



Increase Your Donor Base
New Ideas for Building
Your Base of Support

Best Friends®
SAVE THEM ALL®



**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.

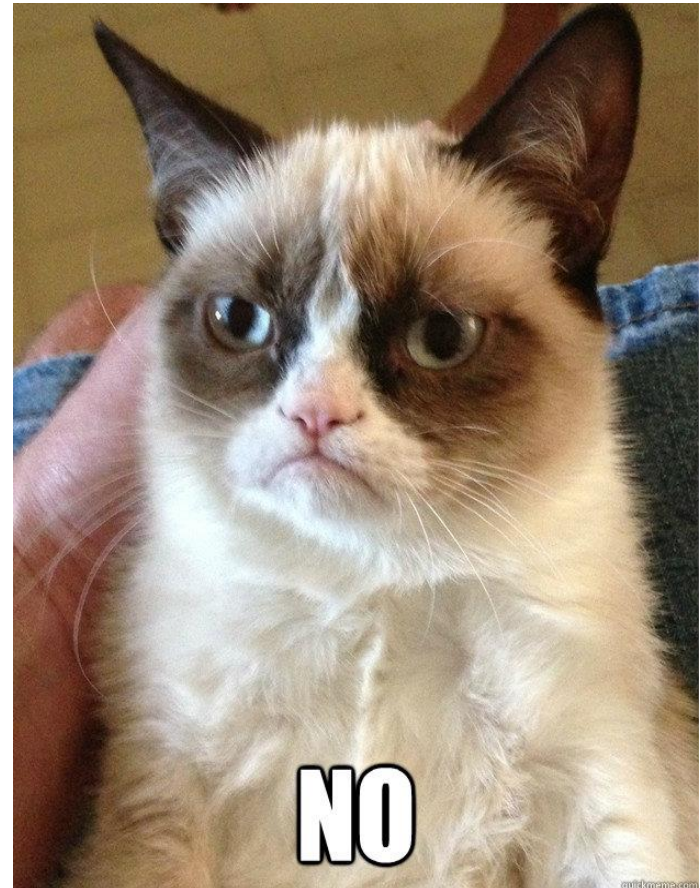


Building an email list

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.

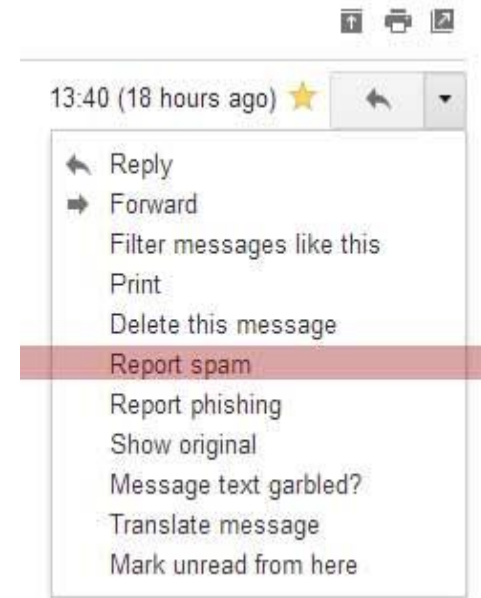




Don't get reported as spam

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.



A word on opt-in/opt-out

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

	D	E	F	G	H	I	Z	AC	AD
13	LIST NAME	SELECT	Total Univ	Select Univ	Qty Reqstd	Qty Apprv	Cost Per M	%RSP	AVG
17	ANIMAL LEGAL DEFENSE FUND	\$10+ 12 MO	61,420	27,406	27,406	27,406	\$85.00	0.68%	\$20.87
18	CASTLETON RANCH HORSE RESCUE	12 MO \$5+	22,379	12,542	16,643	16,643	\$100.00	0.95%	\$20.85
19	CATNIP	6 MO HL DTP PAID	38,000	12,940	12,940	12,940	\$75.00	0.69%	\$26.52
20	CATWATCH NEWSLETTER	6 MO HL DTP PAID	28,535	15,610	15,610	15,610	\$75.00	0.63%	\$23.35
21	CATWATCH NEWSLETTER	7-12 MO HL DTP PAID	28,535	6,847	6,847	8,847	\$75.00	0.81%	\$27.38
22	DOG FANCY	6 MO HL DTP PAID	111,702	7,898	25,000	25,000	\$85.00	0.44%	\$28.34
23	FUND FOR ANIMALS CONVENTIONAL DNRS	12 MO	60,891	36,609	36,609	36,609	\$75.00	0.88%	\$12.42
24	GUIDING EYES FOR THE BLIND	\$10+ 12 MO	175,000	102,000	50,000		\$9.50	0.67%	\$20.59
25	NATL HUMANE EDUCATION SOCIETY	DONORS (12 MOS/\$5.00+)	116,245	77,034	77,034	77,034	\$85.00	0.64%	\$17.22
26	NORTH SHORE ANIMAL LEAGUE NON-SWEEP	12 MO	92,762	94,541	95,000	95,000	\$90.00	0.88%	\$12.09
27	PEOPLE HELPING HORSES	DONORS	35,079	9,894	9,894	9,894	\$75.00	0.44%	\$84.71
28	PHYSICIANS COMMITTEE RESPONSIB	\$5-99.99 12 MO	57,874	29,019	24,036	24,036	\$85.00	0.63%	\$22.71
29	RED ROVER	24 MO MEMBERS	10,841	10,841	10,841	10,000	\$80.00	1.02%	\$11.46
30	REDWING HORSE SANCTUARY	12 MO \$10+	18,808	7,599	7,599	7,599	\$100.00	0.78%	\$16.66

