A HURRICANE OF KITTENS
Turning Publicity into New Friends and Donations

BC SPCA
Lorie Chortyk and Shoni Field
ABOUT US

LORIE CHORTYK
- BC SPCA General Manager, Communications
- 37 years of experience in strategic communications and public relations.
- An accredited member and past board member (Vancouver chapter) of the Canadian Public Relations Society

SHONI FIELD
- BC SPCA Chief Development Officer
- 22 years of fundraising experience specializing in direct response.
- Presents on fundraising at conference in Canada, the US and Europe.
What we’re going to talk about:

- New friends and donations is all about lead generation.
- What is lead generation and why does it matter?
- Why the focus on digital leads?
- Story gold: the content you all have at your fingertips
- Your social media primer to lead generation
- Case studies that tie this all together
- Also, gratuitous use of cute dogs and cats, because if you’ve got it.....
WHAT IS 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.

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.
DIGITAL AROUND THE WORLD IN OCT 2018
THE LATEST STATISTICAL INDICATORS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USE AROUND THE WORLD

TOTAL POPULATION: 7.655 BILLION
INTERNET USERS: 4.176 BILLION
ACTIVE SOCIAL MEDIA USERS: 3.397 BILLION
UNIQUE MOBILE USERS: 5.118 BILLION
ACTIVE MOBILE SOCIAL USERS: 3.179 BILLION

URBANISATION: 55%
PENDENTION: 55%
PENDENTION: 44%
PENDENTION: 67%
PENDENTION: 42%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MID EAST MEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: G S M INTELLIGENCE; GOOGLE, ERICSSON; KEPIOS ANALYSIS. NOTE: PENDENTION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).
Stories that engage

1. Rescue “tails”
Rescue stories in the digital age

• Tell the story from beginning to end – gather assets at every stage of the journey.

• Take yourself out of the story – put the audience in.
Keep the story going

Sweet Pea
& Tanner
It’s a boy! Help us name Sweet Pea’s baby.
List Build
Create video and contest page for community to suggest names. Social.

Community Awareness & Media
Send out Press Release to media contacts with news & contest. Traditional media.

Engagement
Share the name & story with online community. Send email to those who submitted. Social & email.

Measure
Measure engagement over time of these newly acquired emails to see if they remain engaged and convert to donors.
AND, FINALLY...ADOPTION DAY
STORIES THAT ENGAGE

1. Rescue “tails”
2. Sharing expertise – “List-icals”
Sharing Expertise
Education, engagement & List Building Opportunities

- 15 foods that are toxic for your pet
- 10 ways to provide enrichment for your indoor cat
- Backyard bird feeding do’s and don’ts
- Six tips for successful dog park meet-ups
- Five signs your cat is happy: Reading feline body language
Humane food labels

1. Offer of free pocket-sized guide to understanding humane food labels
2. Promoted through media, social media, website
3. Facebook boosts

810 PDF downloads
589 new emails
Education, Engagement & List Building

Pets in Hot Cars sticker campaign

1. Offer of “Hot Pets, Not Cool” cling sticker + poster, information to share
2. Promoted through media, social media, website
3. Facebook boosts
EDUCATION, ENGAGEMENT & LIST BUILDING

BC SPCA (BC SPCA)
March 7
Want to build a catio for your feline friend? We’re creating three step-by-step guides to show you how! Your cat could be safely basking in the sunshine by summertime. Sign up today to receive the guides, your furry friends will love you for it! www.sPCA.bc.ca/catio

BC SPCA (BC SPCA)
Published by Lucy Brown | April 3 at 3:50 PM
Nesting season means being on the lookout for dive-bombs by anxious crow parents protecting their young. Learn why this happens and what you can do to help: spCA.bc.ca/…/caw-fully-close-understanding-crow-nesting-ea…/

Have you been accosted by a crow?

SPCA.BC.CA
Step-by-Step Guides: How to build your own catio
Cat + Patio = Catio: Have you ever wanted to build your own catio? We a...

