

FIA Conference 2024

Where **passion**
meets **purpose**

Brisbane
28 Feb – 1 Mar

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Back to the future: When DM and digital acquisition worlds collide

INDIVIDUAL GIVING TRACK

Drew Powell & Sara Lefkovic

Fundraising Every Day (FED) & The Lost Dogs' Home

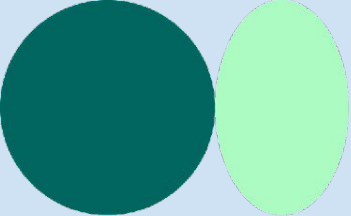


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Individual Giving Track

Sponsored By:

Robejohn



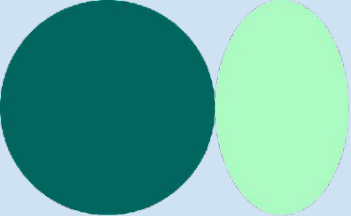
The Digital Elephant in the Fundraising Room

What strategies are we using to replenish our cash programs?



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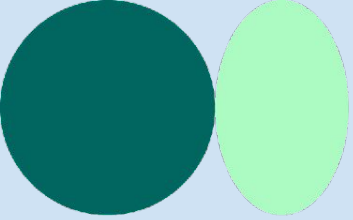


What do the next 2-5 years look like for your charity?

- What are the trends?
- What are YOUR donors telling YOU about their donation preferences?
- How do these answers shape the way that donors will be acquired?



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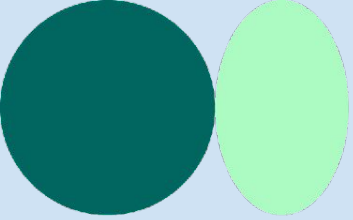


From Paper to iPads

How behaviour changes have begun to affect fundraising strategies



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How COVID-19 accelerated changes in behaviour



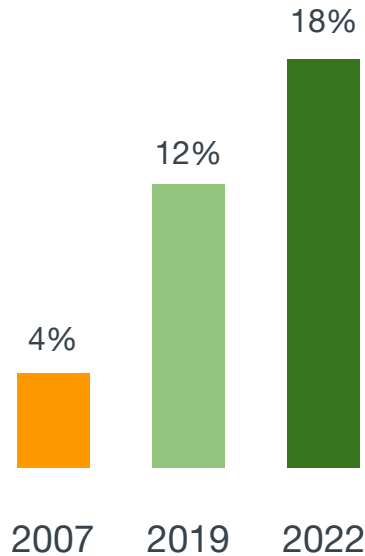
How COVID accelerated changes in behaviour



The ongoing payment shift

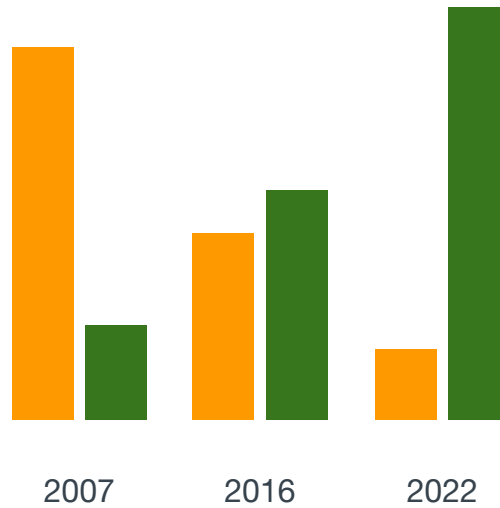
**Data from RBA - 'Consumer Payment Behaviour in Australia'*

Share of Online Payments %

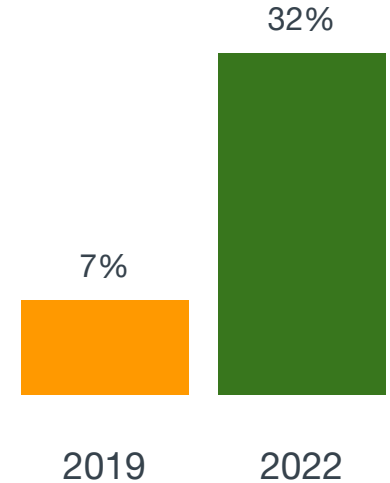


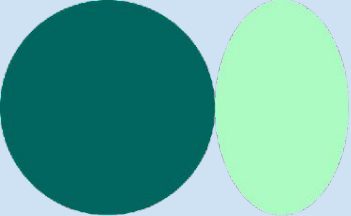
Cash vs Card Digital Trends

Cash  Card 



Rise in Digital Wallet Usage Post Covid





How have these behavioural changes affected fundraising?



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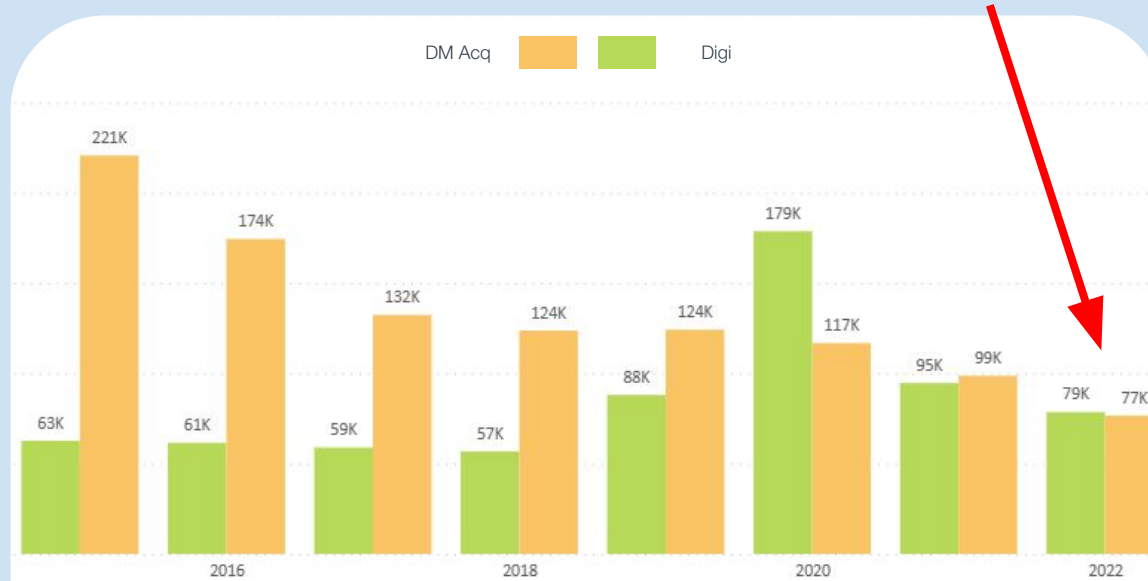


Direct Mail Acquisition

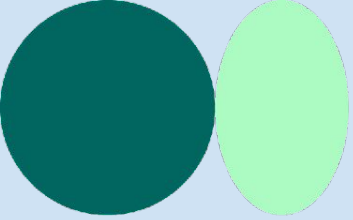
- It's become harder to recruit new donors
- Other factors involved:
 - Market Saturation
 - Postal Service Minimisation
 - Increase Costs

DM Acq vs Digi Acq

In 2022, more donors were recruited via digital acq than DM acq.



*Data and graph supplied by The Benchmarking Project



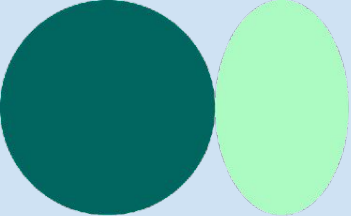
How

~~**What**~~

~~**Why**~~



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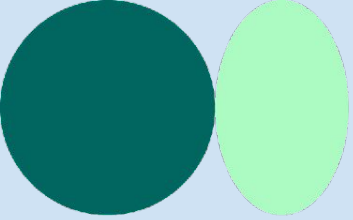


What methods can be used to recruit new cash donors?

- Two-Step Cash Prospecting
- Straight-to-Cash Digital Acquisition
- Other methods (second gifts from P2P fundraisers + donors, supporter surveys)



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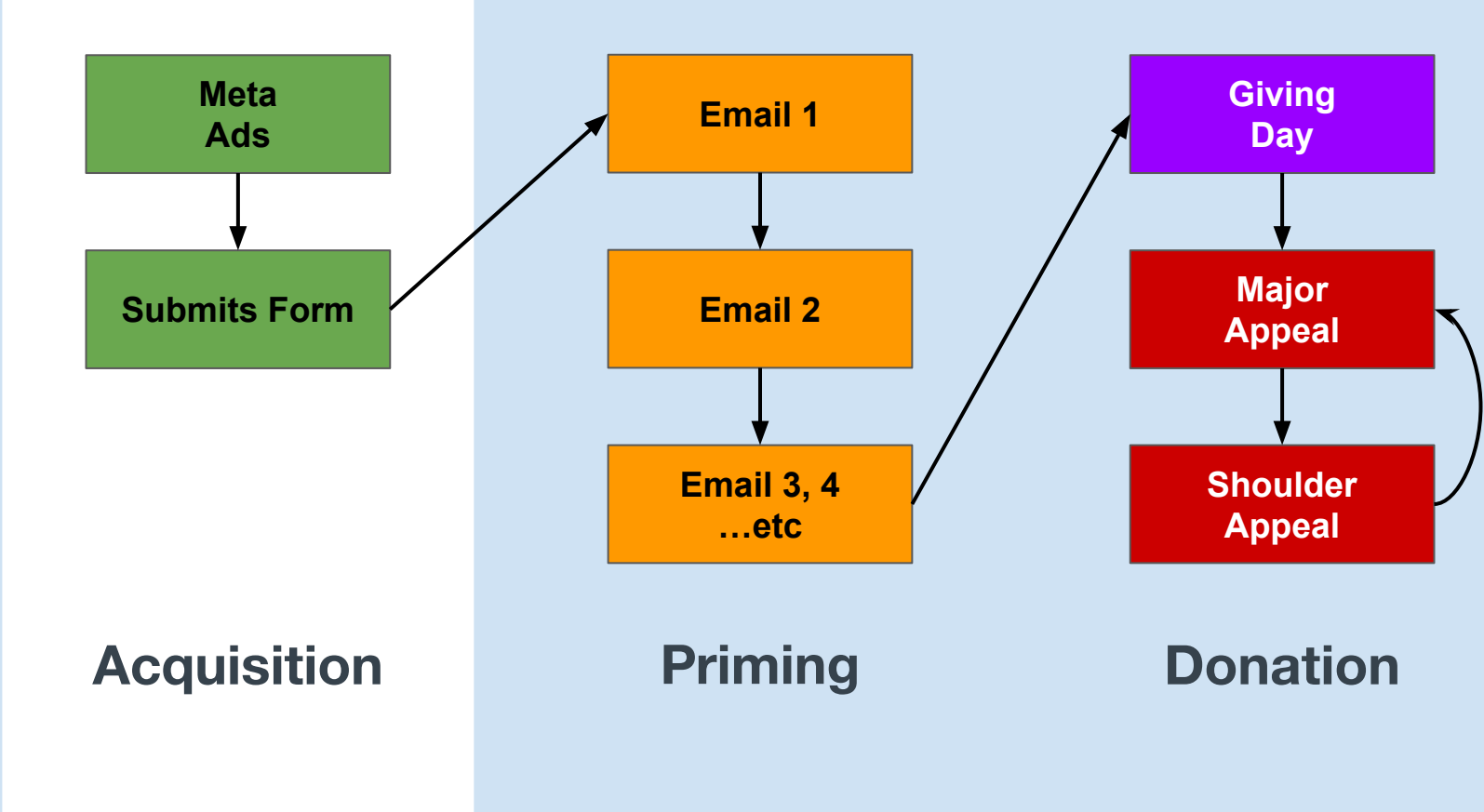


