

# NEWPORT**ONE**

Ask us how partnering  
with us can make a  
difference in YOUR  
direct response  
fundraising program!

**ONE** CAN  
MAKE A  
DIFFERENCE

NEWPORT**ONE**

**WE  
ARE**

**Unmatched  
Customer Service**

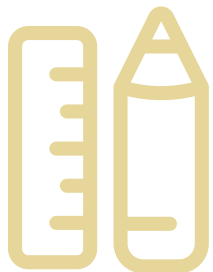
**Deep-dive Analytics**

**Cutting-edge  
Fundraising  
Strategy**

**Expert execution**

**Breakthrough Creative**

# Our Roadmap for Growth



**DONOR-FOCUSED CREATIVE**



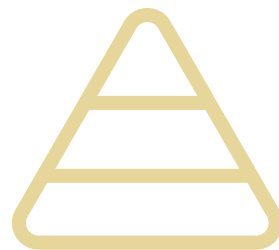
**DATA-DRIVEN ACQUISITION**



**UPGRADING AND RECRUITING  
NEW SUSTAINERS**



**SMART AUDIENCE SELECTION**



**UPGRADING AND GROWING A  
DONOR PIPELINE**



**ADVANCED INTEGRATION &  
DIGITAL ADVERTISING**

# Donor-Focused Creative


**RENEWALS AND APPEALS ARE THE  
LIFEBLOOD OF ANY DIRECT RESPONSE  
PROGRAM AND GENERATE THE MAJORITY  
OF YOUR PROGRAM'S NET REVENUE.**

**A SUCCESSFUL PROGRAM IS  
CONTINUOUSLY OPTIMIZED THROUGH  
CONTINUAL TESTING WITH THE GOAL TO  
MAXIMIZE NET REVENUE, RETAIN  
DONORS, AND UPGRADE GIVING.**



# Appeal Creative with Soul


Your Animals. Your Stories. Your Success.



PROUD TO BE A  
TREE HOUSE  
HUMANE SOCIETY  
50 YEARS  
INSPIRING  
CONNECTING  
THRIVING  
SUPPORTER  
2021

With gratitude to  
Ms. Jane Sampleperson

69



## Your Special 50th Anniversary Supporter Card Enclosed.

Ms. Jane Sampleperson  
Newport ONE  
21 Railroad Avenue  
Duxbury MA 02332-3087  
|||

7225 N. Western Ave. • Chicago, IL 60645 • 773-262-4000 • [treehouseanimals.org](http://treehouseanimals.org)

## 2021 RENEWAL FOR CATS & KITTENS



Ms. Jane Sampleperson  
Newport ONE  
21 Railroad Avenue  
Duxbury, MA 02332

My email is: \_\_\_\_\_  
Please provide your email so we can say THANK YOU, and keep you updated about how your gift is saving precious lives. To charge your gift, see reverse side. You can also donate online at [treehouseanimals.org/renewal2021](http://treehouseanimals.org/renewal2021).


Tree House Humane Society is an independent nonprofit organization and does not receive funding from any government agency or any other animal organization. Your contribution is tax-deductible to the extent provided by law. Please return this reply slip in the enclosed envelope with your check payable to **Tree House Humane Society** or make a secure online donation at [treehouseanimals.org/renewal2021](http://treehouseanimals.org/renewal2021).

**YES!** The cats in our community can continue to count on me to help ensure they thrive. I've enclosed my 2021 annual supporter gift of:

☐ \$XX    ☐ \$YY  
☐ \$ZZ    ☐ My Best Gift \$ \_\_\_\_\_



7225 N WESTERN AVE  
CHICAGO, IL 60645-1811  
|||



PROUD TO BE A  
TREE HOUSE  
HUMANE SOCIETY  
50 YEARS  
INSPIRING  
CONNECTING  
THRIVING  
SUPPORTER  
2021

With gratitude to  
Ms. Jane Sampleperson

Please carry your 50th Anniversary 2021 Supporter card as a reminder of all the cats who are thriving thanks to you!

## 2021 RENEWAL FOR CATS & KITTENS

Ms. Jane Sampleperson  
Newport ONE  
21 Railroad Avenue  
Duxbury MA 02332-3087  
|||

69

Dear Ms. Sampleperson,

I'm sure you've seen a cat dart by as you walked or drove down the street. I'm sure you wondered if he had a home, if he was lost, or needed help.

It's what we do because we care about our feline friends.

It's people like you, in fact, that have helped change cat care—and perceptions about our community cats—here in Chicago.

That's why I'm especially excited to send your new 50th anniversary Tree House Humane Society Supporter card. I hope you'll carry it as a reminder of the significant work we've been doing together to help cats thrive. And just as important, I hope you continue your strong commitment to ensuring all cats thrive and will renew your support today by sending a gift of \$XX or \$YY.


Back in 1971, when Tree House was just putting down our roots, cats like Roy wouldn't have been given a second chance, or even a second look.

When Roy's family brought him to us because he was having urinary issues and they could no longer afford his care, we were able to take him in because of your generosity.

Issues like the ones affecting Roy typically become a recurring problem, which forces many families to make the heartbreaking decision to give up or euthanize their beloved pet. We promised Roy's family we would do everything in our power to give him the fighting chance he deserved. As they said their goodbyes, tears streamed down all our faces.

After a week of specialized care, Roy was doing much better. And we were so excited to start searching for a new family for this little guy. But a few days later, he took a turn for the worse. Roy's kidney function was deteriorating, so he needed to be placed on an IV drip to keep him hydrated, and a catheter was inserted. When that was removed, Roy developed a blockage again.

over, please ▶



Your ongoing support means cats like Roy can get the care they need to be healthy and continue to thrive.

# Integrated Brand Alignment

## Cross-channel Consistency




INSPIRING  
CONNECTING  
THRIVING

50  
YEARS

Is there room  
in your  
  
for cats and  
kittens in need?  
  
(Please say yes)



DONATE




INSPIRING  
CONNECTING  
THRIVING

50  
YEARS

Cats in need are counting on  
your renewed support this year.

GIVE NOW





INSPIRING  
CONNECTING  
THRIVING

50  
YEARS

Cats in need  
are counting on  
your renewed  
support this year.

GIVE NOW





INSPIRING  
CONNECTING  
THRIVING

50  
YEARS

YES! Renew my commitment  
to cats and kittens in 2021.

DONATE




Roy

We've got big plans for our feline friends in 2021!

Of course, our goal is to keep animals like Roy from coming into shelters in the first place. We're looking forward to the grand opening of our new Veterinary Wellness Center this Spring, which will provide affordable care for our community's pets (cats and dogs). We will also be able to expand and increase our essential spay/neuter services to the animals in our community who need it most.

