

Webinar

# It's A Great, Great Sustainers World

Wednesday, September 16  
4:15 PM - 5:15 PM EDT

**DMAW**  
Direct Marketing Association of Washington

**BCSPCA**  
**DMAW**  
Direct Marketing Association of Washington

It's A Great, Great Sustainers World







# Who am I?

SHONI FIELD

- BC SPCA Chief Development Officer
- 23 years of fundraising experience specializing in direct response.
- Finds putting together conference presos an excellent discipline in articulating fundraising philosophies.

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# What we'll cover

- Is there donor appetite for monthly giving right now?
- The 4 ingredients of a successful digital sustainer program
- 5 digital tactics
- The balancing act

*Plus a few cats & dogs!*

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# Can we grow sustainer programs right now?

## What donors tell you matters...

Surveys of donors\* say that they're nervous of making the long-term commitment to monthly giving right now.

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\*Mark Phillips, Blue Frog

# Make current emergency = future resilience

...but what  
donors do  
matters more.

## At the BC SPCA

### First 3 months:

- 1st gift online is monthly  $\uparrow$ 133%
- New online one time donors converted to sustainer at 2% higher than normal.
- Upgrade program showed a 16% increase year over year.

### 3-6 months:

- Monthly donor sign up  $\uparrow$ 62%
- Monthly revenue from sustainers grew 8% since March.

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Effective sustainer sign up tool

+

Growing your prospect pool

+

Powerful asks

+

Disciplined conversion program

=

**SUBSTANTIALLY MORE  
SUSTAINERS**

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# Donor Form dilemma...

BCSPCA 125  
Need help? Call us at 1-800-665-1868  
PRINT AN OFFLINE DONATION FORM

Yes, I will give generously to save a desperate animal!

*Starved, beaten, exploited...and yet still capable of so much love.*  
I am inspired by the bravery and loyalty shown by animals, even in the face of horrific abuse. I believe that together I, and other animal lovers, can free animals from anguish and misery.

Here is my caring gift!

Do you want to make this a monthly gift?

Choose an Amount

Who is making this donation?

Donation Info In Honour Address Payment Info

BCSPCA 125  
Need help? Call us at 1-800-665-1868  
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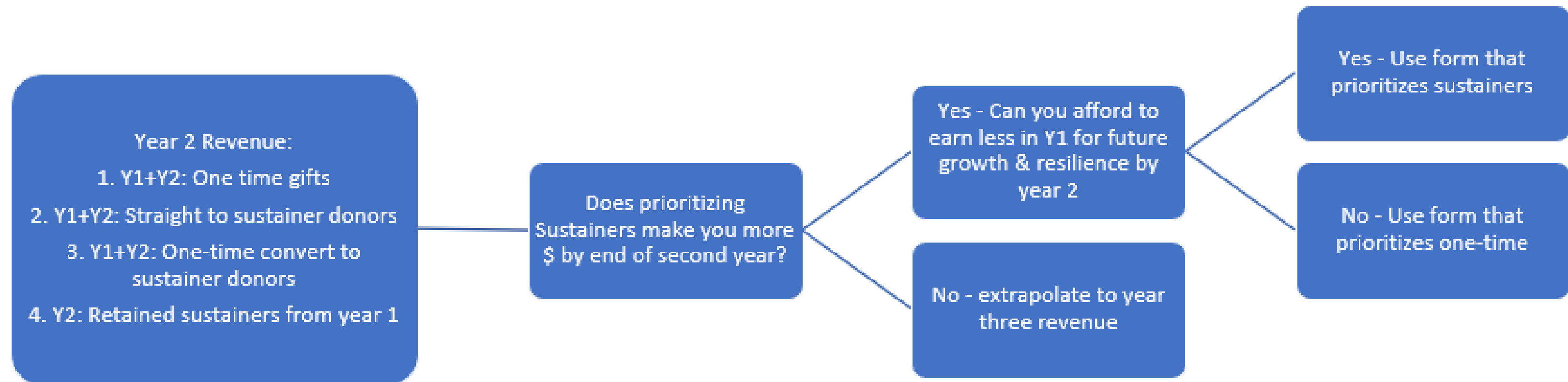
More sustainers is always better, but how long can you afford to wait?

