



FIA Conference 2023

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FIA

CONFERENCE



Building a Matched Giving Campaign with mid-level donors

MIDDLE, MAJOR & PHILANTHROPY

LEE FERRARO

RSPCA VICTORIA

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TRACK SPONSOR



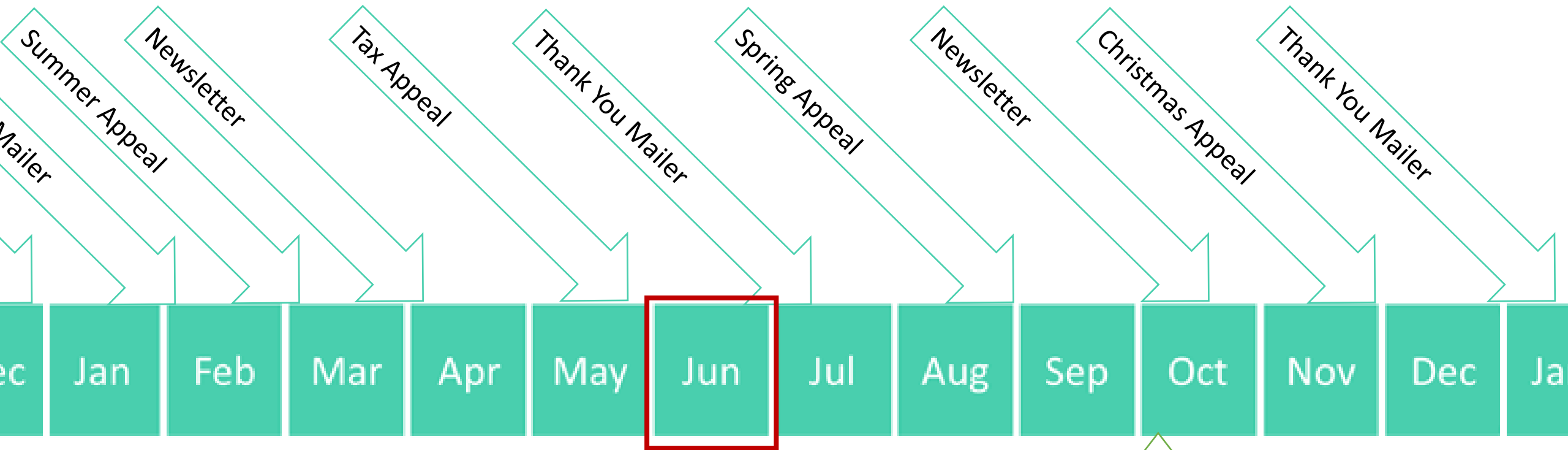


****Caveats, stipulations, conditions...**

Our non-plan plan for mid-value donors

- 🐾 High Value Packs
- 🐾 Personalisation
- 🐾 Good Intentions...

Timing



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Proposed
Matched Giving Day



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THURSDAY 4 OCTOBER



- 🐕 Inaugural Campaign: 4th October 2018
- 🐕 Matching Factor = Quadrupling
- 🐕 2,250 Donors, 25% first timers
- 🐕 \$619,000 total income, \$174,000 on the day

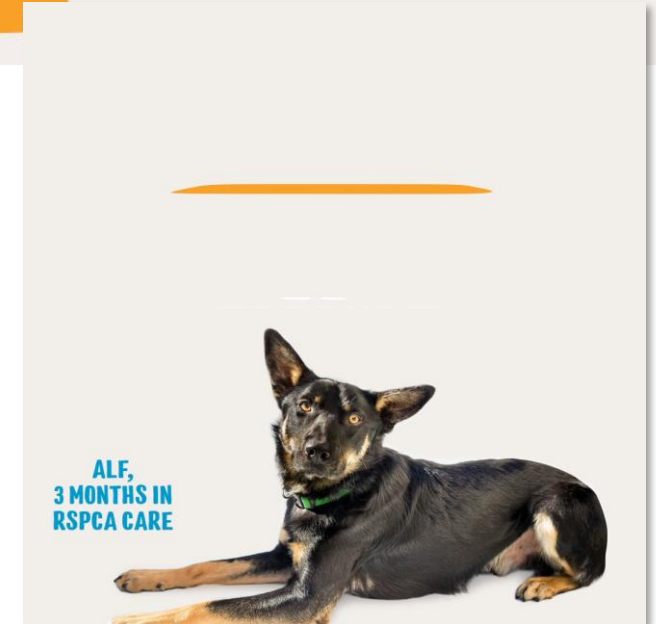
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Two overlapping social media posts from RSPCA Victoria. The top post is a text-based announcement about a fundraising campaign where donations are quadrupled on October 4th. The bottom post is a video thumbnail showing a man holding a dog, with a play button icon in the center. Both posts include the RSPCA logo and the text 'CHARIDY.COM'.