[First Name](#), our lifesaving work for the cats in our community wouldn't be possible without you. Please, let us know they can still count on you.

Thank you so much for being such a wonderful friend.


Sincerely,  
  
Raissa Allaire  
Executive Director

P.S. Can I count on your caring heart in 2021? If your answer is YES, please reaffirm your support today—you'll be purrfectly happy you did!

DONATE




## Cultivating Donors with compelling communications




SPCA Tampa Bay  
9099 130th Avenue North  
Largo, Florida 33773

## Your summer newsletter is enclosed.

**MS. JANE SAMPLEPERSON**  
NEWPORT ONE  
21 RAILROAD AVENUE  
DUXBURY, MA 02332






# my gift to help the animals

Yes! I want to help give animals a bright and healthy future and help them find loving homes this year. I've enclosed my contribution to SPCA Tampa Bay in the amount of:

☐ \$XX  
 ☐ \$YY  
 ☐ \$ZZ  
 ☐ Best Possible Gift \$ \_\_\_\_\_

**Ms. Jane Sampleperson**  
Newport One  
21 Railroad Avenue  
Duxbury, MA 02332



73

XXXXXX D2207 X0 73


My email is:

See reverse side to charge your gift and for other important information.

Your contribution is tax-deductible to the extent provided by law. Please return this reply slip in the enclosed envelope with your check payable to SPCA Tampa Bay or make a secure online donation at [SPCATampabay.org/Give-Now](http://SPCATampabay.org/Give-Now)

73

XXXXXX D2207 X0 73




## PAUSE FOR PAWS

### Finding a place for Misty


WHEN MISTY ARRIVED FROM A PARTNER SHELTER, our team knew she would need some time to heal from several medical issues before she could be adopted. She was underweight, and she'd lost a lot of hair; her inflamed pink skin and bright red ears told us she had to be uncomfortable, if not downright miserable. But Misty was a trooper right from the start, gamely taking her medication and sitting still for repeated baths and topical skin treatments.

Misty was placed in a loving foster home to give her treatment plan adequate time to work and heal Misty's skin. She was given supplements and antibiotics for her skin and was also treated for an ear infection. While she was in foster care, Misty was spoiled, and then had a second surgery to remove a mass, which was not cancerous. All the while, Misty's skin improved, but it did not fully heal. Misty went up for adoption, but her obvious need for on-going treatment made it challenging for her to find a home through our adoption program.

Our Transfer Coordinator reached out to trusted partners and found a program for pets with chronic health conditions. Misty was transferred and will have the extra care she needs until she finds her a home with adopters prepared to care for her. Your support is a part of each piece of Misty's story. Thanks to you, she received medical treatment, surgery, foster care, and housing with us. Plus, your help allows us to maintain communication with a vital network of rescue partners who help us give pets like Misty the best chance at a new home.



From Martha's desk



**W.A.G.S. engages women through philanthropy and volunteerism**

Engaged. Powerful. Joyful. Optimistic. These upbeat adjectives were just a few that describe the recent gathering of SPCA Tampa Bay's Women's Annual Giving Society or W.A.G.S. Our newly revitalized and renamed giving circle celebrates empowering women through philanthropy and volunteerism. This past March, we came together for the first time, in person! Laughter, creative ideas, and inspiration filled the room, as members shared their passion and reasons for joining. The energy in the room was palpable.

While many members come from different fields and backgrounds, there was already a cohesive, inclusive feeling, even though many of the members were meeting for the first time. The women shared openly about what attracted them to W.A.G.S., and while the responses varied, all were rooted in a deep love of animals and a desire to make a difference.


This fall, W.A.G.S. members will vote on which shelter program will benefit from their time, talent, and fundraising. With our spirited Volunteer Manager Colleen Cherry at the helm, I can't wait to see what this enterprising group of women can do to enrich the lives of animals throughout our community.

*Thankfully,*  
**Martha**  
Martha Boden, CEO

**Donors' monthly gift provides steady support to transform the lives of animals**

Loyal SPCA Tampa Bay supporters since 2016, Susan and Michael have grown their involvement over the years. It all started after they adopted their sweet chihuahua Lily from our Largo shelter back in 2015. Lily suffered a medical emergency before being surrendered to SPCA Tampa Bay. Once she arrived, our team was able to remove a badly damaged eye and help her on the road back to health. For Susan and Michael, it was love at first sight. They say she's changed their lives in so many positive ways, they wanted to paw it forward.


After making their first gift, they quickly set up a recurring monthly gift, helping them make a more meaningful impact on the animals we serve. The ease and cadence of monthly giving worked well for them, so in 2021, they doubled the donation they make each month. In addition to that monthly gift, Susan and Michael support programs like our Caldwel Keeping Families Together, Pet Walk, and the Paw It Forward Fund Drive. Plus, you'll find them here volunteering as dog walkers for a few hours every Sunday morning!



W.A.G.S. member shares her passion for pets

BROOKE ALWAYS DREAMED OF WORKING WITH PETS. After spending 20 years in the world of data analytics and product marketing, Brooke was looking to make a drastic career change. Always fascinated by the 'why' behind dog behavior, Brooke dove into training manuals, excited by how much science went into dog training. Today, Brooke is a certified free-run animal trainer and owner of Mind, Body, Paws, where she leads pets and owners through reward-based training. She is officially 'living the dream,' and she recently joined SPCA Tampa Bay's W.A.G.S., aka Women's Annual Giving Society, to engage with fellow dog lovers and business owners.


"W.A.G.S. unites women leaders in support of animal welfare," Brooke shared. "Together we make a difference in our local community through service." Each year, W.A.G.S. members will choose a program at SPCA Tampa Bay to support by raising funds and building community awareness. For more information on W.A.G.S., contact Colleen Cherry on the Largo campus at [cherry@spcatampabay.org](mailto:cherry@spcatampabay.org).



**A sweet senior gains a new home for her twilight years**

You gave Spunkie a second chance late in life. Spunkie arrived, like many seniors, in need of medical intervention to help him get healthy before finding him a new home. Spunkie was in our care for three months. His most visible issue, a blueberry-sized cyst on his chin, turned out to be harmless. But Spunkie was overweight and battling an ear infection, so our medical team started him on a regimen of medication and a low-calorie food. Spunkie made it to the adoption floor, a little over one pound lighter. But after a couple of days, he showed symptoms of an upper respiratory infection, so he was isolated and treated.

