



**THE HUMANE SOCIETY  
OF THE UNITED STATES**

# **Go Big or Go Home: F2F Fundraising**

Rachel Feldman, HSUS & Sherry Bell, Grow Fundraising & Consulting

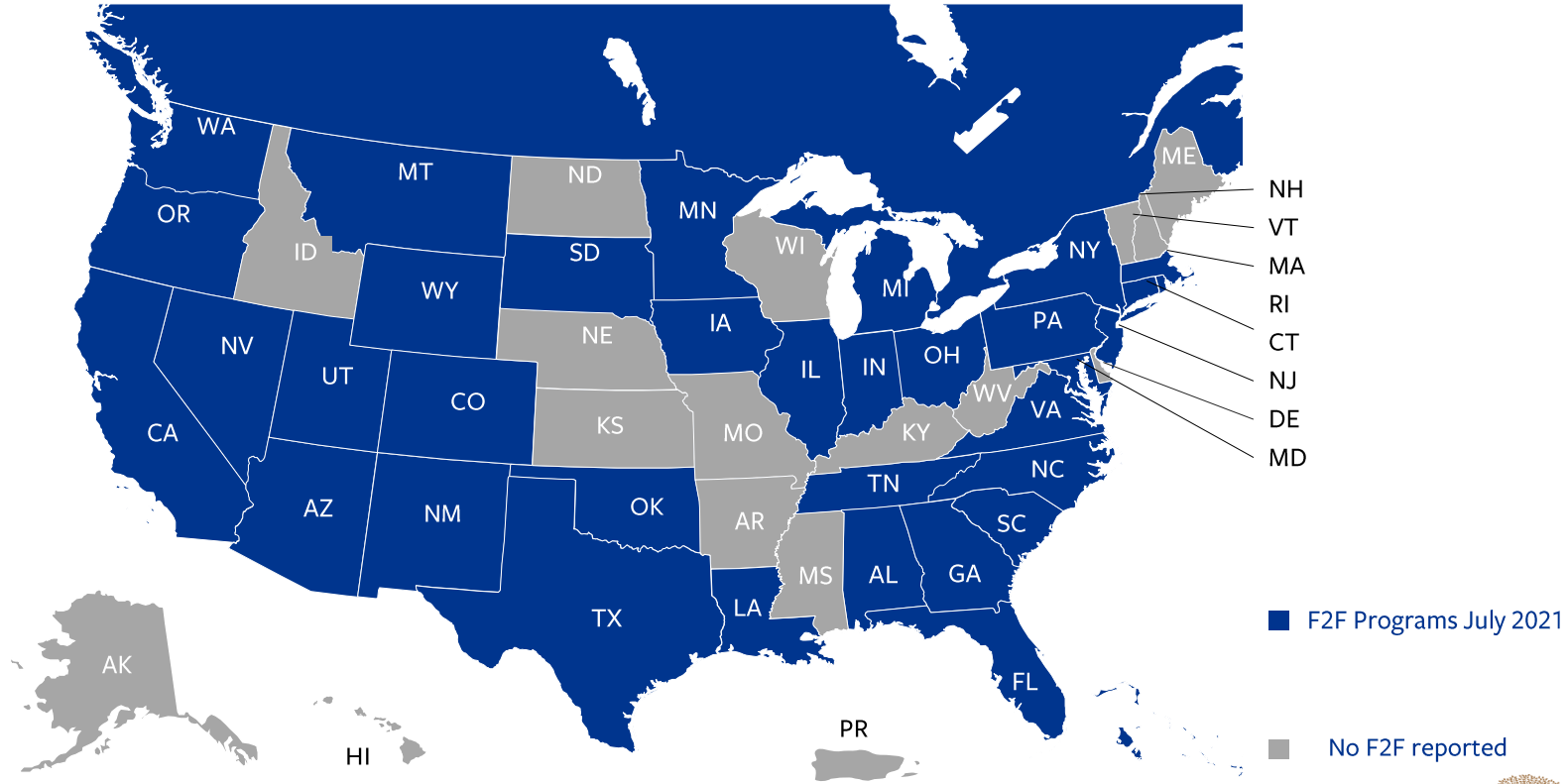


**Grow Fundraising  
& Consulting**

# Agenda

- History of F2F in the U.S.
- Alternative Cost Models
- Unique benefits of F2F
- Recouping investment
- Data collection
- Typical cost structure

