



# Are They Feeling The Love?

**Jen Shang**

Professor of Philanthropic Psychology  
Institute for Sustainable Philanthropy



# Using Love Language to Build Donor Identity and Wellbeing

**Shoni Field**

Chief Development Officer  
The British Columbia Society for the  
Prevention of Cruelty to Animals





# What we're going to talk about

- Why we did it
- Spoiler alert: the difference it made
- The 36-month collaboration
- What we found at the BC SPCA
- Love, identity and well-being
- How things changed and how our thinking has evolved



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# Why we embarked on the project:

- Science-based organization & internal credibility.
- The upcoming donor base crisis and long-term planning.
- Evolution of animal welfare as a social justice issue.



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# The Effect of Giving on Wellbeing has increased

	Connectedness	Competence	Autonomy	Total Impact
Intention to Continue	129.8% #	128.0%		<b>257.8%</b>
Intention to Increase	85.7% #	157.5%	280.8%	<b>524.0%</b>
Intention to Leave Legacy				
Intention to Monthly Give				
Intention to Fundraise			310.6%	<b>310.6%</b>
<b>Total Increase Potential</b>	<b>215.5%</b>	<b>285.5%</b>	<b>591.4%</b>	



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# Fundraising Results\*

- Donor base: 32.5% ↑
- Monthly/recurring: 22.3% ↑
- Existing donor retention **stable**
- New donor acquisition 38.7% ↑
- New donor retention 18.6% ↑
- Direct response revenue growth: 79.59% ↑

(DM, midlevel, digital & monthly)



\* 2022 benchmarked to 2018 results

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# Where we started: What conditions are charging, not depleting, BC SPCA donors?

- When giving allows them to express their best self.
- When giving increases their sense of psychological well-being.



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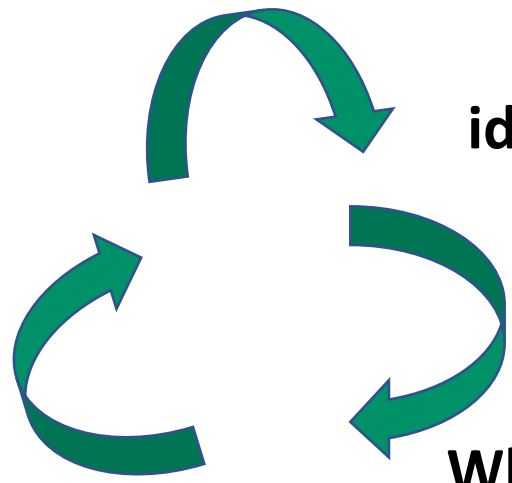
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# What's the connection?

## Identity, well-being and love

Strong well-being  
reinforces sense of  
identity



When we nurture  
identity we grow love

When people experience love it  
builds up their well-being



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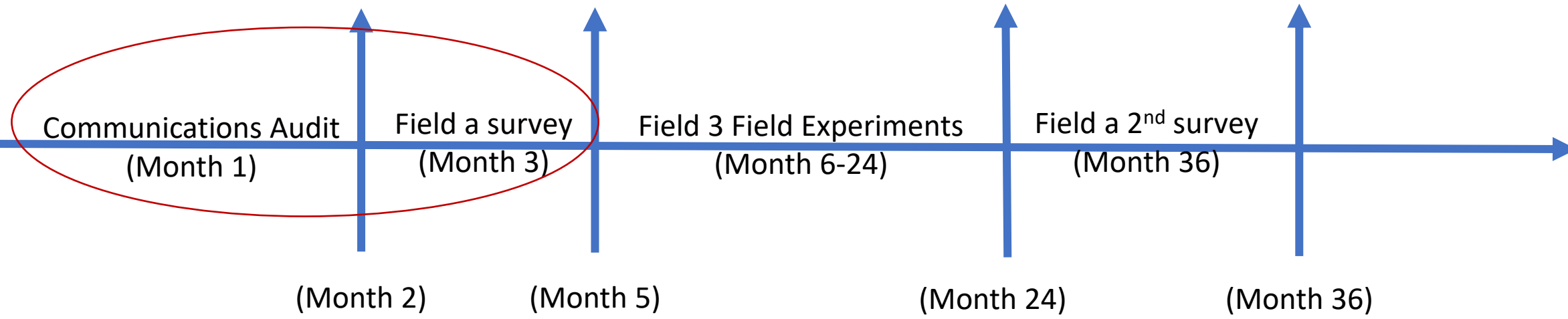




# The 36-month Collaboration Map



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%			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					

# Key Psychological Motivation

## Communal Strength

Communal strength measures the extent to which someone will sacrifice to meet the needs of the animals

Biggest boost to likelihood of giving



Biggest boost to likelihood of upgrading



## Victorious hope

A sense of hope gained by helping the animals. A sense of future, present and past success.



