Spotlight on Animal Welfare Organizations

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December 9, 2008

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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

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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

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Weapon of mass engagement…

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SPCA
OF WAKE COUNTY

How we met and fell in love with convio®

Mondy Lamb
Marketing Director / Webmaster

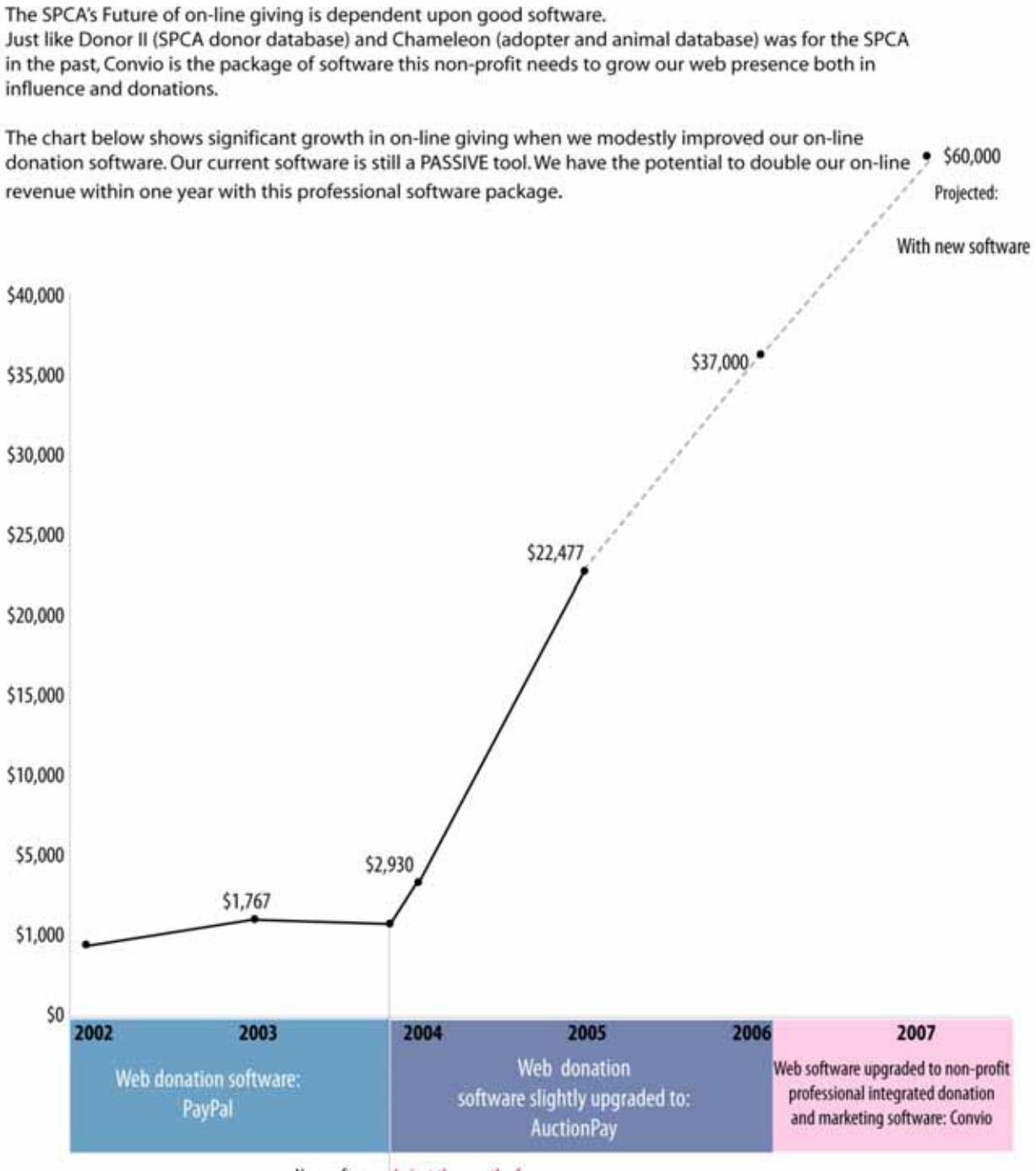
About the SPCA of Wake County
Located in Raleigh (capital city of NC)

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

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.



SPCA
OF WAKE COUNTY

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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

SPCA OF WAKE COUNTY

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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.

SPCA OF WAKE COUNTY

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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!

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.

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.

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 You Tube 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.

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.

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.

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

Campaign Result: 72% of featured dogs were adopted.

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.

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 then 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.