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.



Online retargeting of mailed names



Give to the Animals

Your gift will help save pets at the Sanctuary and all across the country.

[Donate today](#)



Last chance to make a tax-deductible gift to the animals for 2015!



[Give now →](#)



Best Friends



Give to the Animals

Make the holidays merry and bright for a pet in need.

[Donate today](#)

Send an e-card that saves lives

Brighten someone's holiday with a gift to the animals.

[Donate today](#)



Send an e-card that saves lives

Brighten someone's holiday with a gift to the animals.

[Donate today](#)



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:



Best Friends Animal Society is a 501(c)(3) registered nonprofit organization that operates the nation's largest sanctuary for homeless animals and provides adoption, spay/neuter and educational programs.

GET MOBILE UPDATES:



SMS Subscription service. Up to 4msg/mo. Msg&Data Rates May Apply.
Text STOP to 90999 to STOP. Text HELP to 90999 for HELP.
Full Terms: www.mGive.com/e. Privacy Policy: www.mgive.org/p.



Home page pop-up

The screenshot shows the homepage of the Georgetown Lombardi Comprehensive Cancer Center. The header is dark blue with white text for navigation: **GEORGETOWN UNIVERSITY**, **PATIENT CARE**, **RESEARCH**, **EDUCATION**, **COMMUNITY**, and **NEWS & EVENTS**. Below the header, the center's name is displayed in large white letters. To the right, there is a search bar and a list of links: **ABOUT**, **CONTACT US**, **TOPICS A-Z**, **LOMBARDI INTRANET**, **MAKE AN APPOINTMENT**, **MAKE A GIFT**, and **GET INVOLVED**. A social media bar with icons for Twitter, Facebook, LinkedIn, YouTube, and Instagram is also present. The main content area features a large blue pop-up overlay with the text: **Georgetown | Lombardi**, **COMPREHENSIVE CANCER CENTER**, **Stay up to date on the latest cancer news and research.**, and a prominent orange **Email Sign-up** button. Below the pop-up, a section titled **CENTERS AND INITIATIVES** is visible, along with a notice about the clinic's atrium being closed due to construction.

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!



Give first responders all the information they need and give yourself peace of mind - Customize your Pet Rescue Alert today.

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?

☐ Check here if you have read the Terms & Conditions*

get started!




**Subscribe to
Best Friends
magazine
today**






Offer something free

Like a GOAT sticker?

 **backcountry**

 Search gear & clothing

Exclusives


New Arrivals

Brands

Activities

Women

Give your friends \$10


backcountry.com

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...>





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

Donate Your Birthday | ch

ps://donate.charitywater.org/birthdays

BSD Control Panel Blackbaud Learn CRM Best Friends Animal S 15-month Calendar - New Tab Dundas Dashboard St George Utah Event

charity: water WHY WATER? OUR WORK ABOUT US

DONATE FUNDRAISE SIGN IN

Pledge your birthday and help change lives.

It's easy. Instead of gifts, ask for donations.

MM DD YYYY

Full Name

Email

PLEDGE NOW

A close-up photograph of a birthday cake with white frosting and chocolate shavings. Several lit candles are on the cake, and a hand is visible on the right side, holding a matchstick to light one of the candles. The background is a warm, orange glow.



Event attendees

Capture info from those attending an event or house party.





