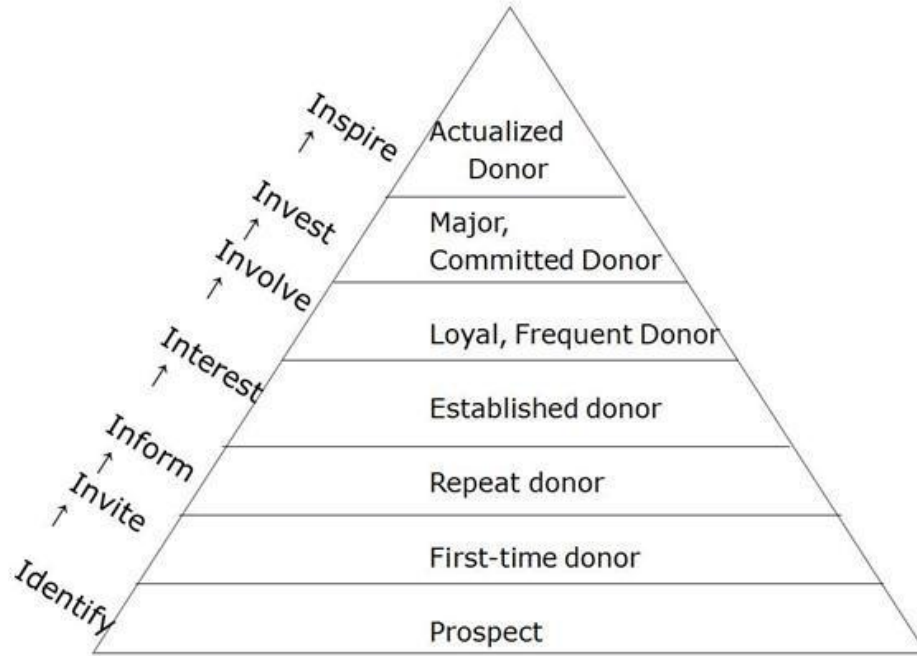




Donor Development

By: Ashley Vance, Audrey Dwyer, Brooke Fiore, and Katelyn Eilers

Importance of Donor Development



<http://blog.avectra.com/tag/repeat-donors/>

Donor Retention



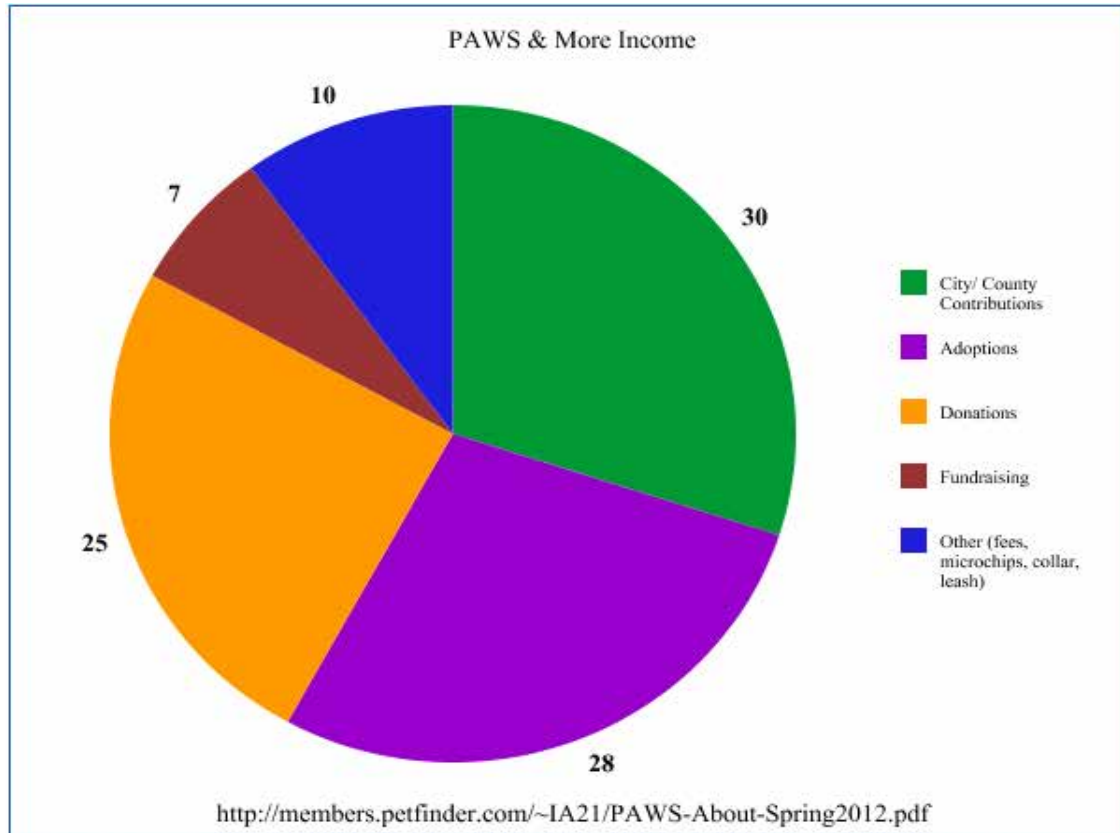
- Nearly 3 out of 4 first time donors won't donate again
- New donors are more expensive
- Engaging donors is key

