

The 'best self' of animal welfare donors



ERIN WALKEY AND FARLEY BEAR

SENIOR DIRECTOR PHILANTHROPY, BC SPCA



DR. JEN SHANG

INSTITUTE FOR SUSTAINABLE PHILANTHROPY



Institute for Sustainable
Philanthropy

What is Philanthropic Psychology?



- Philanthropy (Greek Root: Phil-anthropy)
 - Love of humankind
- Psychology (Greek Root: Psyche – logos)
 - Study/research of psyche/soul (e.g. our sense of who we are or its expression)
- Philanthropic psychology:
 - The study of how people love
 - This includes how we love ourselves and how we love others



What we're going to talk about



- Why we did it
- The difference it made
- Our 36-month collaboration
- What we found at the BC SPCA
- **Love, identity and well-being**
 - **Erin will introduce BC SPCA examples**
 - **Jen will introduce examples from around the world**

Why we embarked on the project:



- Science-based organization and internal credibility
- Long-term planning
- Evolution of animal welfare as a social justice issue
- One of our core values as an organization is to collaborate to amplify our impact

Fundraising Results*



- Donor base: 36.2% ↑
- Monthly/recurring: 34.3% ↑
- Existing donor retention **stable**
- New donor acquisition 32.7% ↑
- New donor retention 18.1% ↑

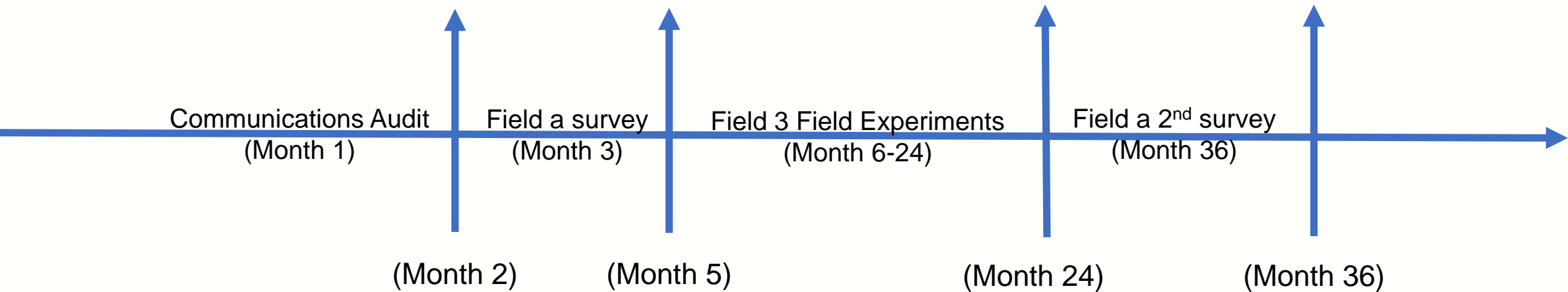
(DM, midlevel, digital & monthly)



The 36-month Collaboration Map



Integrate learning into communications





The Evidence-Base of This Research

Psychological motivation	Empathetic Distress Condition						Empathetic Anger Condition					
	Total increase →	11%	90%	72%	49%	127%	Total increase →	10%	99%	78%	38%	120%
	Current score on motivation	Intention to continue donating	Intention to increase donation	Intention to leave a legacy	Intention to become/ remain monthly donor	Intention to fundraise from friends/family	Current score on motivation	Intention to continue donating	Intention to increase donation	Intention to leave a legacy	Intention to become/ remain monthly donor	Intention to fundraise from friends/family
Purpose of Life	5.32						5.33					
Communal strength	5.27	2.8%	18.2%	21.2%	11.2%	24.6%	5.29	3.5%	20.8%	22.1%	22.9%	20.3%
Empathetic distress	6.76						6.78			2.3%	1.1%	
Empathetic anger	6.69#	1.0%			31.4%		6.76#					
Moral charging	5.81	2.1%					5.85	2.0%	8.4%	5.8%	5.3%	
Elevation	5.50					10.7%	5.53					11.5%
Emotional compassion	5.48						5.49		9.3%			
Victorious hope	5.02		20.5%	15.3%		28.8%	5.01		16.3%	26.8%		34.1%
Contentedness	4.89						4.93					
Love	6.08	2.3%	8.2%	5.6%			6.10	2.0%			3.3%	
Caring	5.79						5.78		4.4%			
Authority	4.79		6.3%				4.91					
Trust BC SPCA	5.87	2.5%					5.88					
Trust CEO	5.47						5.42					
Trust Protection officer	5.45						5.46					
Connectedness BC SPCA	5.39		7.8%	9.9%		12.0%	5.42	2.4%	7.5%	9.7%	5.0%	
Connectedness CEO	4.01						4.06					
Connectedness Protection Officer	3.94		20.1%			25.8%	3.99		24.5%			27.3%
Ingroup identification	5.68		9.0%	9.7%	6.0%	25.0%	5.69		7.4%			19.0%
Organizational identity importance	5.69			10.6%			5.70			11.6%		7.7%
Organizational identity esteem	5.96						6.01					

What are the key concepts of PhilPsych?