# Where is F2F Fundraising?



# The History of F2F in the U.S.

Hindsight is 2020 – or 2021 in our case

- Turn of the century barriers to F2F
- The economic channel impact in 2008/2009
- The “golden age”
- F2F pre-pandemic channel growth
- F2F mid-pandemic impact
- F2F forward trajectory

# F2F and Covid-19

You can be the *hero* they need.

For every animal saved, countless others are still suffering.



**Over 100 million animals are killed** for fur each year; approximately 85% come from fur factory farms where undomesticated animals live in small cages unable to act out their natural behaviors. The rest are caught in crippling leghold traps for days without food or water.



**Puppy mills produce over 2 million puppies** each year for sale through pet stores and online. Mother dogs spend their entire lives in cramped cages, with no personal attention or care.



**Approximately 500,000 animals suffer and die** worldwide to test shampoo, mascara and other cosmetic products every year.



**Hundreds of thousands of animals are killed** for pleasure every year, so that their heads, hides, claws and bodies can be displayed as trophies.



**Mother pigs in the pork industry** and hens used by the egg industry are often locked in filthy cages so small they can barely move.

Partner KPIs  
(provided by agency)

Ongoing Reporting  
(provided by HSUS)



Overall Program  
Averages (provided  
by HSUS)

# F2F and Covid-19



Pre-Covid Avg Gift (12 months)	Post-Covid Avg Gift (12 months)
\$25.91	\$26.30

# Unique Benefits of F2F

Mobility

Flexibility to create permanent presence or enter market for short period.

Market penetration

Include F2F with other activities within the market.



# Unique Benefits of F2F

Low campaign saturation

Some markets have little to no competitors; not just big cities

Personal branding opportunities

One-to-one interactions allow for engagement and storytelling in response in real-time





# Unique Benefits of F2F

Channel cross over

Not just an offline channel and can share costs across teams.



# Alternative Cost Model

For small budgets nonprofit with big fundraising goals!

## Barriers to Channel Engagement

Cost/Investment



Retention



Brand Protection/impact



Channel Integration



## Potential solutions

Shared risk model

Benchmarks and innovation

Case Studies and PFFA

Digital and F2F

# Typical Cost Structure

## Example Models for F2F Acquisition

### Flat Acquisition Rate

---

Gift Multiplier

### Day Rate + Acquisition

---

Rate per day per fundraiser plus a gift multiplier

May stipulate a required pledge per day rate.

### Hourly Rate

---

An hourly rate for each fundraiser working on campaign with no additional acquisition fee

May have some performance requirement for pledge per hour ratio to manage costs

# Recouping Investment: Make Those Dollars Count!

## Cost sharing



### Become a Humane Hero today!

#### WHY GIVE MONTHLY:

- You provide reliable funds for emergency animal rescues
- It's easy, it's automatic, and there's no need to renew your HSUS membership
- You'll get a Humane Heroes T-shirt
- We'll subscribe you to our award-winning *All Animals* magazine

#### WE LOVE ANIMAL SHELTERS

The Humane Society of the United States is **NOT AFFILIATED** with local animal shelters, humane societies or rescue groups. The work your local groups do to protect pets in your community is critical. Please support them, and please adopt your next pet.

#### FIGHTING FOR ALL ANIMALS

Thanks to supporters like you, we're able to help hundreds of thousands of animals.

