

How to Secure More Visits with Your Next Major Donors



Introducing Your Speakers

PEANUT BUSTER



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SPOCK & "SEVEN" 70F9

Today's Goals



Getting visits: The best *and* the worst



Strategies to secure more visits



The unique tools of animal welfare



Overcoming objections

Meetings Matter!

- Deeper personal connection
- Builds authentic and trust-based relationships
- Allows for important non-verbal cues
- Better understanding of the donor's interest and motivations
- Fosters a sense of belonging for your donor



Meetings Matter!

- Meetings update donors, increase their engagement, and expand their impact and fulfillment
- Direct feedback and engagement opportunities
- 100% customizable for the person(s)
- Creates a stronger foundation for long-term relationship



Strategies to Inspire “Yes”

Step 1: Create dedicated time and focus

- Calendar block
- Create incentives
- Share your goals
- Celebrate the effort
- Track in the database



Strategies to Inspire “Yes”

Step 2: Identify your audiences

- Annual donors
- Board referrals
- Event attendees
- Volunteers
- Community leaders



LO_RE_Feb1-7_2025 GiftReport.xlsx
25 KB



Please see attached for \$500+ report for Luminate from 2/1/2025-2/7/2025. Additionally, if you need to be added as a gift solicitor for any donations, please let me know and I'd be happy to update. Thank you!

Strategies to Inspire “Yes”

Step 3: Develop an invitation for each audience



YOU'RE INVITED!

Please join us at our upcoming
Introduction to San Diego Humane Society Luncheon!

Enjoy a vegetarian lunch and hear from Dr. Gary Weitzman, President and CEO, about how San Diego Humane Society is creating a more humane world for animals and the people who love them. Guests will also receive a behind-the-scenes tour of our newly renovated Adoptions Center!

We encourage you to share this invitation with others
who have a passion for animals!

December 10, 2024
12 – 1 p.m. - Lunch, 1 – 1:30 p.m. - Optional Tour

San Diego Humane Society, San Diego Campus
5500 Gaines St., San Diego, CA 92110

To join us, please RSVP to Amy Lomas at alomas@sdhumane.org or 619-243-3446 by November 26. Please note that space is limited. Registration is provided on a first-come, first-served basis.



- Extend a clear invitation
- May be different for each audience
- Persistence pays off

Strategies to Inspire “Yes”

Step 4: Extend a clear invitation

- Clear language
- Specific ask
- Be honest about purpose
- Language that works



Current Donor

Hi, this is Carol calling from San Diego Humane Society! I'm calling to say thank you so much for your recent gift. *[listen]* The other reason I'm calling is to invite you for a behind-the-scenes tour. This is something I offer our generous friends like you — it's a great way for you to see how your gift is being used and for me to get to know more about your experience as a donor. Would you be open to comparing calendars to see if we can find a time next month?



Community Leader

Hi, my name is Carol and I'm calling from San Diego Humane Society. Did I catch you at a good time? [listen] Great! I called you today because San Diego Humane Society is developing a plan to open our community's first low-cost community veterinary hospital. We're reaching out to our community's leaders to get your thoughts on our plans and see if it's a project you'd like to become involved in. Would you be open to comparing calendars to see if we can find a time to meet in the next month or two?





Strategies to Inspire “Yes”

Step 5: Keep trying

- 3 attempts/60 days
- Vary outreach methods

8 Ways to Leverage Animal Welfare in Your Outreach

Idea 1: Invite for a private tour

Pro Tip: Point out they'll see animals!

Pro Tip 2: Prepare for animal interactions



8 Ways to Leverage Animal Welfare

Idea 2: Show them more of your mission — invite to a program

Pro Tip: Bring snacks, water, and remember, make their experience turnkey!



8 Ways to Leverage Animal Welfare

Idea 3: Bring animals to your donors

Pro Tip: Ask to meet at a dog-friendly place so you can bring your dog



8 Ways to Leverage Animal Welfare

Idea 4: Share photos and stories of animals with a hook

Pro Tip: Focus on stories that are targeted to the prospective major donor's interests



8 Ways to Leverage Animal Welfare

Idea 5: Share about your pets

Pro Tip: Send photos of your pets

Pro Tip 2: Your pets are a great segue way to talking about your mission



8 Ways to Leverage Animal Welfare

Idea 6: Take a walk!

Pro Tip: Walking your dogs (or even cats) is a great way to connect, enjoy the outdoors and bond over a shared experience



8 Ways to Leverage Animal Welfare

Idea 7: Ask to meet their animals

Pro Tip: Home visits are great for learning all about your donor

Pro Tip 2: Bring a gift for their pet!



8 Ways to Leverage Animal Welfare

Idea 8: Ask for feedback on their adoption experiences

Pro Tip: Feedback and advice is a great way to get someone more involved and engaged

Pro Tip 2: Be curious. Always ask more questions!



Strategies to Overcome Objections

Objection 1: “I don’t understand what this is about”

- Acknowledge their response and clarify your purpose
- Highlight the benefit for the donor/prospect
- Frame as a collaboration and an opportunity
- Offer specific examples or details about the meeting
- Encourage questions, concerns, and welcome feedback
- Reaffirm that it’s about their involvement
- Assure no-pressure engagement

Overcoming Objections

Objection 2: “You don’t need to waste your time on me”

- Reassure them of their value
- Shift the focus to their goals or needs
- Express genuine care
- Offer a small, low-pressure next step
- Reaffirm your purpose
- Give them a chance to speak freely

Overcoming Objections

Objection 3: “I’m really busy”

- Acknowledge their time constraints
- Offer a solution that’s quick and efficient
- Propose a flexible schedule
- Clarify the commitment length
- Offer an easy next step
- Be willing to revisit the meeting ask at a later date

Overcoming Objections

Objection 4: “It’s too sad to see the animals”

- Acknowledge their feelings
- Remind them of their compassion for and love of animals
- Focus on the positive experience of seeing and meeting animals
- Shift the narrative to empowerment
- Explain how the meeting will connect them to their impact
- Offer alternatives so that the donor can meet you on their terms
- Fun tip: Make a pact that you won’t let them adopt all of the animals

Overcoming Objections

Objection 5: “No, thank you”

- Acknowledge and respect their decision
- Ask a follow up question
 - “Can I ask you what’s holding you back from wanting to meet?”
- Highlight a benefit to connecting
- Offer a different approach or solution
 - "Can I send you a proposal for your review instead?"
- Leave the door open for future conversations



Most of the time,
we won't get the
meeting... and
that's okay!





Know when to come back to them

- Create a reason
- Use a new offering



Remember...





Thank you!



Q&A