Identity

(Who are your donors?)

Love

(How do they love?)

Psychological Wellbeing

(How can we help them feel best about giving:

Connectedness, competence and autonomy?)



Institute for Sustainable
Philanthropy



Identity

(Who are your donors?)



Identity Congruence

2019



Person



BC SPCA
Supporter



Rank	Self Words	Rank	Supporter Words
1	CARING	1	CARING
2	KIND	2	HELPFUL
3	COMPASSIONATE	3	COMPASSIONATE
4	LOVING	4	LOVING
5	EMPATHETIC	5	KIND
5	HELPFUL	6	EMPATHETIC
7	LOYAL	7	SUPPORTIVE
8	FRIENDLY	8	CONCERNED
9	GENEROUS	9	SUPPORTER
10	THOUGHTFUL	10	ANIMAL-LOVER
11	HONEST	11	HAPPY
12	INTELLIGENT	12	GENEROUS
13	ANIMAL-LOVER	13	COMMITTED
14	SENSITIVE	14	HOPEFUL
15	FUNNY	15	DEDICATED
16	HAPPY	16	RESPONSIBLE
17	ORGANIZED	17	LOYAL
18	HARDWORKING	18	DONOR
18	PATIENT	18	GRATEFUL
18	STRONG	18	SYMPATHETIC

Why is identity important?



ANIMAL LOVER



What my friends think I do



What my coworkers think I do



What society thinks I do



What my partner thinks I do



What I think I do



What I do

What we are doing

We grow love by nurturing people's identities.

BCSPCA
SPEAKING FOR ANIMALS
1245 East 7th Avenue
Vancouver BC V5T 1R1

Be a kind friend to animals in need
of love and rescue in the new year!



=Arf! =
I'm Lola!
One of the
animals you
helped save
last year!
Read my
story inside...





What are animal lovers' best selves?



Institute *for* Sustainable
Philanthropy



**Your Kindness Saves Lives.
Donate Today.**

I'd like to make this donation

Once

Monthly

Please select a donation amount



Help to **provide a homeless cat**
with a warm bed, litter tray and
toys.

\$29

\$56

\$83

\$162

\$

Other Amount





Have I told you lately how much I love having YOU as my BEST FRIEND?

Sample Name
Sample Street
Sample town
Sample County



I hope this present shows you just how much YOU mean to me!



Institute for Sustainable
Philanthropy



0.2% of all campaign impressions

AWL Animal Welfare League SA
Sponsored · 🌐

Every week, hundreds of animals just like Poppy rely on your compassion to wrap them up and make them feel better.



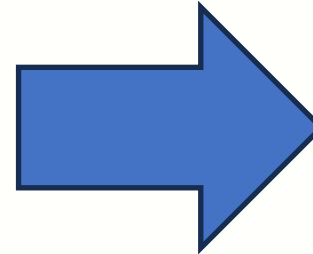
Give the gift of a second chance

awl.org.au
Will you help save their...
Not affiliated with Meta

Donate now

👍 1



👍 Like 💬 Comment ➦ Share



63.0% of all campaign impressions

AWL Animal Welfare League SA
Sponsored · 🌐

After roaming the streets during a torrential thunderstorm, what became of poor Poppy?



