Increase Your Donor Base
New Ideas for Building Your Base of Support
Build your base of support by collecting both email addresses and physical addresses.
Valuable data

- Name
- Address
- Email address
- Every donation: amount, date, source
- Appeal history: mail, email, phone
- Interactions: adoption, purchase, event participation, volunteerism, birthday card from CEO, meeting, conversation, etc.
- Phone
- Age, date of Birth
- Communication preferences
- Interests: reported or implied
- Wealth
- Gender
- Giving to others
- Spouse, children, pets
- Acquisition method
- Channel responsiveness

Start small with name, address, email. The more info you request on an initial contact, the less likely people are to give you any info.
Ethical data collection and use

- Rent or exchange of another org’s list is for single contact. Your org owns a person’s name and address info for future use only if the person responds to your appeal.
- Have a way to manage communication preference requests.
- Honor consumer opt-out requests by utilizing DMA’s “no mail” suppression list.
- Publish a privacy policy.
- Comply with CAN-SPAM Act.
- Comply with raffle or contest regulations.
Building an email list

How NOT to build a list

• Buy email lists
• Take email addresses from anywhere
• Trade lists from other organizations

Every email address you have must be opted in to receive mail from you.
Don’t get reported as spam

If people don’t know how they got on your list, they may mark your message as spam.

If enough people mark you as spam, mail servers may block you.

Bottom line: Only send email to people who said they want your email.
Opt-in means you have permission to email.

Opt-out means you do not have permission.

This is the law. The CAN-SPAM Act (Controlling the Assault of Non-Solicited Pornography And Marketing Act) of 2003 requires an unsubscribe option on every email, and prohibits the use of lists acquired without permission and falsifying sender information (and some other stuff).
Renting lists to mail

Unless you make other arrangements, rental of name/address is for a single use. You may not add the record to your CRM system or contact again until they respond.

Municipal or voter lists may also be available.

<table>
<thead>
<tr>
<th>LIST NAME</th>
<th>SELECT</th>
<th>Total Univ</th>
<th>Select Univ</th>
<th>Qty Reqstd</th>
<th>Qty Apprv</th>
<th>Cost Per M</th>
<th>%RSP</th>
<th>AVG</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANIMAL LEGAL DEFENSE FUND</td>
<td>$10+ 12 MO</td>
<td>61,420</td>
<td>27,406</td>
<td>27,406</td>
<td>27,406</td>
<td>$85.00</td>
<td>0.68%</td>
<td>$20.87</td>
</tr>
<tr>
<td>CASTLETON RANCH HORSE RESCUE</td>
<td>12 MO $5+</td>
<td>22,379</td>
<td>12,542</td>
<td>16,643</td>
<td>16,643</td>
<td>$100.00</td>
<td>0.95%</td>
<td>$20.85</td>
</tr>
<tr>
<td>CATNIP</td>
<td>6 MO HL DTP PAID</td>
<td>38,000</td>
<td>12,940</td>
<td>12,940</td>
<td>12,940</td>
<td>$75.00</td>
<td>0.69%</td>
<td>$26.52</td>
</tr>
<tr>
<td>CATWATCH NEWSLETTER</td>
<td>6 MO HL DTP PAID</td>
<td>28,535</td>
<td>15,610</td>
<td>15,610</td>
<td>15,610</td>
<td>$75.00</td>
<td>0.63%</td>
<td>$23.35</td>
</tr>
<tr>
<td>CATWATCH NEWSLETTER</td>
<td>7-12 MO HL DTP PAID</td>
<td>28,535</td>
<td>6,847</td>
<td>6,847</td>
<td>8,847</td>
<td>$75.00</td>
<td>0.81%</td>
<td>$27.38</td>
</tr>
<tr>
<td>DOG FANCY</td>
<td>6 MO HL DTP PAID</td>
<td>111,702</td>
<td>7,898</td>
<td>25,000</td>
<td>25,000</td>
<td>$85.00</td>
<td>0.44%</td>
<td>$28.34</td>
</tr>
<tr>
<td>FUND FOR ANIMALS CONVENTIONAL DNRS</td>
<td>12 MO</td>
<td>60,891</td>
<td>36,609</td>
<td>36,609</td>
<td>36,609</td>
<td>$75.00</td>
<td>0.88%</td>
<td>$12.42</td>
</tr>
<tr>
<td>GUIDING EYES FOR THE BLIND</td>
<td>$10+ 12 MO</td>
<td>175,000</td>
<td>102,000</td>
<td>50,000</td>
<td>50,000</td>
<td>$9.50</td>
<td>0.67%</td>
<td>$20.59</td>
</tr>
<tr>
<td>NATL HUMANE EDUCATION SOCIETY</td>
<td>DONORS (12 MOS/$5.00+)</td>
<td>116,245</td>
<td>77,034</td>
<td>77,034</td>
<td>77,034</td>
<td>$85.00</td>
<td>0.64%</td>
<td>$17.22</td>
</tr>
<tr>
<td>NORTH SHORE ANIMAL LEAGUE NON-SWEEP</td>
<td>12 MO</td>
<td>92,762</td>
<td>94,541</td>
<td>95,000</td>
<td>95,000</td>
<td>$90.00</td>
<td>0.88%</td>
<td>$12.09</td>
</tr>
<tr>
<td>PEOPLE HELPING HORSES</td>
<td>DONORS</td>
<td>35,079</td>
<td>9,894</td>
<td>9,894</td>
<td>9,894</td>
<td>$75.00</td>
<td>0.44%</td>
<td>$34.71</td>
</tr>
<tr>
<td>PHYSICIANS COMMITTEE RESPONSIB</td>
<td>$5-99.99 12 MO</td>
<td>57,874</td>
<td>29,019</td>
<td>24,036</td>
<td>24,036</td>
<td>$85.00</td>
<td>0.63%</td>
<td>$22.71</td>
</tr>
<tr>
<td>RED ROVER</td>
<td>24 MO MEMBERS</td>
<td>10,841</td>
<td>10,841</td>
<td>10,841</td>
<td>10,000</td>
<td>$80.00</td>
<td>1.02%</td>
<td>$11.46</td>
</tr>
<tr>
<td>REDWING HORSE SANCTUARY</td>
<td>12 MO $10+</td>
<td>18,808</td>
<td>7,599</td>
<td>7,599</td>
<td>7,599</td>
<td>$100.00</td>
<td>0.78%</td>
<td>$16.66</td>
</tr>
</tbody>
</table>
Visitors were removed from the retargeting list if they returned and completed a donation or if they did not return at least once within a 30-day period.
Sign up for updates

