Why Animal Welfare Donors Give

JUNE 16, 2016

Jeff Nickel and Jennifer Miller, TrueSense Marketing

2002: Insiko 1907

Forgea – Rescued!
Why a Study on Animal Welfare Donors?

Who Are Their Heroes?

True Sense Marketing

Different Donor Performance by Sector

AW Donor Revenue Outpaces Entire Index
AW Donor File Outpaces Entire Index

A Passing Parade: 60-85 Years Old

Giving by Generation

5/26/2016
Methodology

- Campbell Rinker
- Online panel recruited 325 donors who had given gifts in the previous two years to Animal Welfare.
- Six-minute questionnaire including open-ended questions.
- A panel of 85 respondents were further qualified via recent giving behavior to be part of a conjoint analysis to address the valuable elements of an animal welfare appeal.

About those donors...
AW Donors and Their Giving

- Giving
  - Places of worship: $580
  - AW: $216
  - Education: $215
- Age and organizational support
  - 65+: 5.8 orgs
  - <50: 3.9 orgs

Giving Channel Preferences

- Better-educated donors are far more likely to respond on a website (19% post-grad vs. 5% high school only).
- Donors who give to a local charity are more likely to give at an event (49% vs. 33%).
- Supporters under 50 are far more likely to respond through social media (23% vs. 9%).
Donor Demographics by Pet Ownership

• Dog owners are more likely to have higher incomes (67% had incomes of $75,000+)

• Dog and cat ownership decreases with age
  – 36% of donors aged 65+ do not have a dog or cat
  – 16% of donors <65 do not have a dog or cat

• Multiple pet ownership
  – Dog owners: 1.5
  – Cat owners: 2.1
Most Important Findings about Local Donors

- Highest education levels are more likely to favor local.
- Older donors (65+) are more likely vs. younger (<50).
- Give to more than one local AW charity:
  - 63% have given to their local AW charity for 5+ years.
    - 69% of cat owners
    - 57% of dog owners
- Local donors are twice as likely to agree with “approach.”

Every single attribute that earned a minimum of 4.00 Importance rating were ranked highest for local animal welfare charities. The chart below shows the five most important attributes.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Mean Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improves the quality of life for animals</td>
<td>4.05</td>
</tr>
<tr>
<td>Has a reputation for effectiveness</td>
<td>4.00</td>
</tr>
<tr>
<td>Improves adoption prospects for animals</td>
<td>4.00</td>
</tr>
<tr>
<td>Reduces animal euthanasia</td>
<td>4.00</td>
</tr>
<tr>
<td>Uses an approach that you agree with</td>
<td>4.25</td>
</tr>
</tbody>
</table>

Giving Locally: What Matters to Donors

- 69% of cat owners
- 57% of dog owners
Most Important Findings about Local Donors

• “Improving the quality of life for animals.”
  – Women vs. Men
  – No higher education
  – Age 50-64 vs. 65+

• Same group holds that “improving adoption prospects” extremely motivating in their giving decision.

• “Pursues animal population control programs.”
  – Women and middle-aged donors
  – “Reducing animal euthanasia.”
  – Women and those without college degrees

Most Important for National Organizations

• The qualities of a national organization that appeal to donors are:
  – Experience
  – “Watchdog”
  – Ability to handle issues of national and global importance, such as advocacy and legislation

The attributes of an appeal that generate the best response
“I recently rescued a puppy and he changed my world. If people hadn’t donated to the shelter he was in, he may not be here. I also donate to animal welfare charities because animals cannot just go out and get a job to better their lives.”

“In the chain of life, animals are essential to human well-being.”

“Animals cannot defend themselves in many situations and are unable to fight for their own rights. When run properly and with passion, animal welfare charities become the voice for animals. They can also promote education on proper and humane animal care.”

“National programs are not present in my small community, so the local shelter is the best way for me to affect the treatment of animals [here].”