Two-Step Cash Prospecting

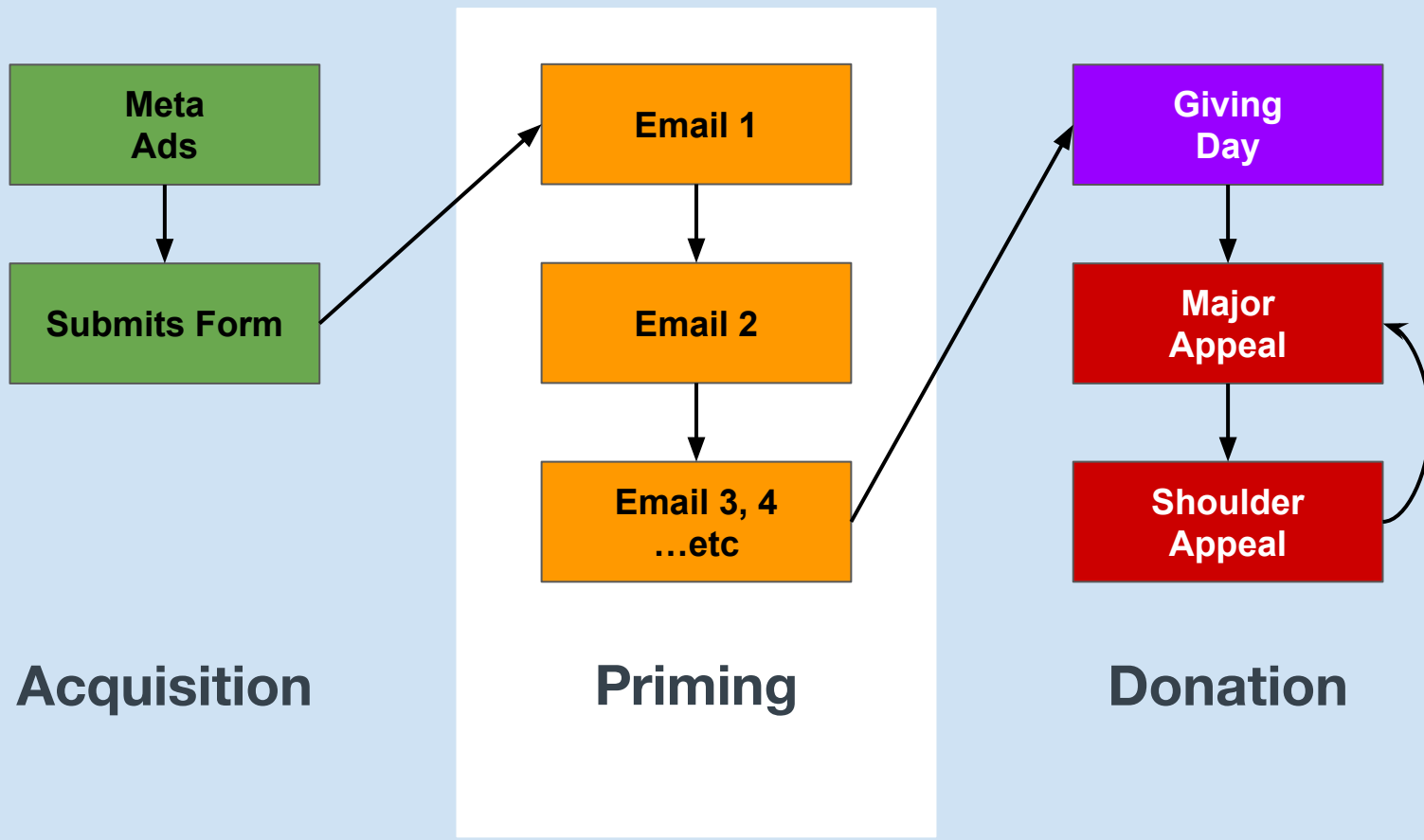


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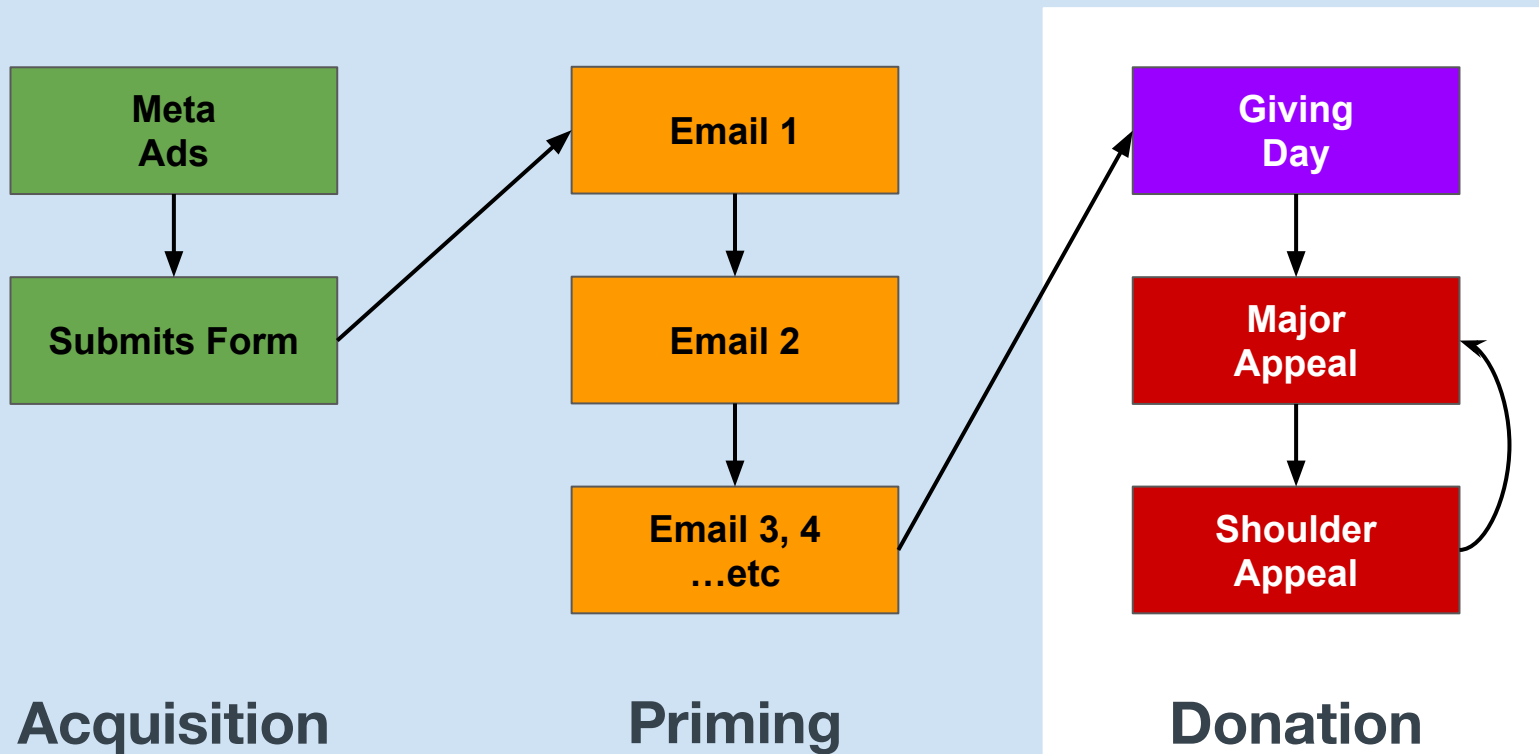
Two Step Cash Prospecting Journey

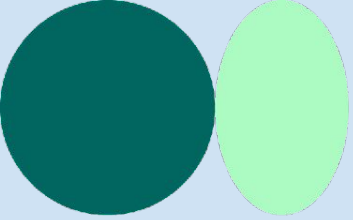


Two Step Cash Prospecting Journey



Two Step Cash Prospecting Journey



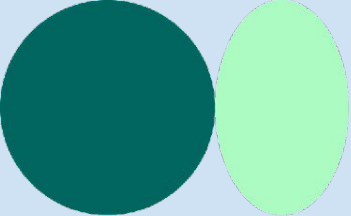


Benefits:

- Generate thousands of new leads/new prospects
- Relatively inexpensive
- Efficient campaign type



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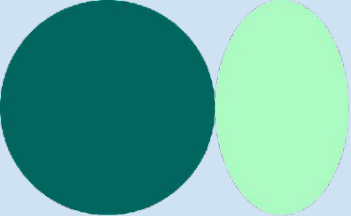
Benefits:

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Considerations:

- Lead quality
- How to be sure you're getting good quality leads that turn into good quality donors?



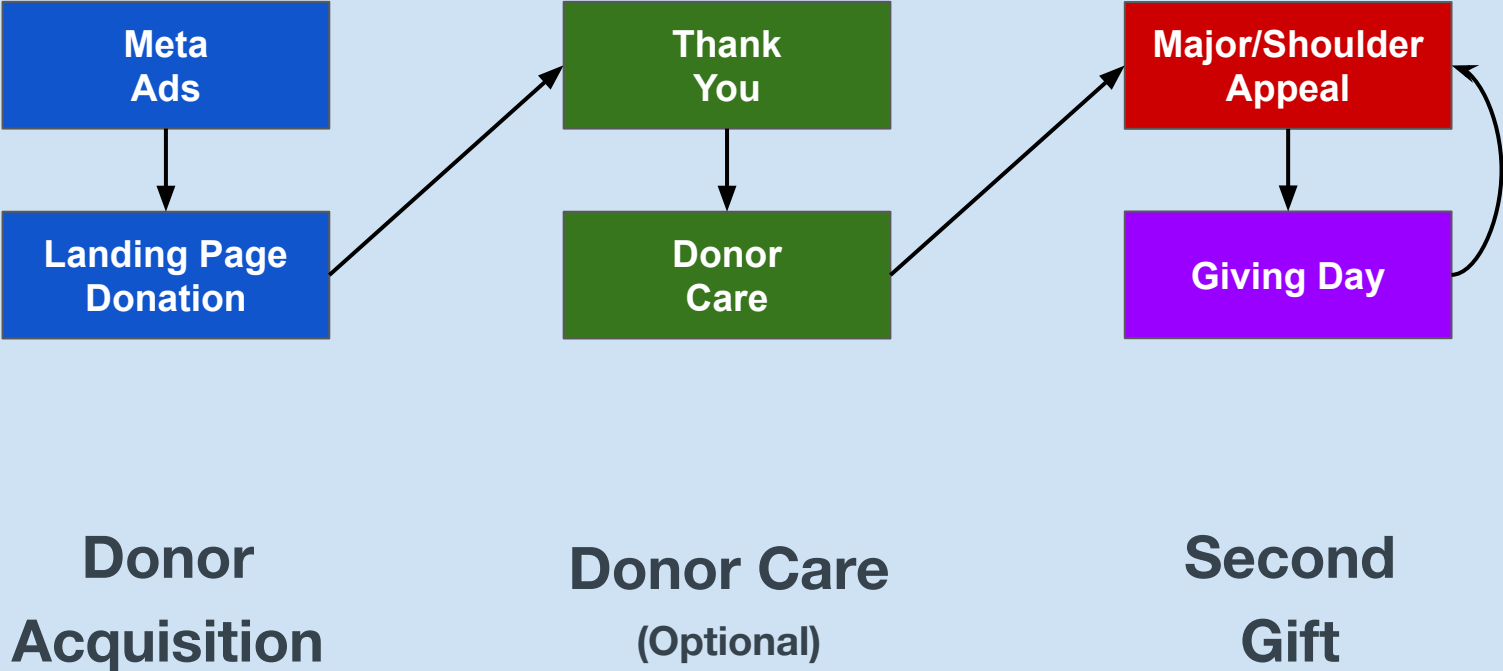


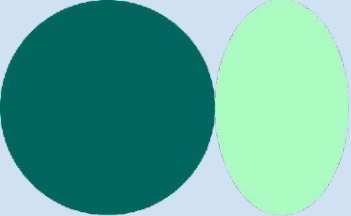
Straight-to-Cash Digital Acquisition



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Digital Cash Acquisition Journey



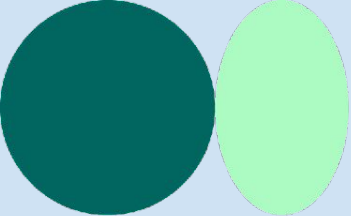


Benefits:

- Immediate donors
- Awareness to donation in one step
- Low risk
- Relatively cheap, efficient and allows for pivoting



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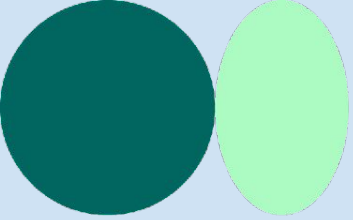


Benefits:

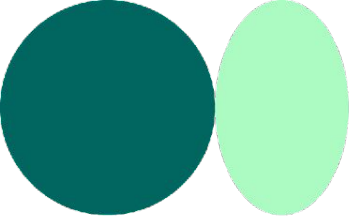
- Immediate donors
- Awareness to donation in one step
- Low risk
- Relatively cheap, efficient and allows for pivoting

Considerations:

- Social media advertising for donations is tricky
- Algorithms constantly changing
- Challenging times of the year
- Only acquiring data from donors



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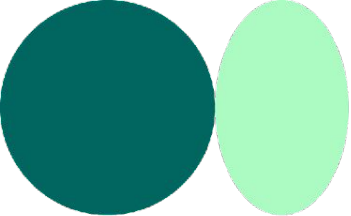


Based in Melbourne and operating two shelters, The Lost Dogs' Home is Australia's largest animal shelter, caring for over 18,000 animals each year.