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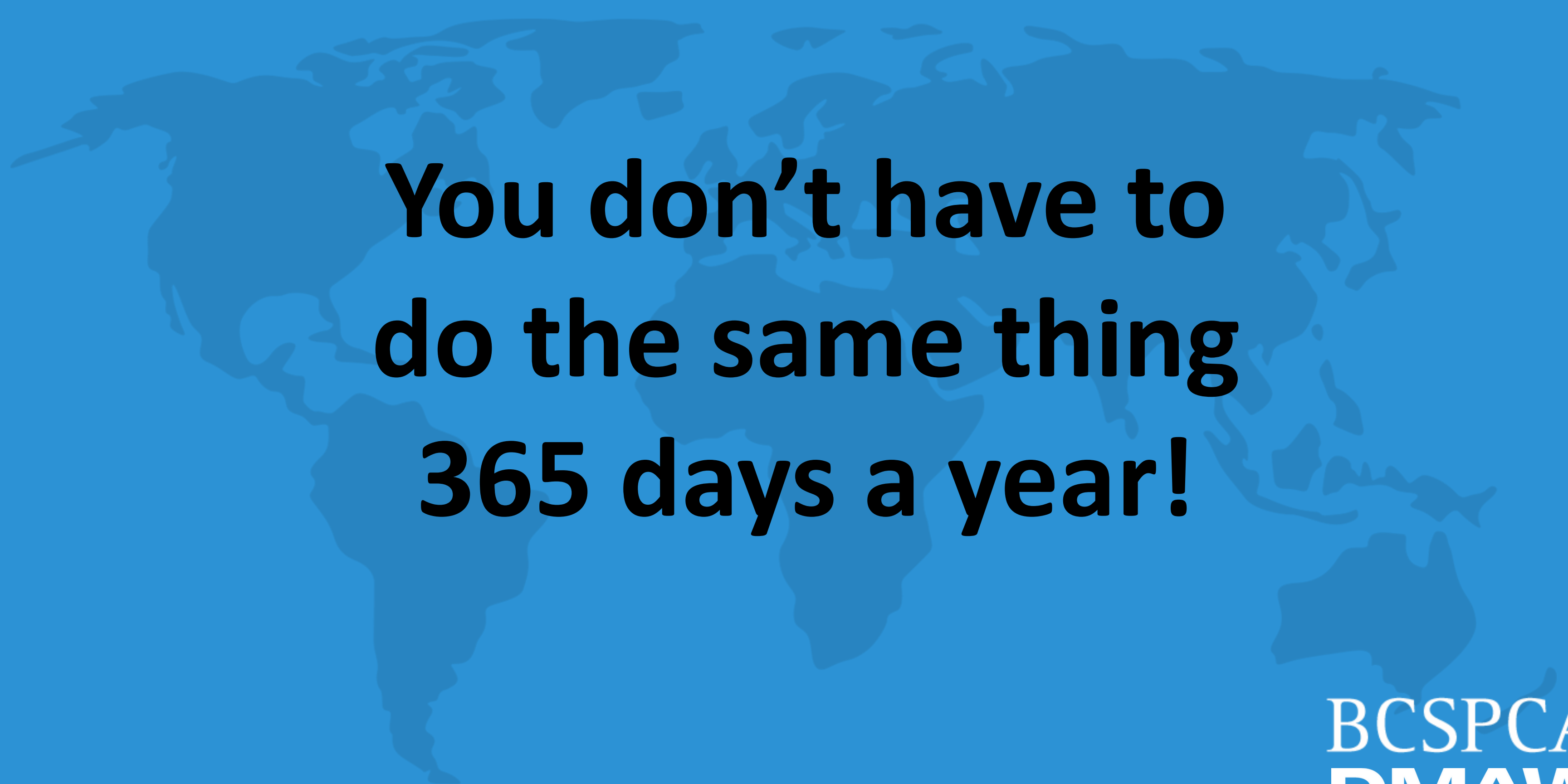
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# Balancing current survival & future resilience







**You don't have to  
do the same thing  
365 days a year!**

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.....

