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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