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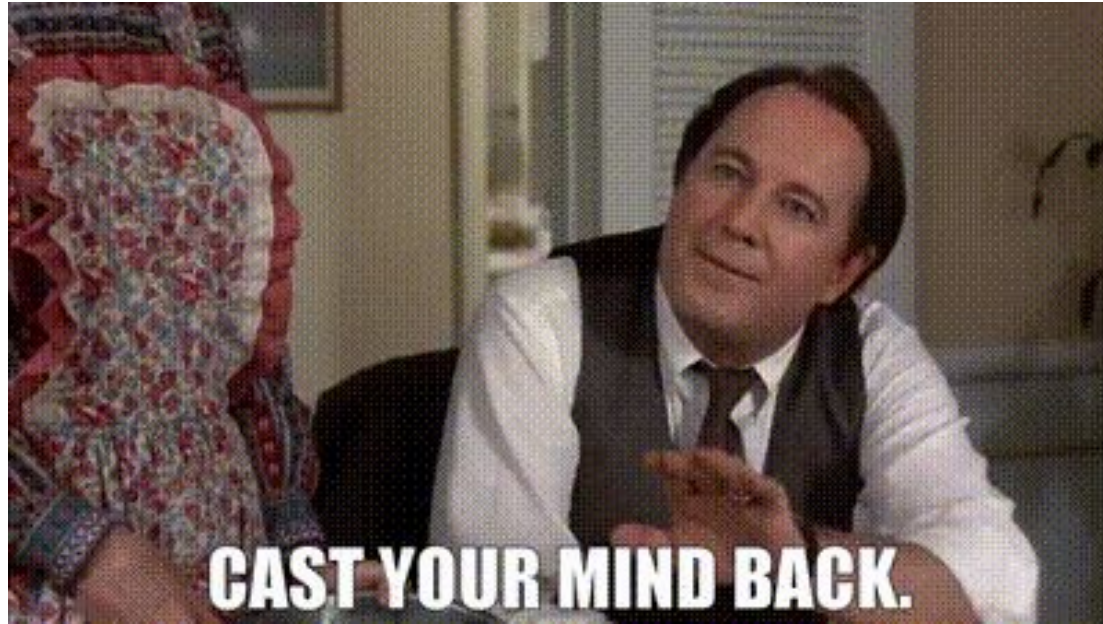
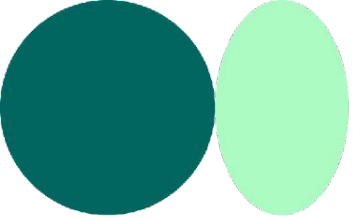
Our Vision Giving animals the best chance of a happy and healthy life

Our Purpose We care for lost dogs, cats and other companion animals. We reunite lost pets with their families, find new homes for others, and always seek the best possible outcomes for all animals that come into our care



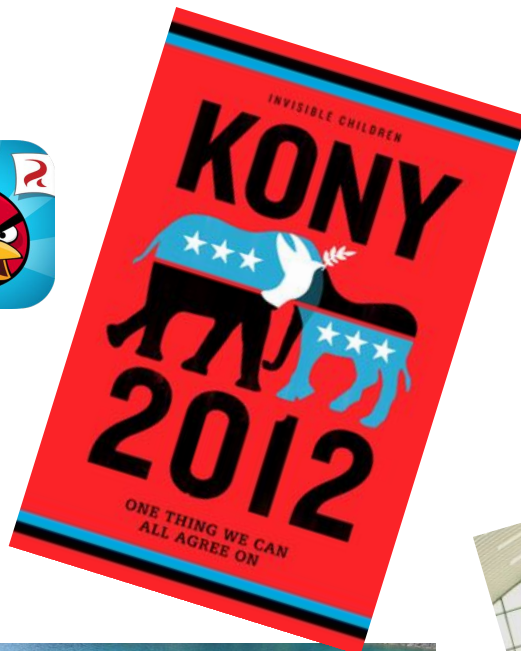
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It was the 2010s....



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... and The Lost Dogs' Home was arguably a 'golden child' in fundraising....

'FRIEND OF PAWS' MONTHLY GIVING AUTHORISATION

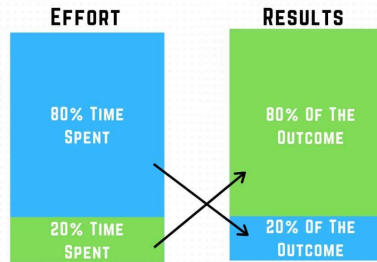
Donor Information: Name, Address, City, State, Postcode, Phone, Email.

Payment Information: Monthly Amount, Frequency, Start Date.

Donor Preferences: Card Type, Billing Cycle, etc.



THE PARETO PRINCIPLE



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The Lost Dogs' Home Supporter Survey 2012

For the urgent attention of: @rescueandlove

As a valued supporter/valued supporter/A valued Friend of PAWS/valued Friend of PAWS, your views are very important to us.

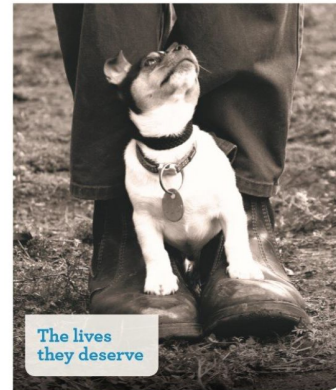
Your previous response to our surveys has really been appreciated! The great response to our survey in the past has been of enormous benefit. Now the survey provides us with the opportunity to discover your thoughts about The Lost Dogs' Home, our services... now and into the future... and how we can improve.

Is complete

- Use a blue or black pen
- Cross or tick the boxes
- Write in CAPITAL LETTERS when required

Please return it to us in the reply-paid envelope provided by (deadline) so that your response can be included in the report to the board.

Thank you so much for your help @rescueandlove.



For the sake of the thousands of rescued dogs, cats and other animals The Lost Dogs' Home cares for each month, become a Friend of PAWS today. Your regular gift will provide a safe and healthy future for these animals.

How to become a Friend of PAWS

Choose how much you would like to give regularly

- \$60 per month
\$13.85 per week
\$2.00 per day
- \$30 per month
\$7.00 per week
\$1.00 per day
- \$20 per month
\$4.55 per week
\$0.65 per day
- \$10 per month
\$2.45 per week
\$0.35 per day

Annual contribution will include other benefits to give a broken leg of a dog lot for a \$

Annual costs to vaccinate 36 stray puppies or kittens

Annual costs for providing an ambulance for busy Saturday

Annual contribution will include \$5 cats or dogs for adoption

Fill in the registration form

Unfortunately we cannot accept cash donations for security reasons

What do you get?

- The knowledge that you are helping thousands of lost, stray and unwanted cats and dogs every year
- A PAWS welcome pack
- Regular updates from The Lost Dogs' Home
- Annual contribution receipt

THANK YOU! From all the puppies, kittens, cats and dogs who rely on The Lost Dogs' Home each year.

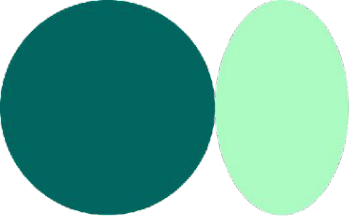


The Lost Dogs' Home
2 Grace Street, North Melbourne, VIC 3051
Tel: (03) 9329 2755
Fax: (03) 9329 5293 Email: info@ldghome.com
Website: www.dogshome.com

Expenses incurred in the collection of your pledge are paid to Convoy Australia Pty Ltd ABN 89 099 568 273. They receive a one-off set amount in understanding the activities and that amount will not exceed 40% of your first 12 months' pledge only. Convoy donates 50% OTHER FEE is a subsequent year. Convoy assists with the vital fundraising by The Lost Dogs' Home. Further details are available upon request. Convoy Pty Ltd Head Office, Level 18A Ardenway Rd, Werribee, VIC 3045. Ph: (03) 9491 9999 Fax: (03) 9491 1302

Your guide to leaving a gift to The Lost Dogs' Home in your Will.

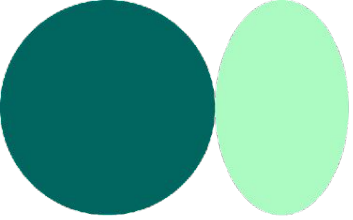




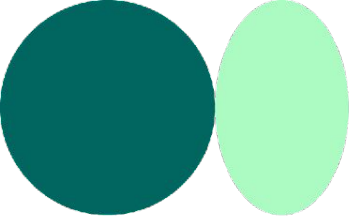
And if our donors could speak...



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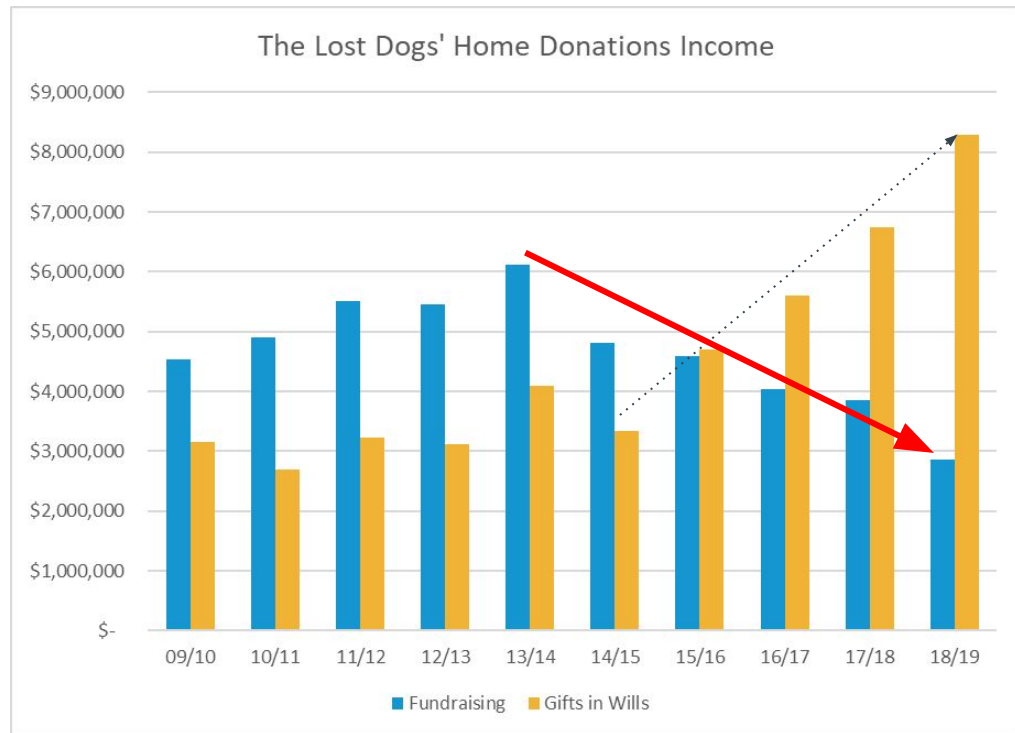
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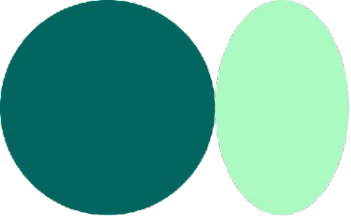
Changes at the Home meant a lot of our core fundraising appeals and campaigns were impacted

And from 2015, the Home's income started to decline – rapidly

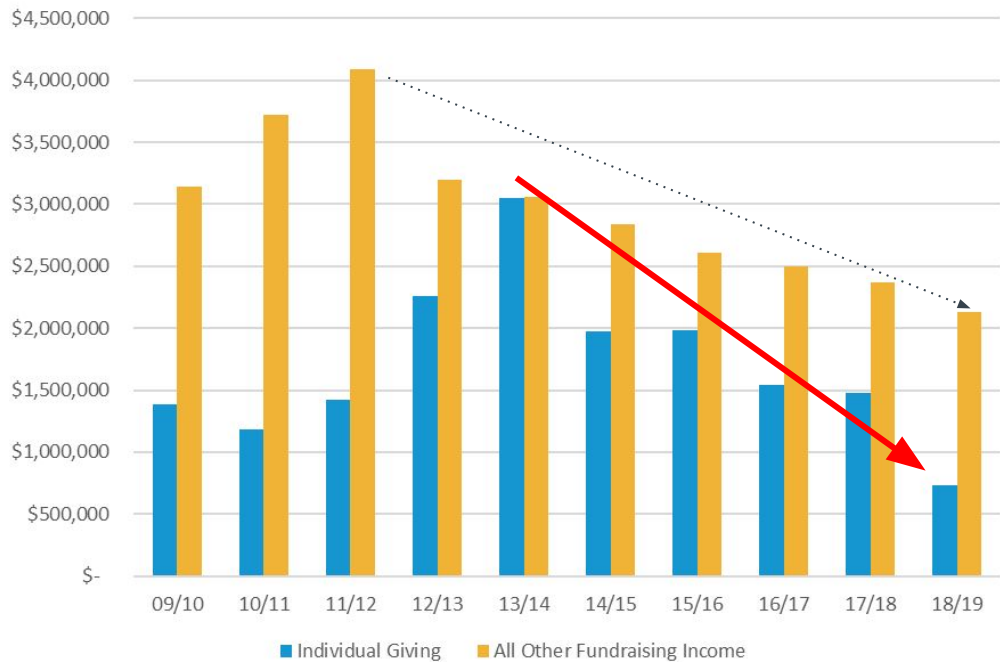
By FY19, Fundraising income was down 38% from our peak in FY14

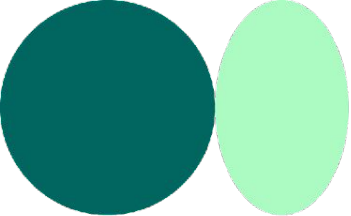


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The Lost Dogs' Home Fundraising Income (excl Gifts in Wills)





In FY 2019/2020, new CEO was appointed and a new leadership team was built, including a new Fundraising team...

Trust from Board, CEO, Senior Leadership to rebuild programs...