Yes, I want to be the love that saves Poppy's life

awl.org.au
Read Poppy's story.
Not affiliated with Meta

Donate now

👍 🥰 🍷 58 4 comments 4 shares

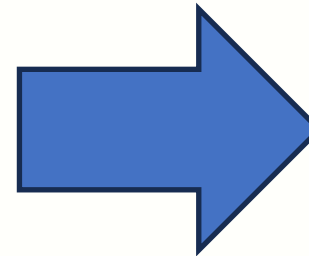
👍 Like 💬 Comment ➦ Share



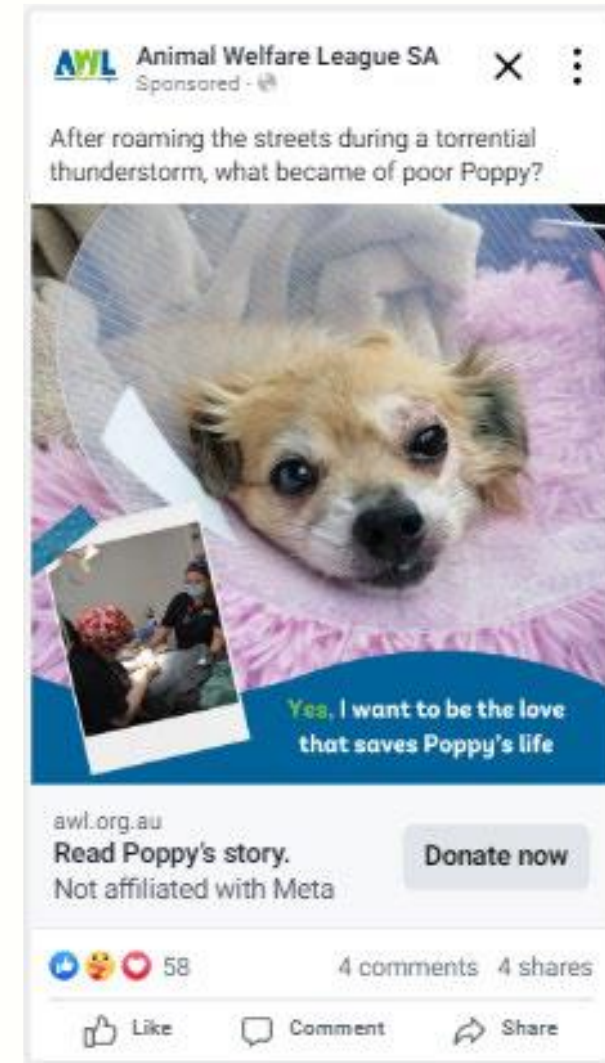
Institute for Sustainable
Philanthropy



0.3% of all campaign reach



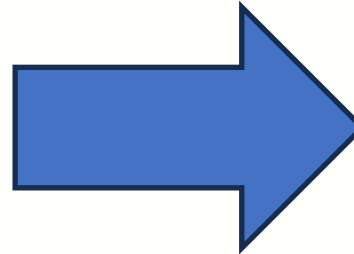
37.9% of all campaign reach



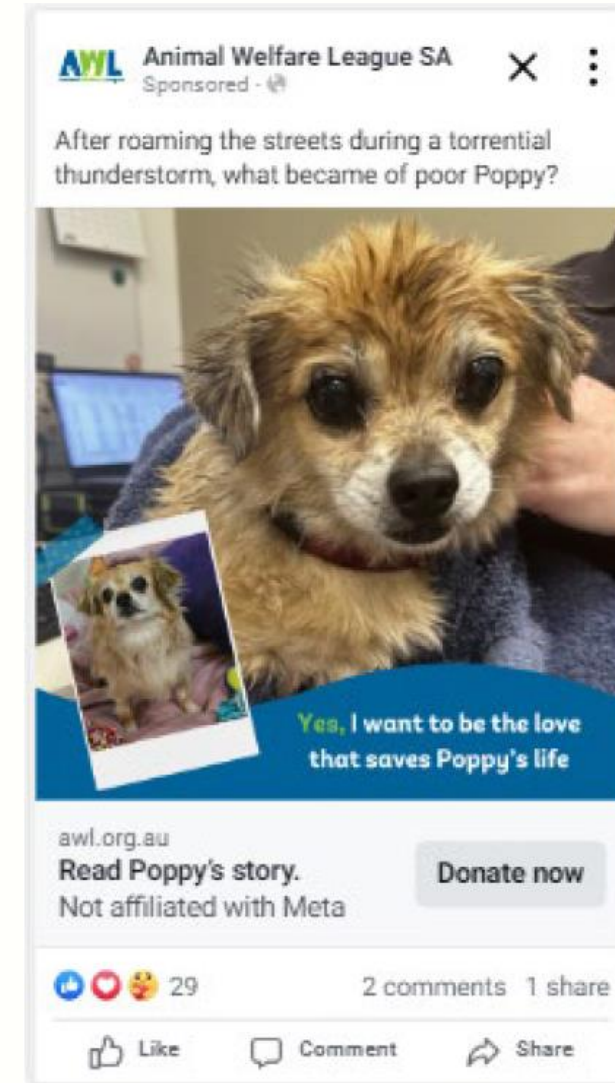
Institute for Sustainable
Philanthropy



0.3% of all campaign impressions



23.9% of all campaign impressions



Institute for Sustainable
Philanthropy



0.6% of all campaign reach

AWL Animal Welfare League SA
Sponsored · 🌐

Every week, hundreds of animals just like Poppy rely on your compassion to wrap them up and make them feel better.

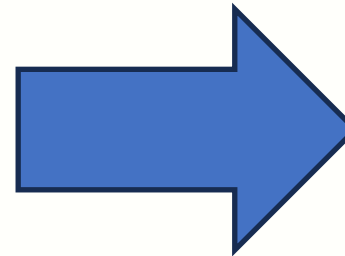


Give today 🐾🐾🐾

awl.org.au
Will you help save their...
Not affiliated with Meta

Donate now


Like Comment Share



41.4% of all campaign reach

AWL Animal Welfare League SA
Sponsored · 🌐

After roaming the streets during a torrential thunderstorm, what became of poor Poppy?



Yes, I want to be the love that saves Poppy's life

awl.org.au
Read Poppy's story.
Not affiliated with Meta

Donate now

👍❤️😄 29 2 comments 1 share

Like Comment Share



Institute for Sustainable
Philanthropy



Joining Wilberforce 200

By joining Wilberforce 200, you will change animals' lives, by speaking up for them, protecting them, rescuing and caring for them. Because all animals deserve our kindness, whether they live in our homes, on our farms, in labs, or in the wild.

We are asking for a one-off gift of £5,000 or more as your pledge to create a better world for every kind.