When Spunkie was again cleared to go up for adoption, the medical team decided he would benefit from some extra TLC and, to prevent recurrence, continued isolation from the other cats on campus. That meant Spunkie earned a sunny, on-campus foster option - our reception office! Spunkie spent over a month as a member of our reception team, greeting shelter visitors and sleeping right in the reception office. A photo of him was posted in our Cat Adoption hallway, inviting visitors to meet the senior kitty in his special spot. For Spunkie's new owner, it was love at first sight! Spunkie finally went to his fur-ever home after 95 days on our campus.

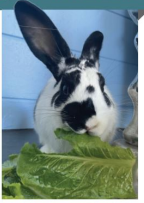


Chella the rabbit gives a "binky" of joy over her new home

BECAUSE OF DONORS LIKE YOU, CHELLA HAS A NEW HOME AND A NEW "HUSBUN"

Sweet bunny Chella was transferred to SPCA Tampa Bay by a community partner. She was adopted by a family looking for a playmate for their male rabbit, and the two hit it off right away. Chella's new owner told us she is a happy bunny who shows her joy through frequent "binkys."

While rabbits are relatively quiet pets, they do have unique ways of communicating. Amazingly agile, bunnies can jump up to three feet high. When they're happy or excited, they will often "binky," a combo move with a jump, twist, and kick. They clean themselves by licking their fur and paws, so they generally don't need baths. If you're looking for a low-maintenance pet with a lot of personality, come meet our adorable bunnies!



**Calendar of Events**




July 23 5pm-7pm:	September 23 5pm-7pm:	October 15 5pm-7pm:
Tailgate Tent, Rowdies Game at Al Lang Stadium with Rowdies Dog of the Week	Tailgate Tent, Rowdies Game at Al Lang Stadium with Rowdies Dog of the Week	Tailgate Tent, Rowdies Game at Al Lang Stadium with Rowdies Dog of the Week

**SPCA TAMPA BAY LOCATIONS**

**LARGO SHELTER**  
9099 130th Avenue North, Largo, FL 33773  
727.586.3591

**VETERINARY CENTER**  
3250 5th Avenue North, St. Petersburg, FL 33713  
727.220.7770

**LEARN MORE ABOUT SPCA TAMPA BAY**  
[SPCATampabay.org](http://SPCATampabay.org)

 [facebook.com/SPCATampabay](https://www.facebook.com/SPCATampabay)  
 [instagram.com/SPCATampabay](https://www.instagram.com/SPCATampabay)  
 [youtube.com/SPCATampabay](https://www.youtube.com/SPCATampabay)

spread the humanimity.

OUR VISION Create a community where every animal matters.

OUR MISSION Through passionate collaboration with our community, we transform the lives of animals.

2 PAUSE@PAWS

PAUSE@PAWS 3

4 PAUSE@PAWS

SPCA TAMPA BAY

# Building Sophistication



- **HIGHLY CUSTOMIZED LETTERS**
- **STRATEGIC DESIGN**
- **HIGH-VALUE TREATMENT**
- **LIFECYCLE AND BEHAVIORAL CUSTOMIZATION**

# New Donor Acquisition


**GROWING REVENUE IS THE ART AND SCIENCE OF HAVING DONORS GIVE MORE AND EVEN MORE IMPORTANTLY, HAVING MORE DONORS WHO GIVE.**

**ACQUISITION PROGRAMS ARE BUILT ON A FOUNDATION OF ENGAGING CREATIVE, SOUND TESTING, DETAILED ANALYTICS, DATA MODELING, COST CONTROL, AND RETENTION ANALYSIS - IN A FULLY INTEGRATED AND INNOVATIVE ENVIRONMENT.**



# Getting Your Foot in the Door

The right place, at the right time, to the right people





213 Ocoola Avenue  
Nashville, TN 37209

**A gift inside for  
Ms. Sampleperson.**

Ms. Jane Sampleperson  
Newport ONE  
21 Railroad Avenue  
Duxbury, MA 02332-3087

77



**I WANT TO HELP PROVIDE  
LOVE AND CARE TO ANIMALS  
IN NEED. HERE'S MY GIFT OF:**

77 XXXXXX A2205 X0 77

**A gift inside for  
Ms. Sampleperson.**

Ms. Jane Sampleperson  
Newport ONE  
21 Railroad Avenue  
Duxbury, MA 02332-3087

213 OCOOLA AVE  
NASHVILLE, TN 37209-3115

**77 XXXXXX A2205 X0 77**

**PLEASE RETURN THIS FORM WITH YOUR CHECK PAYABLE TO THE NASHVILLE HUMANE ASSOCIATION OR DONATE ONLINE AT [nashvillehumane.org](http://nashvillehumane.org).**

Dear Ms. Sampleperson,

They're pretty darn cute, don't you agree? I hope the address labels I've enclosed not only bring a smile to your face (and that you actually use them), but that they remind you of all the happiness, joy, and love animals bring to our lives. We find comfort in our pets... maybe it's a wet nose when it's time to wake up or a gentle purr after a long day.

Sadly, far too many dogs, cats, and other animals never get to give their wonderful gifts to a family of their own—or know what kindness is. **But you can help give them that chance when you support the Nashville Humane Association.**


To care for abandoned, neglected, and injured animals and, ultimately, end the tragedy of pet overpopulation, Nashville Humane counts on the generosity of people like you who understand that every animal's life matters.

[Ms. Sampleperson], others in our community have been donating on average \$26. But I'm hoping you can send a gift of \$25 or more. We'll put it to work rescuing, caring for, and finding homes for animals in need. We truly cannot save these precious lives *without compassionate friends like you*. Thank you so much.









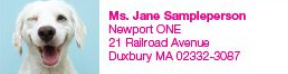


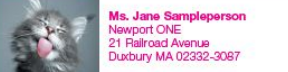















Sincerely,  
*Laura Baker*  
Laura Baker  
Executive Director

P.S. I hope your address labels make you smile and want to open your heart to give homeless animals the chance to give love and get love. You can use your first label on the enclosed envelope when you return your gift. Or you can save your label and stamp by making your gift online at [nashvillehumane.org](http://nashvillehumane.org). Thank you for being such a wonderful friend to our furry friends.

**GIVE YOUR**  
**Get Our Newsletter**  
**IMPACT REPORT**  
**Saving Lives**



213 Ocoola Ave.  
Nashville, TN 37209  
615-352-1010  
[nashvillehumane.org](http://nashvillehumane.org)

	<b>Ms. Jane Sampleperson</b> Newport ONE 21 Railroad Avenue Duxbury MA 02332-3087		<b>Ms. Jane Sampleperson</b> Newport ONE 21 Railroad Avenue Duxbury MA 02332-3087		<b>Ms. Jane Sampleperson</b> Newport ONE 21 Railroad Avenue Duxbury MA 02332-3087
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Please help animals in need today.  
Scan the QR code above with your smartphone  
to make a secure online gift on our website.  
Or visit [nashvillehumane.org](http://nashvillehumane.org). Thank you!