- We've helped more than 110,000 pets in underserved communities by providing free veterinary services and surgeries
- Since 2006, we've rescued more than 11,500 dogs from puppy mills
- We've worked with more than 230 major food companies to spare farm animals from extreme confinement
- At our affiliated wildlife rehabilitation centers and sanctuaries, we've helped more than 13,531 wild animals recover from injuries and find permanent homes

→ TO BECOME A HUMANE HERO, visit [humane.org/canvass](http://humane.org/canvass).

## Integrated Campaigns

Reply YES to confirm you want to join. Recurring msgs. Reply STOP to quit, HELP for info.  
Msg&DataRatesMayApply

Yes



HSUS: Thanks for signing up! We'll be in touch soon with updates and actions you can take for animals.



In the meantime, learn more about our work and join the fight for all animals here: <http://tl.ms/6ddn/3791c7>

Recurring msgs.  
Reply STOP2Quit, Help4info.  
Msg&DataRatesApply

# Recouping Investment

## Nonmonthly donors

Become a humane *hero* today!



\$50/month  
or \$600/year

Could train up to 25 police officers to enforce animal cruelty laws.



\$40/month  
or \$480/year

Could provide vaccinations for over 30 dogs or cats in underserved communities.



\$35/month  
or \$420/year

Could provide flea and tick prevention to over 80 dogs or cats in impoverished rural areas plagued with tick-borne diseases.



\$25/month  
or \$300/year

Could provide enrichment materials (toys, blankets, hiding boxes and other items) for 12 monkeys living out their lives under our care.



## F2F fundraising method mix

# Recouping Investment

## Effective stewardship & cultivation



**TO LOOK AT CASSIE NOW**, you'd never guess that the bright-eyed, fluffy-coated dog once suffered from a flea infestation so bad she lost much of her fur. That's how HSUS responders found her when they rescued 30 dogs, two cats, two burros and a horse from an alleged cruelty situation. Many of the dogs suffered from similar skin conditions or were painfully thin. Cassie also showed other signs of a tough life: Scars crisscrossed her face, and she could be aggressive with other animals.

Thanks to heroes like you, though, Cassie finally got the life she deserves. After her rescue, Cassie found a loving home. Medication cleared up her skin, and slowly her mottled pink, black and white appearance gave way to a healthy coat. Her adventurous spirit started to shine through, and now, at last, her future is bright.



Today 3:04 PM

Thank you for becoming a Humane Hero! Want to see how your monthly gift will help animals? A special video, just for you! <https://youtu.be/VQjI5YFnmsk>



Text Message



# Recouping Investment – Bump Up Test

**\$30 Monthly**

Hurricane and fire season are upon us. Can you chip in 5% more to help emergency efforts like these and support all of the lifesaving work to protect animals?

**Increase Support**

Increase Support:	\$1.50
<b>Donate Now:</b>	<b>\$31.50</b>

**Submit**

I understand that Donations to The Humane Society of the United States (TM Campaigns) are not tax deductible. If you have any questions, please contact our membership team at any time by calling The Humane Society of the United States (TM Campaigns) and...

From March 2<sup>nd</sup> – August 31<sup>st</sup>, Membership Drive and Threshold partnered to run a small bump-up test on behalf of the HSUS.

Threshold assigned a small team to use Membership Drive’s canvassing platform, which asked donors to increase their donations by an additional 5% before they finalize their donation.

During the duration of the test, two different asks were tested:

- **Ask 1 - Transaction Fee:** *Help to cover transaction fees so more money goes to the campaign*
- **Ask 2 - Campaign Ask:** *Hurricane and fire season are upon us. Can you chip in 5% more to help emergency efforts like these and support all of the lifesaving work to protect animals?*

# Data Collection



Survey Data



Lead Generation



Market Trend Data



Nonfinancial Ask Engagement





**THE HUMANE SOCIETY  
OF THE UNITED STATES**

Rachel Feldman – Director, Sustainer Strategies, The Humane Society of the United States –  
[refeldman@humanesociety.org](mailto:refeldman@humanesociety.org)

Sherry Bell – CEO, Grow Fundraising & Consulting – [sherry@growfcus.com](mailto:sherry@growfcus.com)