How to Secure More Visits with Your Next Major Donors





Introducing Your Speakers

Peanut Buster

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SPOCK & "Seven" 70F9





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"



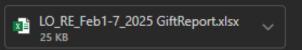
Step 2: Identify your audiences

Annual donors

Volunteers

Board referrals

- Community leaders
- Event attendees



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!







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.



Strategies to Inspire "Yes"

Step 3: Develop an invitation for each audience

- 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-thescenes 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



Idea 1: Invite for a private tour

Pro Tip: Point out they'll see animals!

Pro Tip 2: Prepare for animal interactions





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

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





Idea 3: Bring animals to your donors

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





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





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





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





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!





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



Objection 5: "No thonk

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











Thank you!



Q&A



San Diego
Humane
SOCIETY