# 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



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# Identity looks different across the sector



Brady Campaign  
To Prevent Gun Violence



OXFAM

unicef  
for every child

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The Children's Society



WWF

Planned Parenthood  
Care. No matter what.



British Heart Foundation

Iowa Public Television



tearfund

Save the Children

The Heritage Foundation



Lifeboats

GREENPEACE

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# one donor base looks very different from another

What are the top 5 words that come to mind when you describe yourself as a person?



  
**Lifeboats**

What are the top 5 words that come to mind when you describe yourself as a supporter?



What are the top 5 words that come to mind when you describe yourself as a person?



*Lyric*

What are the top 5 words that come to mind when you describe yourself as a supporter?





# Same sector > identity still looks different



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# Why is identity important?



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# 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.**



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# Compassionate Love (out-group) or Companionate Love (in-group)



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# Companionate love for animals, donors and humanity

[FN] [LN]-C  
[ADD]  
[ADD2]  
[CITY], [PROV] [PC]

Celeste  
<mail date>

Dear [SALUT\_RAW],

My faithful dog Zoey is snuggled in and snoring softly with her head on my feet as I write you this. She follows me all over the place, from the desk to the kitchen, even to the bathroom! She's my constant and loyal companion and when I cuddle with her, it's a warm embrace in my heart.

**I can't imagine watching Zoey in pain, or suffering in any way. I'd do absolutely anything for her, just as you would for your animal friends.**

**As one of the BC SPCA's generous friends, it's clear that you love and care for animals deeply, just as I do. I'd like to warn you that the story I'm about to tell you might make you angry. I hope you can bear it, because it's important for you to hear.**

the kitchen, even to the bathroom! She's my constant and loyal companion and when I cuddle with her, it's a warm embrace in my heart.

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along with  
home beside  
ed or shelter,  
ht body was  
every last inch

of faithful dog  
ops? It makes



**Thank goodness you, and other animal-lovers like you, are out there, giving your whole hearts so that animals can be loved as they deserve. You really restore my faith in humanity!**



# (Lack of) Compassionate love

Celeste was left by her owner, outside in the freezing cold, along with her innocent babies. Instead of laying warm and snug in a cozy home beside her beloved guardian, **Celeste lay shivering alone, without food or shelter, desperately trying to keep her precious babes alive.** Her slight body was wasting away, pushed to the absolute limit, as she gave her pups every last inch of fat and nutrients she had to give.

Does it make your blood boil to hear that this sweet, loving faithful dog was abandoned in the cold? A momma dog with tiny newborn pups? It makes me fume. It's truly incomprehensible!

[FN] [LN]-C  
[ADD]  
[ADD2]  
[CITY], [PROV] [PC]



Celeste

<mail date>

Dear [SALUT\_RAW],

My faithful dog Zoey is snuggled in and snoring softly with her head on my feet as I write you this. She follows me all over the place, from the desk to the kitchen, even to the bathroom! She's my constant and loyal companion and when I cuddle with her, it's a warm embrace in my heart.

Imagine watching Zoey in pain, or suffering in any way. I'd do anything for her, just as you would for your animal friends.

Of the BC SPCA's generous friends, it's clear that you love animals deeply, just as I do. I'd like to warn you that the story I tell you might make you angry. I hope you can bear it, because it's a story you need to hear.

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# Compassionate & 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



January 25, 2021

Dear Current/Active Donor Name,

It's a sad time to be vulnerable. COVID-19 has pushed the exposed and defenseless, including dogs like Zeus, to the very brink.

As we greet this new year with hopes for a strong and healthy future, I dearly hope you are weathering this storm safely.

If you are able, I invite you to stand with me to save animals like Zeus. Zeus is like so many of us right now. Bravely - if a bit shakily - standing, but liable to sadly crumple with just one more hard knock. Having a friend like you to lean on makes all the difference.