Get in touch

Alternatively email us at philanthropy@rspca.org.uk



Institute for Sustainable
Philanthropy



Love

(How do they love?)





Compassionate love



People are hungry in Yemen

Send urgently needed shelter, protection and hope today.

[DONATE NOW](#)

Companionate love



Keep Families Warm

Send lifesaving winter supplies and aid to strong refugee families trying to make it through this bitter cold winter.

[DONATE NOW](#)



irish guide dogs
for the blind

National Headquarters & Training Centre,
Model Farm Road, Cork.

Catherine Quinlan
Sample House
Sample Road
Sample County
Sample Country



*If you do... please will you help
me become a Guide Dog hero by
sponsoring me for just €1.50 a week?*



Institute for Sustainable
Philanthropy

Compassionate and Companionate Love



increasingly stiff and in growing pain, the verdict is grim: he has a torn cranial cruciate ligament. At the end of his tether, his devoted guardian is filled with anguish that he can't provide the surgery needed to relieve Zeus' torment.

Standing together, animal lovers are a loving force.

☒ **Yes, Craig!** I'll stand with you to bring relief to suffering animals so they can stay with their loving families.

Here's my renewal gift of:

☐ \$XX ☐ \$XX ☐ \$XX

☐ \$ _____

Mr. John Sample
123 Any Street
Any Town, BC A1A 1A1



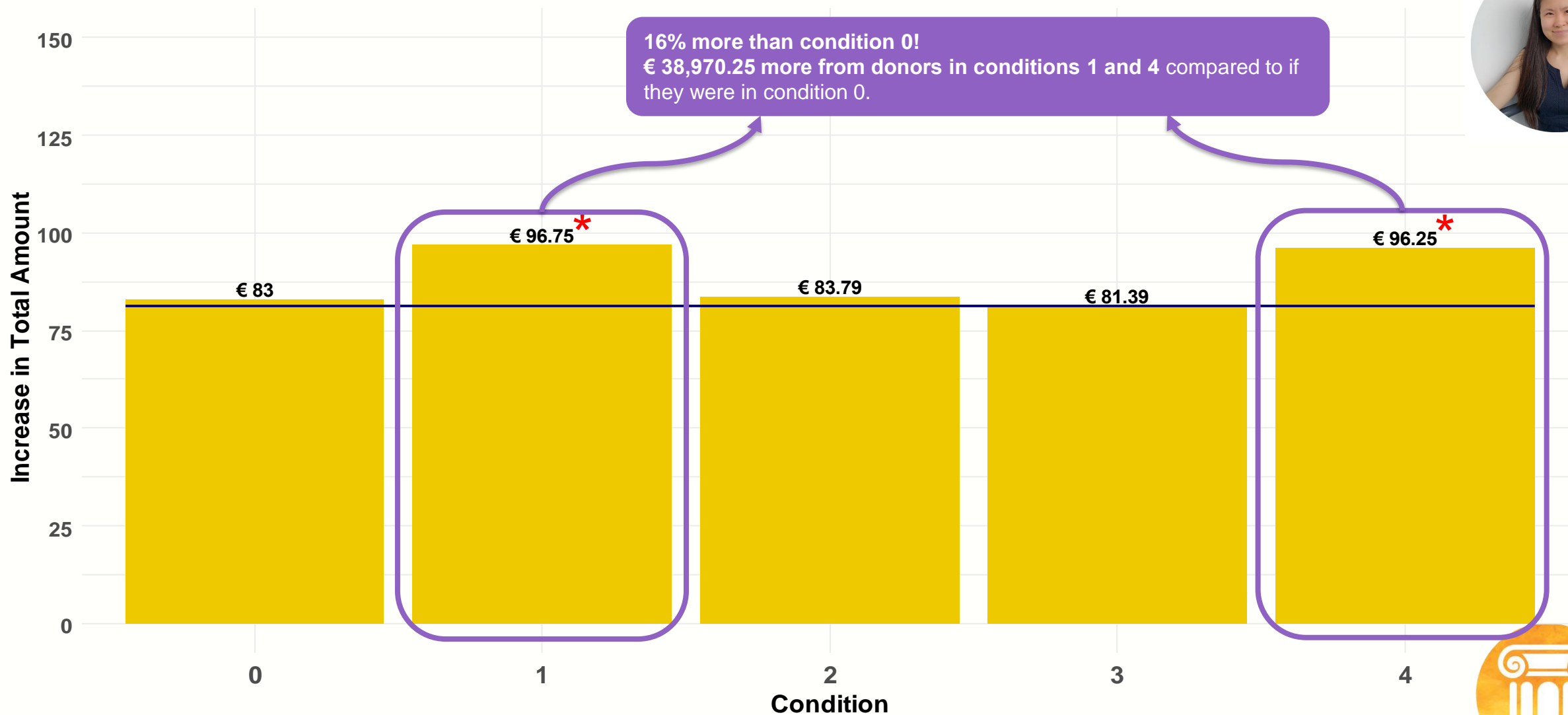
What love do you like to grow?