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Need help? Call us at [1-800-665-1868](tel:1-800-665-1868)

[PRINT AN OFFLINE DONATION FORM](#)



Join our loyal PAW Plan monthly donors and help protect vulnerable and abused animals – every month of the year!

## Donate Monthly

Who is making this donation?

Individual

Organization

Choose an Amount

Select amount ↓

Other

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A faint, light blue world map is centered in the background of the slide.

# Growing your prospect pool

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A horizontal line of small, dark blue dots is positioned below the text.

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# What: lead generation

lead gen·er·a·tion

*noun*

The action or process of identifying and cultivating potential customers for a business's products or services.



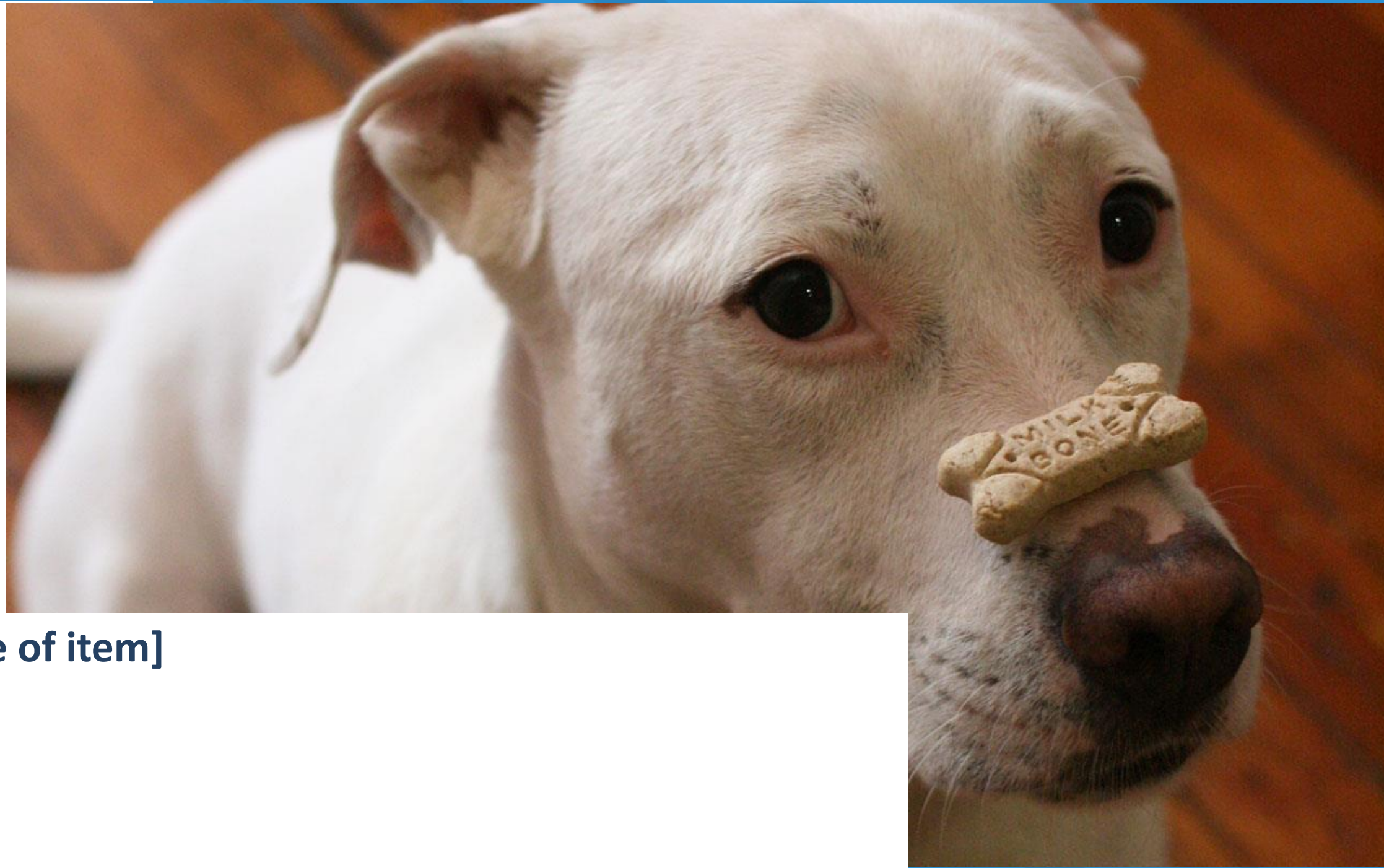
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# How: Value Exchange