**For you and I, saving animals is truly a calling!**

If you are like me, seeing an animal in pain fills you with tremendous sadness. Do you, like me, find yourself compelled to bring relief to suffering animals? Together, we can lift up animals in distress and restore them to health and happiness.

**Will you take action today to help save desperate animals - and their humans - from deep pain and sorrow? Your renewal gift of \$XXX or whatever you can give will be such a great help.** Even a small sacrifice makes a big difference, when your gift joins together with those from other animal lovers like you.

Zeus is a much-loved three-year old whose loving guardian would bring him to a BC SPCA free vet clinic in Vancouver for checkups. Thanks to your generosity he was even able to stay at the BC SPCA as an emergency boarder when his guardian was hospitalized.

Then, Zeus started having trouble walking. Unsteady,

...2



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E-mail: info@spca.bc.ca | spca.bc.ca



# ➔ When people experience love it builds up their well-being



Autonomy



Competence



Connectedness to others



## Well-being



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You saved animals like these ↗



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Vancouver, BC V5T 1R1



**You saved animals like these  
tiny orphan puppies!**

*Inside: Your latest Pawsome Report*



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Connectedness



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**You saved animals like these tiny orphan puppies!**  
*Inside: Your latest Pawsome Report*

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Competence



*How did Chewie and Obie make it to safety?  
Read their story...*



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With a **loving monthly gift**, you'll save animals every day!



Monthly PAW Plan supporters provide a safety net of support that is there when animals are in urgent need: from medical emergencies, to large animal intakes, to emergency response, and more. *Your love every month is a reliable support system for animals in need.*

- YES**, I'll be there for animals every month as a caring PAW Plan monthly donor. I authorize my monthly donation of:
  - \$10  \$15  \$20  \$50  Other \$ \_\_\_\_\_
  - beginning (choose month) \_\_\_\_\_, (year) \_\_\_\_\_
- Please deduct this gift from my chequing account on the 15<sup>th</sup> of each month. I've enclosed a cheque marked VOID.
 

\_\_\_\_\_ *OR* \_\_\_\_\_
- Please charge this amount using my  VISA  MasterCard  AMEX on the 1<sup>st</sup> of each month.

Credit Card No. \_\_\_\_\_ Expiry \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_ Phone \_\_\_\_\_



*Thank you—you're Pawsome!*





Autonomy

**Planning ahead helps make change happen!** What is your 2023 New Year's resolution for how you'll share your love with the animals?

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**Thank you!**



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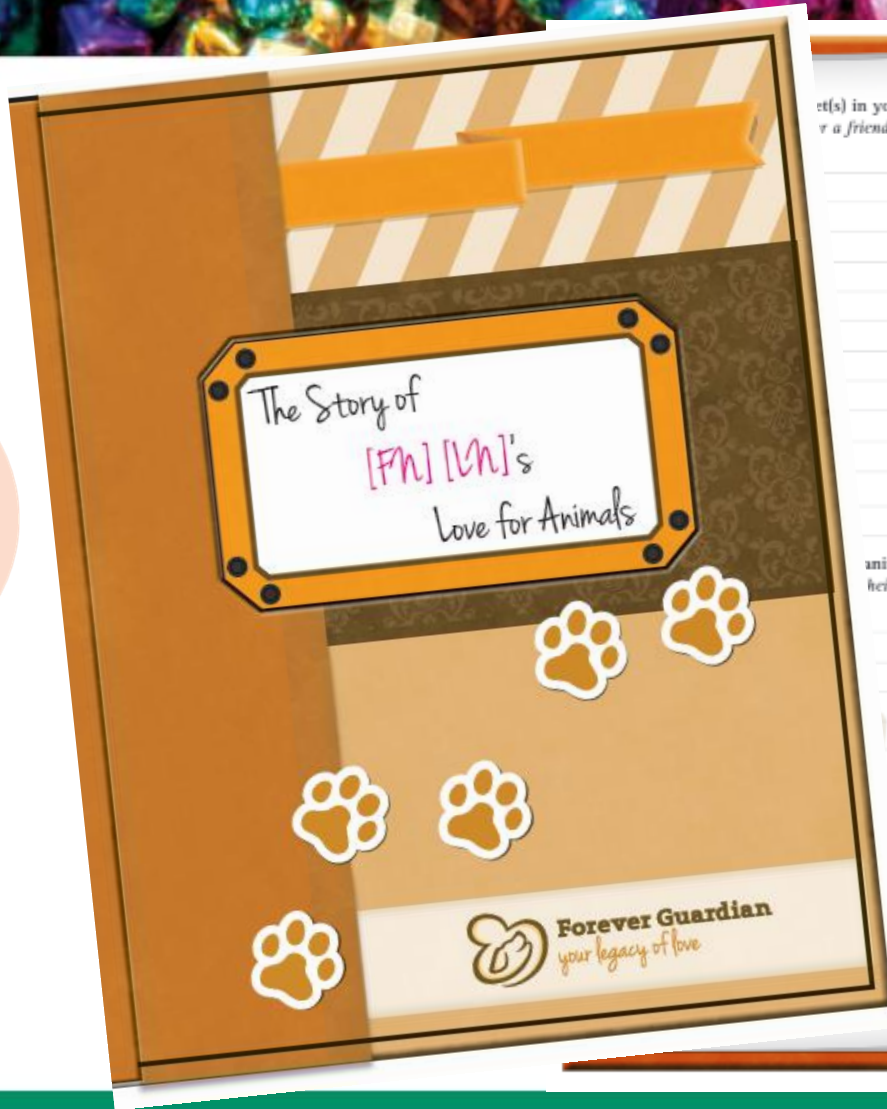
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et(s) in your life who you are caring for and keeping safe.  
r a friend's, or one you have cared for in the past.