And the only way was up – which we had to do quickly...

Except, we had little digital capacity, and had a database skewed heavily towards direct mail....



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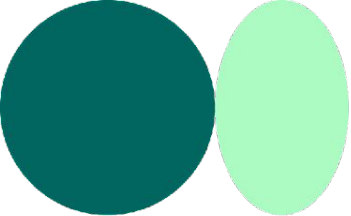
March 2021

- Rolled out same pack to another 15k names
- Acquired/reactivated nearly 1,200 donors
- 9% response rate, \$41 average gift

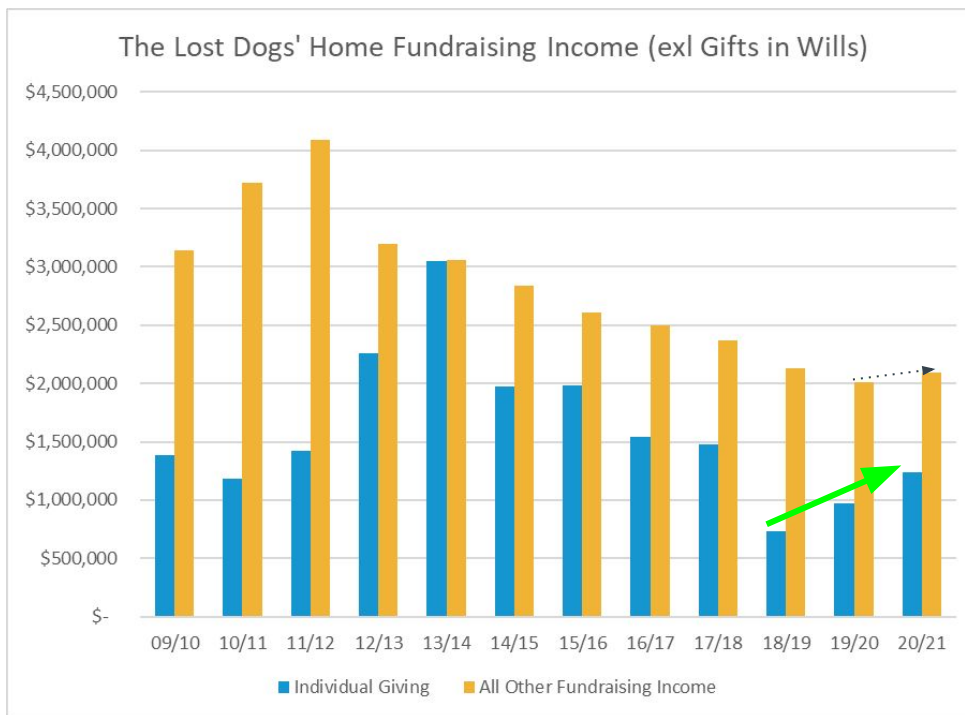


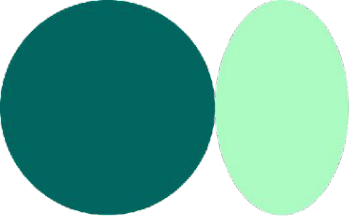
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And our Warm appeals were doing well, too...
Fundraising income had started picking up...
.... But we needed to, and wanted to, *do more*





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The Lost Dogs' Home x Fundraising Every Day first appeal together: 2021 Tax

- Smashed budget and beat 2020 Tax Appeal across income, response rate and average gift

We knew we were onto something

5 May 2021

Help make sure no pet is turned away and left to fend for themselves in the cold.

Your gift of \$20 can give abandoned and neglected pets like Dolly lifesaving emergency vet care this winter.

Dear [REDACTED]

We received an urgent call from a council ranger recently.

"Can you take this litter of six 10-week-old puppies? They're in terrible shape and need help right away."

At The Lost Dogs' Home, we get these sorts of calls on a regular basis and we're ready to help. Our team snapped into action, preparing to give these little ones the vital care they needed.

But I was shocked when this litter arrived at our shelter. These puppies were in dreadful condition — clearly neglected of their basic needs for survival, like food, water, and vet care.

And then we saw her.

In the very back corner of the cage, the puppies arrived in, the tiniest one — the runt of the litter, half the size of the other puppies — was lying very still. I feared the worst.

But when we gently lifted Dolly out, we were relieved to find that she was breathing and alive. Barely, her colour had turned purple due to a lack of oxygen.

Dolly would have been terrified, arriving in a strange environment and having unfamiliar people handle her. But she was too weak to even show her fear.

If Dolly hadn't come to us exactly when she did — just hours later — it's very

"It's really sad because so many animals like Dolly come to us through no fault of their own. They can't help being born into environments where they're not taken care of. But that's what we're here for. We're here to help these less fortunate animals."

— Justine, The Lost Dogs' Home

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Yes, </we> want to give abandoned and neglected pets like Dolly lifesaving emergency care this winter.

Your gift will help make sure no pet like Dolly is turned away who left to fend for themselves in the cold.

1 SELECT YOUR GIFT AMOUNT
 <SA\$1> <SA\$2> <SA\$3> <My/Our> choice of.....


2 CONFIRM YOUR PAYMENT TYPE Donations of \$2 or more are tax deductible
 Please charge this amount to my: MasterCard Visa Amex
 Card Number: [REDACTED]
 Expiry Date: [REDACTED]
 Name on Card: [REDACTED] Date: / /
 Signature(s): [REDACTED]

**OR Please find enclosed a cheque (payable to The Lost Dogs' Home)
 OR Please find enclosed a money order (payable to The Lost Dogs' Home)
 To donate via PayPal, visit dogshome.com/donate or via BPP***

3 YOUR DETAILS
 Do we have your details correct? Please fill any blanks or correct any errors below.

<JEDH> Campaign/Code/Package: Home Phone: <HomePhone>
 <MailingName>: Mobile: <MobilePhone>
 <Add1>: <Date of Birth>: <only when DOB is blank>
 <Add2>: Would you like us to email your receipt?
 Please provide or confirm your email address below.
 <Suburb> <State> <Postcode> Email Address: <Email>

4 MAKE YOUR DONATION
 Return this form in the enclosed reply paid envelope or send to Supporters Team,
 The Lost Dogs' Home, 2 Grace Street, North Melbourne VIC 3051
 Donate online at dogshome.com/online
 Supporter Team (03) 8379 4453

Thank you! 

This is something our team prepared for Dolly's foster care Ellie, to make sure she know all the important things about Dolly. It's so hard that our foster carers understand what a dog like Dolly has been through and what they need to do to help prepare her for a forever home.

Thank you for your generosity to support our work with animals like Dolly. We couldn't do it without you. -Grace

Foster Care Preparation
 For Ellie (foster carer) by Justine (The Lost Dogs' Home)

Physical Assessment
 When Dolly came to The Lost Dogs' Home, she was severely underweight from malnourishment and dehydration. She was half the size of her littermates. We've been taking special care of Dolly in our vet clinic over the past two weeks. She was hooked up to an IV to get her fluids up. And she's been receiving food to live small feeds a day to help her get used to processing food — after starving for so long.

We undertook bloodwork to check for any underlying conditions and, thankfully, her results were negative. She's a healthy girl except for being neglected of basic care.

We did discover Dolly had a stomach bug. However, now fully recovered from this.

Dolly has received the vaccinations appropriate for worms. She has also been scheduled in to be desexed.



It has been amazing seeing Dolly's progress during clinic. With each day, she's been gaining weight, as well as being a completely different puppy to the one we first met.

Behavioural Assessment

Sociability/Friendliness: NEEDS WO approach, but displays a tail wag and does gain some confidence with intense.

Reactive to handling: GOOD — Dolly tail wags which demonstrates signs of.

Fear: GOOD — Dolly displays a confidence in new areas and accept treats when offered.


Dolly: Staffy Ten Female

This is a brief overview of the intense care Dolly received at our veterinary clinic in her two weeks under us at our Head Vet, Dr Elena Latch, explains how Dolly's life was saved — all thanks to your generous support. -Grace

Day 1, Continued
 First things first, she was hooked up to an IV to get her fluids up. We also gave her a small amount of food — enough to fill her hungry belly but not too much as to make her body reject it. Then I gave her a full health check to see how she needed help. This included doing bloodwork to investigate if she had any underlying conditions needing attention. Luckily, we were able to worm Dolly and give her essential vaccinations to prevent disease.

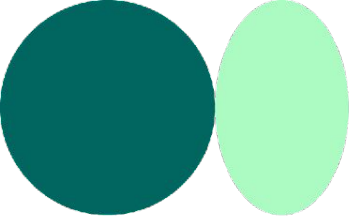
Day 2
 Dolly is already looking brighter this morning after just a few days in our care. She lifted her head when greeted to me, and she gave her tail a little wag. Dolly's bloodwork results have come back showing no underlying conditions. That means there is no reason for her to be emaciated except that she has been apparently neglected of her basic needs of food and water. Dolly should never have deteriorated to this point.

Day 3
 More of Dolly's test results have come back and, unfortunately, she has tested positive for a stomach bug. I am going to have to move her to isolation and treat her very carefully from there to avoid spreading the infection to other animals. Poor Dolly — she's already dealing with so much. I am desperate to see her get better, so I've started her immediately on medication.

Day 4
 Dolly is recovering from her stomach infection. I'm checking on her regularly and seeing good progress in both her physical and behavioural development. She's happy, still a little grumpy and I think, once she's fully recovered and ready for adoption, she will make her new family very happy.







2021 Christmas Appeal — the start of social media fundraising at The Lost Dogs' Home

- \$3k social media investment
 - Immediate ROI 2.56

But it didn't stop there

- 60+ existing supporters gave to paid ads (social proof)
- Rolled out paid content for organic posts
 - 78% first-time donors to The Lost Dogs' Home

ROI = 5.34



- Audiences: lookalike, custom, retargeting, broad, interests
- Facebook only – dipping our toe & risk-averse; only had \$3k media
- Clicked through to GiveEasy platform – clean & simple UX, tailored receipt

1st

The Lost Dogs' Home
Published by Josie O'Hara · 28 October at 15:02

We're in desperate need of help this Christmas! Sadly, we're bracing ourselves for more animals just like Gecko to turn up on our doorstep. This image shows Gecko after he came into our care. Still frightened from what he'd been through. We often don't know the whole story of an animal when they arrive on our doorstep. There's no way of telling what happened to them or how long they've been living without the love and care that they need. But when we first laid eyes on Gecko, we could see there was no doubt he was horribly unwell. Christmas should be a magical season for animals to spend time with their loving families in the comfort of their forever home. But for the dogs and cats who have been abandoned or neglected like Gecko, their Christmas will look very different. They could be alone, scared, hungry, and in pain—unless we do something now to help them. Please donate today, so more animals like Gecko can have a second chance at the happy life they deserve.



THE LOST DOGS' HOME GIVEEASY.ORG
Please make Christmas gift today. Your donation can provide ...
Not affiliated with Facebook

Donate Now

2nd

The Lost Dogs' Home
Published by Josie O'Hara · 28 October at 14:01

LOOK at his face! It breaks our heart to see an animal like Gecko looking up with eyes full of fear and hurt. We often don't know the whole story of an animal arriving on our doorstep. There's no way of telling what happened to them or how long they've been living without the love and care that they need. But we do know we will do everything we can to help them. Can we also count on you to be there for other animals like Gecko this Christmas? When we first laid eyes on Gecko, we could see there was no doubt he was horribly unwell. Gecko was severely underweight—half the weight he should have been. His body was running on empty. His skin was in bad shape which we believe was caused by untreated allergies. He wasn't bearing weight on one of his hind legs because of a painful, oozing wound. We care for animals with complex medical conditions for as long as they need to return to full health. All up, Gecko received medical care in our vet clinic for about five weeks. Providing this level of specialised care for animals like Gecko is expensive and we are in desperate need of funds. Please make a special Christmas gift today. We need your help to ensure we can provide the life-saving vet care animals like Gecko need for a chance at a happier future.



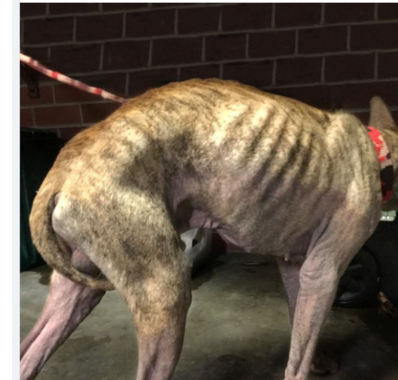
THE LOST DOGS' HOME GIVEEASY.ORG
Donate a Christmas gift now to ensure neglected animals like ...
Not affiliated with Facebook

Donate Now

3rd

The Lost Dogs' Home
Published by Josie O'Hara · 28 October at 14:06


It's so desperately sad to us seeing images like this. We know it hurts your heart too. Earlier this year, two-year-old Staffy, Gecko, was brought to us in our animal ambulance. Gecko needed complex care. We cleaned, treated, and bandaged his sore leg. We fed him a special diet as he was so emaciated, gave him some antibiotics, and pain relief for his skin because it was very uncomfortable for him. We had to use medicated shampoo to heal and soothe his skin. Gecko was hungry, frightened and in pain—but also determined to stay alive. Thanks to our supporters, we were in a position to quickly snap into action and provide him with immediate care. The costs of running a shelter are huge. We're an open intake shelter, so we would never turn an animal away, because of how sick or how anxious they are. We want to be able to give them a chance and we need your help to do this. Please donate a Christmas gift today. Your donation today will mean animals like Gecko will receive the loving, complex care they need and hope of a bright future in a loving home.