# Monthly Donor Recruitment & Upgrades

**MONTHLY DONOR RECRUITMENT WORKS BEST WHEN IT IS AN ONGOING, MULTI-FACETED STRATEGY THAT TOUCHES EVERY MARKETING CHANNEL.**

**AS PART OF WORKING WITH NEWPORT ONE, WE WILL ASSESS YOUR CURRENT STRATEGIES FOR RECRUITING, RETAINING, AND UPGRADING MONTHLY DONORS AND MAKE RECOMMENDATIONS TO HELP GROW THIS IMPORTANT PROGRAM THROUGH OUR AWARD-WINNING STRATEGIES.**


# Monthly Donor Recruitment & Upgrade Strategies




- **LIGHTBOX**
- **HOMEPAGE SLIDER**
- **EMAIL**
- **DIGITAL ADVERTISING**
- **TELEFUNDRAISING**
- **FACE TO FACE**



# Monthly Donor Recruitment & Upgrade Emails



BECOME A MONTHLY DONOR



Be My Valentine Every Day!


Become A Monthly Supporter

Dear [Configure to your name field],

Be Mine. Pick Me. I'm Yours.

That's what every pet in need yearns for more than anything. Not just on Valentine's Day — but every day of the year.

Until that day comes, it's wonderful to know pets at the Connecticut Humane Society can count on you to provide them with all the love and care they need. And today, they hope you will take your love a little further and become a member of the Wags and Whiskers Club as their newest monthly supporter.



Donate \$12 a month —only 40 cents a day!— and a new toy will be donated to a pet at CHS!

BECOME A MONTHLY DONOR

*It's the most effective way to bring joy to pets all year long!*

When you [become a monthly supporter](#), you make EVERY DAY Valentine's Day by:


- Healing pets who need long-term veterinary care.
- Giving pets as much time as they need to find a loving family.
- Ensuring that pets keep their homes even in tough times.

So when a cat needs emergency surgery ... or an older dog with special needs requires more time to find the perfect home ... or orphaned kittens need feeding all night long ... they'll get the loving care they deserve because you opened your heart a little more.

As a monthly supporter, your love grows in leaps and bounds, and pets feel that day in and day out. There's no better gift to give pets who only want to be loved.

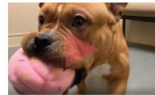
Please, take your love to the next level and become a member of the Wags and Whiskers Club. Thank you for being such a wonderful friend to the pets at CHS.

Sincerely,


  
James Bias  
Executive Director

P.S. Have room in your heart for the pets at CHS but can't commit to a monthly gift? That's okay. You can still [show your love by making a special Valentine's Day gift for local pets in need.](#)


P.P.S. Looking for something to make you smile? Check out this video of [name of dog] who got his very own toy when a friend like you joined CHS' Wags and Whiskers Club of monthly supporters. You can give another pet this same precious gift of joy when you become a Wags and Whiskers member. Thank you.



BECOME A MONTHLY DONOR



MAKE IT PAW-TOMATIC



I just wanted to feel better.


Will you become a monthly donor so local pets get all the care they need?

Dear [configure to your name field],

When a pet like Bruce is in crisis, he doesn't care what time of year it is. Summer, spring, winter, or fall, local pets need you now and all year long. Your kindness gives them health, happiness, and the opportunity to become a best friend.

That's why pets at the Connecticut Humane Society hope you don't take a vacation from caring!

[Will you keep them safe and protected by making your support "paw-tomatic" as a monthly donor?](#)



Monthly giving is easy, smart, and necessary to care for pets all year round.

CHOOSE YOUR MONTHLY GIFT

**\$12 \$25 \$50**

GIVE MONTHLY

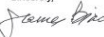
You might be surprised by how much a pet needs when they come through CHS' doors. Bruce, the tan pup with the big smile, was glad he landed at CHS and got treatment after being diagnosed with heartworm. Some, like Bruce, require long-term care for diseases that leave them weak and defeated. Others need special medicine or even surgery. All need a clean bed, and a safe haven until they find a home. The most vulnerable pets rely on monthly donors so they get all the time they need to heal.

Whatever a pet needs, you have the power to give each one a fresh start and a chance to live a happy life—no matter how long it takes.

So, what do you say? Will you [make your giving "paw-tomatic"](#) so your caring never stops?

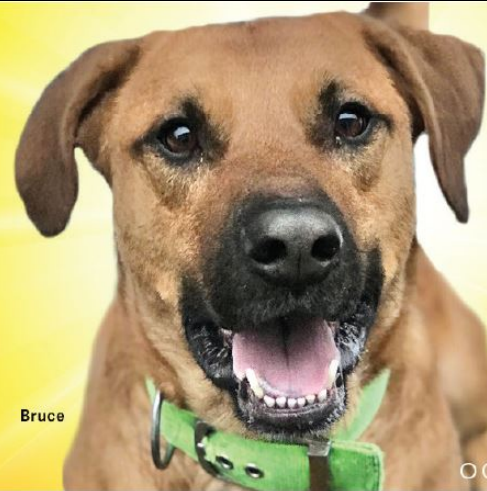
Just think how great you'll feel knowing each and every day of every month pets in need are feeling your love and kindness. Now that's a win-win!

Sincerely,

  
James Bias  
Executive Director

P.S. It will take just a few minutes for you to [sign up for "paw-tomatic" monthly giving](#). If you aren't ready to give it a try, please consider [a one-time gift today](#).

GIVE MONTHLY




Bruce

Don't take a vacation from caring.

Supporting local pets at CHS with monthly gifts is convenient for you and lifesaving for the pets.

Give Monthly



Be My Valentine Every Day!

Give pets at CHS the sweetest gift all year long! Become a monthly supporter and make it Valentine's Day every day for pets in need.

Give Now



# Monthly Donor Recruitment Lightboxes



**SIGN UP TODAY!**  
Receive stories and updates about animals, and emails that will make you smile.

**LET'S GET STARTED! >**

**Your Monthly Gift Will Help Animals All Year Long**



NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
7	4	5	6	7	8	9
14	11	12	13	14	15	16
21	18	19	20	21	22	23
28	25	26	27	28	29	30



**BECOME A MONTHLY DONOR**

# Upgrade & Middle Donor Strategy

**WE HAVE HELPED ORGANIZATIONS LARGE AND SMALL BUILD AND GROW THEIR MIDDLE DONOR PROGRAMS, AND WE BELIEVE A STRONG MIDDLE DONOR PROGRAM IS KEY TO GROWING ANY ORGANIZATION'S MAJOR DONOR PIPELINE.**

**WE HAVE IMPLEMENTED HIGH-TOUCH PACKAGES AND DATA MODELING STRATEGIES TO FIND NEW MIDDLE DONORS WHILE KEEPING CURRENT DONORS ENGAGED AND UPGRADING THEIR GIVING.**



## NEWPORTONE



# Developing a Long-Term Relationship





# Middle Donor Campaigns

Lift, Engage, Ask



13600 Chimpanzee Place  
Keithville, LA 71047

Dear <Salutations>,

There's nothing better than catching some rays on a warm Louisiana summer day—Melody couldn't agree more. But Ladybird prefers the cool breeze up in the trees and Carlee enjoys dipping her foot in the pond (and admiring her adorable reflection) ...