Lined writing area for the first question.

animal in your life?  
their pawprints on your heart.



Lined writing area for the second question.

Who in your life first inspired, or taught, you to care about animals?

*It could be a family member, someone you know who also shares a love of animals, or a story you heard.*



Is there anyone in your life who you want to pass your love of animals along to?  
Or is there advice you would like to share with future animal lovers?

Lined writing area for the third question.

When you think of animals in your life – those you love now, and those you have loved in the past – what words come to mind?



Lined writing area for the fourth question.



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## I Save Animals Survey

Turn over to make your gift to save sad and hurting animals!

For: <salutation>  
What are the most urgent needs you are seeing in your community?

While COVID-19 is incredibly difficult for all of us, animal lovers like you have rallied to help suffering animals. Together, we will keep lifting animals out of pain and suffering.

Please fill out this brief survey and send back with your donation in the enclosed postage-paid return envelope.

In 2020, seeing animals suffering due to COVID-19, we expanded programs to help keep pets in loving homes. Based on what you are seeing in your community, please tell us where you think it is most critical to expand support by ranking all 5 (where 1 is the most important).

- Supplying food for pets whose owners have difficulty affording pet food.
- Providing access to veterinary care for pets whose owners can't afford it.
- Supporting pet owners who face behavioural challenges with their pets.
- Offering emergency boarding when pet owners face hospitalization or homelessness.
- Assisting pet owners who face challenges finding pet-friendly housing
- Other \_\_\_\_\_

BCSPCA

Last year YOU helped struggling pets and their humans with:  
 36,219 weeks' worth of pet food  
 8052 cases of medical care  
 4,500 days of temporary emergency housing.

You also helped care for pets whose heartbroken owners had to give them to the BC SPCA including:  
 • 1195 due to loss of pet-friendly housing.  
 • 752 due to inability to afford pet care.  
 • 665 needing specialized behavioural rehabilitation.

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[Addressee]  
 [Address 1]  
 [Address 2]  
 [City], [Prov] [Postal Code]



To animal lovers  
 like themselves



Connectedness

To animal lovers  
 like themselves

To animal lovers  
 like themselves

Dear [Salutation],

Your love and concern for the animals is so exceptional. We need people like you, kind and compassionate animal lovers, who will stand by our side to protect and care for the animals in B.C.

[date]

We miss having you with us, [Salutation]! Here at the BC SPCA, we rely on **caring people like you**. You are part of a kind community of animal lovers who are there when the animals need us.

And right now, the animals need us. **animals during emergencies** has shown us that concerned folks like you and I that we will be seeing blistering heat and destructive wildfires, a winter – the animals (and their people) devastating flooding this past fall, and a winter – the animals (and their people) have needed our help urgently.

