

# Nonprofit Marketing

**For Animal Shelters and Rescues of All Sizes**

*Presented By:*

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**HUMANE SOCIETY**  
FOR HAMILTON COUNTY

LOVE & LET LIVE

# Fundamentals

## Create Mission & Positioning Statements

- What is the **purpose** of your organization?
- What are your **core values**? Who do you **positively impact** with your programs and services?
- What **IS the impact**?
- What **sets you apart** from similar organizations that may give you a competitive edge?

# Fundamentals

## Brand → Identify → Your Story

- **Branding** consists of all the components used to create your identity within the community and animal welfare industry.
- **The purpose of branding** is to help your organization *stand out*, be *easily recognized*, and allow your audiences to *build meaningful connections* that result in *meeting your organizational objectives*.

# Fundamentals

## How do you create a brand identity?

1. **Create impactful messaging** that helps establish what is unique about your organization and differentiates you from similar organizations.
2. **Position your organization** with strategic messaging that results in an emotional connection with your target audience(s).
3. **Visuals** such as logos, taglines, the color palette and even the fonts you use throughout all communications should be consistent.

# Story Marketing

- **Story marketing** uses *factual narrative* and *real examples* to reinforce the impact of your work, and in most cases, create a *“call to action.”*
- **The goal of story marketing** is to create a *deep, emotional connection* with your target audience to help them empathize with the story’s characters on such a profound level, that it moves the audience to take action.
- **The perspective** from which a story is told depends on the target audience and, most importantly, *the goal of the communication.*

# Story Marketing

According to Harvard Business Review, the ability to *create a unique, emotional connection* with your target audience is the primary driver of:

✓ Loyalty

✓ Trust

✓ Engagement

✓ Advocacy

✓ DONATIONS

**AND FOR ANIMAL WELFARE**

✓ Finding homes for urgent & hard to place pets.

# Story Marketing

## Case Study

- 🐾 Rocky was a 5 year old, Pit Bull Mix surrendered by his family for the reason of “moving.”
- 🐾 Rocky had a history of “stranger reactivity,” and he needed to be the only pet in the home.
- 🐾 Rocky was posted on social media multiple times without interest.
- 🐾 He had been with us for over a year when our marketing team came up with an idea to do a Tik-Tok video *from Rocky's perspective*.

POV: You've been  
looking at the same 4  
walls for 363 days





# Story Marketing

## Case Study

At the time we featured Rocky's story at our 2022 annual gala, his TikTok video had resulted in:

- 🐾 **49.3M Views**
- 🐾 **108K Comments**
- 🐾 **6.9M Likes**
- 🐾 **\$11K in donations raised on Facebook**
- 🐾 **Hundreds of adoption apps from all over the U.S.**