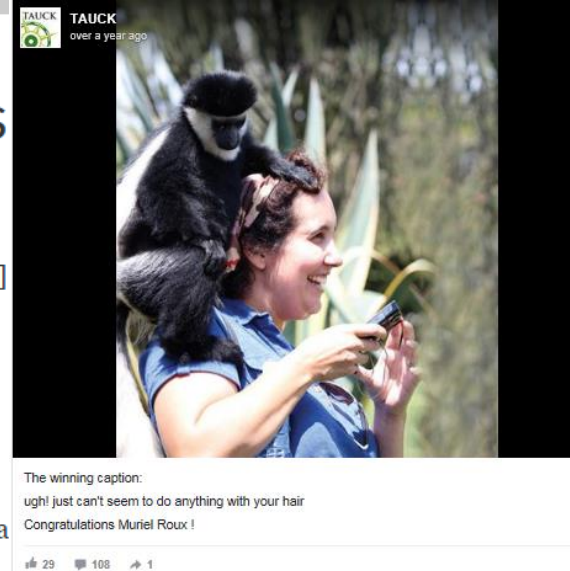
Contest: Facebook or offline

SocialTimes

30 Facebook timeline contest ideas that drive likes and comments

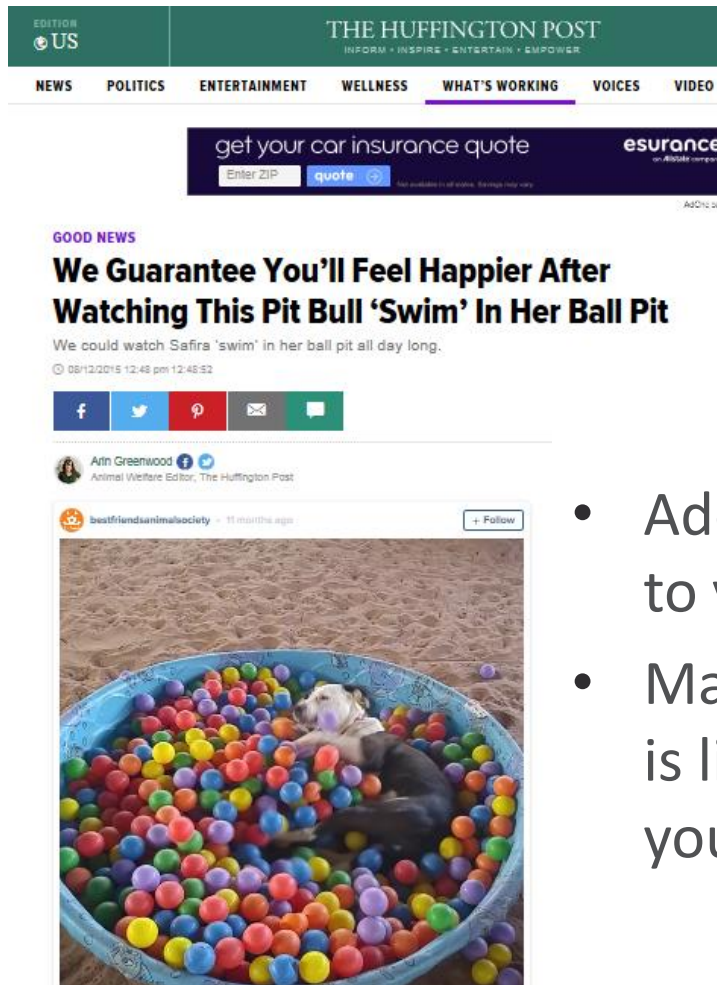
30 Facebook Timeline Contests to Drive Likes and Comments

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]