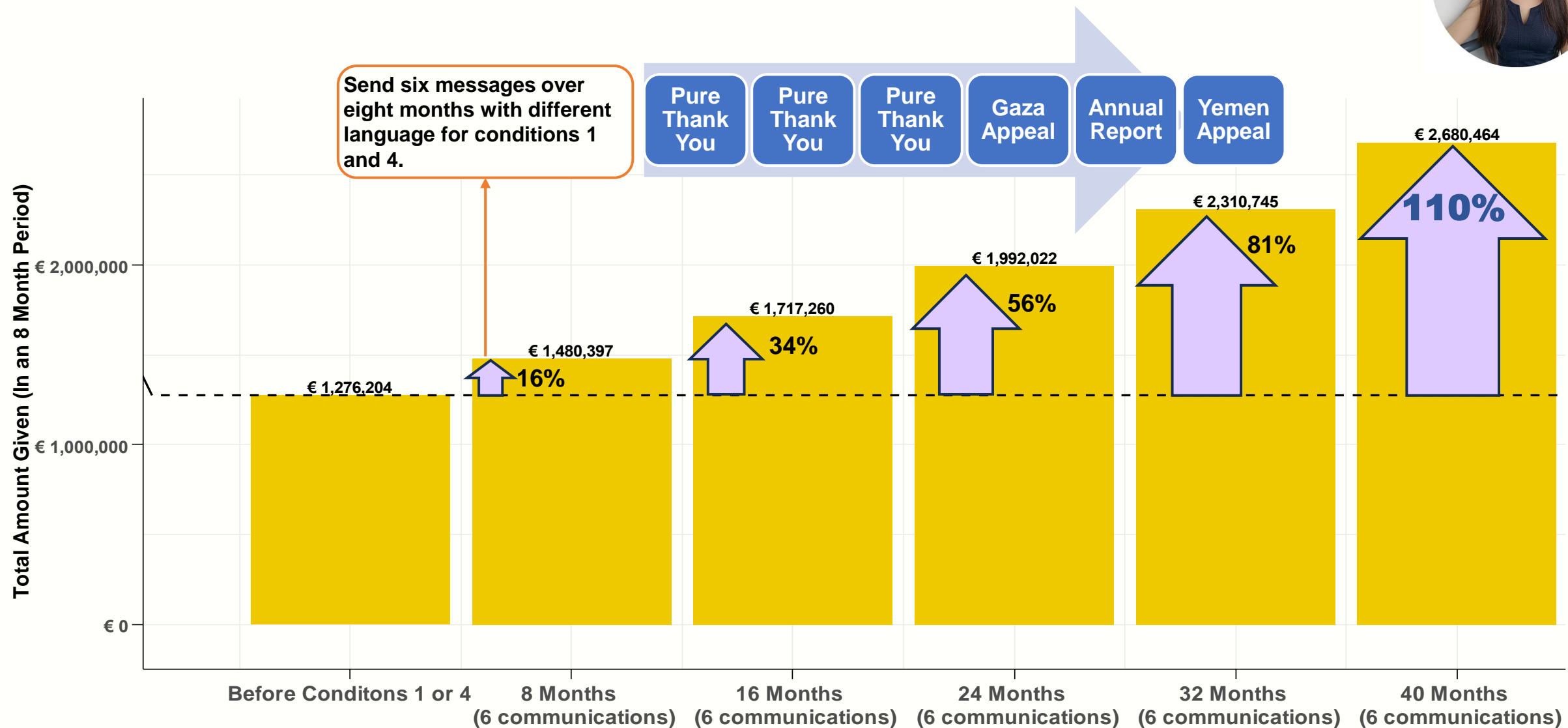
	Condition 1: Donor Agency + Compassionate	Condition 2: Beneficiary Agency + Compassionate	Condition 3: Donor Agency + Companionate	Condition 4: Beneficiary Agency + Companionate
Subject Line	Your strong love is...	Your ♥ and a mother's dream ...	Your strong love is...	Your ♥ and a mother's dream ...
Body	Thanks to you , Hamda persevered.	Hamda persevered , thanks to you.	Thanks to you , Hamda persevered.	Hamda persevered , thanks to you.
Body	Thanks to you , she no longer feels like a refugee at the mercy of events. While her life is different from yours , she now has the opportunity to feel powerful, courageous, and in control of her destiny.	She no longer feels like a refugee at the mercy of events. While her life is different from yours , she now has the opportunity to feel powerful, courageous, and in control of her destiny.	Thanks to you , she no longer feels like a refugee at the mercy of events. Like us , she now has the opportunity to feel powerful, courageous, and in control of her destiny.	She no longer feels like a refugee at the mercy of events. Like us , she now has the opportunity to feel powerful, courageous, and in control of her destiny.



Increase in Total Regular Gift Amount (Per Donor) from pre-tests to during/post tests



Path to Doubling Giving





Psychological Wellbeing

(How can we help them feel best about giving:
Connectedness, competence and autonomy?)



Institute for Sustainable
Philanthropy

THE IMPACT OF YOUR PLEDGE

Competence
Connectedness?
Autonomy?
Love?



