



Integrated Annual Appeals

Annual appeals are typically executed at the end of the year when giving tends to be greater. They usually run for a 2-3 months timeframe. Using multiple marketing channels to reach your donor is a smart approach to a successful campaign.

- 18-20 Touch points are needed to reach a new donor
- 74% of marketers claim **direct mail** has the highest ROI
- **Email** marketing generates about 28% of online revenue
- 32% of donors claim that **social media** campaigns are the most inspiring method to convince them to give
- **Segmented campaigns** can boost your results anywhere from 25-100% depending on type of marketing channel
- 39% of people are more likely to respond to a campaign if they see it across multiple channels

Channels



DIRECT MAIL
MAILED LETTERS OR
POSTCARDS ARE A
TRADITIONAL AND
EFFECTIVE TOUCHPOINT



SOCIAL MEDIA: POSTS ON
FACEBOOK, INSTAGRAM,
AND OTHER PLATFORMS ARE
ESSENTIAL



EMAILS: HTML DESIGNED
MASS EMAILS ARE ANOTHER
IMPORTANT CHANNEL TO
DIRECTLY REACH YOUR
DONORS



**IN PERSON MEETING,
PHONE CALLS, TEXTS &
EMAILS:** A DIRECT ASK VIA
TEXT, PHONE CALL OR EMAIL
IS IMPACTFUL

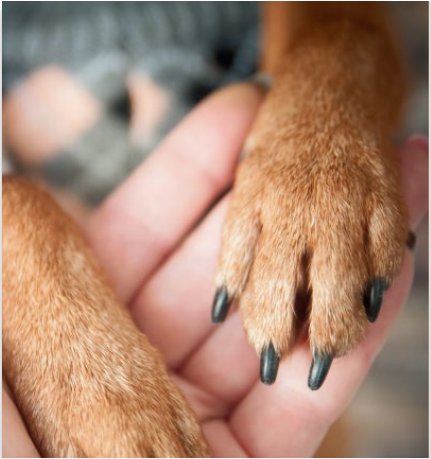


**NEWSPAPER, MAGAZINE,
RADIO, TV AND OTHER
TRADITIONAL METHODS:**
GREAT WAY TO KICK OFF THE
ANNUAL CAMPAIGN AND
REACH NEW DONORS AND
OLDER DEMOGRAPHIC



GIVING DAYS: ANNUAL
APPEALS CAN KICK OFF
WITH A DAY OF GIVING
SUCH AS WCCF GIVES

Postcard Save the Date



**DO NOT
FORGET**
the animals

THE ABUSED, NEGLECTED &
HOMELESS ANIMALS OF
WASHINGTON COUNTY
NEED YOUR HELP ON
WCCF GIVES DAY

THURSDAY, SEPT 19TH



CONSTANT CONTACT EMAIL



**DO NOT
FORGET**
the animals



THURSDAY, SEPT 19TH
WCCF GIVES DAY

DONATE TODAY AND HELP US REACH OUR GOAL
ONLY FOUR MORE HOURS TO DONATE.



DO NOT FORGET THE ANIMALS

Thank You Note



**THANK YOU FOR
REMEMBERING**
the animals
ON WCCF GIVES DAY



Washington Area Humane Society
Published by Carley Marie · September 15, 2024 ·

ONLY FIVE DAYS AWAY! WCCF Gives Day is Washington County's official community-wide day of giving, and it will be held on Thursday, September 19th. ... See more



**DO NOT
FORGET**
the animals
THURSDAY, SEPT 19TH
WCCF GIVES DAY

THE WAHS
REMEMBERS
THEM
EVERY DAY



DO NOT FORGET
we are 100% privately
funded. Meaning we
do not get any money
from the county,
state, or federal
government for our
good work. Every
donation matters.

13 2 6



Social Media Post

Key Elements for Direct Mail Success

Prominent Logo

Personalized Greeting

Gratitude for Donor

Call to Action

WASHINGTON AREA HUMANE SOCIETY
#WAHS

WE NEED YOUR HELP
SAVE A LIFE

DEAR VALUED FRIEND,

Summer should feel safe. Safe from the heat. Safe from hunger. Safe from fear.
But every summer, homeless animals arrive at the Washington Area Humane Society frightened, injured, abandoned, and desperate for relief. While many families enjoy vacations, cookouts, and sunny days, vulnerable pets in our community are struggling to survive.

On average, our Humane Society Police Officer responds to over 75 calls each summer involving animals left outside in dangerous conditions — often with no shade, no clean water, and temperatures climbing into the 90s or higher. In these moments, every minute matters. Heat exhaustion can happen quickly, and what begins as discomfort can rapidly become a life-threatening emergency.

Summer is also one of our busiest seasons for intake and emergency care. We see increased cases of abandoned pets, stray animals, and vulnerable kittens in need of urgent support. Each one requires immediate food, shelter, and medical attention.

Because of supporters like you, frightened animals get something they may have never had before: Safety. A cool place to rest. Clean water. A full belly. Medical care. And time to heal.

Your gift today can get an animal out of the heat and neglect and into a safe home!

Sincerely,
Kelly Proudfit
Executive Director
Taylor Duda
Director of Development

DONATE TODAY
WASHINGTON AREA HUMANE SOCIETY
PO BOX 66 | EIGHTY FOUR, PA 15330
WASHINGTONPASHELTER.ORG

DONATE ONLINE AT:
www.weblink.donorperfect.com/summernews

SAVE A LIFE

SAVE A LIFE

QR Code & Link to Give Online

☐ \$1000 COMPLETE CARE FOR ONE DOG
☐ \$700 COMPLETE CARE FOR ONE CAT
☐ \$250 A LIFESAVING SPAY/NEUTER FOR A DOG
☐ \$100 A LIFESAVING SPAY/NEUTER FOR A CAT
☐ \$50 VACCINES FOR A CAT OR DOG IN OUR CARE
☐ \$25 ONE WEEK OF MEALS FOR A SHELTER ANIMAL

*ESTIMATES BASED ON A 42-DAY AVERAGE LENGTH OF STAY.

Direct Clear Messaging

Demonstrate Your Organizations Impact

Real Photos & Stories

Direct Ask With Specific Amounts Tied to the Mission

Segmented Donor Lists

Direct mail segmented mailing lists boost your campaign results by sending targeted messages to specific groups. You get higher response rates, lower printing costs, and better return on investment because people see content that matches their exact relationship with your organization. Segments will be based on your donors.

Some Common Segmentations:

- **New Donors:** Donors who have only given 1 gift to the organization or a purchased list that have never given
- **Lapsed Donors:** Donors who have not given in over 1-2 years
- **High Donors:** Donors you identify as a high-end donor over x amount of dollars
- **Regular Donors:** The largest segment and will include all your donors who give regularly



*Use your donor
data to spot
who's gone quiet*