... that's what's so incredibly special about this wonderful home we have built together.

Because of your compassion and generosity, every single one of the more than 330 chimps who call Chimp Haven home get to experience the joys they would have enjoyed in the wild: climbing trees, living in large, bonded social groups, eating their favorite fruits (bananas of course), running, playing, exploring, and—best of all—choosing how they spend their days.

The coming months will be an exciting and critical time for the sanctuary's growth as we're on the verge of welcoming some of the last remaining research chimps eligible for sanctuary retirement to Chimp Haven—we can't wait!

An immense amount of care and planning goes into making this possible. From transport logistics to access planning to medical exams to enrichment activities to bedtime routines, every single chimp receives personalized care and individual attention.

[Salutation], I've enclosed a brief overview of a few of these programs that are essential to providing our chimp family the very best life possible here at Chimp Haven. And I'm hoping you can deepen your commitment to the chimps by increasing your already generous support. Your continued support has meant so much to us and the more than 330 chimps who call Chimp Haven home. Can you see your way to making an especially generous gift of \$Ask1 by September 6?

All of us at Chimp Haven are so grateful for your support and are proud to work alongside you to give these chimps the peaceful retirement they deserve. With your continued friendship and partnership, we know we'll make it happen.

I look forward to hearing from you soon. *The best is yet to come.*

Sincerely,  
*Rana E. Smith*  
Rana E. Smith  
President & Chief Executive Officer

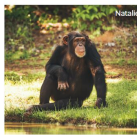
P.S. Please review the enclosed information and make the most generous gift you can to help provide the best for our growing colony—the largest in the country! Thank you so much.

chimphaven.org



## INTRODUCTION

We're not that different, humans and chimpanzees. Chimps have personalities, emotions and relationships, just like us, and, here at Chimp Haven, we're on a mission to connect them to the world, healthy and happy, they deserve. That's why we're providing and providing personalized care for chimpanzees most of whom were retired from biomedical research by helping them, for their remaining years, live their best life—the Chimp Life. Please take a few moments to learn more about a few of the ways that you help make this possible.



## The Best Life Starts Here

When the chimps arrive at the sanctuary, they're given some time to acclimate to their new surroundings at the McMane Welcoming Center. After an initial physical examination, a quarantine period ensures that all chimpanzees enter the larger sanctuary population healthy and ready to embrace all the goodness that Chimp Haven has to offer.

After a successful quarantine period and a second physical evaluation, the new arrivals are finally ready to meet their new friends.

The introduction process is carefully and thoughtfully planned. Typically, chimps are introduced and observed in small groups for one to two weeks before slowly being introduced to larger groups. Usually there's a lot of hugging and playing between the chimps. But, sometimes they don't click. In that case, the process starts all over again.

The entire process of welcoming a retiree to the Chimp Life can take several months.

To see them become part of a social group and get to decide for themselves who they want to hang out with and what they want to do with their day, is what it's all about. The smiles on their faces and, yes, their joyful laughter, is all the magic we need.

There are still more retired chimps waiting to begin their best life here at Chimp Haven.

## The Best Care

At our state-of-the-art medical facility housed in the McMane Welcoming Center, our veterinary team provides expert care for the chimps. Each and every day, our vet team works with each and every chimp. We develop bonds and relationships, and along the way, build trust.

© 2021 Chimp Haven

or onions is added. But the most coveted item that's always on the menu is the banana. We can't get enough of La Rose and her happy food grunts!

## The Best Friends

Chimpanzees are very social creatures. In the wild, they live in groups or "families" of 20-50 chimpanzees. At Chimp Haven, chimpanzees are given the same opportunity to live in large, dynamic family groups. Troop sizes at Chimp Haven typically range from 6-21 chimpanzees, and just like in the wild, each has their own alpha, and the alpha always makes. Just ask Flare Socks, she's a real lady boss with a soft spot for her niece, Carlee.

Social structures for chimpanzees are fluid—fluid, which means members may split into smaller groups throughout the day, but may come back together in the evening for a meal or to spend time together and even watch a movie, just like us humans.

## The Best Is Yet to Come!

It costs about \$17,000 per chimpanzee per year to provide them the best possible care. This includes their food, medical care, enrichment and all of the basic necessities for these extraordinary individuals.

To give our current residents (and the chimps still waiting to call Chimp Haven home) the happy, healthy life they deserve, we need your help to raise \$50,000 by September 6, 2021. Please take a look at the gift chart below to see the range of gifts we're seeking to meet our goal. As you can see, we only need 191 compassionate people to offer support—and I hope you will be one of them.

No. of Gifts Needed	Gift Amount	TOTAL	CUMULATIVE AMOUNT
100	\$50	\$5,000	\$5,000
50	\$100	\$5,000	\$10,000
25	\$200	\$5,000	\$22,500
10	\$500	\$5,000	\$32,500
5	\$2,500	\$12,500	\$45,000
1	\$50,000	\$50,000	\$50,000
TOTAL GOAL			\$50,000

On behalf of the more than 330 chimps currently enjoying retirement at Chimp Haven, and the many more to come, thank you for your continued generosity—we truly couldn't give these amazing creatures the Chimp Life without you! To make your gift online, please visit: [chimphaven.org/bestlife](http://chimphaven.org/bestlife)

## Chimp Haven The Best is Yet to Come



Prepared for:

Mr. and Mrs. John Donor Reallylonglastname  
July XX, 2021



Please reply by September 6, 2021

## REPLY MEMORANDUM

To: Rana E. Smith  
President & Chief Executive Officer

From: Mr. and Mrs. John Donor Reallylonglastname  
[Address]  
[Address]  
[City, State Zip]

Yes, Rana! You can count on me to help give chimps who call Chimp Haven home, the best life possible. I've enclosed a generous gift of:

☐ \$Ask1 ☐ \$Ask2 ☐ \$Ask3 ☐ My best gift of \$\_\_\_\_\_

Gifts of any amount are needed to help us reach our goal of \$50,000 by Month XX, and each contribution is sincerely appreciated. Please review the table below to choose the most generous gift you can make today. Thank you for helping to give retired chimps the best life possible!