42,367
People Reached
3,342
Engagements

SPCA.BC.CA
Caw-fully close! Understanding crow nesting season | BC SPCA

32,230
People Reached
1,921
Engagements
STORIES THAT ENGAGE

1. Rescue “tails”
2. Sharing expertise
3. Leveraging Events
10 Things Your Dog Wishes You Knew

Education/List-building opportunity

1. Event promotion – media, social media, website
2. Free video link offer to those who could not attend – media, social media, website
3. Facebook boosts – focusing on video offer outside of Greater Vancouver
4. 983 requests; 410 new emails
STORIES THAT ENGAGE

1. Rescue “tails”
2. Sharing expertise
3. Leveraging Events
4. Advocacy/Take Action
Pet friendly housing is an issue across the province. Sign our pledge and take a stand & help keep families together.

https://spca.bc.ca/support-pet-friendly-housing/
Shock collar campaign

- Media release
- Website
- Social media
- E-newsletter story
- 1,170 pledge signatories
- 256 new emails
STORIES THAT ENGAGE

1. Rescue “tails”
2. Sharing expertise
3. Leveraging Events
4. Advocacy/Take Action
5. There’s always a story...
THERE’S ALWAYS A STORY...

Lyle the singing pig
THERE’S ALWAYS A STORY...

Valentine’s Day Cutest Couple Contest

- Promoted adoption of bonded pairs in shelter
- Engagement – invited followers to vote for cutest couple
Baby steps (aka readiness checklist)

- Facebook page
- Editorial Calendar
- Audience of 10,000 +
- Business Manager
- Responsive website (or landing)
TACTICS OF LEAD GENERATION ON SOCIAL

1. Engaged Audience
2. More of your audience
3. Scroll stopping images & clickbait copy
4. Testing, testing, testing
5. When it’s an ad, when it’s a boost
6. Offer good value exchange
7. Follow up
Step 1: List Build
Anticipating a 2nd year of bad wildfires in 2018 we deployed evergreen content early in the spring & summer.

Step 2: Fundraise
When BC SPCA shelters were evacuated our 1st fundraising ask went out. This went to our usual list & to Step 1 sign ups by email. Also by social.

Step 3: Engagement
Our supporters wanted to know everything there was to know about wildfires, emergencies and pets. Pushing out content kept them, and the media interested.

Step 4: Fundraise
Because they were still engaged in the story, we could put out a second fire ask.

Step 5: Engagement
Thank you videos, good news stories.
Step 1: Fundraise
45 Havanese come in as a result of a cruelty investigation.

Step 2: Remarket
A huge spike in new visitor web traffic provided an opportunity to re-target those who didn't donate.

Step 3: Engagement
New content - validation for donors (first look by email) and building the case for those that haven't (+ passive ask).

Step 4: Fundraise
48 hours later a second ask (this time lottery).

Step 5: List Build
New visitors who didn't donate either time get a third opportunity.
Step 1: “No Name” dog comes into care with high cost medical needs.

Step 2: Fundraise End of Year campaign with $20,000 match. Email & Social.

Step 3: List Build Contest for name. Requires completing online form to give email. Social.

Step 4: Engagement Facebook Poll to vote on top two names. Social.

Step 5: Engagement Announce name. Social & Email.

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.

Simply referred to as ‘dog’ this beautiful Labrador was never given a name. Brought in by a Good Samaritan who saw her in her yard unable to put any weight on her leg - turns out it had been severely broken for weeks.

In honour of this heartbreaking story, a $20,000 match is available to anyone that donates today!

Donate today, because every dog deserves a name: https://spca.bc.ca/comfortandjoy/
ITERATIVE CONCEPT, NEW LEARNING

- $25K raised/4 days
- 300 new subscribers
- 700 implied switched to explicit
1. Evergreen copy – turn your expertise into material you can use again and again.
2. Digital has a 24 hour half-life. If it’s a good story, keep serving up new content.
3. Every story won’t follow the same arc.
4. Don’t get too flashy.
5. Put your supporter in the story.
6. Getting an email is a good investment – if you follow up!
7. 60 days without a click is the new 24 months lapsed – keep engaging.
8. They want to “dance with the one that brung ‘em”
9. Asset banking, asset banking, asset banking.
10. You are the envy of all other charitable sectors. Flaunt the cute animals.
Thank you!

We take questions 🐶

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