**Are you offering something that is valued higher than what your asking for?**



Please send me my complimentary [insert name of item]

Your contact info:

Name:

\* Email:

You are consenting to receive occasional emails from the BC SPCA about our work. You may unsubscribe at any time.

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# Types of Value Exchange

1. Hard advocacy
2. Soft advocacy
3. Mission premium
4. Knowledge premium
5. Team spirit
6. Feedback loop
7. Alert services





**BC SPCA (BCSPCA)**  
Written by Katrina Nguyen [?] · September 20 at 12:58 PM ·

TAKE ACTION: Serval cats are wild animals—but their possession as pets is still legal in B.C. In June, the BC SPCA seized 13 serval cats suffering from inadequate care, housing and broken bones due to issues related to their breeding and diet. Speak up for serval cats today, ask the Director of Wildlife and Habitat to add them to the Controlled Alien Species list: [https://spca.bc.ca/wa.../take-action/exotic-pets/serval-cats/...](https://spca.bc.ca/wa.../take-action/exotic-pets/serval-cats/)



SPCA.BC.CA  
**Speak up for serval cats!**  
Sign our petition today to the Director, Wildlife and Habita... [Learn More](#)

**BC SPCA (BCSPCA)**  
Sponsored (demo) ·

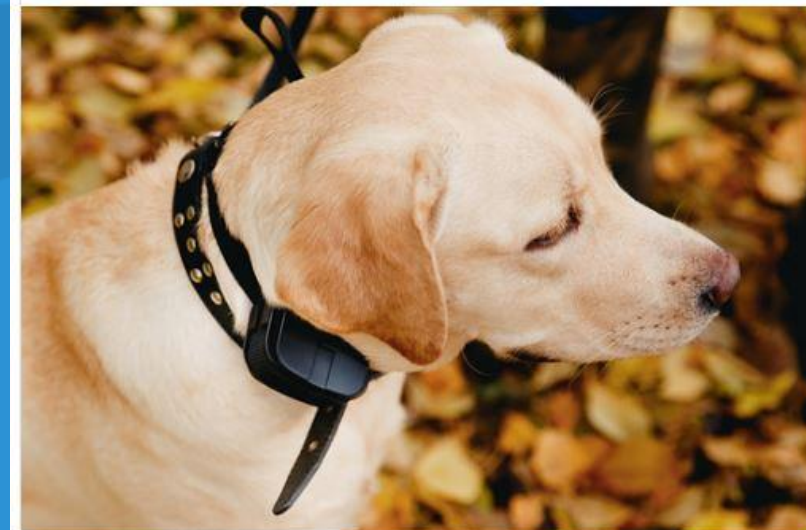
URGENT: Bill S-203 to protect whales and dolphins has only one hour of debate before final vote, but some Members of Parliament in B.C. are planning to vote against it! Please email your MP today and ask them to vote in favour of protecting cetaceans in the wild...



SPCA.BC.CA  
**Ask your MP to vote in favour of S-203 today**  
Whales and dolphins need our help! [Learn More](#)

**BC SPCA (BCSPCA)**  
about 8 months ago

Electronic shock collars hurt. Training doesn't need to be painful or cause fear – there are many safe and effective alternatives. Take a stand against shock collars and sign our pledge today.




SPCA.BC.CA  
**Take a Stand Against Electronic Shock Collars**  
Sign our pledge to support the humane treatment of animals today.

