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Volunteer Services for Animals

Modernizing Online Resources PowerPoint

Speaker Notes

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* VSA Goals
	+ Include spray/neuter, community outreach and education, and legal advocacy
* Information Presentations
	+ Website design is easy to navigate but dated
		- Paragraphs of texts, simple colors, unchanging main page
	+ Not interactive
	+ Wired Wealthy report study- 60% of surveyed people said that a charity’s website personally connects them to a cause
	+ To be truly effective, we must use Aristotle’s points of persuasion
		- Establish ethos
			* By making ourselves credible and knowledgeable, we will be a valuable resource
		- Equally appeal to pathos and logos
			* Balance logic and emotion
			* All logic is boring and doesn’t hold people’s short term attention
			* All emotion is short-lived and doesn’t access long term memory
			* Example- sad dog commercials that play sad music. All emotion- you remember the commercial and that animals need help, but not specifics for the organization to help you act.
* Petfinder
	+ The link to the petfinder is lost in large paragraphs of text
	+ Under “Contacts”- providence and warwick chapter petfinders have no animals
		- If that is not our chapters focus, then we do not need useless links on our website
		- No links to social media, no “like us”
* Chapter Connection
	+ East Providence has their own website
		- Design is also dated. Cutesy, not professional. Like 2005 Middle School pages
		- However, they do have great resources in terms of their petfinder, youtibe, and social media links
		- Success stories are great for websites
	+ The EPVSA website is not linked on the main VSA page
	+ If EPVSA already has some of these goals set up, we should utilize their resources
	+ We are a TEAM. We need to present ourselves as one verified unit. Chapters cannot go rogue while still using the VSA name.
* Online Presence
	+ Online newsletter
		- MailChimp for Non-Profits, PopUp Domination are great resources
		- Can include information on donations, animal success stories, laws and bills that we support/ are trying to get passed, events, etc
		- Allows the consumer to choose how often they want to hear from us
	+ Technology is the future
		- Will help us reach the 18-35 age range for our demographics
	+ Paper Mailers and letters are fine, but they need reinforcement
* Online EDU
	+ Humane education PowerPoints
	+ Upload spay/neuter flyer into pdf
	+ Add videos and links explaining what spay/neuter is and why it is important
* Benefits
	+ Consumers want to see benefits of their donations
	+ If we don’t show them what their money is doing, why should they donate?
	+ We need to keep our organization on their mind
	+ Humane Society, PETA, larger organizations all do this
	+ Animal success stories, volunteer stories, and interviews with advocates who are helping pass legislature
* Solutions
	+ Obviously, these solutions require help. We need volunteers
	+ One step is to grow our organization so people know about us
		- We do a lot of good, but our name isn’t on anybody’s lips
	+ Fundraise!
		- Waterfire table
			* Souvenir raffle, face painting, origami, etc
		- Organize a 5K
			* Team up with MeetUp and animal lovers groups, “Runners/ Walkers for a Cause”
			* They fundraise for us and we provide a track/ contest. High in profit
		- Greek Life sponsors- different organizations choose a cause and fundraise for them
	+ Volunteers
		- Greek Life
			* Sororities/ fraternities have required community service hours
			* We can ask them to organize events for us, alleviating us of some burden
			* Greek Life is upbeat and many will do video PSA’s for us to put on website
				+ Such as a video about spray/neuter
				+ A tour of a shelter
				+ Adoption videos
		- Colleges
			* Providence is college town- tap into that resource!
			* Brown Swearer Center/ JWU Feinstein center
			* Colleges encourage community service for resume building
		- Wired Wealthy survey- 45% of people don’t volunteer because they weren’t asked
			* If we need volunteers, we need to ask
			* If we want to help anybody, we need more volunteers
			* They are also a younger demographic than we are currently reaching
	+ Web Design
		- Ask RISD, JWU graphic design clubs and classes
		- Use a “Start Here” approach
			* Proven to increase donations on charity websites
			* Easy to navigate
			* Modern
			* Customizable
				+ Give visitors options
				+ “start here”

We are VSA, what do you want to learn about?

Spay neuter

Adopting a pet

Laws and animal rights

Wildlife conservation

Volunteering

* + Advertising
		- We don’t do much, and that is OK
		- If we want to help people, we need donations, and people need to know how to find us
		- When you google “volunteer animals RI” we are third
		- When you google “spray” or “neuter pets RI” we don’t even show up on first page
		- Google Webmaster tools/ tag tools allow us to manage how people will find us
		- Google ads
* Overall goals
	+ Broaden outreach
	+ Customize and personalize website
	+ Increase volunteers and donations