3 OCTOBER

- 🐕 Second Year: 3rd October 2019
- 🐕 Now National (Federated model)
- 🐕 Matching Factor = Quadrupling*
- 🐕 2,775 Donors, 40% first timers
- 🐕 \$798,000 total income, \$244,000 on the day



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Challenges and Risks

- ✈ Matched Giving as a concept applied this was means our target and goals were always determined by the depth of our Leading Matcher pool.
- ✈ Give to Get Them Home 2018: 11 Leading Matchers (excluding businesses) pledging an average of \$17,000 each.
- ✈ Give to Get Them Home 2019: 18 Leading Matchers (excluding businesses) with an average of \$26,000 – thanks to a single exceptional donor. Excluding the exceptional gift, the average was \$12,000.



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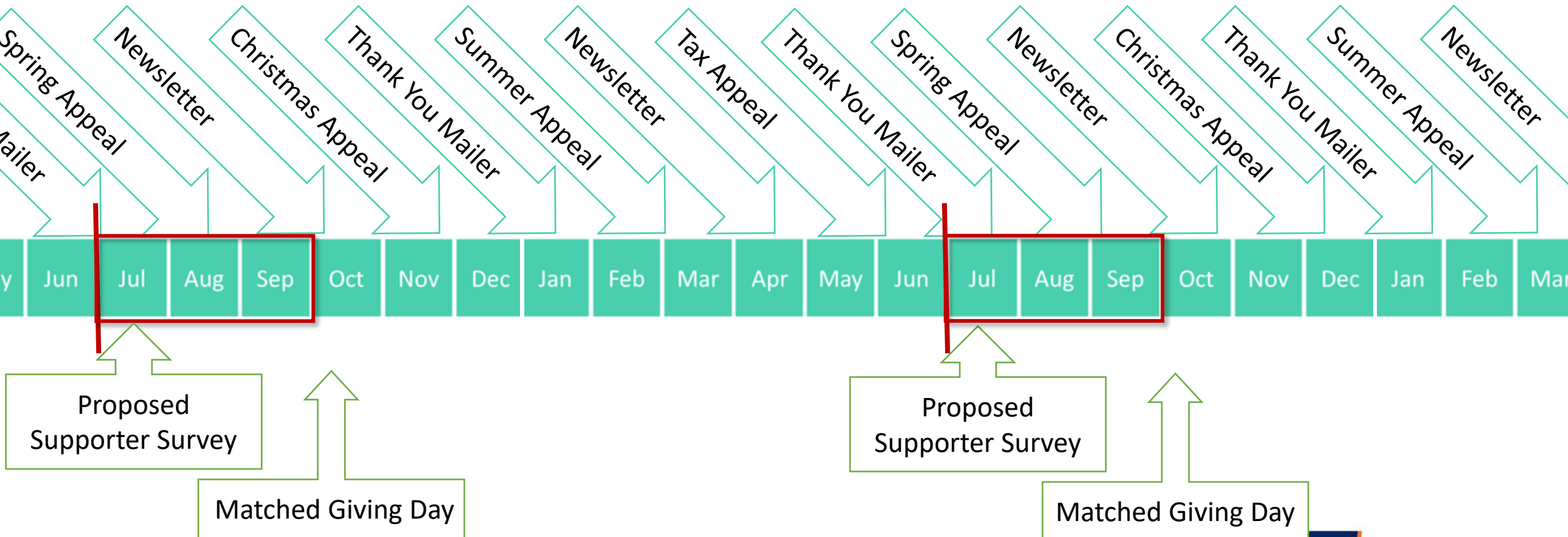
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RSPCA and the terrible, no good, very bad day... for Lee