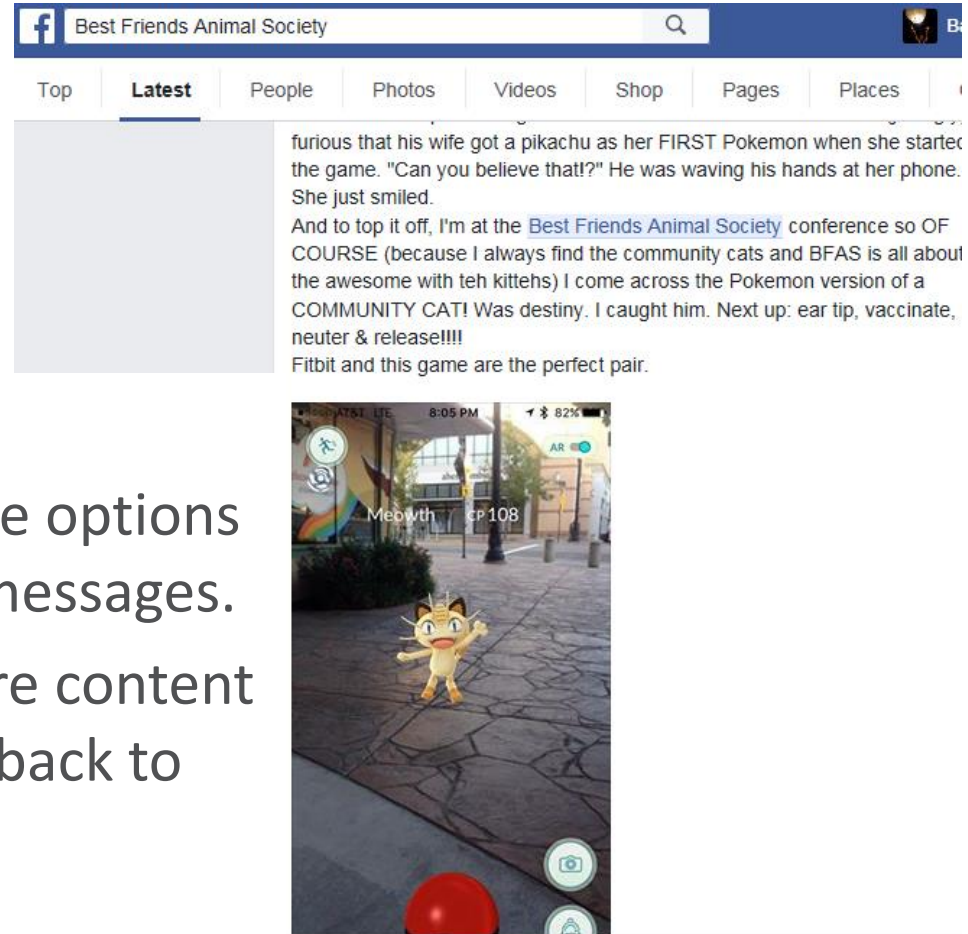




Create awesome, shareable content



- Add share options to your messages.
- Make sure content is linked back to you.



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



Ask for feedback

Capture info from those who give a review, comment or offer feedback.



SAVE THEM ALL

It's a bird. It's a plane. It's — a dog in a Superman cape?

Dachshunds may make the cutest hot dogs in the world and cats the most adorable pumpkins, but not everyone thinks that dressing up animals for Halloween is endearing. In fact, some folks think it's just downright wrong. And since the spooky holiday is just a few weeks away, we want to know: Where do you stand?

Do you think it's OK to dress up pets for Halloween?
Cast your vote by clicking below.



CAST YOUR VOTE BY MIDNIGHT OCTOBER 15

Once all the votes are in, we'll be sure to share the results. Whether it's yes or no to Batman cats and dragon dogs, you'll know where most animal lovers stand.

Thanks for voting!

Kate Moore

Online community manager, Best Friends Animal Society




Third-party tools

GreaterGood™

GreaterGood Hunger Breast Cancer Animals Veterans Autism Alzheimer's Diabetes Literacy

Take action! »




Pledge to keep kids safe from abuse »

Sponsored by: Kosair Charities

Every child deserves protection from abuse.

Goal: 15,000 • Progress: 9,655


Take



Kosair Kids

Do You Know What Your Kids Are Eating? »

Sponsored by: The Autism Site



GreaterGood™

GreaterGood Hunger Breast Cancer Animals Veterans Autism Alzheimer's Diabetes Literacy

FREE ACTIONS ▼ VIDEOS & STORIES ▼ NEWS & INFO ▼ YOUR VOICE MATTERS ▼ SHOP TO GIVE MORE ▼ ABOUT US ▼

Pledge To Keep Kids Safe From Abuse

Every child deserves protection from abuse.

Share 197 **Tweet** 2 **Like** 1 **Pin it** 0

Sponsored by: Kosair Charities

You may not always hear their cries or see their tears—or their bruises. But you know child abuse is real and it's happening near you.

Please do your part to stand up for those too small to defend themselves. It's a national problem but the solution starts close to home, with friends and neighbors like you!

Last year, more than 3 million children across the country were abused. In Kentucky and Southern Indiana, thousands of children were physically or sexually abused or neglected and at least 67 died or nearly died.