Competence

Connectedness
+Competence

**Saving Lives. Changing Minds.
Your Love for Animals in Action...**



Institute for Sustainable
Philanthropy

Support areas of work that inspire you

You'll have a personal point of contact at the RSPCA, who can answer any questions and work with you to direct your gift to the areas of work that matter most to you.

Your Compassion in Motion...

When you join Wilberforce 200, your kindness will be put straight to work for the animals.

You'll have a personal contact at the RSPCA — *a fellow animal lover like yourself.*

And if there's an area of the RSPCA's work or an issue that's especially close to your heart, we'd love to help you make a difference for **the animals you love!**



competence

connectedness

Connectedness
+autonomy

+Competence



Institute for Sustainable
Philanthropy

Competence

Autonomy

Connectedness



Dogs Trust Ireland, Ashbourne Rd, Finglas, Dublin 11, D11 K003
Registered Charity Number 20057978



**YOUR LOVE HAS LEFT
A PAWPRINT ON MY HEART!**



Institute for Sustainable
Philanthropy



**How can you put all the learning
together into a writing checklist?**

How we use our learnings



	Writing Checklist
Enemy check	<div><input type="checkbox"/> The human guardian is not the enemy. I’ve strongly conveyed a shared love of animals.</div> <div><input type="checkbox"/> The human enemy intentionally abused the animal</div> <div><input type="checkbox"/> The human enemy financially exploited the animal causing suffering.</div>
Audience persona	<div><input type="checkbox"/> I rescue (now) <input type="checkbox"/> I save <input type="checkbox"/> I love (now and forever)</div>
Key emotion	<div><input type="checkbox"/> empathetic anger <input type="checkbox"/> empathetic sadness</div>
Breath in feelings	<div>↓ numbers & jargon ↑ emotions & rich detail focused on 1-2 key areas</div>
Psychological wellbeing	<div><input type="checkbox"/> Uplifts Competence <input type="checkbox"/> Uplifts Autonomy</div> <div><input type="checkbox"/> Uplifts Connectedness</div>
Identity	<div><input type="checkbox"/> BC SPCA top 10 moral identifiers used with most instances of YOU</div> <div><input type="checkbox"/> Copy recognizes that their love for animals is an essential part of who they are</div> <div><input type="checkbox"/> Donor will finish reading the letter feeling they are a good person regardless of whether they give today or not</div>
You test	<div>Used consistently, all through the copy (tied to identity)</div>



**'You' without
identity is
merely
transactional!**

'You'
Test

Kind, Caring and
Compassionate Animal Lover
Identity

Is YOU used consistently?:

- ☐ Represents 3% of copy including:
- ☐ In all high read* sections
- ☐ Minimum of once per paragraph
- ☐ Used in conjunction with every impact
- ☐ Use moral identifiers with most instances of You

- ☐ Use top Identities with most instances of “You”/“Your”
- ☐ In all high read* sections
- ☐ Use top identities to describe impact/action rather than the person directly. ie/ “You kindly rescued this animal” rather than “You are kind for rescuing this animal”.
- ☐ Top Identities should be 5% or more of copy.

[Title] [First Name] [Last Name]
123 Any Street, Unit A
Address Line 2
Any Town, ON M1M 1M1



Date

Dear <Ms. Sample>,

Thank you for being there for animals in need. As a long-time BC SPCA supporter, you've shown that you care deeply about animals and are passionate about helping to protect them from harm.

You and I have that in common. I've dedicated my life to fighting animal cruelty and helping animals at risk get the care they need and deserve. With your generous and unwavering support over the years, you've been right there with me.

Together, we've rescued countless abused, neglected and injured animals, found forever homes for many thousands of frightened and abandoned dogs, cats and other animals, and worked tirelessly to prevent future suffering and cruelty.

I'm writing today to tell you about one more way you can be there for our furry friends. Join us as a Forever Guardian by leaving a gift to the BC SPCA in your will and forever be by their side. We call it legacy giving, because, with that one kind and generous act, you'll leave a legacy of love for generations to come.

The BC SPCA receives no regular provincial or federal government funding. We rely almost entirely on donations from individuals like you. By making a legacy gift, you can ensure the work you feel so passionately about lives on.

If you are considering joining us as a Forever Guardian, or if you'd like more information about leaving a gift in your will, please let us know by filling out the attached Will and Estate Gifts Notification Form.

Over please . . .

[Addressee]
[Address Line 1]
[Address Line 2]
[City] [Province] [Postal Code]



Your bigger-than-life
love for animals will
always protect them.

<mail date>

Dear <Salutation>,

Your deep love for animals is pure and beautiful. You give me faith that one day all animals will be loved, protected and safe.

Your unflinching compassion rescues innocent animals from cruelty. Your kind heart yearns for better days when all animals will be loved and safe.

Because your deep love of animals is just part of who you are.

You and I have that in common. I've dedicated my life to fighting animal cruelty. With your unwavering support, you've been right there with me.