Stewardship

- Building deeper relationships with your donors-it matters!
- 15% of population make 80% of all donations
- “Thank you”-different levels
- Impact of their donation
- Opportunities for interaction



PAWS & More Financial Status



- Cost to run shelter:
\$165-175K

Funding from Individuals

- Importance of individual giving
- 73% of giving from individuals
- Neglecting the individual



Who are PAWs & More Donors

Water bill donors

Middle aged population

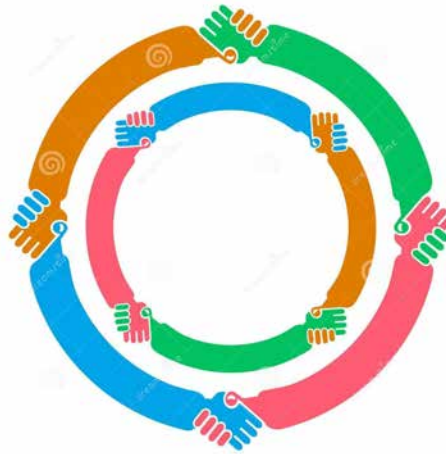
Parents of children in the school district

...So what does this mean?

Ways Donors Can Give



- Google Wallet & Grants
- FirstGiving
- Causes, EventBrite,
- Specific Funds



Sponsorships & Volunteering



In-Kind Donations

Places to Improve

- Contact with donors
- Planned Giving
- Donor recognition



Overview of our suggestions

Powerpoint for Staff Volunteers

Thank you's and Holiday postcards

Letter to Washington County Attorneys

Ideas for Recognition

PowerPoint for PAWS Staff and Volunteers

- For use when presenting to community and to educate staff and volunteers
- Consolidated
- Improvements on animals directly
- Volunteer jobs available



The love bugs here at Paws and More wish YOU a very happy Valentines day!



We hope you have been doing well! We have a lot of animals here at Paws and More who are looking for love.

If you are looking to adopt, please come meet our loving animals!

Thank you for your continuous support,

Sincerely,

Paws and More



Click here to
add your photo

Happy Spring!



Happy Birthday!

We extend our WARMEST gratitude for your donation and hope to see you around the shelter.

THANKS!



Over at the shelter we are singing and barking, wishing you the best birthday!



ITS MY PARTY AND I'LL MEOW
IF I WANT TO!



The Holt-Rettig Family
123 Main Street S.
Des Moines WA 98198

Come Celebrate
**Emmanuel's
Birthday**

June 20, 2012
11:00–1:30pm

123 Main Street S.
Des Moines WA 98198
RSVP: 415.555.0112

PLACE
STAMP
HERE



Thank You!

Dear Donor,

Thanks to you, animals like Lucy are in a safe and loving place. With the care and comfort from our volunteers we will help her find the perfect home.



Thank you for your recent generous gift of \$100 to PAWS & More.

Your willingness to help animals in our community makes all the difference.

Thank you for all that you do for our animals. You are a part of their lives too

From: Paws & More

To: The Dwyer Family

2267 Ridgeview Dr.
Muscatine, Iowa 52761



Seasons Greetings!



Dear Dwyer Family,

We wish you the warmest thoughts and best wishes for a wonderful Holiday and a Happy New Year.

You have made a difference at our shelter and will always have a place in our hearts.