At Kosair Charities, we're working to protect the health and well-being of children in Kentucky and Southern Indiana. You can help keep kids safe everywhere. Pledge to stop child abuse when you see it, and report it when you think its going on!

TAKE THE PLEDGE FOR CHILDREN NOW

Sign Here

Email *

First name * Last name *

I pledge to stop child abuse when I see it, to report it when I think its going on, and to raise awareness about it to make sure no child has to endure another day or night in fear of being abused. I pledge to do my part!

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.



Sponsored email

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

Thanks for voting!

Katherine Moore

Kate Moore
Email marketing manager, Best Friends Animal Society

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



Thanks for voting!

Look for your calendar in your inbox this summer.

Want to help ensure a bright future for even more adorable faces? Make a lifesaving gift today!

Donor Info

Country
United States

First Name

Last Name

Address

City

State/Region/Province

TX

Zip

Email Address

☐ I Want To Stay in Touch With The Animals Through Email Updates.

Phone Number

Donation Amount

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250
☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$ Other (USD)

Payment Information

Card Number



CVV

Expiration

Month Year

Recurring Contribution:

Yes, I'd like to repeat this gift monthly. Please charge my card automatically on the 25th of each month.

☐ Please Make This A Recurring Contribution

CONTINUE >



Take a survey

INTERESTING INDEX

THE BEER

VARIETY PACKS



BEER FINDER

VIDEOS

HISTORY

#STAYTHIRSTY



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!

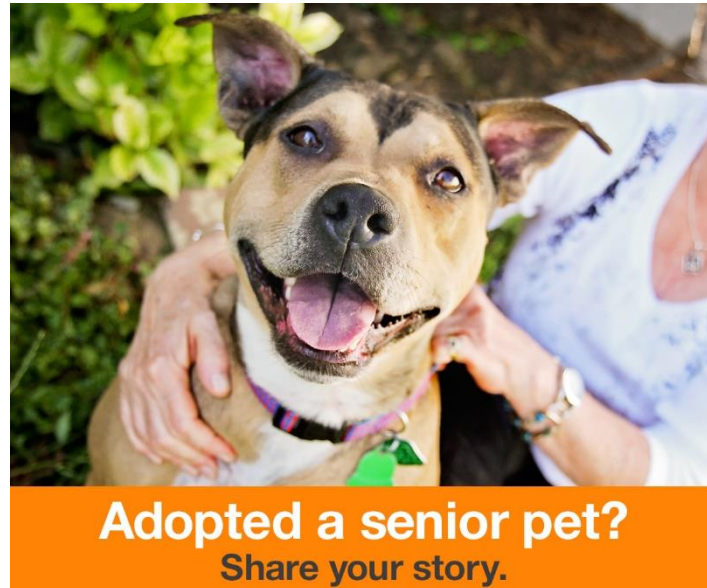
LET'S PLAY!





Tell us your story

Solicit user-generated content.





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



Like Page

It's Giving Tuesday! Join us to help Save Them All today and your gift will be matched.



Be part of a momentous Giving Tuesday!

Help Make Spirits Bright

Giving Tuesday is a global movement dedicated to giving back. Will you show your support for homeless pets?

SECURE.BESTFRIENDS.ORG
Not affiliated with Facebook

Donate Now

276 Likes 18 Comments 60 Shares



Best Friends Animal Society

May 22 · 🌐

Kitten season is here! As cute as it sounds, it's actually a time when shelters become overwhelmed with tiny creatures who require 24/7 care to survive. That's why your help is needed now more than ever. The power of YOU matched with our kitten nurseries can save so many more of those precious lives in 2016!



Help Kittens Grow for as Little as \$5

Your gift will save lives, helping vulnerable kittens get the chance to grow into beautiful adult cats ready for adoption.

SECURE.BESTFRIENDS.ORG
Not affiliated with Facebook

Donate Now

Your Donate Now button should direct people back to your website so you collect donor data.



Facebook Donate

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.

**Amy Starnes**Mar 5 at 12:11pm • 

My birthday is coming up. I hope you'll join me in celebrating by making a gift to the MSSPA who do amazing work rescuing, rehabilitating, and adopting out horses in Maine. It'd mean a lot to me and the horses. Thank you!



**Amy's Birthday Fundraiser**

\$185 raised of \$250

You, Amy Starnes and 6 others have donated. [CONTRIBUTE](#)

 Angela Embree and 4 others

9 Comments

 Like

 Comment

 Share



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