“You can see a difference being made and know your funds are going to help out animals close to where you live. You can go see what your money is being put towards.”

“My dogs have all been rescued or adopted from the animal shelter. My current dog was from the shelter and had been hit by a car and required major surgery, which would not have been possible without donations to the shelter.”
The Sympathizer

- Feels empathy for helpless and hurting creatures.
- Believes animals are innocent and deserve compassion.
- Gives as an expression of love for animals.

“I want to improve the lives of animals others have abandoned. I don’t want animals to feel unloved or forgotten.”

The Rescuer

- Has loved or adopted pets and views them as family.
- Feels good about helping the “underdog.”
- Gives in honor of his or her pet.

“I recently adopted a puppy, and he changed my world. If people hadn’t donated to the shelter he was in, he may not be here.”

The Activist

- Feels strongly about preventing animal abuse and overpopulation.
- Driven to protect animals from cruelty.
- Gives to effect change and right the wrong.

“I want to fight to end the misery and abuse of animals.”
The Defender

- Believes that animals are defenseless.
- Acts as an advocate for the vulnerable.
- Gives as a way to speak up for pets and promote their welfare.

“Animals have no voice, so we must speak for them.”

The Caregiver

- Believes that people have a duty to care for animals.
- Respects life and the natural balance.
- Gives to help create a world where people and animals can thrive together.

“We are stewards of this earth, and that means protecting all living things.”

Personas Reveal...

- Motivations for giving.
- What matters to donors.
- What touches hearts.
Donors’ gifts are an emotional transaction, not just a rational one.

Stories move donors from thinking to feeling.

A Tale of Two Studies
Study #1

Paul J. Zak, Ph.D.: Why Your Brain Loves Good Storytelling (Harvard Business Review)

Study measured blood levels of oxytocin before and after two video stories.

Study #1 Results

Oxytocin ("feel good" hormone) synthesis was observed after the character-driven story and fueled the drive to help others:

"The amount of oxytocin released by the brain predicted how much people were willing to help others; for example, donating money to a charity associated with the narrative."

"Why Your Brain Loves Good Storytelling", Harvard Business Review (Paul J. Zak, Ph.D.)

Study #2

Compared impact of giving from direct mail letters:
1. Stats about millions of starving children
2. Focused on only one starving little girl
Study #2 Results

The story of the little girl was much more effective in motivating people to give.

People connect to stories, not stats!
Statistics trigger the mind’s calculator.
Stories trigger the heart.

“Sympathy and callousness: The impact of deliberative thought on donations to identifiable and statistical victims”; Study authors: Deborah Small, George Loewenstein, Paul Slovic

4 Ingredients That Yield a Powerful Story

- Empathy: Make sure donors care about the animals in the story. Give the pets personality.
- Conflict: A problem to be solved.
- Solution: How your donor’s support can provide the solution.

Left outside in the heat.
Weak and starving.
Got medical care.
Was adopted.
Is she still alive?

You would have wondered, too, if you'd seen this poor, precious little dog. She was severely dehydrated, and little more than skin and bones. She couldn't even lift her head.

It was one of the hottest days of the summer, and she'd been left outside in the brutal heat. There were bruises all over her body.

But her eyes. Despite everything she'd been through, her eyes were still filled with trust.

The veterinary team wouldn't let her down. They gave her fluids, care, and a name: Tiny.

Personas help you choose and tell the stories that...

- Engage
- Affirm
- Motivate
The Right Offer Motivates Donors to Give

SPONSORS A FAMILY FOR 1 NIGHT.
$35

Final Thoughts
Final Thoughts

• Animal welfare donors are passionate people with varying motivations for giving. Touch their hearts through emotional content and powerful stories.
• Local organizations have the edge over national because the proof of effectiveness is within reach.
• The breadth of channels available to reach donors is greater than it has ever been, and this means that a greater mix of donors in terms of age can be reached and cultivated.