No. of Gifts Needed	Gift Amount	TOTAL
100	\$50	\$5,000
50	\$100	\$5,000
25	\$500	\$12,500
10	\$2,500	\$10,000
5	\$2,500	\$12,500
1	\$50,000	\$5,000
TOTAL GOAL		\$50,000

Your gift at  
this level or  
higher makes you  
part of our  
Guardian Circle!

## CREDIT CARD INFORMATION

Please charge my gift to: ☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Gift Amount: \$\_\_\_\_\_ ☐ One-time gift OR ☐ Make this a monthly gift (you can cancel any time.)

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Email \_\_\_\_\_

Please remember Chimp Haven in your will or estate plans, and let us know when you do so we can thank you!

To make your gift online, please visit [chimphaven.org/bestlife](http://chimphaven.org/bestlife)

# Data-Driven Audience Selections

**THE NEWPORT ONE PROPRIETARY DATA MODELING TOOL USES DONOR GIVING HISTORY AND PAST BEHAVIOR TO PREDICT REVENUE AND RESPONSE FOR A GIVEN CAMPAIGN.**

**THIS MAKES IT POSSIBLE TO ADJUST THE MAILING CADENCE BY AUDIENCE, MAILING FREQUENTLY TO MORE RESPONSIVE DONORS AND LESS TO LOWER VALUE DONORS. THIS INTELLIGENCE ALLOWS FOR BETTER RESPONSE AND OPTIMIZED NET REVENUE.**

# We are analytical and opportunistic.



- **TOOLS TO IDENTIFY THE RIGHT MESSAGE FOR THE RIGHT DONORS**
- **ABILITY TO ADJUST CADENCE BASED ON DONOR HISTORY AND RESPONSE**
- **LEVERAGE DATA TO REALIZE MAXIMUM FUNDRAISING GAINS**
- **A TEAM OF DATA-DRIVEN EXPERTS TO ANALYZE AND REVIEW YOUR RESULTS AND TRENDS**



# Using Data to Evaluate and Select Donors

OUR DONORLYTICS TOOL IDENTIFIES THE BEHAVIORAL PATTERNS OF AN INDIVIDUAL DONOR'S GIVING AND ASSIGNS THE OPTIMUM COMMUNICATION CADENCE.

PASSIONATE SUPPORTERS	
DEVOTED	10,385
LOYAL	2,999
STEADY	2,824
FIRST TIME GIVERS	
FUTURE DEVOTEES	1,880
LOOKING TO CONNECT	974
POTENTIAL SUPPORTER	2,304
REACTIVATION TARGETS	
VALUED	2,521
WORTH INVESTMENT	5,216
PROSPECTING	13,374
MIDDLE DONORS	
FUTURE STAR	1,253
GROWTH PROSPECT	3,445
INVESTMENT	1,376
MAJOR STARS	
PRIME TIME PLAYER	332
KEY DONOR	2,589
INTERESTING POTENTIAL	187
FUTURE SUSTAINERS	
READY TO COMMIT	6,723
GOOD RECURRING VALUE	3,664
POSSIBLE SUSTAINER	2,874
LEGACY PROSPECTS	
DEDICATED TO YOU	7,762
PLANNED GIVING TARGET	2,785
RISKY PROSPECT	2,144