**And 1 perfect adopter in Wisconsin where Rocky lives today.**

# Multi-Channel Marketing is Key

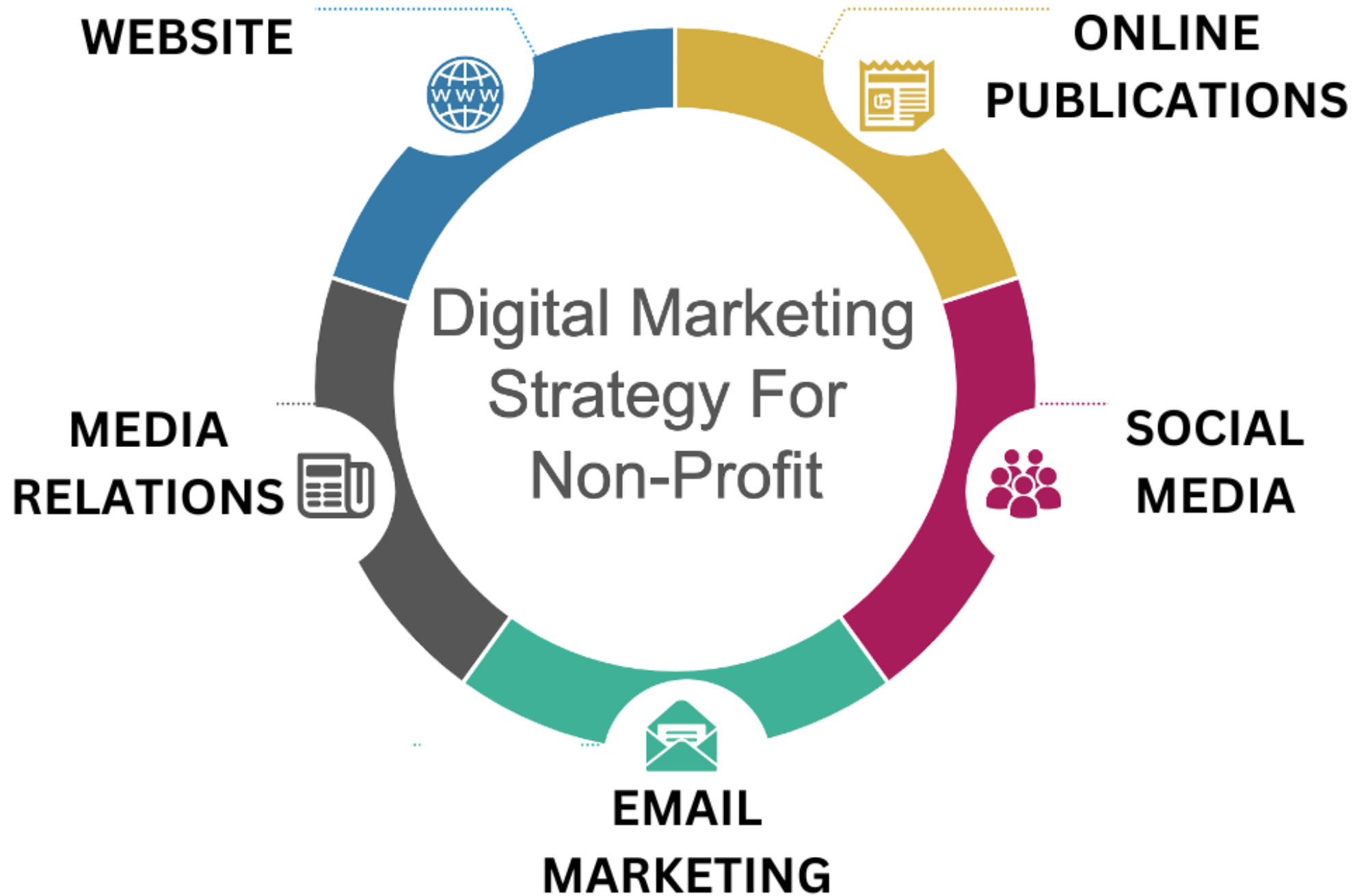
- **Multi-Channel Marketing** is the use of multiple channels and methods to promote your organization's needs, events, animals, brand, etc.
- **The goal of Multi-Channel Marketing** is to create a diversified strategy for reaching your target audience(s).
- **Multiple Channels** refers to the various ways you can reach a targeted audience, or multiple audiences, with your messaging.



**HI, I'M SARAH MCLACHLAN**



**AND I'M ABOUT TO MAKE YOU CRY.**



# Website

- Websites are a critical part of your branding, so be sure to pick an intuitive domain. (**www.HamiltonHumane.com**)
- Your website should be the **central hub** for all pertinent information about your organization.
- Websites should be designed as a tool to **engage visitors** and **convert them** into donors, adopters, volunteers, fosters, and advocates.
- Be sure your website is **optimized for mobile devices** for those accessing the web on their mobile phones, tablets, etc.

