



**THE HUMANE SOCIETY
OF THE UNITED STATES**

Animal Care Expo Online

Fundraising for and sustaining community outreach
and pet owner support programming

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PANHANDLE



ANIMAL
SHELTER



Panhandle Animal Shelter

Serving North Idaho through community-based programs to keep animals out of the shelter. For those who need to be sheltered they operate a 20,000 square foot facility to meet those needs. Cultural and programmatic changes have increased their impact by over 500% and increased donation and grant support by 62%.

Founded Home To Home™

34 shelters nationally



Host of People are Animals too, Darn It Podcast

An animal welfare podcast about people.



Our words
matter...



How We Communicate Our Work

- Do you promote wonderful, available, loving, fun, silly animals for adoption or do you promote injured, sick, sad, helpless, limited, hopeless animals?
- How we communicate dictates the behavior, relationship and responses from our:
 - Community
 - Donors
 - Staff
 - Volunteers



Common Communication Strategies

- Promoting animals for adoption by sharing their “victim story”.
- Donation appeals that include words like abandoned, dumped, neglected, abused, saved or rescued.
- These appeals focus on the problem and not on the solution.
 - Positives of this approach:
 - Donations are made to support the story.
 - Increased social media engagement.
 - Fills the need at the time and the donor’s desire to be needed and impactful.



Consequences of Negative Messaging

- Exploiting your community and animals to keep continued engagement.
- Building a wall between you and the community who needs you. (Triggering shame)
- Deploying fear as an engagement strategy requires a continued effort.
- Fear as a motivator needs to be continually deployed to keep interest. It does not build loyalty.
- It sends the message that most people are bad which is a false reality. It endorses the need to rescue and remove pets from families.
- Compassion fatigue and burnout.
- Unclear to community what you are working towards (fighting for something, versus against something).



Example:

Transactional based messaging:

Prevent Animal Neglect

Poor Brutus was dumped at our shelter. He was suffering from a severe case of mange, a skin disease that was easily treatable. He was miserable, sad and lonely. He needed help. We gave him the care he desperately needed and found him a new loving home. Help prevent stories like Brutus's and donate today.

Vision Messaging:

Brutus Gets the Care He Needs

Brutus was brought to our shelter because his family thought they would need to surrender him because they couldn't afford his medical treatment. Brutus had mange, an easily treatable skin disease that requires a prescription from a veterinarian. They thought bringing him to us was the best solution for him, even though it was breaking their hearts to let him go. They were delighted to hear that our goal is to help keep families together and that we could help. Thanks to the generosity of people like you, Brutus is healing in his warm and loving home. To keep pets like Brutus in their loving homes, please donate today.



The Alternative





The Long Game: Bring your community on the journey with you

- Communicate a shared vision of the future.
- Establish meaningful relationships that are not transactional.
- Promote optimism, hope, encouragement and empowerment.
- Recognize and honor good intentions, have authentic conversations, build trust and operate from a base of optimism.
- Lean in...close the empathy gap by sharing the whole story.

Recommended Steps...

If our goal is to create a better world for companion animals, we need to realize the effects of our actions now.

A long game of influence, empowerment and solutions will get us there.

Recommended steps:

- Pay attention to the story...who does it serve?
- Exclude details that add a negative emotional trigger that isn't necessary.
- Does the story serve a short-term need, but hurt your ability to influence toward your long-term goals?
- When you engage your donors you create a feeling of empowerment. They aren't a part of the physical work, but their financial contributions are making all the difference.



Pets for Life
Sustainability
Guide



Remove Biases, Create Equality

WE ARE OUR COMMUNITY AND THEY ARE US

- Practice objectivity: Focus on facts, refrain from opinions
- Acknowledge bias
- Ask questions: Challenge your own thoughts, feelings and be authentic
- All community members should be treated equal and as part of the solution:
 - Have community wide goals
 - Build trust
 - Find commonality
 - Work together
 - Provide the tools to empower people to create the future we desire
- Close the empathy gap...tell the human story.

If you want more positive employees, board members, volunteers and donors your messaging will make a difference.

Negative messaging = Negative people

Positive = Optimistic solution-based people



Lifeline

ANNUAL PROJECT



LifeLine Animal Project

- Atlanta, GA, founded 2002
- Managers of Fulton County and DeKalb County Animal Services since 2013
- New LifeLine Community Animal Center, adoption center and low-cost, full-service clinic
- Low-cost spay/neuter clinic south of the city near airport
- Community outreach programming via Pets for Life

Largest animal welfare organization in Georgia, caring for over 40,000 animals a year

Community Outreach and Pet Owner Support Work



Pets for Life since July 2017

- Clients helped: 7,865
- Pets helped: 11,695
- S/N surgeries completed: 3,298
- Vet visits: 1,224
- Supplies given: 12,450

Community Outreach and Pet Owner Support Work

Community Animal Center Veterinary Clinic

- Opened in October 2019
- Full service, low-cost
- Ultimately care for 20k pets annually



Community Outreach and Pet Owner Support Work



Healthy Pets events

- 2 in spring, 2 in fall
- Vaccinations, food, supplies, spay/neuter voucher
- 900 pets at last one
- Have become annual wellness visit for many

COVID-19 Impact

- Georgia is one of the SE states with big case numbers
- Unemployment rates in GA some of the highest in the U.S.
- Broad and likely lengthy economic impact will increase and sustain need for programming
- During crisis, donors more inclined to “understand” and support the need

Does COVID-19 create a fundraising “moment” for this work?