THE LOST DOGS' HOME GIVEEASY.ORG
Please make a special Christmas gift. Your donation today me...
Not affiliated with Facebook

Donate Now

NEGLECTED ANIMALS LIKE GECKO NEED YOUR HELP THIS CHRISTMAS. →



DONATE TODAY

Your gift today can give animals like Gecko life-saving care and a happy future in a forever home.

Earlier this year, two-year-old Staffy, Gecko, was brought to us in our animal ambulance. He was discovered in a neighbouring yard in terrible poor health—bearly hanging on for life. We may never know the full story of what happened to Gecko, but we know right away that he needed help. He was severely malnourished, had a painful skin condition, he was limping from an untreated injury, and he was terrified.

Thanks to the generosity of supporters like you, we were ready to take immediate action to help Gecko. Our entire team banded together to support Gecko. He received everything from emergency medical attention and antibiotics, food for his strength, help to behaviour support to help with his separation anxiety, and loving foster care. Right up until we finally found him his very own forever home.

Sadly, there are hundreds more animals like Gecko who will be spending Christmas in our shelters, hoping for a loving forever home. The Lost Dogs' Home does not receive any ongoing government funding, so we rely heavily on the generosity of supporters to care for the most vulnerable animals.

Please donate today to give abandoned animals like Gecko the second chance they need at a better future filled with love and care.

\$50
 \$100
 \$150
 My Choice

Amount: \$

First Name:

Last Name:

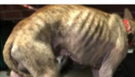
City:

State:


Postcode:

Email:


I've read and understand these terms and conditions of our website and agree to be bound by them.



This is how thin Gecko was when he arrived at our care. The LHM can't eat every 4th allowing through. He weighed half the weight he should have been. Our team stepped into action and Gecko was placed in a healthy schedule to gain weight right away.



Gecko spent four long weeks receiving daily medical care at our vet clinic. Once Gecko's physical health was on the mend for recovery, he was finally ready to continue getting better in a loving foster home.



Gecko is now smiling happy and ready for his forever home! We are treating ourselves for more animals, just like Gecko to turn up on our doorstep over the festive season. Your gift today ensures we can find these animals a warm, safe, loving forever home this Christmas.

All donations over \$2 are tax deductible.

At The Lost Dogs' Home (ABN 64 004 780 725), we use the GiveEasy platform so your donations are secure. If you have any questions or concerns, please get in touch on 181 8276 4653 or email customersupport@lighthouse.com.

F

2022 Tax Appeal rolls around...

- Keen to trial social media advertising again
- Modest media budget
- Audiences: lookalike, custom, retargeting, broad, interests
- Used GiveEasy platform again

1st

It was likely Dudley had spent most of his life living in hunger. 🐾
 Our Behaviour Trainer, Rachel, explained, "Any living being will become stressed when their most basic needs are not being met. In Dudley's case, he wasn't being given the food and comfort he needed. Being in a constant state of trying to survive meant he was unable to ever rest properly. Not having proper sleep can do some very significant damage to their emotional state."
 We know it's very hard to hear stories like Dudley's. 🐾
 Dudley was so used to being underfed that he guarded his food so intensely, like it was a matter of life and death—because after what he had been through, it truly was. The severe neglect Dudley had suffered had given him crippling anxiety.
 This is where Rachel stepped in to give him the specialised, nurturing support he needed. Rachel prepared a behaviour plan designed specifically to help Dudley reduce his stress levels and feel at ease when people were around his food.
 It takes a lot of care and dedication to nurture an animal like Dudley to a point where they can overcome significant challenges. No matter how complex his medical and behavioural issues were, we were going to do everything we could to help him. 🐾
 But we need the generosity of supporters like you to offer the level of critical care and support animals like Dudley need.
 We need to raise much needed funds to make sure the dogs and cats arriving in our care can have the very best help to overcome neglect and trauma, and give them the loving homes they deserve.
 Please donate today. 🐾



THE LOST DOGS-HOME GIVEEASY.ORG
 We're raising ourselves for more animals like Dudley to turn ... [Donate Now](#)
 Not affiliated with Facebook

2nd

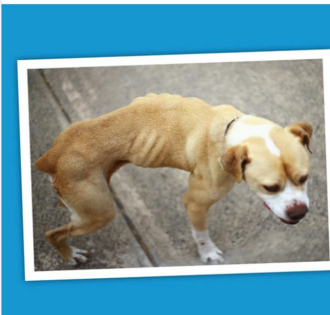
The Lost Dogs' Home
 Sponsored (Admin) 🗑️
 "Hello there! My name is Dudley. I've been through some really tough times, but people like you helped me on my journey to recovery...to find a forever family that loves me!
 The picture on the left is what I looked like when I first arrived at the Home before getting the care that I needed.
 Arriving at the Home is all a bit of a blur because I was so hungry and frightened. I couldn't even remember the last time I had eaten a proper meal. 🐾
 You can see every one of my ribs sticking out along my body. I was so weak and I could barely stand on my own.
 But the picture on the right is me after being cared for by the nice people at the Home! I spent a lot of time at the Home getting all sorts of care from lots of wonderful people. 🐾
 The vets and nurses were so nice to me, checking me over then giving me medicine and special food to help my body feel better. I could feel my pain and hunger fading away! I felt SO HAPPY after being looked after with such love and care at the Home. Please will you help more animals just like me? 🐾
 We are seeking ourselves for more animals to turn up on our doorstep this winter. Your gift can help give hundreds of animals like Dudley the warm, loving home they need.
 Please donate today. 🐾



THE LOST DOGS-HOME GIVEEASY.ORG
 Your gift can provide critical care for abandoned and neglecte... [Donate Now](#)
 Not affiliated with Facebook

3rd

The Lost Dogs' Home
 Sponsored (Admin) 🗑️
 He lay beside his empty bowl. Too weak to stand or even sit up. 🐾
 It's been days since he's seen food in that bowl. His hunger and thirst are unbearable. His bones stick out along his withered body. It takes every bit of energy he's got just to stay alive another day—but he is wasting away fast.
 This is what he most likely looked like for six-year-old American Bulldog, Dudley—until he arrived at The Lost Dogs' Home.
 Our heart breaks for dogs and cats who have endured unimaginable neglect. 🐾
 And that's why we need your support today.
 Please will you donate today to help animals like Dudley get the urgent, life-saving help they need? 🐾
 Poor Dudley needed lots of love and gentle nurturing to begin his journey of recovery—and with the help of supporters like you, we were ready to provide the care he was desperately seeking every step of the way.
 But sadly, there are many more animals still waiting for their forever home. These beautiful dogs and cats are in urgent need of love and care. 🐾
 Please give a donation today to ensure vulnerable dogs and cats are given a second chance.



THE LOST DOGS-HOME GIVEEASY.ORG
 You can make all the difference for animals like Dudley. Pleas... [Donate Now](#)

NEGLECTED ANIMALS LIKE DUDLEY NEED YOU THIS WINTER.

Your gift today can give animals like Dudley a second chance at a happy life free from hunger and pain.

DONATE TODAY

\$50
\$100
\$150
My Choice

Amount:

First Name:

Last Name:

Email:

I've read and understood these terms and conditions. I understand my payment to be used by me.

Donate with Credit Card
Donate with PayPal

Poor Dudley had likely spent most of his life suffering unimaginable hunger. His stomach was empty and he was being starved and his body was wasting.

Thanks to the generosity of supporters like you, we were ready to help Dudley fight away with intensive care. Dudley needed everything from urgent medical attention and nutritional food for his ailing body, to gentle behaviour support to help with the anxiety, and loving foster care. We were willing to do whatever it took to help Dudley, fight up and stand firmly beside him for every step of his journey.

Sadly, there are hundreds more animals like Dudley waiting up in our shelters without adequate care from the loving members of our pack. The Lost Dogs' Home often can't receive any ongoing, consistent funding, so we rely on the generosity of our supporters to care for the most vulnerable of our little ones.

Please donate today to give neglected animals just like Dudley the hope of a future in a loving forever home.

"This is what I looked like when I came to the Home. I was all skin and bone. I was so hungry I couldn't even remember the last time I had eaten a proper meal. It was such a struggle to be welcomed by friendly, gentle people."

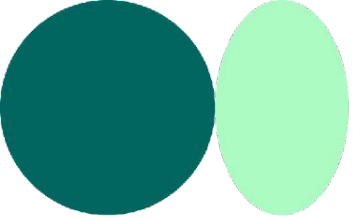
"I didn't have a still food to eat any more in my last home and get even on my body. They didn't feed and I couldn't eat. I met the Home's Behaviour Trainer, Rachel, and she spent time helping me feel safe."

"Rachel took me for walks and played games with me. She helped me to be able to eat my food so I wouldn't get sick. I had so much happiness and other after coming to the Home. Please will you help more animals like me?"

All donations over \$2 are tax deductible.
 At the Lost Dogs' Home (0905 86 00 10), we use the GiveEasy platform to give donations on your behalf. If you have any questions or concerns, please get in touch on 01 872 4422 or email info@lostdogs.org



CL



.. but sadly, we didn't quite see the same results as 2021 Christmas

- \$5k investment
- Immediate ROI 0.26

Few existing supporters to The Lost Dogs' Home responded to our paid ads...

And organic performance was not much better...

ROI = 0.50



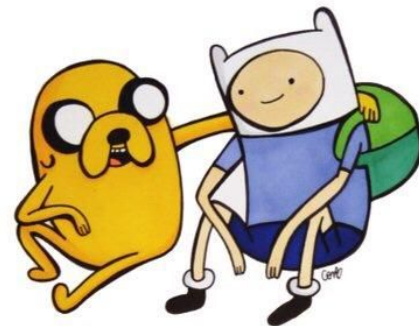
CONFERENCE



Initially, there was a little of this...



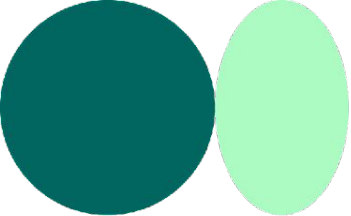
But we also realised this...



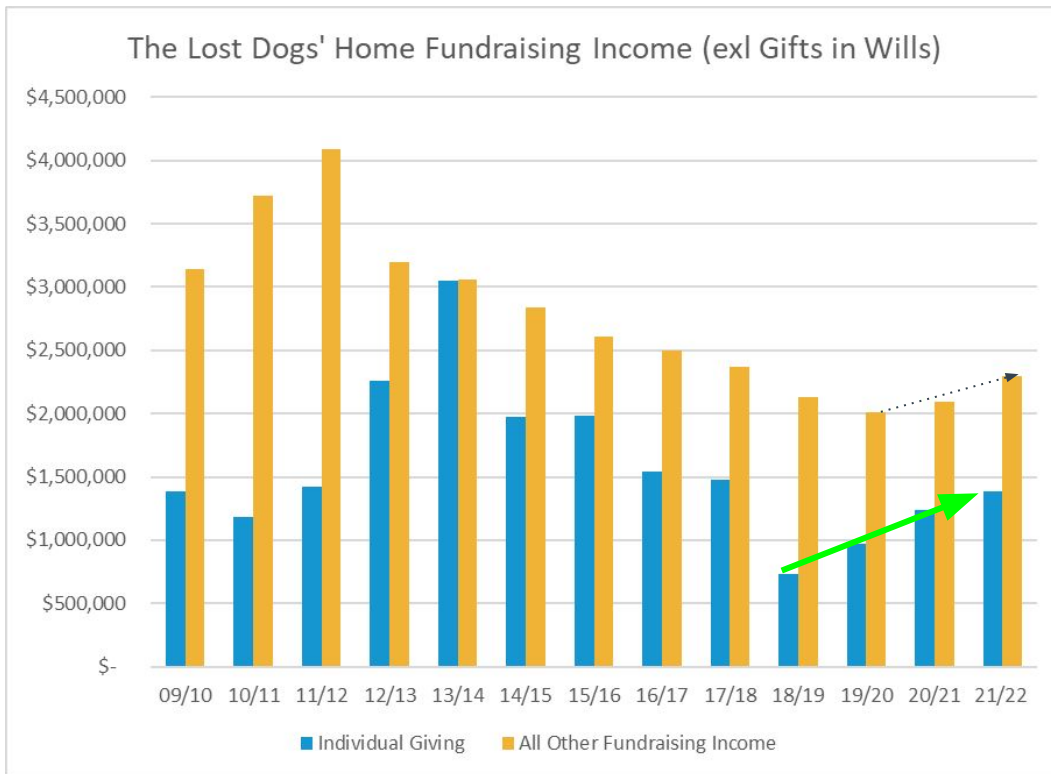
DUDE, SUCKING AT SOMETHING IS
THE FIRST STEP TO BEING SORTA
GOOD AT SOMETHING.