# N1 Nsights: Campaign Reporting

## Dashboard View



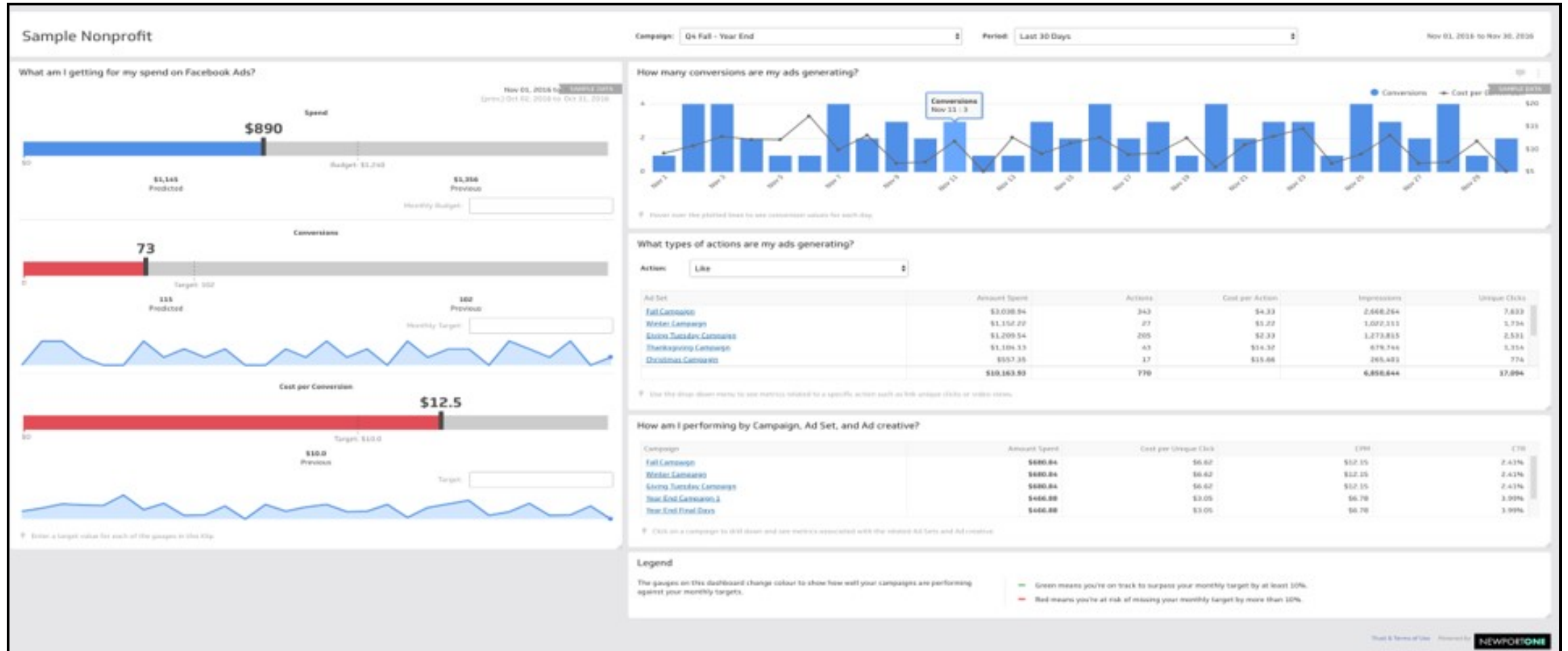
# N1 Nsights: Campaign Reporting

## Campaign Level Reporting

Campaigns: Appeals										
Fiscal Year: 2020										
← Back All / Appeals										
Campaign	Mailed Qty	Returns	Total Cost	Gross Revenue	Net Revenue	CPDR	NPD	RR	Avg Gift	\$1k+ Total Re...
<a href="#">July Appeal</a>	19,689	871	\$9,116	\$56,172	\$47,056	\$0.16	\$54.02	4.42%	\$64.49	5
<a href="#">August Appeal</a>	29,271	992	\$15,606	\$56,317	\$40,712	\$0.28	\$41.04	3.39%	\$56.77	7
<a href="#">September Appeal</a>	29,950	837	\$14,634	\$38,909	\$24,275	\$0.38	\$29.00	2.79%	\$46.49	4
<a href="#">October Appeal</a>	35,983	1,836	\$21,026	\$129,814	\$108,787	\$0.16	\$59.25	5.10%	\$70.70	13
<a href="#">November Appeal</a>	33,352	2,001	\$19,701	\$177,259	\$157,558	\$0.11	\$78.74	6.00%	\$88.59	19
<a href="#">December Appeal</a>	17,288	882	\$8,298	\$88,603	\$80,305	\$0.09	\$91.05	5.10%	\$100.46	16
<a href="#">January Appeal</a>	38,672	1,538	\$17,789	\$89,643	\$71,854	\$0.20	\$46.72	3.98%	\$58.29	10
<a href="#">February Appeal</a>	29,556	1,375	\$13,596	\$72,063	\$58,468	\$0.19	\$42.52	4.65%	\$52.41	6
<a href="#">March Appeal</a>	19,376	1,473	\$9,107	\$74,907	\$65,800	\$0.12	\$44.67	7.60%	\$50.85	7
<a href="#">May Donor Appeal</a>	32,605	1,740	\$22,002	\$132,984	\$110,982	\$0.17	\$63.78	5.34%	\$76.43	12
<a href="#">June Donor Appeal</a>	27,062	1,225	\$16,543	\$68,892	\$52,349	\$0.24	\$42.73	4.53%	\$56.24	7
<a href="#">July Donor Appeal</a>	21,154	934	\$9,942	\$82,581	\$72,639	\$0.12	\$77.77	4.42%	\$88.42	6

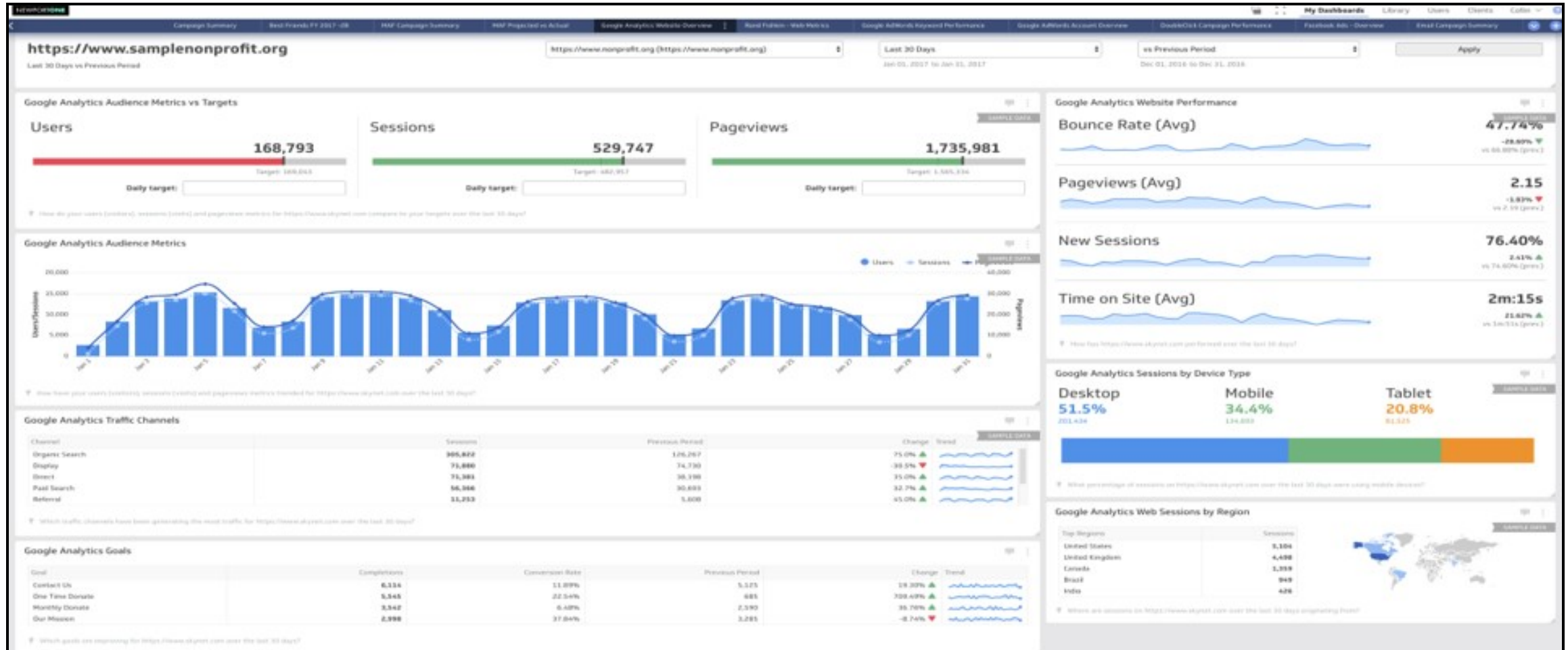
# N1 Nsights: Campaign Reporting

## Social Media Campaign Reporting



# N1 Nsights: Campaign Reporting

## Google Analytics Dashboard



# Advanced Integration & Digital Advertising

**WE HELP OUR PARTNERS BUILD ROBUST FUNDRAISING PLANS, INTEGRATING CHANNELS FOR MORE EFFECTIVE FUNDRAISING.**

**DIGITAL INTEGRATION IS AN INCREASINGLY IMPORTANT PART OF ANY DIRECT RESPONSE FUNDRAISING PROGRAM. DONORS ARE BECOMING MORE COMFORTABLE - AND MORE GENEROUS - GIVING ONLINE. SO MUCH SO, ONLINE REVENUE GREW BY 56% FOR ANIMAL WELFARE INDUSTRY IN 2021.**



# Integrated Digital Ads

	
<p><b>Your gift <b>DOUBLES</b> to save <b>TWICE</b> as many lives today.</b></p>	<p><b>Local pets are counting on you. Matching Gift Challenge:</b></p>
 <p>Princess</p>	 <p>Skye</p>
<p><b>Help raise \$12,000 for local animals!</b></p> <p><b>GIVE NOW</b></p>	<p><b>Your gift doubles now!</b></p> <p><b>GIVE NOW</b></p>



**MATCH MY GIFT**



**Animals are Counting on You**

**Give now—your support goes **TWICE** as far!**

Dear [Configure to your name field],

So many animals in our community need us, and that means they need you. We simply cannot care for all the animals counting on us without your help.