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
Ashlee Anderson
Allison Baker
Elizabeth Barlow
Misty Bridges
Vanessa Budnick
Riley Cat
David Cookson
Sarah Cookson
Heidi Cranford
Angelina Darling
Angela Dexter
STEVEN DRAKE

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

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.

SPCA OF WAKE COUNTY

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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.

SPCA OF WAKE COUNTY

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Making the Connection:

Convio & the San Diego Humane Society and SPCA

presented by

Simran Noon, Director PR & Marketing

San Diego Humane Society and SPCA

CELEBRATING OVER 125 YEARS of SERVICE

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

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:	***How We Do It:***
•Promote Available Pets	•Automatically Update Pet Profiles, Post Videos, Fliers. Online Adoption App Processing. (Pagebuilder, Image & Document Library)
•Promote all Programs, Services & Events	•Register for events, volunteer training and pay for classes online (Calendar Function & E-Commerce)
•Educate & Prevent Cruelty	•Post fresh and relevant content to site and article library regularly. Accept complaints online (Document Library & Survey Function.)
•Fundraise & Solicit Volunteers	•Provide a variety of ways for and locations on our site for donors to give. (Donation Forms, TeamRaiser, & Surveys.)
•Communicate Urgent Information, including disaster response	•Monthly E-mail newsletters and Special Alerts (Email Campaigns)
•Promote organizational involvement to enhance the human-animal bond.	•Provide a variety of ways for constituents to get involved online (Photo Albums, Videos, Ask a Trainer, Polls, Contests, E-Cards, Shopping etc.)

San Diego Humane Society and SPCA

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.

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
Athena	Cat	Domestic Short Hair	Senior	M	F	
Baby	Cat	Domestic Short Hair	Senior	L	F	
Baby Girl	Cat	Domestic Short Hair	Adult	XL	F	
Baby Girl	Cat	Domestic Short Hair	Adult	M	F	

MEMBER LOGIN

User Name

Remember me?

LOG IN

Forgot Password?

Not a Member?
Register Now!

SEARCH

Dec. 10
Head Start Class

Dec. 3
Pet Loss Support

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

Register for Class!
(ticket purchase required)

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

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

Dec. 9
Tots and Tales Storytime

Dec. 21
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.

San Diego Humane Society and SPCA: : San Diego Humane Society and SPCA: Home - Microsoft Internet Explorer provided by San Dieg

http://www.sdhumane.org/site/PageServer?pagename=home_page

File Edit View Favorites Tools Help

San Diego Humane Society and SPCA: : San Diego Hu...

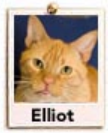
Page Tools

San Diego Humane Society and SPCA

Custom Banner & Button

DONATE ADOPTIONS PROGRAMS & SERVICES EVENTS RESOURCES VOLUNTEER SHOP ABOUT US

Our Featured Pets:


Elliot

Jack

Mama

Help Rescue Efforts Now!

MEMBER LOGIN
User Name
Remember me?
LOG IN
Forgot Password?
Not a Member?
Register Now!
SEARCH

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>>

Dec. 9
Tots and Tales Storytime

Dec. 3
Pet Loss Support

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

Quotes

Web Implementation

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 thier 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 Count 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

Nov. 22
Really Reliable Recall

Dec. 4
Puppy FUN Class!