It is clear to concerned folks like you and I that we will be seeing more weather-related emergencies in B.C. as the climate crisis continues. Unfortunately, if this year is anything like last year, the crisis will take a devastating toll on our province.

**Will you please come back? We need your help to save animals in distress during climate emergencies like wildfires and flooding!**

Your generosity and care will help save animals like the **nine tiny puppies brought to the BC SPCA during last year's intense flooding**. The surprise litter was born in a remote community more than four hours outside of Squamish. The helpless babies had to travel treacherous winter roads, including a section washed out by the floods, before arriving.

The British Columbia Society for the Prevention of Cruelty to Animals  
 1245 East 7th Avenue, Vancouver BC V5T 1R1 | 1-855-622-7777  
 Charitable Registration BN 11881 9036 RR0001



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Connectedness

Feeling connected to their own sense of who they are

Between BCSPCA and the supporter

YOUR I ♥ ANIMALS 2023 CALENDAR

inside!



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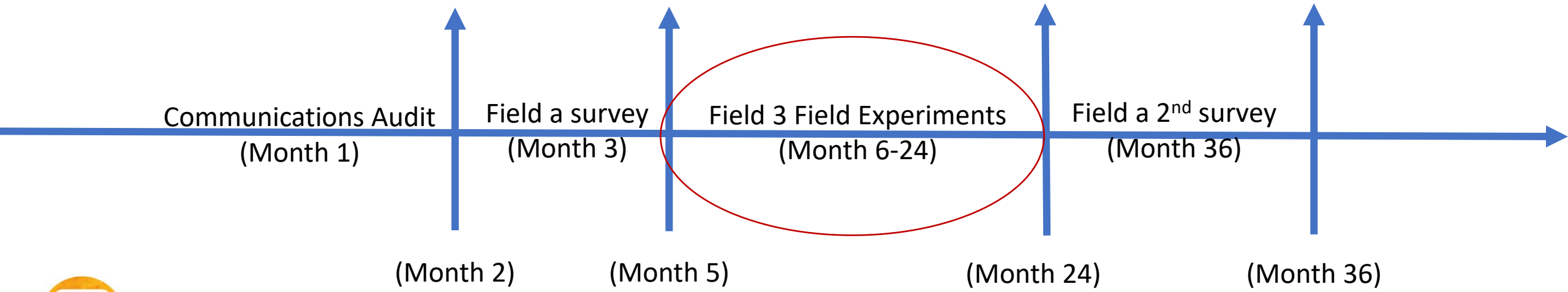
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# The 36-month Collaboration Map



Integrate learning into communications



Analysis from 3 field experiments







# This field experiment generated an uplift of \$53,142.08

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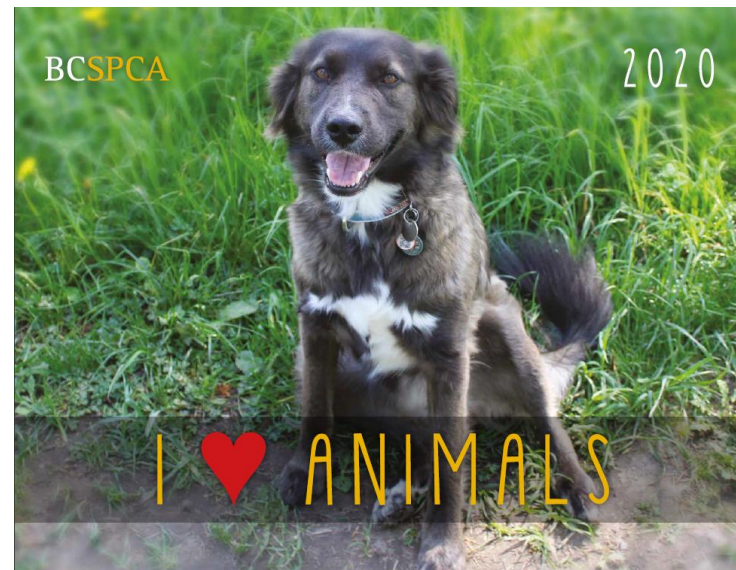
CANADA POST  
1120 817

In a damp, freezing room no bigger than a pick-up truck, Kira lay in her own filth, suffering from infection and barely alive.