Together, we've saved innocent animals like the 120 cats and three small dogs recently rescued from horrific living conditions. These poor animals were emaciated and suffering from upper respiratory infections, extreme flea infestation, urine scalds, eye infections, dental issues, ear mites, and wounds. Your loving heart would be in distress to see the filthy and unsafe conditions in the trailer they were kept in.

You've lovingly ensured our Animal Protection Team is always ready.

You've loyally supported animals through months of recovery.

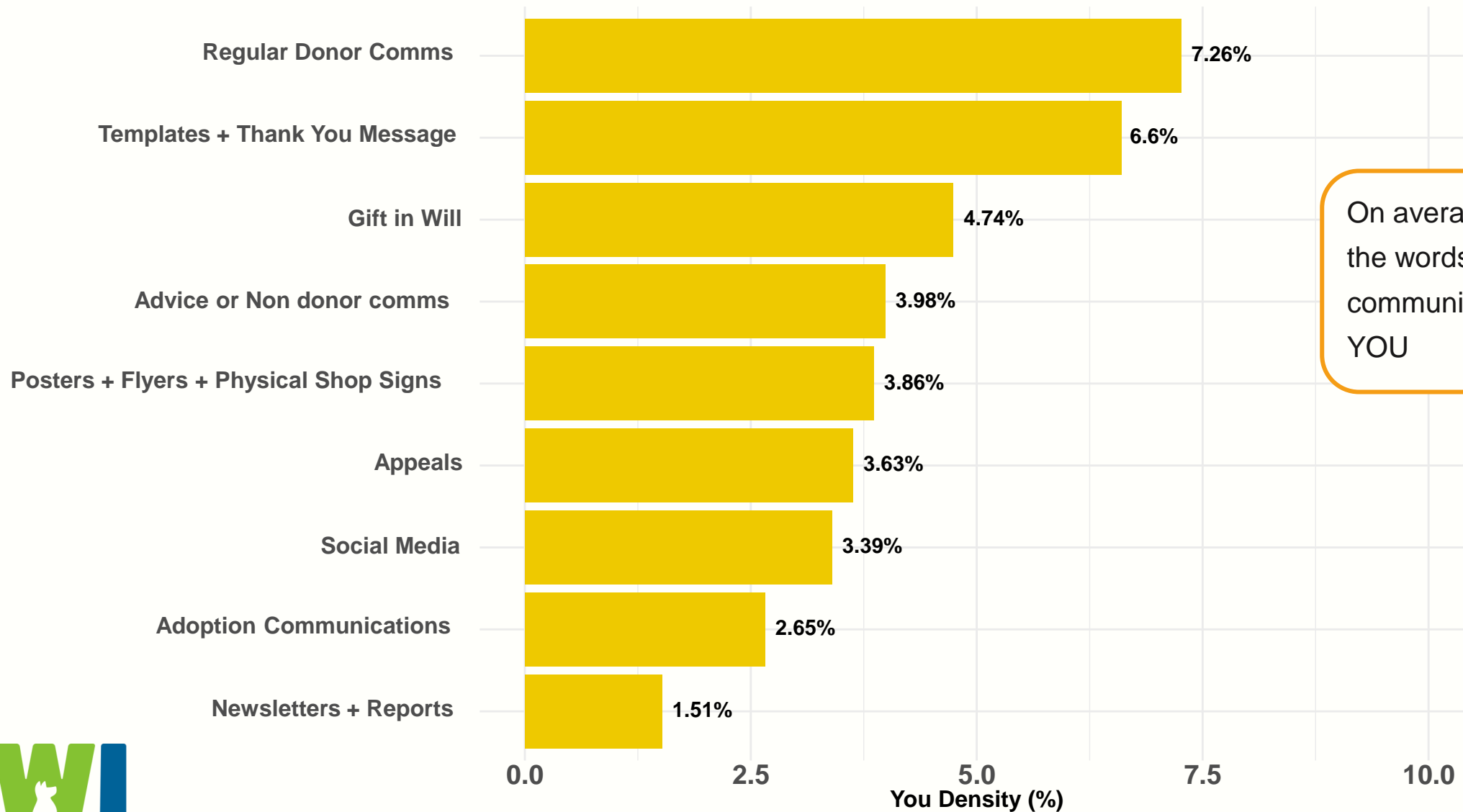
After 40 years investigating animal cruelty, I know that when we're called to a case, it's never easy, but it is possible. With each rescue comes relief. One more, two more, a dozen more, 123 animals are safe...

It will take your everlasting protection to make it possible.

Please turn over...



How Often Do You Use YOU?