Add a sign-up button on your website right now.

ADOPT ROSEBUD—FREE FLIGHT
If you are the sort who doesn’t love a ruckus, but values a reserved, quiet dog, Rosebud may just be your gal!

BEST FRIENDS BLOG
Next week’s National Conference offers inspiration, networking and the chance to learn from the best in the no-kill movement.

STILL SHINING BRIGHT
Hurricane Katrina survivor Scratch may be getting on in years, but he is still living life to the fullest.

SIGN UP FOR EMAIL: Enter email address

GET MOBILE UPDATES:
Enter phone number

SMS Subscription service. Up to 4msg/mo. Msg&Data Rates May Apply.
Text STOP to 90999 to STOP. Text HELP to 90999 for HELP.
Home page pop-up

Stay up to date on the latest cancer news and research.

Email Sign-up

Target your pop-ups: on exit, after 3 pages, by referral site
Offer something free

- Magazine or newsletter
- Sticker
- Tour
- Gift or discount from local business

Hot on the heels of pet fire safety!

Petplan offers the only fully customizable Pet Rescue Alert that includes a photo. A photo alert can help firefighters find and rescue your furry friend faster in the event of a fire!

To download a FREE customized Pet Rescue Alert, we'll need just a few details.

- First Name:
- Last Name:
- Email:
- Do you have pet insurance? [ ] Yes, I'm a Petplan Policyholder
  [ ] Check here if you have read the Terms and Conditions

Get started!
Offer something free

Like a GOAT sticker?

Join The Horde.
Keep spreading the Goat stoke in new places and we'll keep sending stickers your way. We love our international customers, but at this point we can't ship freebie stickers outside the U.S.A... we're working on it though so don't get too bummed.

Email *

ex: joe@gmail.com

Name *

Mailing Address *
Pledge or petition

• Ask people to take a pledge to adopt or Save Them All.
• Sign a petition.
• Join a group of people with similar values.

Humane Society International
June 2

The tale of Finding Dory will make its way onto movie screens this summer, possibly leading people to search for their own Dory as a pet. Blue tangs, like Dory, are wild fish caught from the ocean and sold into the aquarium trade. Help protect blue tangs and all wild fish by taking the Don't Buy Wild pledge: https://action.hsi.org/ea-action/action...

We just wanna keep swimming...
IN THE OCEAN!