39 13 30

**BC SPCA (BCSPCA)**  
Sponsored (demo) ·

Hot pets? Not Cool. Pledge never to leave your pets in a hot car & receive a free NoHotPets window sticker: [spca.bc.ca/nohotpets-pledge/](https://spca.bc.ca/nohotpets-pledge/)



SPCA.BC.CA  
**LAST CHANCE to get your free #NotHotPets sticker** [Learn More](#)

854 54 Comments 213 Shares

Like Comment Share

**BC SPCA (BCSPCA)**  
Sponsored (demo) ·

A flood, fire or earthquake—if disaster struck, would you have everything you need? Get this FREE emergency checklist to ensure your pets are safe too.



SPCA.BC.CA  
**Emergency pet checklist**  
Don't leave your pet behind. [Download](#)

**BC SPCA (BCSPCA)**  
Published by Lucy Brown [?] · June 6, 2018 ·

As part of our series on food labelling, we have developed a handy, printable pocket-sized guide for you to take with you on trips to the grocery store. Find out which labels to look for when you are out shopping – you'll have a wealth of food labelling knowledge right at your fingertips.

Get yours today at: <https://spca.bc.ca/news/humane-food-labels-pocket-guide/>



**Get your free guide now!**

[Download](#)

SPCA.BC.CA  
**BC SPCA pocket guide to humane food labels | BC SPCA** [Learn More](#)

**BC SPCA (BCSPCA)**  
October 17 ·

With a new government comes a new chance to strengthen animal protection laws across Canada. We will be setting a new agenda on what to advocate for but we need your help. Tell us which animal welfare issues are most important to you: <https://spca.bc.ca/ways-to-h.../take-action/2019-fed-election/>



SPCA.BC.CA  
**Tell us which issues are important to you!**  
With a new government comes a new chance to... [Learn More](#)

**BC SPCA (BCSPCA)**  
Published by Lucy Brown [?] · December 18, 2018 ·

Help us give this girl a name ❤️. She came into our care with a horribly broken leg that needed to be amputated and was simply referred to as 'Dog' by her previous owners.

Let's give 'this dog' a fresh start. We've helped with her suffering and now we would love you to help us with a loving name.

Visit <https://spca.bc.ca/help-us-name-this-dog/> to enter your name suggestions by Wednesday, Dec 19 at 11:59pm PST.



SPCA.BC.CA  
**Help us name this dog | BC SPCA**  
Help us name this sweet pup who was left by her owner to suffer with a...