A new approach was required

- 🐾 Very narrow window to ask
- 🐾 My skill set is direct response
- 🐾 Relying on exceptional gifts was fraught with risk

Timing



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Direct Response

- 🐕 Appeal letters
- 🐕 Emotive copy
- 🐕 Personalisation
- 🐕 Data Segmentation
- 🐕 Clear CTA
- 🐕 Telemarketing
- 🐕 Email
- 🐕 Urgency



Choosing Our Recipients

- 🐕 Previous Matchers
- 🐕 Previous Giving Day donors
- 🐕 Appeal / General Donors of \$1,000+
- 🐕 Cumulative Qualifiers
- 🐕 Emergency Donors



Launch Pack V1 2020



If undelivered please return to:
3 Burwood Highway
Burwood East VIC 3151
CM21200393



RSPCA Victoria

RSPCA GIVE TO GET THEM HOME

Friday, 17th July 2020

Dear **Peter**,

I hope this letter finds you well and in good spirits.

My name is John Boyle, Head of Development at RSPCA Victoria, and I work closely with our CEO Dr Liz Walker to ensure our most important life-saving programs receive funding each year. As one of RSPCA Victoria's most compassionate supporters of animal welfare, you are a big part of making that possible, so thank you.

It is why I am writing to you today. I am hoping you will join us for this year's World Animal Day fundraiser 'Give to Get Them Home' on October 1st, which raises vital funds for the rehabilitation and adoption programs for rescued animals across Victoria.

Because **Peter**, we can't get started without you.

The fundraiser begins with a special group of 'Leading Matchers' who are Victorians like you, who have demonstrated tremendous support for animals in need. We ask you to consider pledging a gift in advance, to inspire other Victorians to contribute.

Imagine if I said to you that for one day only, every \$1 you donate to RSPCA Victoria will be quadrupled by matching donors. That means that for 24 hours only, every donation will be matched three times - turning every \$100 into \$400. That's pretty exciting, isn't it?

Last year, with the help of Leading Matchers, we were able to provide this opportunity to the community, inspiring over 2,700 individuals to raise \$800,000 for animals in need. It was incredible, especially when you think of everything that was accomplished with those funds. A life-saving surgery for an abused animal can be \$2,000-\$3,000. The cost of feeding once neglected horses whilst they are nursed back to health can be thousands of dollars per month. The money raised was able to touch so many animals in need.

This will be the third year we've held 'Give to Get Them Home', and dare I say, it will be the most important one yet. This year has been — and continues to be a tough year for our community, and here at RSPCA we've seen the impact up close. With many corporate donors cutting back their support, and the cancellation of our biggest fundraiser, Million Paws Walk, our resources have been stretched. But animal cruelty hasn't stopped.

During the months of the first COVID-19 lockdown, the numbers of animals our Inspectors rescued increased. But our teams will never give up helping animals in need. And there is good news too — in the last 12 months, more than 3,700 animals were able to recover in a loving volunteer foster home, supplied with all the equipment and food the carer needed. This is more animals than ever before!

The most important thing we can do to ensure we achieve the best outcome for every animal in the coming months, is to contact people like you **Peter**, to ask if you will become one of our Leading Matchers for the upcoming campaign in order to ensure that our vital work can continue.

