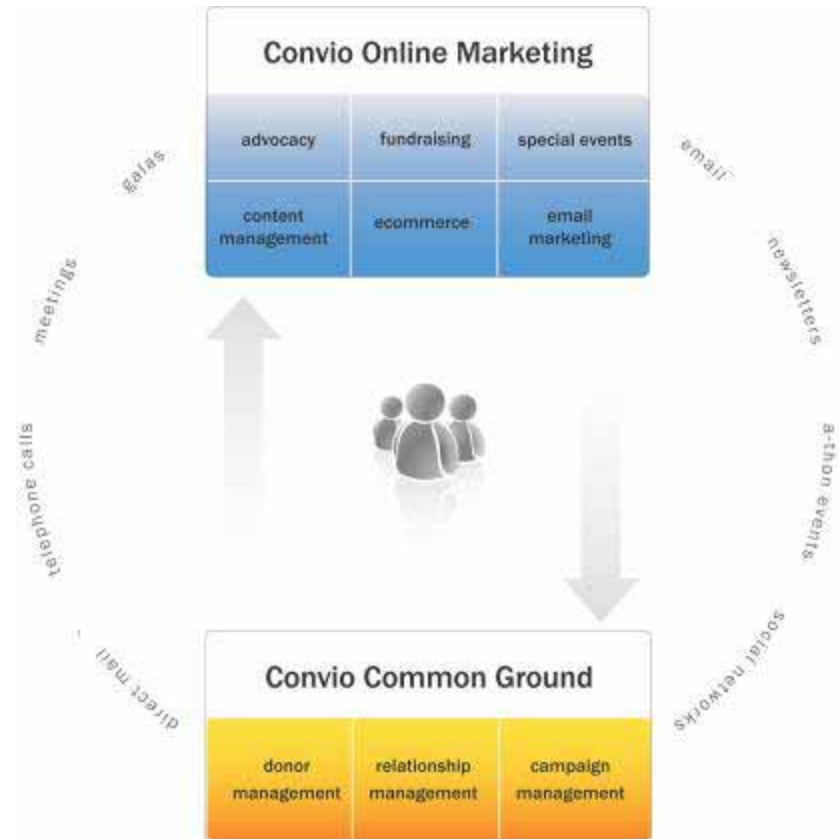
# Get Started Today – TeamRaiser

---

- TeamRaiser – Host an event, like a dog walk, and ask them to use a personal fundraising page to gather financial support for their participation
- Everyone Wins
  - ▶ Your constituents win because they get to share their stories and their passion for your organization with others
  - ▶ Your prospects win because they learn of your organization from a trusted source - their friends, family and neighbors
  - ▶ You win because you've extended your reach into unknown territory and you've “hired” locals to be your spokespeople

# Get Started Today – Common Ground

- Convio Common Ground
  - ▶ CRM for nonprofits
  - ▶ Replaces your donor database and consolidates all lists
- Convio Online Marketing
  - ▶ Products are independent, but deeply integrated
- Integration features
  - ▶ Synchronizes constituents, transactions, and campaign data
  - ▶ Common Ground constituent segments available in eCRM
- Results
  - ▶ Staff focus less on integration and more on creating effective campaigns;
  - ▶ 360° constituent tracking



# For Additional Information

---

- Learn about our solutions for animal welfare organizations: [www.convio.com/animalwelfare](http://www.convio.com/animalwelfare)
  - ▶ You'll find case studies, on-demand webinars, and other resources
- Questions? [www.convio.com/contactus](http://www.convio.com/contactus)