**Her only purpose?  
To churn out litter after litter of puppies.**

PLEASE FIND YOUR "I ♥ ANIMALS CALENDAR"  
ENCLOSED WITH OUR THANKS FOR SAVING ANIMALS LIKE KIRA.



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F1  
Phone: 604-681-7271  
Toll Free: 1-800-665-1868  
E-mail: info@spca.bc.ca  
spca.bc.ca

***YOU rescued Kira from the owner who treated her as a mere puppy machine!***  
***YOU gave Kira real love in her new forever home, but there are still animals who need your help today.***



September 27, 2019

Dear [Current/Active Donor],

Lying alone in her own urine and feces, Kira could barely muster up the energy to stumble to the little food and water provided to her. Her 'owner' was keeping her alive just so that she could churn out litter after litter of puppies.

When we found Kira, her body was ravaged by multiple infections. She was petrified of humans and used the little energy she had left to cower from her rescuers.

If you're like me, you probably feel incredibly angry when you read this. And it's okay to feel this kind of anger – it is completely justifiable when voiceless and powerless animals like Kira are wronged by owners who had a simple choice: to care or abuse.

How could someone do this to a sweet and innocent dog? How could they neglect Kira so much that she couldn't even fight the infections caused by living in her own filth? How could they leave her barely able to stand, just to make money by selling her puppies?

**Without you, Kira's story could have ended tragically, but thankfully, it didn't.**

Because you are a thoughtful and caring friend to animals, Kira's life was saved. Because of you, she was thankfully rescued from this abusive nightmare.



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BCSPCA  
SPEAKING FOR ANIMALS

CANADA  
PETA CANADA

In a damp, freezing room no bigger than a pick-up truck, Kira lay in her own filth, suffering from infection and barely alive.



**Her only purpose?  
To churn out litter after litter of puppies.**

PLEASE FIND YOUR "I ♥ ANIMALS CALENDAR"  
ENCLOSED WITH OUR THANKS FOR SAVING ANIMALS LIKE KIRA.

identity

identity

Because you are a thoughtful and caring friend to animals, Kira's life was saved. Because of you, she was thankfully rescued from this abusive nightmare.



Phone: 604-681-7271  
Toll Free: 1-800-665-1868  
E-mail: info@spca.bc.ca  
spca.bc.ca

competence

**YOU rescued Kira from the owner who treated her as a mere puppy machine!**



P.S. I hope you will feel pride every time you look at your "I ♥ Animals Calendar" and that it will remind you of all you do for animals like Kira and thousands more as a result of your generosity.

identity

If you're like me, you probably feel incredibly angry when you read this.

Empathetic anger

connection

identity

Your compassionate gift to the BC SPCA means suffering animals like Kira can be rescued, given essential medical treatment, behavioural rehabilitation, and adopted into loving homes. **Your small sacrifice brings animals hope, love, health and happy endings!**

communal strength

Victorious hope

You and I feel angry when animals are treated poorly, but we should also feel a sense of victory. That's because we are making a difference! Animals like Kira are being saved and finding happy, forever homes. Today, Kira is an energetic, joyful, and unconditionally loved member of Wendy's family.





# Control

**YES!** I will turn animals' lives of suffering into lives filled with love. Here's my gift of:

\$XX  \$XX  \$XX  \$ \_\_\_\_\_

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

LIST ID CODE

**BCSPCA** *Thank you for your support!*

## TURNING OUTRAGE INTO VICTORY!

My cheque made payable to the BC SPCA is enclosed.

I prefer to use my:  VISA  MasterCard  American Express

Card #

Expiry Date   Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

Phone \_\_\_\_\_

Help us save money by receiving your receipt electronically.

Email \_\_\_\_\_

If you don't wish to receive additional email updates check here

Please forward details about leaving a gift in my Will.

I have already left a legacy to the BC SPCA in my Will.

*Please see over for monthly giving.*

# Test

**Yes! Together, the BC SPCA and I** will fight for justice for all animals. We seek a world where no dog is kept barely alive just to breed.

**Yes!** I will go out of my way to ensure no dog is sentenced to a slow and agonizing life in the name of profit.

**YES!** I will turn animals' lives of suffering into lives filled with love. Here's my gift of:  \$XX  \$XX  \$XX  \$ \_\_\_\_\_

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

LIST ID CODE

**BCSPCA** *Thank you for your support!*

## TURNING OUTRAGE INTO VICTORY!

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Please forward details about leaving a gift in my Will.