If we are able to secure a group of Leading Matchers, including yourself, on the day of the fundraiser (October 1st) donors will know that the impact of their gift is being increased

*John Boyle
Head of Development
Rescue and Welfare
(03) 9224 2528*

RSPCA GIVE TO GET THEM HOME

<SALUTATION>'S MATCHING GIFT PLEDGE

Yes, I want to make a Matching Pledge for animals in need for Give to Get Them Home of:

☐ <\$10,000> ☐ <\$20,000> ☐ \$ _____

Campaign acknowledgements for gifts of \$5,000 or more

☐ And acknowledge my gift from: <Mailing Name>
Please use the name: _____

☐ I'd prefer to keep my gift anonymous

I Pledge to make my gift on: ____/____/____ Signature: _____
(Choose a date convenient for you before 30 June 2021)

OR TO MAKE YOUR GIFT TODAY:

☐ CREDIT CARD
Credit Card No: _____
Cardholder Name: _____
Signature: _____ Expiry: ____/____

☐ MONEY ORDER/CHEQUE ENCLOSED (Please make payable to RSPCA Victoria)

☐ BPay Biller Code: 84814 Ref: <XXXXXXXXXX>

To discuss your support, or if you have any further questions regarding your pledge, please contact Rubin Itman on (03) 9224 2280 or via email on ritman@rspcavict.org.au

Donations of \$2 or more are tax deductible. ABN 56 749 449 191

Delivery address:
Private Bag 21
MOUNT WAVERLEY VIC 3149

No stamp required
if posted in Australia

III

RSPCA Victoria
Reply Paid 86021
MOUNT WAVERLEY VIC 3149

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This will be the third year we've held 'Give to Get Them Home', and dare I say, it will be the most important one yet. This year has been — and continues to be a tough year for our community, and here at RSPCA we've seen the impact up close. With many corporate donors cutting back their support, and the cancellation of our biggest fundraiser, Million Paws Walk, our resources have been stretched. But animal cruelty hasn't stopped.

During the months of the first COVID-19 lockdown, the numbers of animals our Inspectors rescued increased. But our teams will never give up helping animals in need. And there is good news too — in the last 12 months, more than 3,700 animals were able to recover in a loving volunteer foster home, supplied with all the equipment and food the carer needed. This is more animals than ever before!

The most important thing we can do to ensure we achieve the best outcome for every animal in the coming months, is to contact people like you **Peter**, to ask if you will become one of our Leading Matchers for the upcoming campaign in order to ensure that our vital work can continue.

Please consider making a pledge — it's the most important step, most matchers aim to pledge \$5,000 or more, but anything you are inspired to give will be life changing.

If you choose to make your pledge over \$5,000 or more, we'd love to include your name on the campaign. Please let us know if and how you would prefer to be acknowledged and feel free to give in tribute to a loved one (human or animal). Of course, if you prefer, you can also remain anonymous. And no matter how much you can give, as a Leading Matcher we hope we can thank and honour you in person at an RSPCA Victoria event when it is safe to do so.

So many of the donors we talk to on Give to Get Them Home are genuinely inspired and blown away by the matching gifts, and will often ask — "who are these matchers?". We always explain that it is a very special group of people from all over Victoria, that have come together to make the day possible — and who help us unite thousands of Victorians to achieve something truly wonderful for animals in need.

Because this is so important, we might call you in the next week to ensure you've received the letter, and to discuss if you can help. But please, I encourage you to get in touch me at any time or reply with the form included today.

Thank you again for keeping animals in your heart, and for making the world a better place for them.

I look forward to hearing from you soon and seeing what we can achieve together.

Kind regards,



John Boyle

*Head adopter of Dusty,
Murphy and Head of Development
(03) 9229 2528*

We're so grateful you were a matcher <last year/in 2018>— you really made the whole day possible! Which is why I must if you'll consider making a pledge to be one of our matchers in 2020?

You can choose the amount now, let us know via the envelope included or by calling me directly at any time, but make the gift at your preferred time later in the financial year if you wish. But I really hope you can be part of the event again.

In these next few weeks, our goal is to find committed Leading Matchers to pledge a combined \$300,000.

Through your regular gifts, you make an amazing contribution each year, which is why today, I am asking you to consider combining your regular gifts, to make a pledge as one of our matchers. You can choose the amount now, let us know via the envelope included or by calling me directly at any time, but make the gift at your preferred time later in the financial year if you wish.