FIA

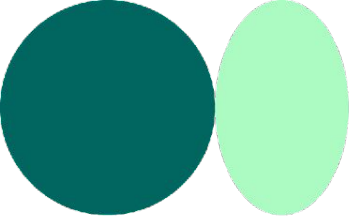
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And we ended FY 2021 / 2022 with continued growth across Fundraising & Individual Giving



CONFERENCE



FY 2022 / 2023

- Internal culture = keep investing and trialling
- Drew joins FED and we revise our cash digital acquisition approach

FY 2022 / 2023 Digital Acquisition Goal

Use a diverse range of creative, copy and concepts to find The Lost Dogs' Home niche for stronger digital returns in this and future appeals

Dollar handles

Tangible Case for Support

Video content



Multiple Case Studies

*Multiple platforms: Facebook,
Instagram, Google Ad grant*

(\$40k legacy grant!)

2022 Christmas Appeal

Final ROI = 1.87

- \$10k social media investment
 - Immediate ROI 1.24
- Existing supporters responded to paid ads & organic posts performed well
- Tested range of creative from previous appeals
- Continued to use GiveEasy platform

1st

The Lost Dogs' Home Sponsored

Will you help FEED an animal just like Gecko this Christmas?

...See more

\$60
could help feed a dog like Gecko for 2 weeks

DONATE NOW

the-lost-dogs-home.giveeasy...
Help FEED An Animal Thi...
Not affiliated with Meta

Donate now

2nd

The Lost Dogs' Home Sponsored

We're anticipating more than 900 animals will be in our care this Christmas.

...See more

WITH MORE ANIMALS EXPECTED AT THE HOME BEFORE CHRISTMAS, YOUR GENEROSITY CAN MAKE A BIG DIFFERENCE.

the-lost-dogs-home.giveeasy...
Help Animals in Urgent Need

Learn more

3rd

The Lost Dogs' Home Sponsored

Will YOU give to help animals that NEED specialised medical care this Christmas?

...See more

\$150
could help fund post-surgery support, such as pain relief and IV fluids

DONATE NOW

the-lost-dogs-home.giveeasy...
Help Support Crucial...
Not affiliated with Meta

Donate now

ANIMALS LIKE MACK NEED YOUR HELP THIS CHRISTMAS

Please help abandoned animals like Mack find forever homes this Christmas and beyond.

DONATE TODAY

\$50 \$100 \$150 My Choice

Amount: \$

First Name:

Last Name:

Email:

Phone Number:

Donate with Credit Card

Pay with PayPal

ANIMALS LIKE GECKO NEED YOUR HELP THIS CHRISTMAS

This Christmas, your gift can provide an animal like Gecko with life-saving care and a happy future in a forever home.

DONATE TODAY

\$50 \$100 \$150 My Choice

Amount: \$

First Name:

Last Name:

Email:

Phone Number:

Donate with Credit Card

Pay with PayPal

Below are 6 photos of animals: 1. A dog's legs, 2. A dog in a hospital bed, 3. A dog lying down, 4. A dog's face, 5. A dog's face, 6. A dog's face.

2023 Tax Appeal

Final ROI = 1.88

- \$10k social media investment
 - Immediate ROI 1.24
- Existing supporters responded to paid ads & organic posts performed well
- Tested range of creative from previous appeals
- Continued to use GiveEasy platform

1st

The Lost Dogs' Home
Sponsored · 🌐

PLEASE READ: Our shelter is nearing capacity. We'll never turn an animal away, but we NEED your help to keep up with demand.

Each year, more and more animals come to the Home. Now, with the cost of living impacting families everywhere, people are turning to us for help as they struggle to keep up with the costs of caring for their beloved pet... [See more](#)



OUR SHELTER IS NEAR CAPACITY

YOU CAN HELP EASE THE PRESSURE

THE-LOST-DOGS-HOME.GIVEEASY.ORG
Help Us Keep Up with the Demand
 Not affiliated with Meta

Donate now

2nd

The Lost Dogs' Home
Sponsored · 🌐

The cost of pet food and essentials is rising all the time. Your gift of \$60 could help us feed an emaciated puppy like Hero for one month. Animals in our care will never go hungry, but your gift can help ease the pressure of rising costs, allowing us to provide the level of ongoing treatment these animals need and deserve.

Please, give what you can to help us provide for animals in need.



THE-LOST-DOGS-HOME.GIVEEASY.ORG
Give a Gift of \$60
 Not affiliated with Meta

Donate now

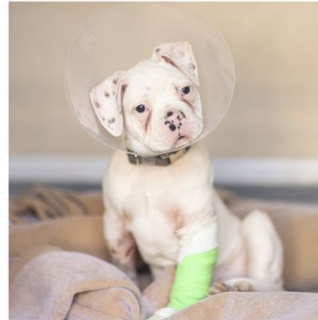
3rd

The Lost Dogs' Home
Sponsored · 🌐

Twelve-week-old Trevor came to us in a shocking state. The little guy was covered in a sheet and curled up in a laundry basket. His little white legs were almost entirely covered in severe wounds.


This innocent, fragile little puppy, needed urgent help.

When Trevor arrived at our doorstep, he was in so much pain. Even the gentlest of touches were too much for him – and the strongest pain relief wasn't enough to help. He needed to go under general anaesthesia, so Dr Edward... [See more](#)



THE-LOST-DOGS-HOME.GIVEEASY.ORG
You Can Help Dogs Like Trevor
 Not affiliated with Meta

Donate now



Innocent animals like Trevor are suffering this winter—unless we can help.

It's the coldest time of the year and the Home is facing a double crisis

1 The [price of pet food](#) is more expensive than ever before. For vulnerable pets, when they have no one else to turn to...

2 The [cost of vet care](#) is at an all-time high. For pets with medical issues, the cost of treatment can be overwhelming. For pets with chronic conditions, the cost of ongoing care can be a financial burden.


Without any ongoing government funding, we rely on generous animal lovers in the community to help us pay for the significant costs of caring for our most vulnerable animals. Animals like Trevor, the 12-week-old puppy, who arrived on our doorstep in an ordinary white plastic laundry basket.

Trevor was covered in open wounds after being attacked by another dog. He was in agonising pain and needed help right away. Our night vet team was able to give Trevor the special care he needed, without delay. And to help him cope with the trauma of everything he'd been through, our loving foster care welcomed Trevor into his home so he could recover in peaceful comfort.


But Trevor wasn't the last abandoned animal to arrive at the Home through the door of our own. And with the cost of living skyrocketing, we're struggling to keep up. Already, many of our costs have risen by as much as 20% compared to last year. And so many people are being pushed to the point where they can't afford to care for their pets anymore – so they're turning to us for help.

More injured and sick animals like Trevor need urgent help this winter. With situations like Trevor's, there isn't a moment to waste.


Please donate today to ensure animals like Trevor have the very best chance of receiving expert care and finding love in their forever homes.



"The Anna's set was, this really got my baggage on after surgery and gave me lots of cuddles and would be a real treat."



"After everything I'd been through, I was so happy to have my very own doggie. Better than to give me a cozy home to recover in peace!"



"Here's one other I could take my doggie off the waiting list better! Thank you so much for helping me get the special care I needed!"

DONATE TODAY

\$50 \$100 \$150 My Choice

Amount: \$

First Name:

Last Name:

Address:

Postcode:

Phone:

👤 I am not a pet owner and I am not donating on behalf of a pet owner.

Donate with Credit Card

Donate with PayPal

Donate with G Pay

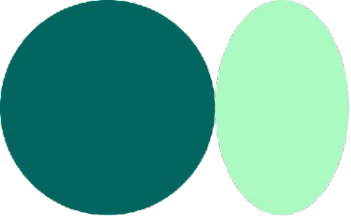
88 donations given to us on this occasion.

At the end of the appeal, we will publish a list of all the donors who have supported us. We will also publish a list of all the animals who have been adopted. If you have any questions or concerns please get in touch with 01753 676100 or email help@lostdogshome.org.

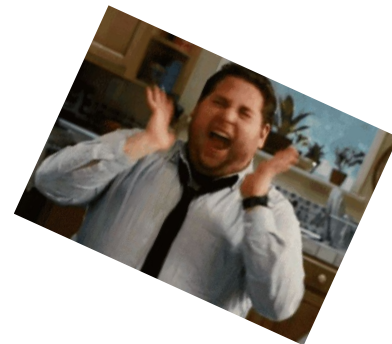
GiveEasy



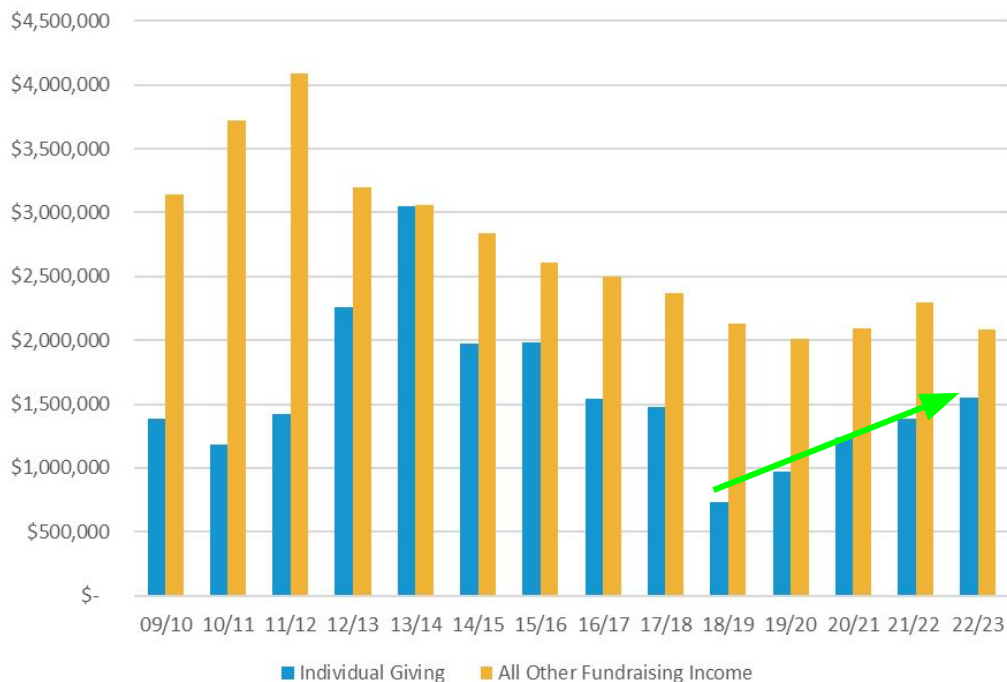
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And again, we ended FY 2022 / 2023 with continued growth across Individual Giving



The Lost Dogs' Home Fundraising Income (exl Gifts in Wills)



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Learnings going into FY 2023 / 2024

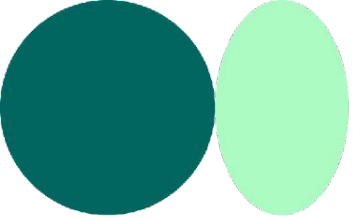
Content:

- Strong and tangible case for support
- Real and authentic content
- Refine targeting

Strategy:

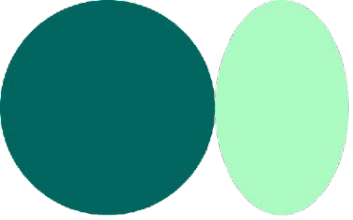
- Treat Digital Cash Acquisition as its own campaign
- Cycle content off/on; review & optimise
- Migrate to Raisely platform
- Test, test, test. Rinse and repeat!

Biggest Learning: Continue to invest



FY 2023 / 2024 Digital Acquisition Goal

Enable The Lost Dogs' Home to deliver a consistent income stream and acquire growth in active donors from digital cash acquisition without necessarily relying on appeal periods



In six months, we have...

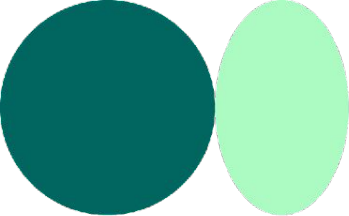
Received 1,400+ donations including over 1,100 brand new digitally acquired donors

Nearly 100 existing supporters gave their first donation

Over 200 donations from existing donors = social proof, engagement



CONFERENCE



The Lost Dogs' Home
Sponsored

URGENT SUPPORT NEEDED

Thousands of kittens are being born without a home to go to. The warmer weather and so many un-sexed cats roaming meant 4,859 kittens arrived on the doors of The Lost Dogs' Home last year. We've not seen numbers like that in almost a decade... [See more](#)



THE-LOST-DOGS-HOME-RAISELY.COM
It's Simply Heartbreaking 😭
Not affiliated with Meta

[Donate now](#)

1st

The Lost Dogs' Home
Sponsored

The cost-of-living crisis is putting immense pressure on the Home, and we urgently need your help!



THE-LOST-DOGS-HOME-RAISELY.COM
Will You Help an Animal in Need?
Not affiliated with Meta


[Donate now](#)

2nd

The Lost Dogs' Home
Sponsored

URGENT: Animals like Dozer need YOUR help!