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# Powerful Asks

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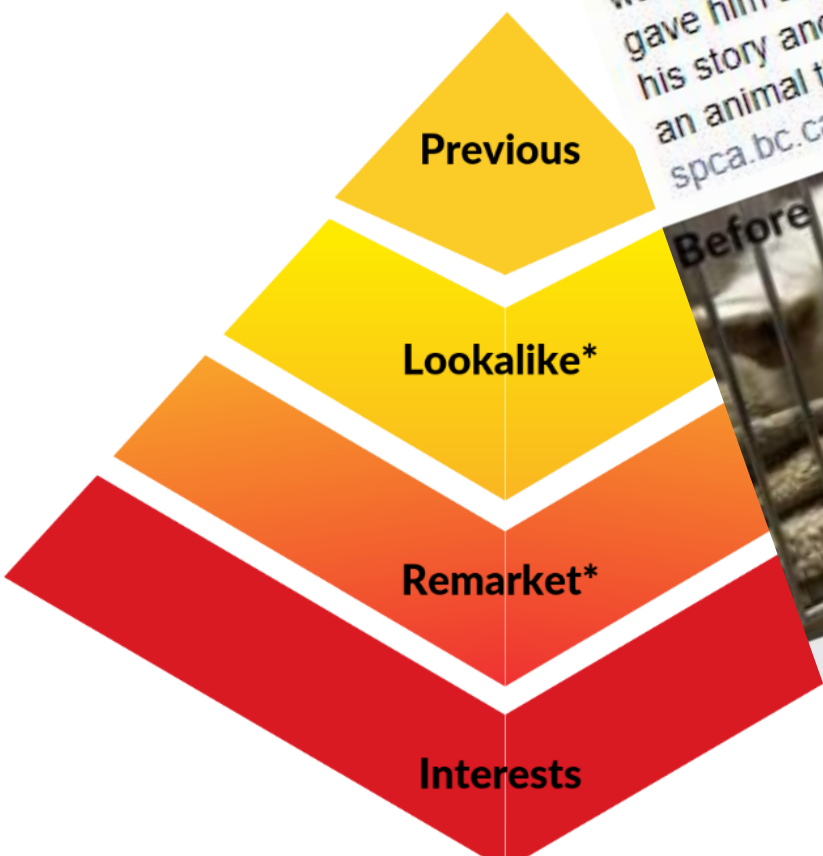
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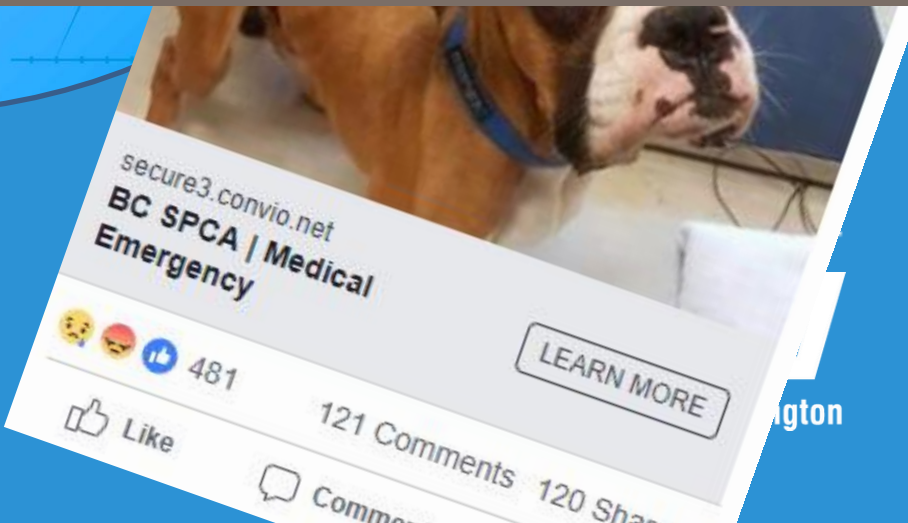
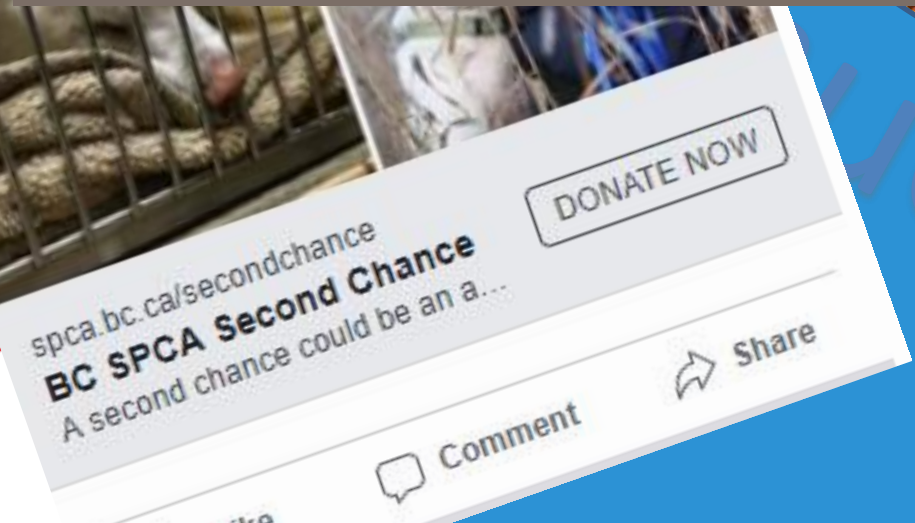
# Mastering Facebook

- 1. Engaged Audience
- 2. More of your audience
- 3. Scroll stopping images & clickbait copy (sort of)
- 4. Testing, test
- 5. When it's a

It's A Great, Gre



BC SPCA (Sponsored)  
Every animal deserves a second chance, especially those who were left for dead. We gave him another chance with his story and an animal that...






# I. Committed activist 3 step:

- Lead
- generation
- Report
- Ask


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 **BC SPCA (BC SPCA)** Sponsored • Paid for by BC SPCA (BC SPCA)  
ID: 625527311606325

Devastating reports from Australia are reminding us that humans AND animals are extremely vulnerable during a disaster.