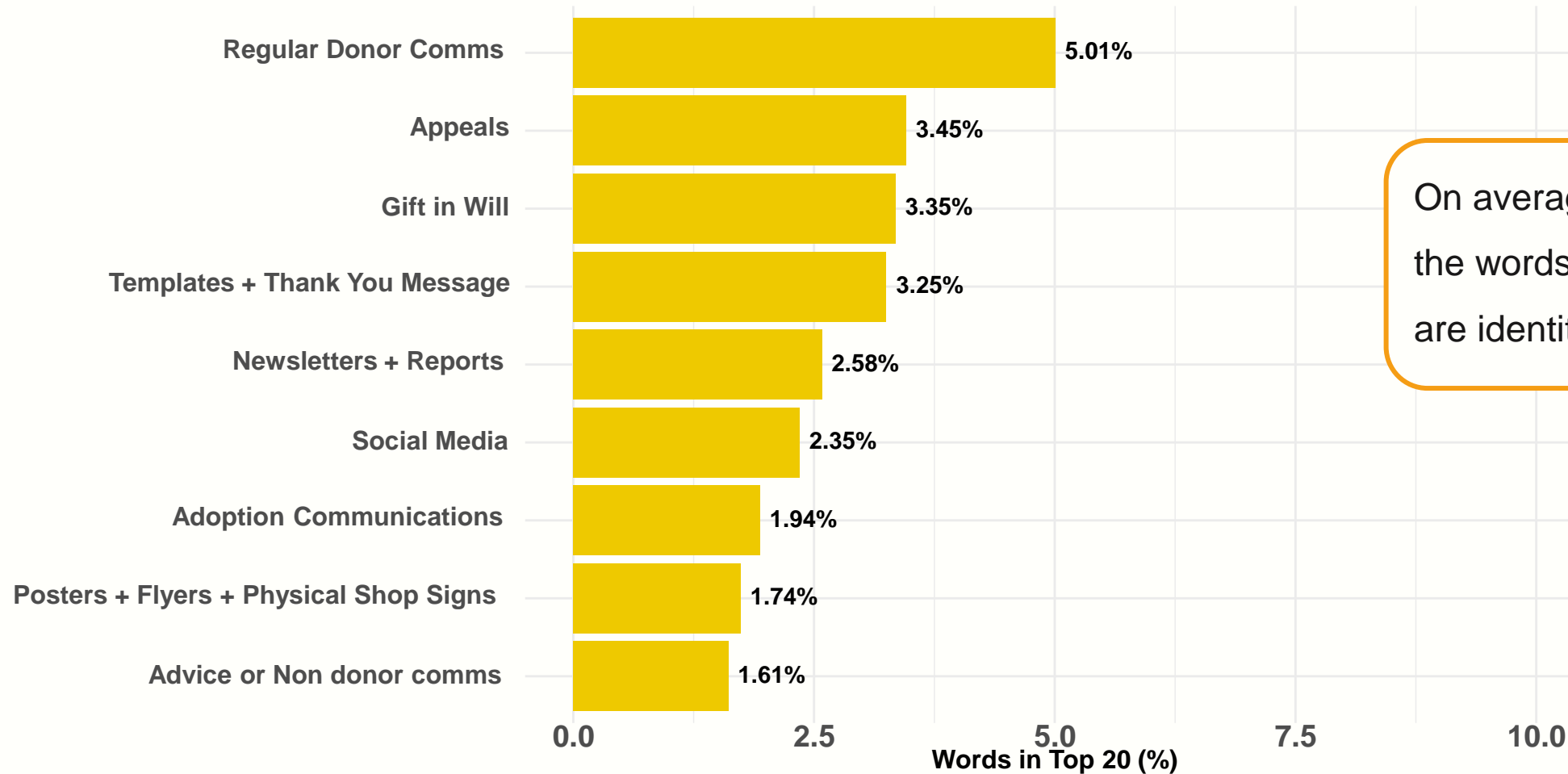


On average 3.5% of the words in your communications are YOU



Institute for Sustainable
Philanthropy

How Often Do You Use Your Top 20 Identity Words?



On average 2.5% of the words you use are identity words.



Institute for Sustainable
Philanthropy



*Thank you for giving, for
caring, and for being someone
who's always on the side
of the animals.*

ISPCA
CARING FOR ALL ANIMALS



YES! I'll be a defender and protector
of the most abused, broken animals
in the whole of Ireland...

May my gift today help lift another abused animal from their life
of misery and into the warm, safe arms of an ISPCA inspector.



BCSPCA
SPEAKING FOR ANIMALS

Happy Tails

ISPCA

SUMMER 2024

News of how **your love for animals** is fighting cruelty and saving lives across Ireland.



The Sisters You Saved From the Fate That Was So Nearly Theirs...

*Laura with
'her girls' as
she calls them.*

Just a few weeks old, orphaned, and left to die in a cold, muddy field. Tia and Tamara's fate seemed all but sealed. But when you give to ISPCA, you send your love on a search and rescue mission to find the animals who need you most...

Thank you for having us!



ERIN WALKEY AND FARLEY BEAR
SENIOR DIRECTOR PHILANTHROPY, BC SPCA
EWALKEY@SPCA.BC.CA

Live Q&A with Dr. Jen Shang

18 March 2025

12noon Eastern USA / 5pm UK

Register [here](#) or via QR code below:



DR. JEN SHANG
INSTITUTE FOR SUSTAINABLE PHILANTHROPY
JEN@PHILANTHROPY-INSTITUTE.ORG.UK