At The Lost Dogs' Home, we will always ensure the animals in our care are safe and well fed. But the cost-of-living crisis is hitting us hard. With more and more animals arriving on our doorstep, there is an immense pressure on our team and facilities... [See more](#)



THE-LOST-DOGS-HOME-RAISELY.COM
Help an Animal like Dozer
Not affiliated with Meta

[Donate now](#)


3rd

The Lost Dogs' Home
Sponsored

URGENT: Animals like Goliath need YOUR help!

With more animals coming to the Home, the pressure on our shelters and staff is immense.

By giving a gift today, you can be a hero to the animals in our care and help ease the pressure of rising costs... [See more](#)



THE-LOST-DOGS-HOME-RAISELY.COM
Please Donate Today
Not affiliated with Meta

[Donate now](#)

4th

The Lost Dogs' Home
Sponsored

URGENT: Not every animal will find their forever home in time for Christmas. This will be one of the busiest Christmases in years here at The Lost Dogs' Home and our shelters are nearing capacity.

The cost-of-living crisis is continuing relentlessly, and it's meant people are unable to afford vital care of their pets... [See more](#)



THE-LOST-DOGS-HOME-RAISELY.COM
I Want to Help!
Not affiliated with Meta

[Donate now](#)

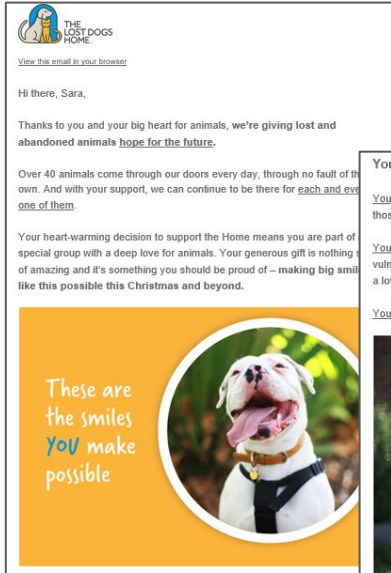
5th



CONFERENCE

Welcome Journey

- Series of eDMs including supporter survey ask
- Cash and RG versions



THE LOST DOGS HOME

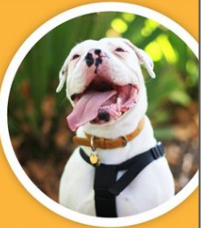
View this email in your browser

Hi there, Sara,

Thanks to you and your big heart for animals, we're giving lost and abandoned animals **hope for the future**.

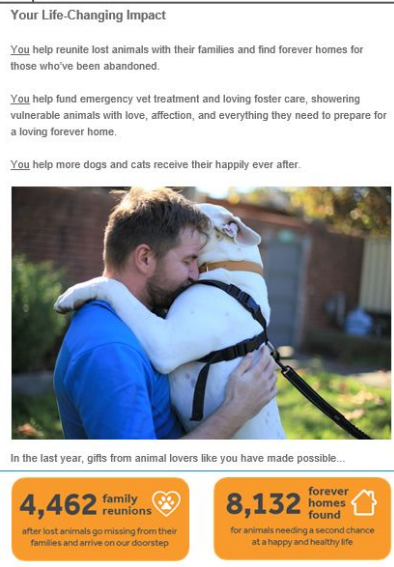
Over 40 animals come through our doors every day, through no fault of their own. And with your support, we can continue to be there for **each and every one of them**.

Your heart-warming decision to support the Home means you are part of special group with a deep love for animals. Your generous gift is nothing of amazing and it's something you should be proud of – making big smiles like this possible this Christmas and beyond.



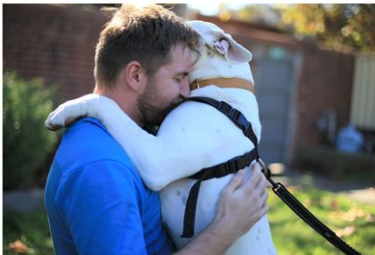
These are the smiles you make possible

eDM1



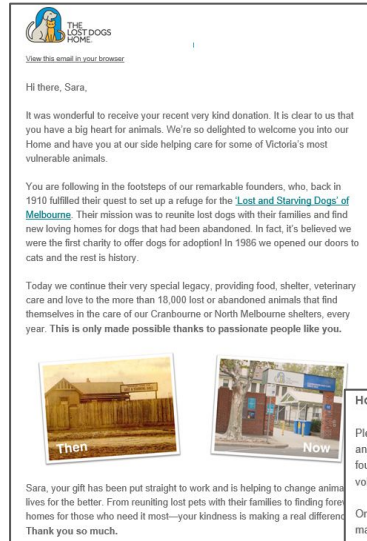
Your Life-Changing Impact

- You help reunite lost animals with their families and find forever homes for those who've been abandoned.
- You help fund emergency vet treatment and loving foster care, showering vulnerable animals with love, affection, and everything they need to prepare for a loving forever home.
- You help more dogs and cats receive their happily ever after.



In the last year, gifts from animal lovers like you have made possible...

4,462 family reunions	8,132 forever homes found
after lost animals go missing from their families and arrive on our doorstep	for animals needing a second chance at a happy and healthy life



THE LOST DOGS HOME


View this email in your browser

Hi there, Sara,

It was wonderful to receive your recent very kind donation. It is clear to us that you have a big heart for animals. We're so delighted to welcome you into our Home and have you at our side helping care for some of Victoria's most vulnerable animals.

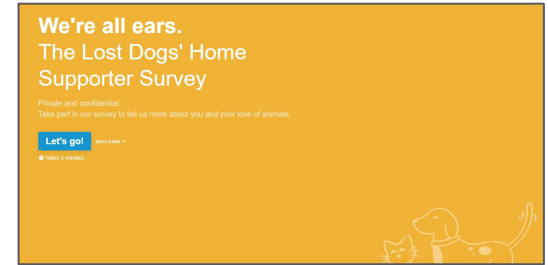
You are following in the footsteps of our remarkable founders, who, back in 1910 fulfilled their quest to set up a refuge for the **Lost and Starving Dogs of Melbourne**. Their mission was to reunite lost dogs with their families and find new loving homes for dogs that had been abandoned. In fact, it's believed we were the first charity to offer dogs for adoption! In 1986 we opened our doors to cats and the rest is history.

Today we continue their very special legacy, providing food, shelter, veterinary care and love to the more than 18,000 lost or abandoned animals that find themselves in the care of our Cranbourne or North Melbourne shelters, every year. **This is only made possible thanks to passionate people like you.**



Sara, your gift has been put straight to work and is helping to change animal lives for the better. From reuniting lost pets with their families to finding forever homes for those who need it most—your kindness is making a real difference. Thank you so much.


eDM2



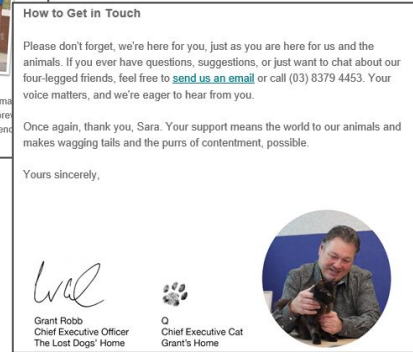
We're all ears.
The Lost Dogs' Home
Supporter Survey

Private and confidential.
Take part in our survey to tell us more about you and your love of animals.

Let's go!



Survey






How to Get in Touch

Please don't forget, we're here for you, just as you are here for us and the animals. If you ever have questions, suggestions, or just want to chat about our four-legged friends, feel free to **send us an email** or call (03) 8379 4453. Your voice matters, and we're eager to hear from you.

Once again, thank you, Sara. Your support means the world to our animals and makes wagging tails and the purls of contentment, possible.

Yours sincerely,

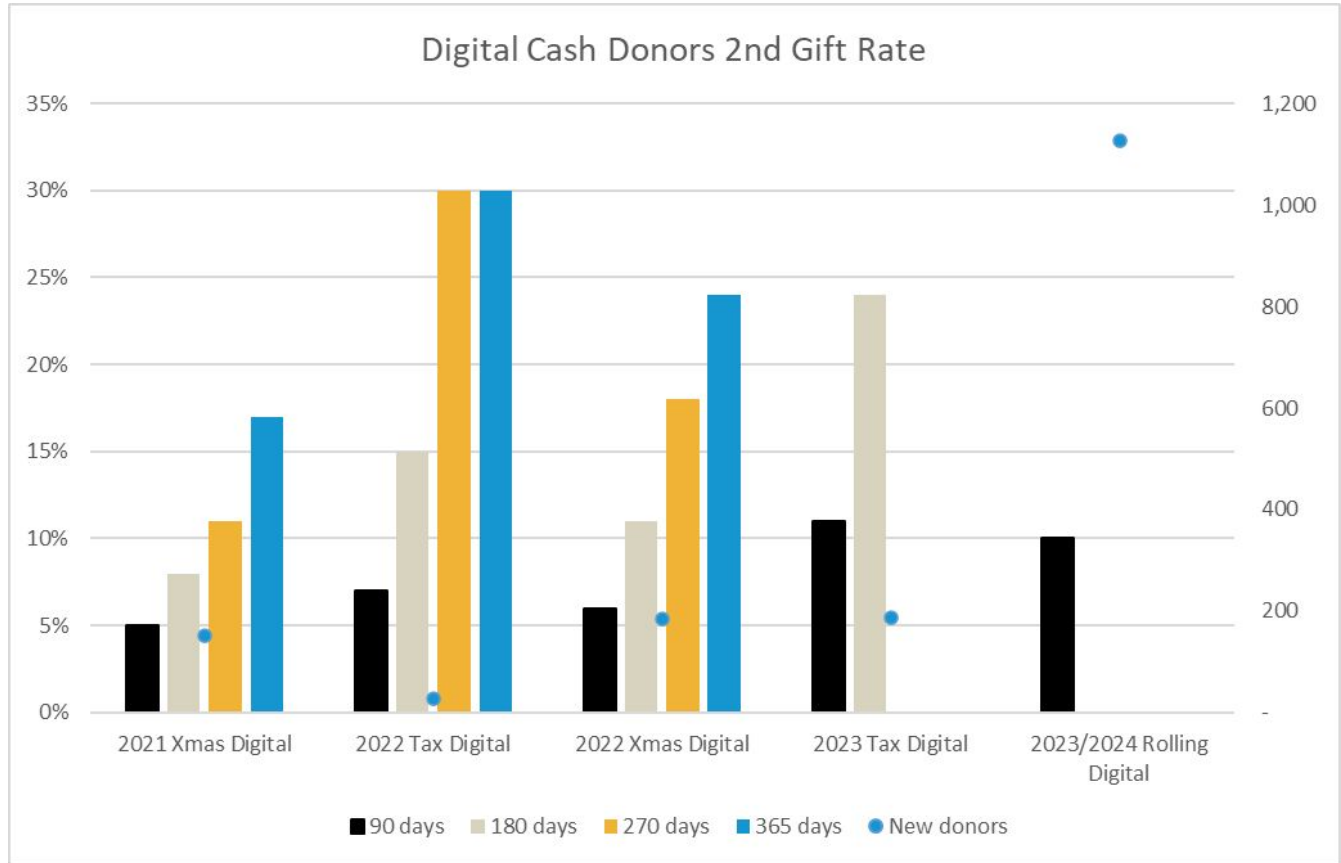


Grant Robb
Chief Executive Officer
The Lost Dogs' Home

Grant Robb
Chief Executive Cat
Grant's Home

CEO & Chief Executive Cat sign-off

Second Gift Performance



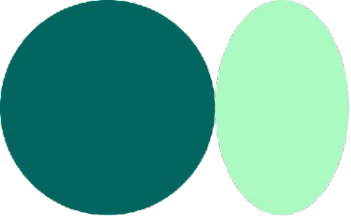
FY 2024 / 2025 and beyond..

- Embed digital activity in direct marketing mix, alongside direct mail
- Continue to foster a culture of testing, research & development
- Cemented need for digital across The Lost Dogs' Home; buy-in at senior leadership & Board level
- Fundraising and marketing plans include our focus in digital space



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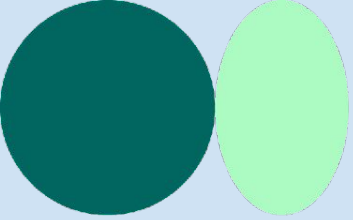
CONFERENCE



Key takeaways

- Hedge your bets – start now, before you perhaps “need” to
- It’s okay to fail – keep trying & testing
- Treat digital appeals as their own campaigns








Two-Step Cash Prospecting


How Save the Bilby Fund raised hundreds of new donors with a call-to-action over a chocolatey injustice.



'Don't Dump the Bilby'




 **Save the Bilby Fund**
Sponsored ·  

Cadbury's selfish decision to dump their iconic Easter chocolate bilby has devastating effects for the conversation efforts of this ...[See more](#)




dontdumpthebilby.com
Tell Cadbury: Don't Dump The Bilby!

[Learn more](#)




 **Save the Bilby Fund**
Sponsored ·  

Everyone here at Save The Bilby Fund is so devastated about Cadbury's decision to dump the Bilby that we made a (very ...[See more](#)




dontdumpthebilby.com
Are you with us? Please sign today!