Animals like Princess. She arrived at Rescue Village from another shelter so her full story is unknown. She did have some digestive issues and upon a thorough veterinary examination, it was determined that she was extremely stressed. Being in a shelter isn't easy, and I'm so grateful that supporters like you allowed us to give Princess the loving care and all the time she needed for us to find a special adopter for this gentle, special-needs girl.

Today, you can **help TWICE as many animals**. Your gift right now will be matched, dollar for dollar, up to \$12,000.



**Your support gives **TWICE** the hope today.**

**Give now!**

**MATCH MY GIFT**

When we take in an abandoned, abused, or neglected animal, they need so much more than food and a warm bed. They need love so they can learn to trust again. Many need specialized veterinary care. And especially when they have special needs, they need time as they wait for the right adopter to come along and give them a forever home.

There are so many cats and dogs who are still waiting for their chance a better life. They are counting on compassionate friends like you.

Please, give them double the hope today when your gift will go twice as far.

Thank you for caring about the animals in our community and for sending [your most generous gift](#) to Rescue Village to be matched today.

Caring for the animals, together!

  
Kenneth Clarke  
Executive Director

P.S. With so many animals in need of help, we simply must reach our goal before this match expires June 30. [Send your gift to be matched today](#)

**MATCH MY GIFT**

# Our Digital Retainer Partnership



- **SPECIALIZED DIGITAL CONSULTING FOCUSED ON IDENTIFYING OPPORTUNITIES AND PLANS OF ACTION TO OPTIMIZE DIGITAL FUNDRAISING.**
- **DIGITAL RETAINER FOCUSES/GOALS:**
  - Donation page optimization
  - Sustainer growth and retention
  - Email strategy and optimization
  - Email list growth
  - Google grant setup and management
  - Website conversion

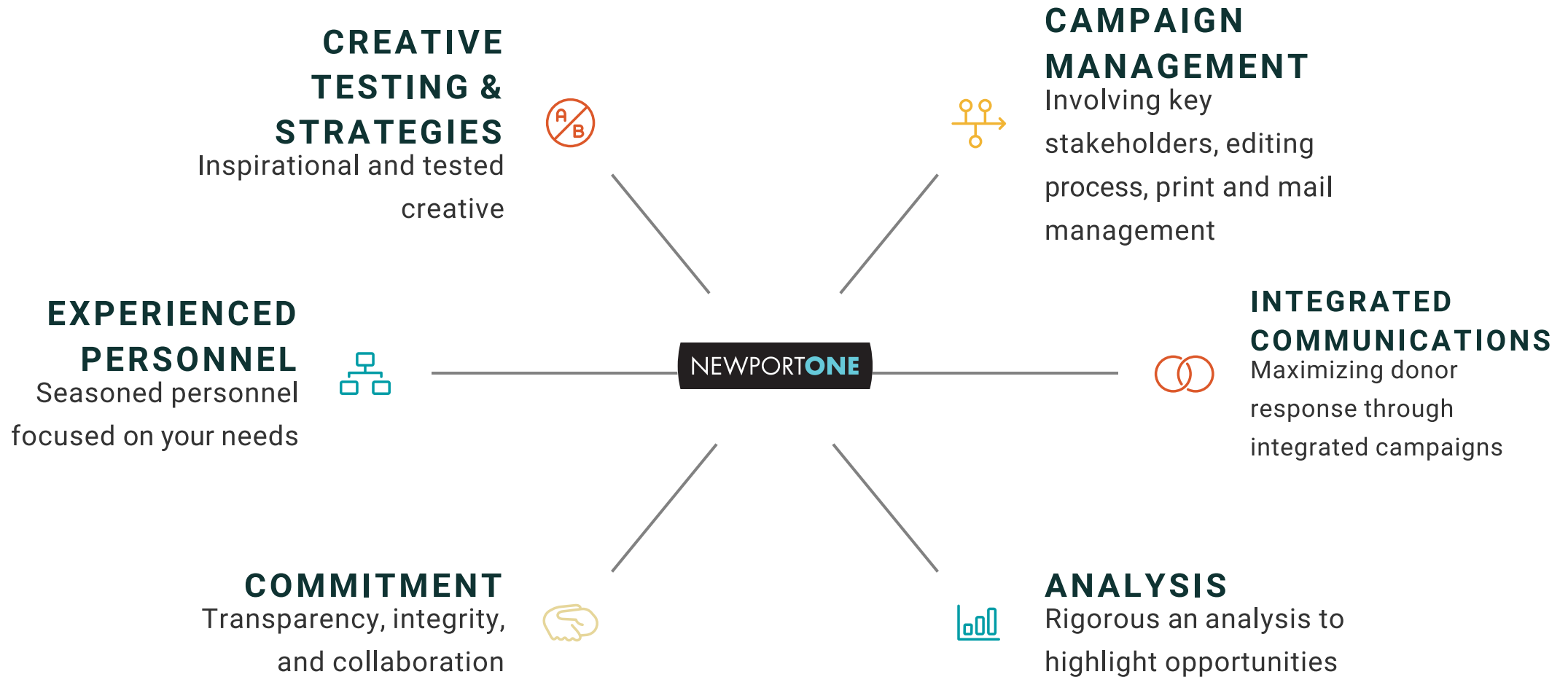


# Newport ONE Distinctives



- **PARTNERSHIP**
- **SCIENCE, STRATEGY, SOUL**
  - Marrying proven strategy, analytics, and the freedom to be YOU
- **FLEXIBLE**
  - Nimble - we roll with whatever is placed in front of you
  - Fast - reduced lead times
  - Accurate - proofreading and quality control steps

# The Newport ONE Way





# We're not your typical agency...

...it's in our DNA



**YOU'RE  
NOT JUST  
ONE OF  
MANY**



**WE  
ANSWER  
TO YOU**



**WE ARE AN  
EMBEDDED  
PART OF  
YOUR TEAM**

NEWPORT**ONE**

Digital Fundraising

**Direct Response  
Fundraising Partnership**

**Social &  
Digital  
Advertising**

**Donor File Growth**

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**newportone.com**