# Social Media

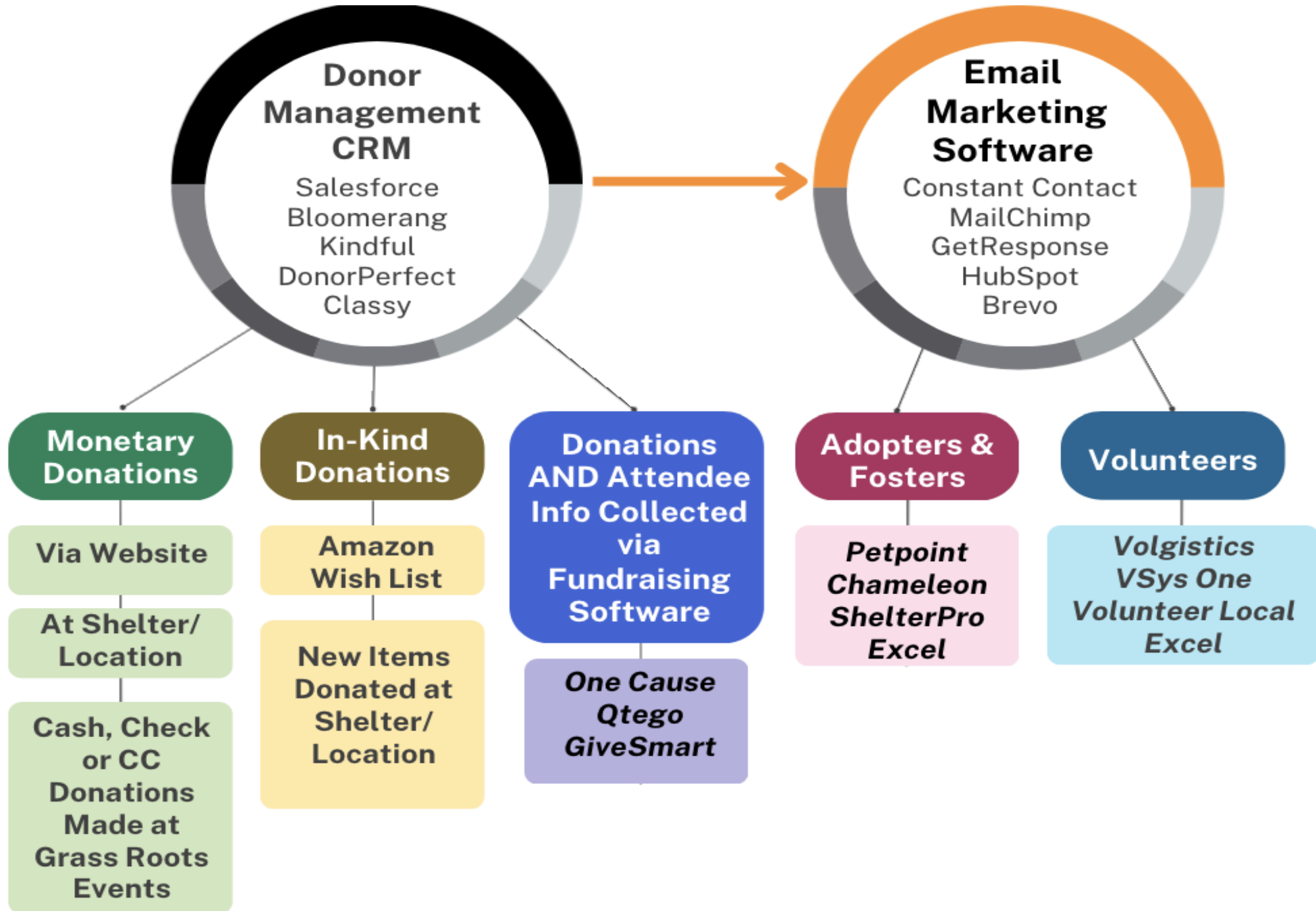
- Social media platforms such as **Facebook, Twitter/X, Instagram, and TikTok**, allow nonprofits to amplify their voices, both reaching and engaging supporters all over the world.
- The **target audience** and **goal(s)** for a social media post will determine which platform(s) are the best to use.
- **And it's cheap.**



# Email Marketing

- Successful email marketing starts with your **mailing list**.
- Nonprofits should be collecting contact information from donors, those who attend your events, your volunteers and fosters, and general supporters, **to keep growing your organization's biggest asset—your mailing list.**
- **You need to have 2 important tools**—a CRM (customer relationship management, AKA, donor software) **AND** email marketing software.





**Donor Management CRM**  
Salesforce  
Bloomerang  
Kindful  
DonorPerfect  
Classy

**Email Marketing Software**  
Constant Contact  
MailChimp  
GetResponse  
HubSpot  
Brevo

**Monetary Donations**

Via Website

At Shelter/  
Location

Cash, Check  
or CC  
Donations  
Made at  
Grass Roots  
Events

**In-Kind Donations**

Amazon  
Wish List

New Items  
Donated at  
Shelter/  
Location

**Donations  
AND Attendee  
Info Collected  
via  
Fundraising  
Software**

One Cause  
Qtego  
GiveSmart

**Adopters &  
Fosters**

Petpoint  
Chameleon  
ShelterPro  
Excel

**Volunteers**

Volgistics  
VSys One  
Volunteer Local  
Excel

# Track the results of everything you do.

- ❖ Did your social media post achieve the desired goal(s)?
  - ❖ Did your e-blast achieve the desired goal(s)?
    - ❖ Is your website getting traffic?
      - ❖ **If not...RECALIBRATE!**

**I HAZ A QUESTION**



# Sources & References

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