B.C. is seeking input to update its Emergency Management Legislation. Currently, in an emergency, B.C. does not require authorities to include domestic animals into emergency planning and response which puts both animals and humans at risk.

...



SPCA.BC.CA  
Urgent deadline to change B.C.'s Emergency Legislation  
Call for better protection for animals in an emergency [Learn More](#)

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## II. Monthly match

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BC SPCA (BCSPCA)

10 August · 🌐

For a limited time, when you sign up for monthly giving - your gifts will be matched for an entire year! A generous anonymous donor has put up \$25,000 in matching funds to inspire more loyal animal lovers like you.

Help twice as many animals in BC by signing up right now. Don't wait - this offer ends when the match has been claimed.

Any amount helps, cancel anytime. Animal cruelty doesn't end no matter what crisis is happening in the world, sign up today: [spca.bc.ca/donations/monthly-giving/](https://spca.bc.ca/donations/monthly-giving/)



SPCABC.CA

**\$25,000 Matching Gift!**

Have your donation matched all year long.

Sign Up



You, Eileen Drever Eccles and 1.6K others

83 comments 267 shares

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# III. Hyper local & personal ask

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BC SPCA Victoria Branch

31 March · 🌐

We hope everyone is holding up well! We are doing our best here at the branch, but as you probably know, our doors are closed for public viewing. Along with the people that usually come to visit and adopt shelter animals, donations come in to our branch. Without the foot traffic, these donations have stopped and we don't know when we will be able to hold another fundraising event. If it's not too much, I was hoping you would make a monthly donation directly to the branch so we can continue to be there for the animals in our community.  
<https://spca.bc.ca/donations/victoria/>  
Thank you for doing what you can to help abused and abandoned animals of Victoria! - Annie.  
Victoria BC SPCA Branch Manager



SPCA.BC.CA  
Victoria BC SPCA  
Help Victoria animals.

Donate Now

👍❤️👎 527

85 comments 288 shares

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# Disciplined Conversion Program

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# IV: Convert new donors

Email



Phone



Direct Mail

Dear Shoni,

When we asked – you were there for the animals.  
Thank you so much for your very kind and compassionate recent gift.  
It's clear you are a loving friend to animals. Thanks again for caring so deeply.  
Today, I'm writing to ask if you'll consider being there for the animals every month.



As a member of the BC SPCA's monthly PAW Plan, you'll provide a steady source of funding animals can rely on. Even \$5 a month would be a big help right now!

I'll be honest – 2020 has been challenging. We've cancelled

Hi Joan. My name is Sue and I'm calling on behalf of the animals at the BC SPCA.

Thank you so much for your recent kind and generous gift to help the animals!!



BCSPCA PAWPlan Monthly Giving Program

Date, 2020

Ms. Caring Donor  
123 Generosity Street  
Suite <3  
Lovely, BC X0X 0X0

Dear <Caring>,  
You joined our BC SPCA "pack" XX days ago. **Thank you for your caring and compassionate heart!**

BCSPCA 125 YEARS OF PROTECTING ANIMALS

**The Adventures of Jenny, Trooper and YOU!**

Every single day, animal lovers like you who make a monthly gift through the PAW Plan are here to rescue, protect and rehabilitate animals. When you sign up today, you will help show these animals they matter - and that they can experience true, unconditional, love.

**Jenny's Story**  
Just weeks ago, my family left me without saying goodbye. They took the furniture, they took their clothes, they took the food-they took everything but me. I was boarded inside with no way out. I meowed as loudly as I could inside my cold, dark house, but no one could hear me. I cried for food and water but no one was listening.

I was thirsty and slowly starving. My heart was sinking, and I had almost given up hope. But suddenly I opened my eyes to a stranger with kind eyes and a handful of very tasty treats. He scooped me up and put me in a safe and quiet carrier. With a soothing and warm voice he said he was an officer for the BC SPCA and that everything was going to be okay now. He took me to the Vancouver shelter where I made all sorts of new friends.

