

The Business of Running a Shelter or Rescue

Hosted by the Massachusetts Animal Coalition

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GETTING TO REALLY KNOW YOUR DONOR

- Professional Database
- Salutation – getting familiar
- Primary donor? Treat them as such!
- Species preference and name
- Contact information
- Contact preferences – be certain what they don't want
- Capacity and inclination to give – know who you need to spend time with
- Identify the Uber-Champs
- LISTEN
- You can never thank them enough

TELLING YOUR STORY – WHAT SPEAKS TO DONORS?

- Crow about your accomplishments - donors like to back a winner
- But make it about the donor. Instead of having a picture and saying, “Jack, one of over 3,000 animals rescued in 2017,” say, “Jack, one of over 3,000 animals rescued in 2017 thanks to you.”
- Make donors feel like partners and champions
- But don’t forget the need!
- Demonstrating need/outcomes through photos
- *Everyone* is a fundraiser!
- Stellar customer service

LATEST ON TAX-DEDUCTIBLE GIFTS

- Change in tax law doubles standard deduction for individuals and couples
- Wealthy will continue to itemize, but those who give small to moderate-size gifts will not
- Those who itemize estimated to go from 33% to as few as 10%
- Time will tell – but prepare by telling stories that matter in the lives of both animals and people, credit the donor for making that happen, and identify and spend more time on wealthy donors!