Call to Action 1: Donation Solicitation

Update Time

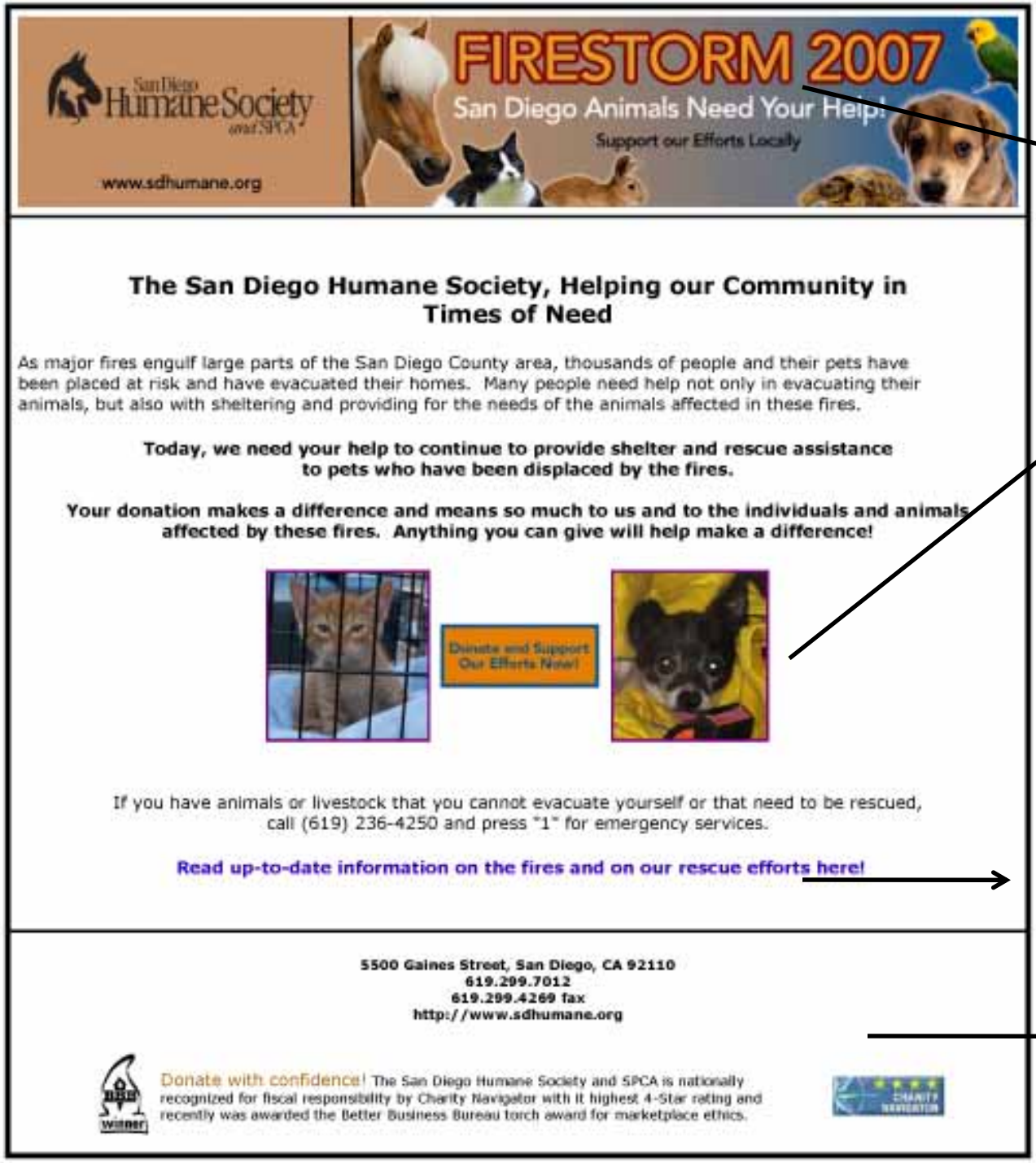
Critical Community Information

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

Daily Detailed Updates/Blog

Credibility & Footer

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

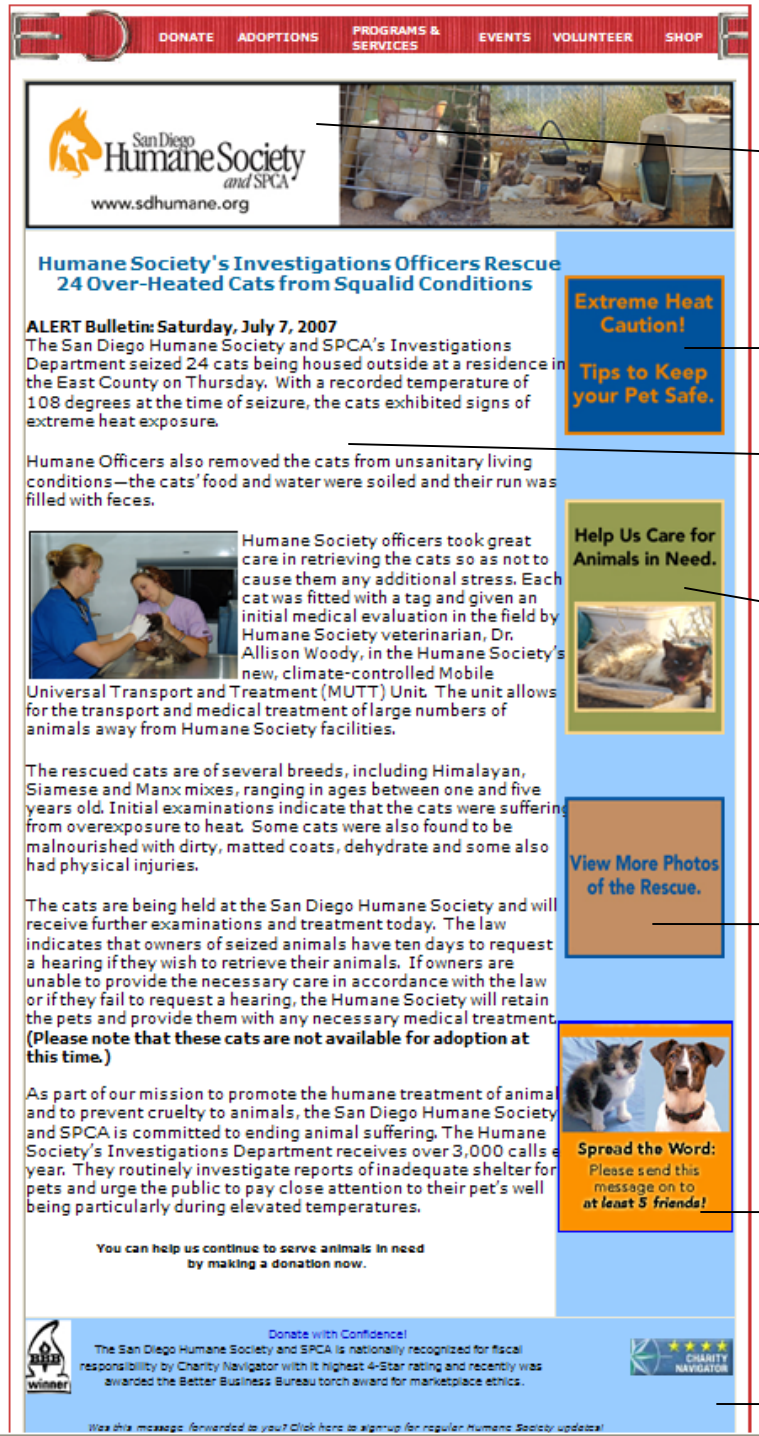
Total Cash Donations Received	**$272,560**
Online Donations	**$180,000 (66%)**
In-Kind Donations Received & Distributed	**$170,000+**

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

Relevant information for all pet owners.

Details of ER Effort.

Call to Action 1: Donation Solicitation

Photo Album of Event

Call to Action 2: Tell-A-Friend

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