Don’t buy wild caught fish as pets.
Collect info from ALL constituents

Capture name, address, email address info from all constituent groups:

- Adopters and potential adopters
- Visitors
- Volunteers
- Influencers
- Merchandise purchasers
- Service recipients
Peer recruitment

Pledge your birthday and help change lives.
It's easy. Instead of gifts, ask for donations.

MM  DD  YYYY

Full Name

Email

PLEDGE NOW
Event attendees

Capture info from those attending an event or house party.
30 Facebook Timeline Contests to Drive Likes and Comments

1. We’re almost to 40,000 fans. Click like to celebrate! The 100th like will get a free [INCENTIVE].

2. Comment “Coupon” below to get 20% off your next purchase at [FAN PAGE NAME]. Enter before 5pm EST tomorrow!

3. We’d love getting to know you as well as your best friend knows you! Leave a comment below and attach a picture of you and your best friend for your chance to win [INCENTIVE]. We’ll pick a winner at noon PST tomorrow.

4. Comment below for your chance to win a free T-Shirt: The best kind of [INSERT] is _________________. Get the most likes on your comment by 2pm EST tomorrow to win!

5. Comment below, what year was [FAN PAGE NAME] founded in? The first person to guess it right gets [INCENTIVE]
Create awesome, shareable content

Offer something unique: your celebrations, stories, videos, etc.

• Add share options to your messages.
• Make sure content is linked back to you.
Ask for feedback

Capture info from those who give a review, comment or offer feedback.
Third-party email acquisition is a great way to acquire new email addresses fast. But not as qualified as email sign-ups on your website.
Ask a corporate supporter or partner organization to send mail or email on your org’s behalf.
Vote for your favorite

Cast your vote!
Your vote is needed to help choose the Best Friends 2017 calendar cover kitten!
With newborn kittens among the most at-risk animals in shelters today, featuring one of these sweet faces on the cover of our new calendar can help raise awareness and help save lives.
So please vote for your favorite image below. And don’t worry. We won’t tell anyone how long you sit here trying to decide.

1 vote for me  2 vote for me  3 vote for me

$38,666 in revenue
Average one-time gift: $52
39% from new donors
Take a survey

HOW INTERESTING are YOU?

Sign up to see where you rank vs. your friends and enter for a chance to win some amazing prizes.

SEE WHERE YOU RANK
Take another survey

What Kind Of Pet Are You?

Created by LittleThings on July 14, 2015

You've found out what kind of dog you'd be. What kind of cat. What kind of bird... But how do you even know if you're a dog, cat, or bird? Find out what kind of pet you'd be with this hilarious quiz!

LET'S PLAY!
Tell us your story

Solicit user-generated content.

Adopted a senior pet?
Share your story.
postpurple for babies

WHEN IT COMES TO BABIES, our love knows no bounds. As moms, dads, aunts, uncles, grandparents and friends, we are a community of people forever changed by a little life. This month we celebrate babies by inviting you to Post Purple.

Share a memory, offer a wish or celebrate an unforgettable moment. Together we will show the power of our community and the strength of our commitment to solve the mystery of premature birth.

Share a memory, offer a wish or celebrate an unforgettable moment today!

First Name

Last Name

Email Address

Memory / Wish / Moment (100 characters max)

You have 100 characters left.

- I am posting in honor and remembrance of a baby I hold in my heart because I cannot hold them in my arms.
Facebook ads

Your Donate Now button should direct people back to your website so you collect donor data.
Keep in mind that Facebook does not provide back to your organization the names, addresses and email addresses of donors. This won’t help build your donor base, but it will provide revenue.

People are donating this way, so register your organization to realize additional revenue opportunities. Registering with Facebook Donate will allow you to receive money more quickly.
Vehicle donation

• Optimize keyword search online.
• Advertise via email, Facebook, print ads.

Setting up a vehicle donation program is super easy and costs your organization nothing! Contact Heidi at CARS, Best Friends’ donation partner, at heidic@careasy.org to get started today.
Be where they are

• Give copies of your newsletter or other publications to local veterinarians and other businesses. (Make sure there is a reply device inserted and a URL.)

• Have a donation box in local businesses.

• Have a presence in other locations that your target audience frequents.

• Offer to do a presentation to a target audience.
Be visible

- Have an info booth at local events and festivals.
- Do face-to-face engagement.
- Publicize news updates.
- Have a recurring column in the local paper.
- Always include your organization’s URL in PR announcements.
Appendix
Free tools and resources

- Google Alerts
- Animoto (Use nonprofit portal)
- Volunteer Match
- Vistaprint
- Google Website Designer
- Duda
- Bitly or Google Shortner
- PageModo
- thedma.org