I have already left a legacy to the BC SPCA in my Will.

*Please see over for monthly giving.*

**Reinforcing identity in the call to action boosted results!**

**WINNER**

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# Additional criteria identified

- Is the single target clear in the copy?
- Is everything consistent everywhere?
- Can people breathe in every feeling?
- Focus more on identity than psychological motivators.



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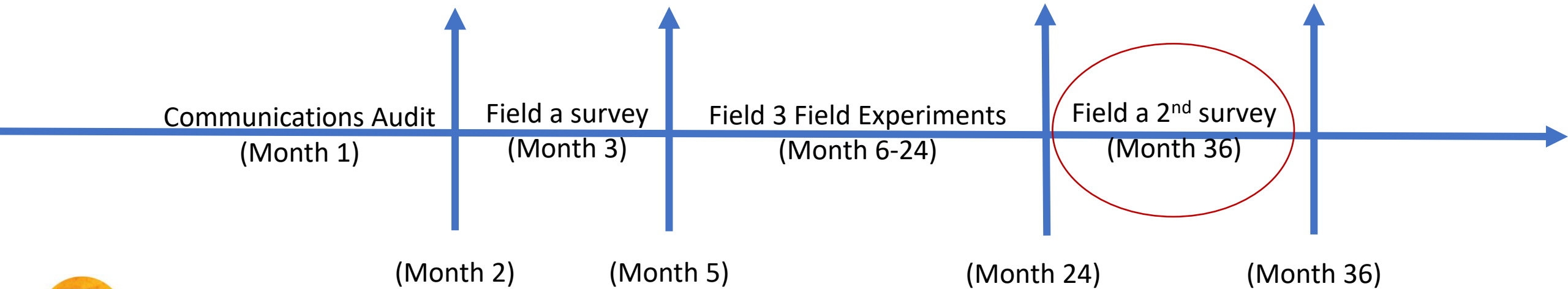
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# The 36-month Collaboration Map



Integrate learning into communications





# What changed?

- Donor Identity largely stable
- Emergence of some additional leading donor motivators
- Increase in well-being



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# Identity is very stable

## 2019

## 2021

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

Rank	Self Words	Rank	Supporter Words
1	KIND	1	CARING
2	CARING	2	COMPASSIONATE
3	COMPASSIONATE	3	LOVING
4	HONEST ↑	4	KIND
5	LOVING	5	GENEROUS ↑
6	GENEROUS	5	HELPFUL
7	LOYAL	7	CONCERNED
8	FRIENDLY	8	EMPATHETIC
9	HELPFUL	9	GIVING
10	FUNNY	10	LOVE



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# Additional donor motivators

2019

- Victorious Hope
- Communal strength

2021 – increased strength



- Bond (a reciprocal bond between donor and the BC SPCA who can rely on each other).
- Organizational Identity Importance (Being a supporter of animals through the BC SPCA is important to a donor's sense of identity)



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# The Effect of Giving on Wellbeing has increased

	Connectedness	Competence	Autonomy	Total Impact
Intention to Continue	129.8% #	128.0%		<b>257.8%</b>
Intention to Increase	85.7% #	157.5%	280.8%	<b>524.0%</b>
Intention to Leave Legacy				
Intention to Monthly Give				
Intention to Fundraise			310.6%	<b>310.6%</b>
<b>Total Increase Potential</b>	<b>215.5%</b>	<b>285.5%</b>	<b>591.4%</b>	