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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

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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

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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

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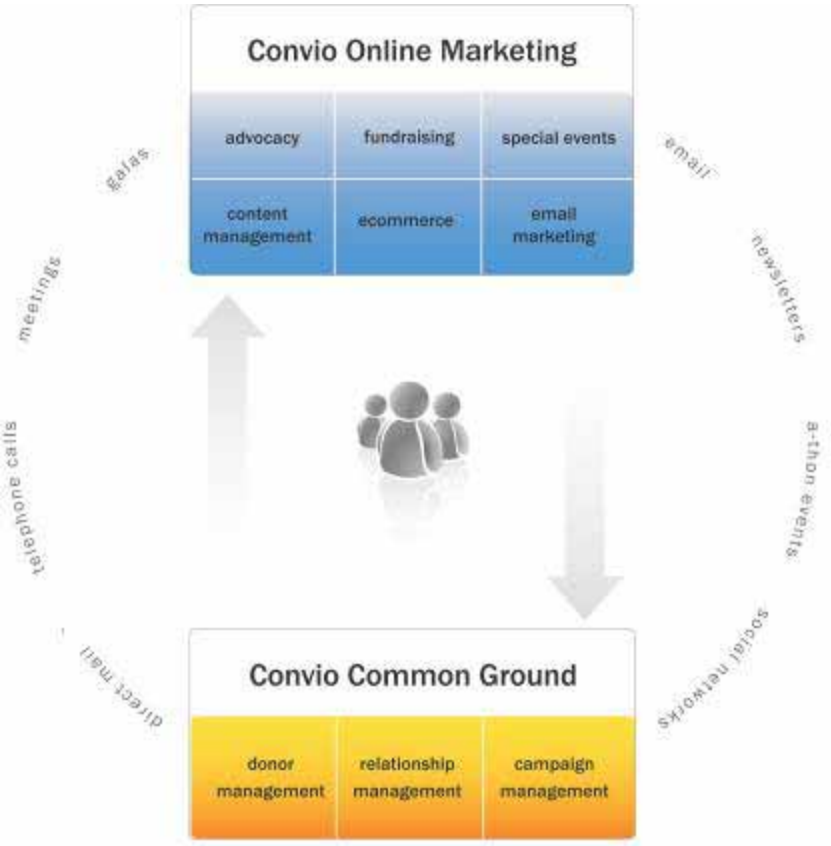
Get Started Today – Common Ground

- 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



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For Additional Information

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

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