[Learn more](#)

 **Save the Bilby Fund**
Sponsored ·  

After years of making themselves look good by trading off the back of our Aussie battler, Cadbury is dropping the bilby cold. ...[See more](#)



dontdumpthebilby.com
Tell Cadbury: Don't Dump the Bilby!

[Learn more](#)



'Don't Dump the Bilby'

Primary goal: Recruit RGs

Secondary Goal: Generate thousands of signatures for petition

Tertiary Goal: Acquire single gift cash donors through ongoing cash programs



fed
fundraising
every day

'Don't Dump the Bilby'

Leads Generated: 14,485

Cost of Leads: \$10,000

Single Cash Gifts: 1,405

SG Income: \$82,530



'Bilbies, Not Bunnies'

 **Save the Bilby Fund**
Sponsored · 🌐

✕ ⋮

Easter in Australia means Bilbies, not Bunnies!
Demand Coles and Woolworths put chocolate bilbies back in their stores.



www.bilbiesnotbunnies.com
It's an Aussie tradition.
Sign the petition

[Learn more](#)

 **Save the Bilby Fund**
Sponsored · 🌐


✕ ⋮

Bilby + chocolate bilby—they're both dying out,
if we don't help them. Call on Coles and
Woolworths to stock chocolate ...[See more](#)




www.bilbiesnotbunnies.com
BILBIES not BUNNIES
Sign the petition

[Learn more](#)

 **Save the Bilby Fund**
Sponsored · 🌐

✕ ⋮

Want to buy a chocolate bilby at Easter? Coles
and Woolworths are not stocking them. Act now
to save a proud tradition.



www.bilbiesnotbunnies.com
BILBIES not BUNNIES
Sign the petition

[Learn more](#)



fed
fundraising
every day

'Bilbies, Not Bunnies'

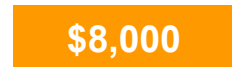
Leads Generated: 27,000

Cost of Leads: \$8,000

Single Cash Gifts: 5,841

SG Income: \$378,000

Single Gift Only



Lifetime Value

Media Spend

‘Bilbies, Not Bunnies’



- Not JUST a direct financial success.
- The power of the petition convinced Woolworths to ask Darrell Lea to begin producing chocolate bilbies once more.
- STBF now receives an amount from each sale.



fed
fundraising
every day

Straight-to-Cash Digital Acquisition

 **The Lost Dogs' Home**
Sponsored · 🌐

✕ ⋮

🔴 Please Read: The cost of living is impacting animals in NEED.

...See more



the-lost-dogs-home.raisely.co...

Help Us Keep Up with th...
Not affiliated with Meta

[Donate now](#)

 **Lifeline** ✓
Sponsored · 🌐

✕ ⋮

Every day in Australia, 9 people take their own life.

...See more

9 Australians take their own life every day.



Help us be there to listen and offer connection to everyone in need

fundraise.lifeline.org.au

Help Us Be There These...
Not affiliated with Meta

[Donate now](#)

 **Sweet Louise**
Sponsored · 🌐

✕ ⋮

"I went from being stage 2, to stage 4 in a matter of a week".

...See more



"I just want to be here to **watch them grow up**"

fundraising-sweetlouise.raise...

We Need Your Urgent...
Not affiliated with Meta

[Donate now](#)



Creating Successful Straight-to-Cash Digital Acquisition Campaigns

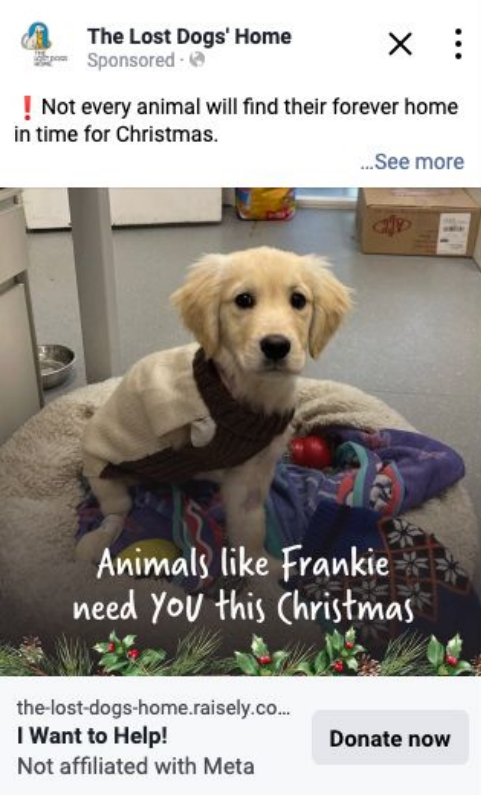
- Creative efficiency is key!
- Conversion rates tell you a lot
- Give your campaign time to learn and optimise
- Understand what success look like for YOUR organisation

Creative efficiency is key!

- Resist temptation to over explain
- Ads should be impactful, but they need to be succinct
- Let images and videos do the heavy lifting

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The Lost Dogs' Home
Sponsored · 🌐

! Not every animal will find their forever home in time for Christmas. [...See more](#)

Animals like Frankie need YOU this Christmas

the-lost-dogs-home.raisely.co...
I Want to Help!
Not affiliated with Meta

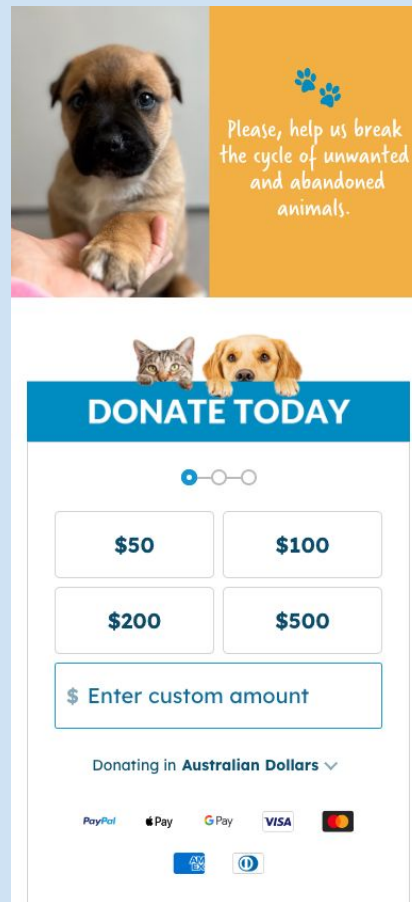
[Donate now](#)

What your conversion rates tell you

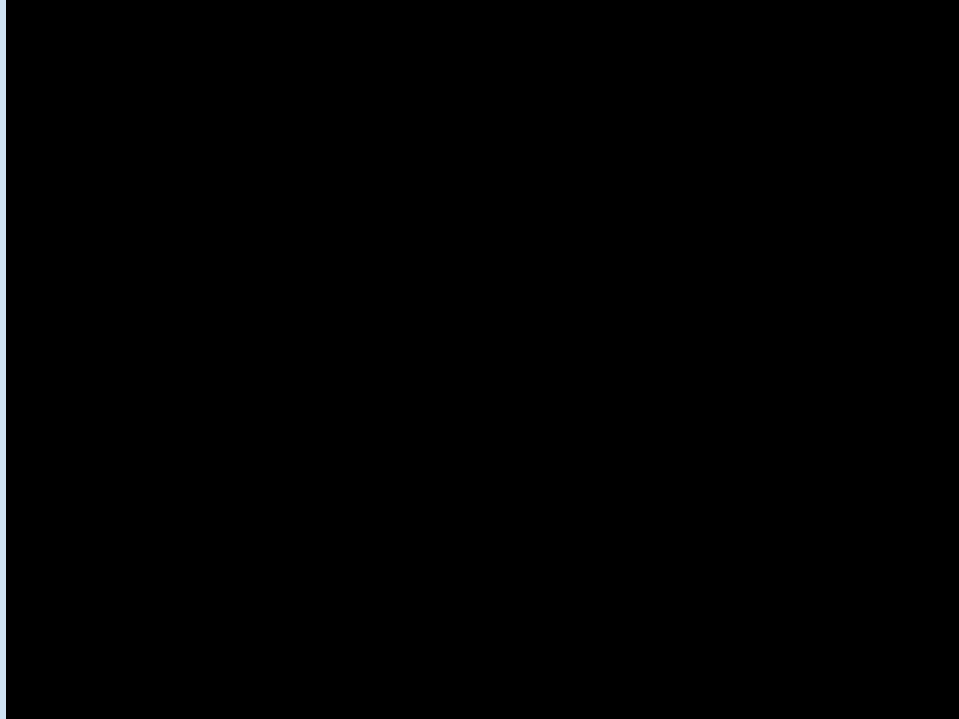
- Conversion rates sit between 5-15%.
- Roughly 70% of audience is unlikely to scroll beyond their initial viewport.
- We can infer that many donors have made their decision prior to reaching the landing page.

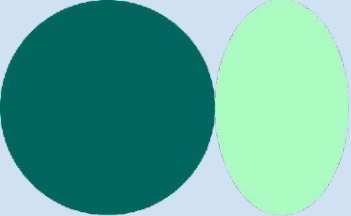
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Reducing Donation Friction

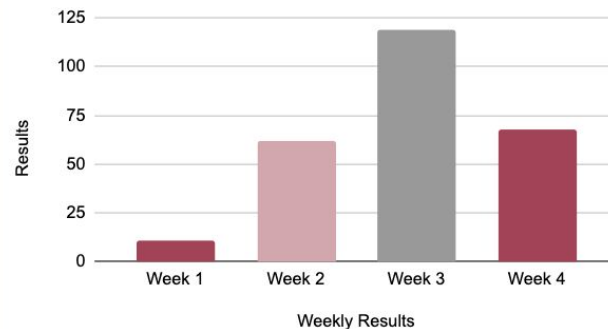




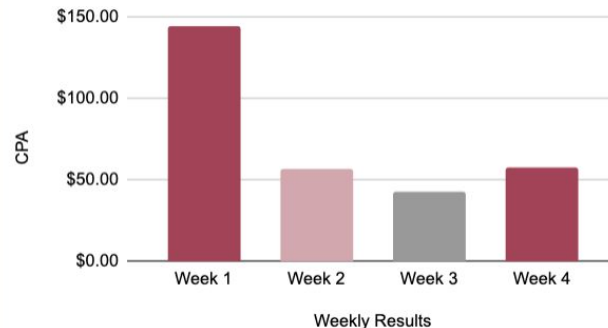
Give your campaign time

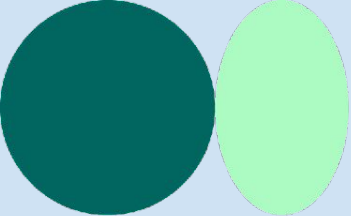
- It can be easy to let the unknown dictate decisions.
- Important to give your campaigns time to learn and optimise.
- At a minimum, give it one full week.

Results by Week



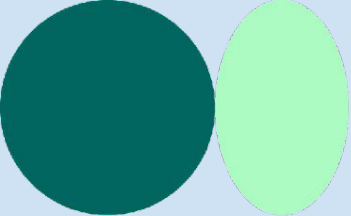
CPA by Week





Understand what does success look like for your charity?

- Social media costs are rising.
 - Market competition is only going to get more intense.
 - Average CPA will rise.
- Considerations:
 - What is the lifetime value of a digitally recruited donor?
 - What percentage of your digital donors give twice?
 - What is the average gift of a digitally recruited donor?



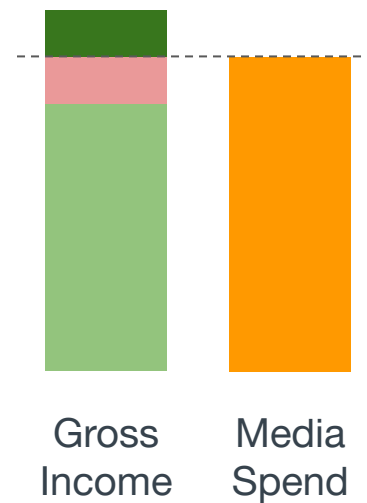
Understand what does success look like for your charity?

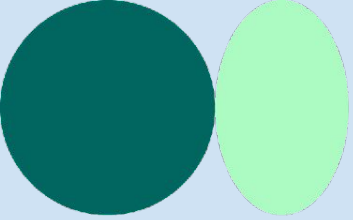
- We generally work off of a 1:1 ROAS for most charities.
- Depending on 2nd gift rates, this should mean that your campaign returns a net-positive return in the first year.



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Projected Digital Cash Acquisition Results



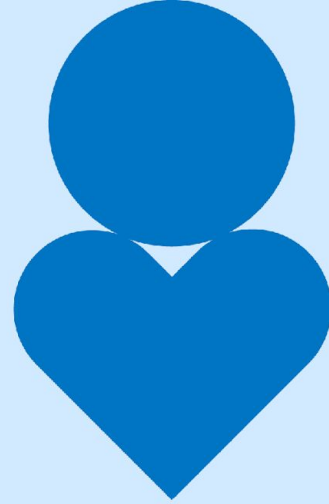


Final takeaways

- Start NOW - waiting isn't an option
- Test as many things as you can think of
- Think long-term and give your program a chance



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2024



Thank you



Individual Giving Track
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