Thank you for being part of our family here at the shelter!



The Dwyer Family
2267 Ridgeview Dr.
Muscataine, Iowa 52761



Have you heard the news?

Paws and More resident, Scarlet, is a proud new mama of eight adorable puppies! We just wanted to update you on the latest happenings over at the shelter and to encourage you to stop by and have some puppy play time!

We hope all is well,

-The animals of Paws and More
Woof woof, Meow meow

[Click here to add your photo](#)

Recognize Your Donors

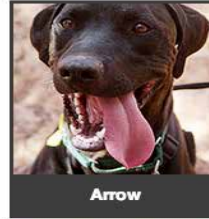


- Sponsor a Cage
- Sponsor a shelter animal
 - Name a shelter animal
- Create a Donor Wall
- Commemorative Brick
- Donor Appreciation Week

Ways to Sponsor



Annie



Arrow



Astronomy



Blackjack



Bob



Alfred



Willie Boy



Tug



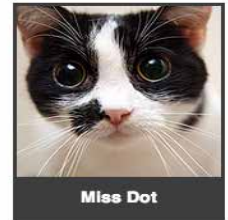
Thumper



Shallmar



Paladin

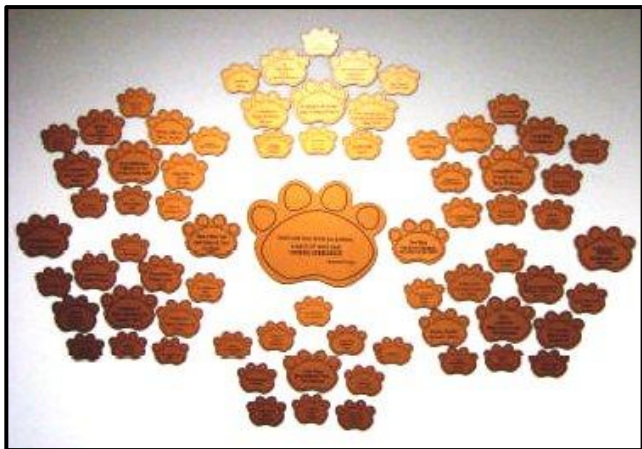


Miss Dot



<http://www.owensborohuman.org/sponsor-a-pet/>

Recognition All Around



Discount cards for donors

-Secure special ‘memberships’ or ‘offers’ for donors through business partnerships

- Mutually beneficial

-85% of people surveyed gained a positive view of a business if they supported a good cause

-79% of people said they would switch from one brand to another if it were supporting a good cause

 Buy a Pizza Get one free 4225 Oceanside	 Buy 1 attraction get same attraction free! 1525 W Vista	 Free kids meal w/ Each adult entree 2627 Vista Way	 \$10 Off Signature service Oil Change 4106 Oceanside	D & J Auto Doctors 15% off parts maximum \$50 4035 Oceanside	 20% Off 2525 Camino Real
 buy a 6" sub & drink, get a 6" sub free 4160 Oceanside	 15% Off 1 Oceanside Pier	 15% Off 4141 Oceanside	 Buy 1 Sandwich Get 1 free Oceanside	Great Clips \$2 Off hair cut 3825 Mission Ave	 10% Off 2606 Camino Real
 10% Off 4121 Oceanside	 15% Off 3617 Ocean Ranch	 Buy 1 lunch get 2nd 1/2 off 301 Mission Ave	Rosina's 15% Off 3617 Ocean Ranch	berry@swirl 25% Off	 Buy 1 game get 1 free 1401 S Coast Hwy
Must present card at time of order - Not valid with any other offer - Limit one offer per card per person per day - Discounts not valid on tobacco or alcohol - Not transferable					

Donor Appreciation Week



Get Crafty!



Show The LOVE!



Planned Giving: Letter to Washington County Attorneys

-Bequest -22.4 billion in 2012

-Life Insurance

-Retirement Plans

“We wanted to encourage you to discuss planned giving to the Paws and More animal shelter with your clients. Any gift, no matter what size is crucial to fulfilling our purpose within the community.

Paws and More has been a source of compassion and education for the Washington community ever since we were established in 1979. We have found homes for hundreds of homeless pets, spay and neuter feral cats and educate the community on animal care and safety...”



Plan of Action



- Importance of donor retention strategies
- What it takes to grow?

Loyalty

- Recognize donors