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# How we use our learnings

42

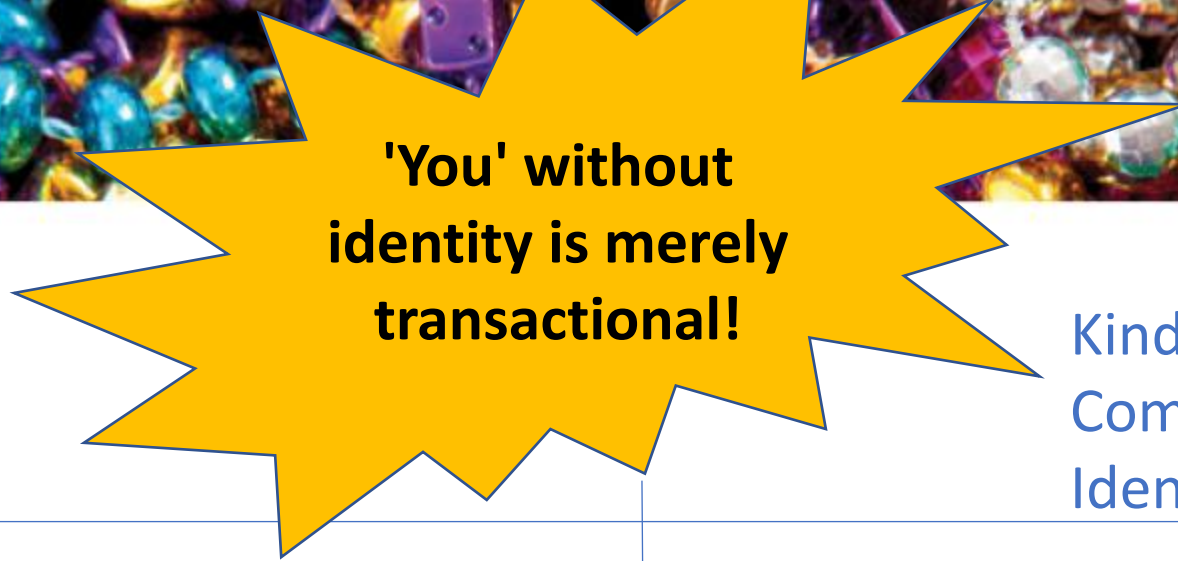
Most of our work is here!

	Writing Checklist
4 pillars articulated	Vision, Enemy, Hero, Recipient
Enemy check	<input type="checkbox"/> The human guardian is not the enemy <input type="checkbox"/> The human enemy intentionally abused the animal <input type="checkbox"/> The human enemy financially exploited the animal causing suffering.
Audience persona	<input type="checkbox"/> I rescue/protect <input type="checkbox"/> I save <input checked="" type="checkbox"/> I love
Key emotion	<input type="checkbox"/> anger <input type="checkbox"/> distress <input checked="" type="checkbox"/> love
Breath in feelings	↓ numbers & jargon ↑ emotions & rich detail focused on 1-2 key areas
You test	3%+ copy (tied to identity)
<b>Identity</b>	BC SPCA top 10 in 5%+ of copy
<b>Donor motivation</b>	<input type="checkbox"/> Bond <input type="checkbox"/> Victorious Hope <input type="checkbox"/> Org. Identity importance <input type="checkbox"/> Communal strength
<b>Psychological wellbeing</b>	<input type="checkbox"/> Competence <input type="checkbox"/> Autonomy <input type="checkbox"/> Connectedness
<b>Best self</b>	<input type="checkbox"/> Will finish reading feeling they are a good person, regardless of whether they give today or not.
Easy test	High read sections test, Readability grade
No design barriers	Font, photos, page continuity, personalization, reply device engagement

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'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.



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2018

[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 . . .

2022

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

<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...



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## Reminder:

- Very stable donor identity
- Long-time value indicators ↑
- Donor well-being ↑
- And love....



Do BC SPCA donors recognize that they do  
what they do from love?

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# What BC SPCA donors told us

My heart connects with every scared, sad, unloved fur, feathered, and finned soul.

It heals my heart knowing I have helped these poor, suffering creatures.

My heart strings tug when animals are involved.  
We really don't deserve animals.  
My pets have gotten me through everything in my life.

It breaks my heart when I think about the creatures out there that are mistreated.

It means the world to me, as my heart is so full of love for all animals.

Caring for animals is a circle of love, knowing we are all one.

I wish I had the strength to jump in and do what I could.  
The only thing I can really offer is love.

Loving these vulnerable animals makes my life worth living.

Without them, I wouldn't be the person I am today.

It is up to us to be the voice of the voiceless, the help for the helpless, and to love the abused.

I hurt when they hurt.

It makes my heart happy knowing that in a small way, I'm helping.



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# Thank you, and now for questions

## Jen Shang

Co-Founder and Co-Director  
Institute for Sustainable Philanthropy

 [jen-shang-92320967/](https://www.linkedin.com/in/jen-shang-92320967/)

## Shoni Field

Chief Development Officer  
The BCSPCA

 [shonifield/](https://www.linkedin.com/in/shonifield/)



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