One fabulous day, a wonderful woman came and crouched down near the door to my kennel. She spoke softly to me and said she was taking me home. She feeds me yummy food and treats-and I love to curl up all warm and cozy on my new mama's lap.

BCSPCA PAWPlan Monthly Giving Program

Special PAW Plan reply for:  
**Ms. Caring Donor**  
being a loyal and loving friend to animals!

to rescue and care for animals every day as a

Plan monthly gift of:

BCSPCA 125 YEARS OF PROTECTING ANIMALS

1-855-622-7722

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# V. Convert program loyal donors

Dear Shoni,

Bobby suffered terrible blunt force trauma resulting in a diaphragmatic hernia. We aren't sure if he was hit by a car... or suffered something much worse.

On the outside he appeared fine, only his laboured breathing hinted at the trouble he was in. The vets soon found that his diaphragm was completely ruptured, which resulted in his **intestine intertwining with his organs in his chest cavity**. Bobby's insides were a complete mess! It was a miracle that he survived.



**And**, when you sign up for monthly medical donations, you'll receive exclusive personal updates for every animal helped through Medical Emergency.

[Double your gift to animals](#) and get happy updates by becoming a monthly medical donor today!

**DONATE NOW** ▶

With deep gratitude,

Eileen Drever  
BC SPCA

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BCSPCA  
SPEAKING FOR ANIMALS

Donate by phone  
1-800-855-1228

Medical  
Emergency

Featured Animal: Koa - Kelowna  
Koa was found with a broken... [Read More](#)

SEE MORE ANIMALS THAT NEED YOU

WHAT IS BC SPCA MEDICAL EMERGENCY

Animals that need help

<p>... - Vancouver ... lost tail... <a href="#">read more</a></p> <p>Goal: \$1870    Raised: \$1200</p> <p><a href="#">DONATE NOW</a></p>	<p>Carlos - Kamloops Carlos was suffering... <a href="#">read more</a></p> <p>Goal: \$1200    Raised: \$2873</p> <p><a href="#">DONATE NOW</a></p>	<p>Kim &amp; Cassandra - Vernon Bonded sisters need help... <a href="#">read more</a></p> <p>Goal: \$1000    Raised: \$808</p> <p><a href="#">DONATE NOW</a></p>	<p>Sheenie &amp; Sal Senior cats require...</p> <p>Goal: \$2000    Raised: \$1148</p> <p><a href="#">DONATE NOW</a></p>
<p>Otter Pup - Wild ARC This young river otter was found alone... <a href="#">read more</a></p> <p>Goal: \$4800    Raised: \$3068</p> <p><a href="#">DONATE NOW</a></p>	<p>North Peace Colony A colony in Fort St. John is overrun with disease... <a href="#">read more</a></p> <p>Goal: \$4000    Raised: \$2828</p> <p><a href="#">DONATE NOW</a></p>	<p>Help them all!</p> <p>Donate monthly and receive exclusive personal updates for every animal helped through Medical Emergency.</p> <p><a href="#">DONATE NOW</a></p>	

When an animal arrives needing urgent or extraordinary care, Medical Emergency brings animal-lovers, like you, together to help that animal. Help abused or abandoned animals get emergency surgery and urgent veterinary care.

BC SPCA Medical Fund

Do you want to make this a monthly gift?

Choose an Amount

[Donate](#)

[Donation Info](#)    [Address](#)    [Payment Info](#)

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# The COVID balancing act

- If an organization's "now" feels insecure take the "have my cake and eat it too" approach:
  - focus on securing new one-time gifts and then a strong conversion follow up:
    - Quick follow up (steward then ask)
    - Multiple asks
  - Concentrate sustainer focused campaigns in the early part of the fiscal year when you can get as many months of revenue in as possible.



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A photograph of two dogs sitting in a field. The dog on the left is brown and has its mouth open, showing its teeth. The dog on the right is black and also has its mouth open. Both dogs are wearing collars with tags. The background is a blurred field of grass.

**Questions?**

**Shoni Field**  
**[linkedin.com/in/shonifield/](https://www.linkedin.com/in/shonifield/)**  
**[sfield@spca.bc.ca](mailto:sfield@spca.bc.ca)**