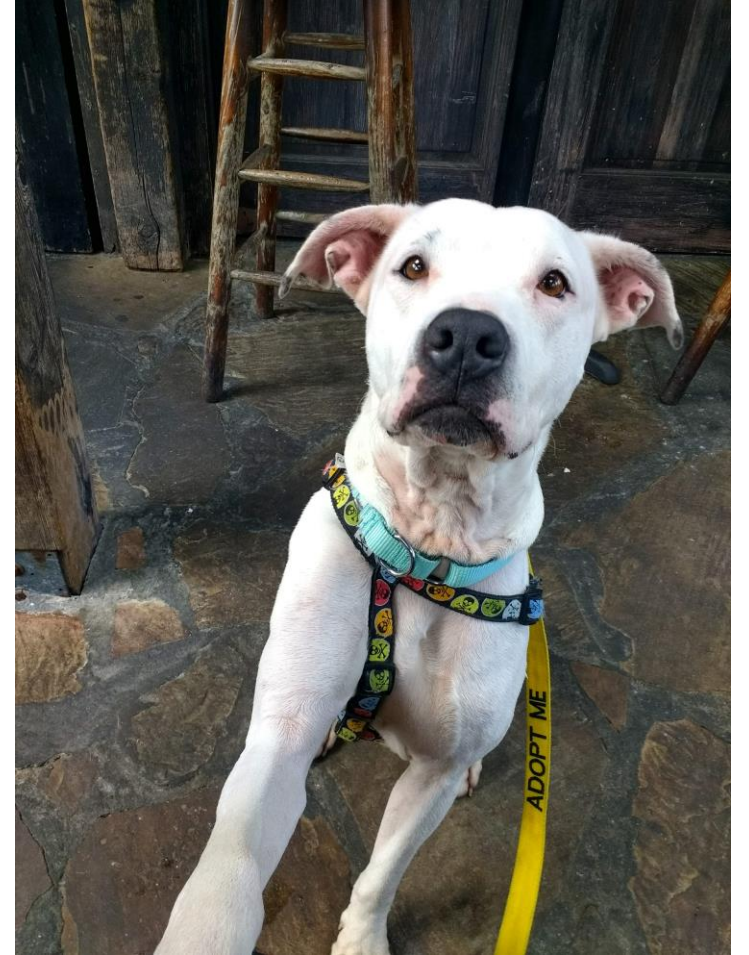
Presenting the Work

The Heartstrings

The usual:

- Human-animal bond
- Value of having a pet
- Depiction of care for at-risk animals

Similar, but somewhat different...*keeping*
families together



Presenting the Work

- How big is the picture?

Micro view – one big-eyed pet with loving owner

VS.

Macro view – data about broader system impact

- How integrated into the rest of your work; how part of a comprehensive strategy?
- The case for cost-effectiveness
- Services for the underserved
 - Create a case statement for human-focused community funders

Presenting the Work

- It's dynamic work. Learn to shape it in various ways.
- Ask key donors why they like (or don't like!) the work.
- Talk to a few funders outside animal welfare.
- Arm your team with the language, imagery and data to be flexible in presenting.

Connecting Donors to the Work

Meet donors where they are:

- Are they micro or macro thinkers?
- Are they more progressive or conservative?
- Do they support other human causes?
- Is ego part of their giving?

Connecting Donors to the Work

“If you can’t afford a pet, don’t have one.”

- Counterproductive to ignore this. It’s out there.
- Anticipate bias from some donors.
- Be aware of “the isms.”
- Commit to slowly educating over time.

Connecting Donors to the Work

In the face of bias...

- SHOW need for the work
- Show gratitude and investment from owners
- Present the alternative narrative
- Keep optics in mind

**Develop strategic storytelling...
with audience in mind.**





Connecting Donors to the Work

Importance of powerful imagery:

- photos, video, vehicle wrap

Build program systems that prioritize content collection.

Work with program staff to develop this lens.

Connecting Donors to the Work



Compelling spokespeople:

1. A staffer who directly engages in the work and has a passion for it
2. A client served by the program or clinic



LifeLine Animal Project is asking for donations.
Published by Kaitlyn Garrett · December 26, 2018

During our door to door outreach, our Pets for Life team met Elaina and Chewy. Miss Elaina was so excited to see us and show off her new pup! When we explained that our program offers completely free services for people and their pets in our community, she was ecstatic! Miss Elaina has been having some health issues lately, and unfortunately did not leave her with much money to spend on a vet appointment for Chewy. She couldn't sign him up fast enough! We will be picking him up next week for his free shots, neuter surgery, microchip, and health exam.

This is why LifeLine's Pets for Life program exists... because the love and companionship between Miss Elaina and Chewy is special, and we want to support them in any way we can. We want to help keep people and their pets together!

This holiday season, your donation to LifeLine is matched! Support our outreach efforts today and help save twice the lives. >>>
LifeLineAnimal.org/HolidayMatch



\$390 raised
12 people donated.

Donate

11,908
People Reached

1,432
Engagements

Boost Post

462

9 Comments 53 Shares

Connecting Donors to the Work

Social media tips:

1. Focus on individual stories whenever possible.
2. Call out specific pieces of the program and how they work to help the community
3. If there is a specific need, ask your social audience.
4. Always use platform donate buttons and stickers on Facebook and Instagram.

LifeLine
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Connecting Donors to the Work

Experiential:

1. Ride alongs
2. Volunteer at outreach events
3. Attend an outreach event
4. Volunteer at the clinic

Thank You!

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