You gave so generously to Give to Get Them Home in <2019/2018>! Which is why I'm hoping you'll join us as a matcher this year? At this stage, I'm asking for a pledge, you can choose the amount now, let us know, but make the gift at your preferred time later in the financial year.

You've so generously donated for animals in need, and I understand if you have a preferred time of year to give. However, can I ask you to consider making a pledge to be one of our matchers today? You can choose the amount now, let us know via the envelope included or by calling me directly at any time, but make the gift at your preferred time later in the financial year if you wish.

Custom Asks

Pledge Choice

BIG Personalisation

Acknowledgment Choice

Personal Contact

Supporter Survey 2020

- 🐾 5 years since the last full supporter survey
- 🐾 Questions developed to provide merge-able content for donor communications
- 🐾 Design inspired by presentations at FIA 2020

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Asking for hand raisers

🐕 We included a primer question leading into the matched giving question “Why would you want to help?”

🐕 The primer was followed by the matched giving question with a variable example amount

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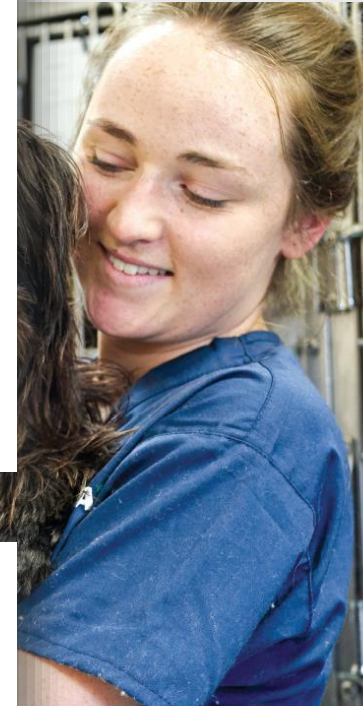
7. In the coming months, we're running a special appeal to give unwanted and neglected animals a precious second chance in life, provide vital funds to nurture them back to full health and support their transition into a loving, new forever home. Please tell us why would you be interested in this special appeal being a success?

- ☐ As a pet owner myself, I can't imagine my animal/s not receiving the life-saving medical care they need
- ☐ Although I'm not a pet owner, I want all animals to be treated humanely, and be given the medical care they need to live happy lives
- ☐ I have always believed that all living creatures deserve to be treated humanely, and need us to be their voice
- ☐ I have another reason:

- ☐ Working with government to advocate for higher animal welfare standards
- ☐ Other:

8. To ensure the success of this important appeal, we would be grateful if we could bring together a small group of donors willing to commit a generous pledge of <min. \$1,000 or LG*4> or more to 'match' donations made by the public. Would you be interested in joining this special group and contributing to the appeal's success <Salutation>?

- ☐ Yes, I would consider this but would like to understand more about 'match' donations and how this would increase the impact of my support
- ☐ Maybe, it depends on when
- ☐ Not quite now, but maybe a little later or next year
- ☐ Not now, thank you
- ☐ Yes, I would consider giving at this level but in a different area which is:



6. RSPCA Victoria's Home Ever After Program is a free pet legacy service that provides peace of mind your pet/s will be cared for when you're no longer able, or after you've passed away. Our experienced team will give them love, reassurance and match them with a loving, new family.

- ☐ I have already registered my pet/s with the Home Ever After program
 - ☐ I am interested in registering my pet/s with Home Ever After and would like an information pack
 - ☐ I know someone who would be interested in this service, please send me an information pack to pass onto them.
- Their name is: _____
- ☐ I am not interested in this service currently
 - ☐ I already have someone who can care for my pet/s when I no longer can

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9. What do you believe is RSPCA Victoria's main source of funding? (Please select one response only)

- ☐ Government
- ☐ Donors like me
- ☐ Corporate partners
- ☐ Events (i.e. RSPCA Million Paws Walk)
- ☐ I'm unsure
- ☐ Other:

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- ☐ Not quite now, but maybe a little later or next year
- ☐ Not now, thank you
- ☐ Yes, I would consider giving at this level but in a different area which is:

☐ I already have someone who can care for my pet's when I no longer can

FIA

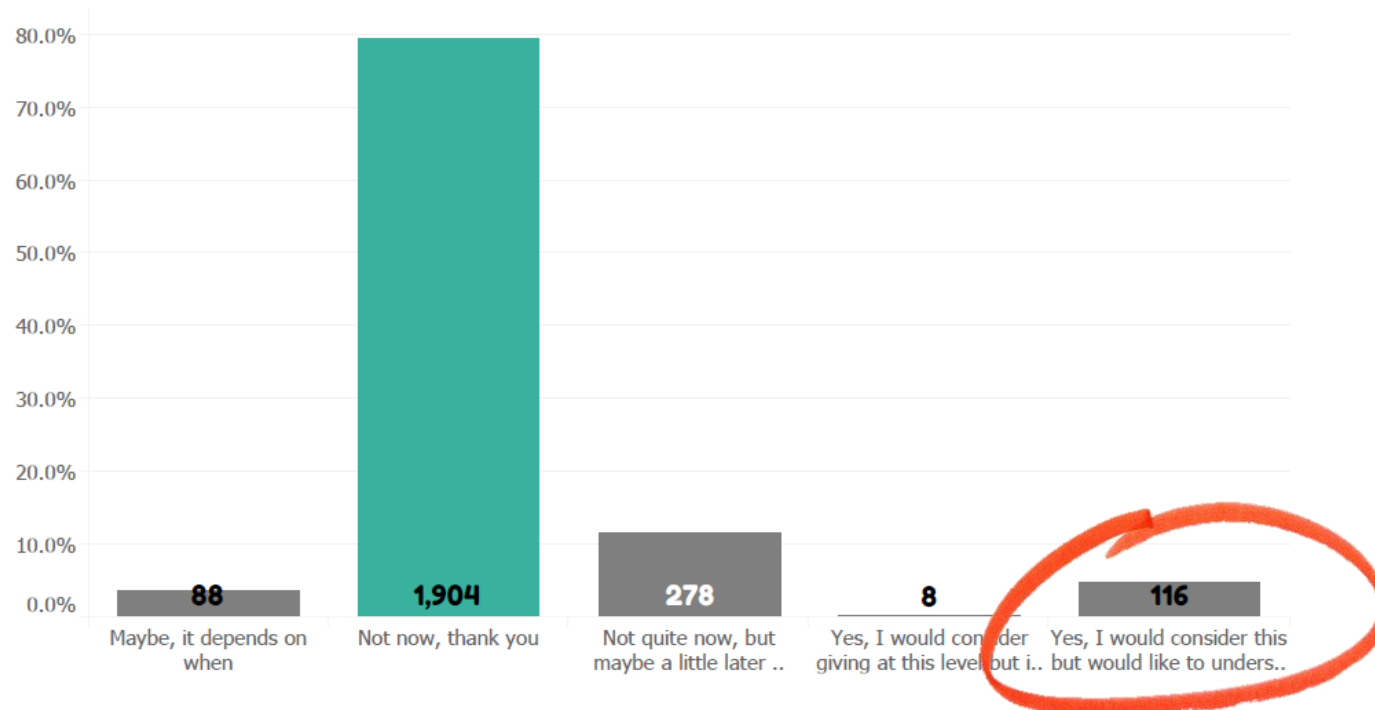
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BONUS: 2020 Survey Results

The Supporter Survey raised \$100,000 income on top of the existing Appeals program PLUS more than 300 new Confirmed bequest responses, 270 new Intending responses and 400 new Considering responses.

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- ☐ Maybe, it depends on when
- ☐ Not quite now, but maybe a little later or next year
- ☐ Not now, thank you
- ☐ Yes, I would consider giving at this level but in a different area which is:



1,904
Not now, thank you

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Multiplier Change



**Dean Karlan, American development economist, Professor of Economics and Finance at Northwestern University. <https://www.poverty-action.org/study/effect-matching-ratios-charitable-giving-united-states>

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Telemarketing

- 🐕 Where relationship existed, called directly by internal team BUT larger prospect list required calling support
- 🐕 Scripting built on confirming receipt, offering further explanation and ensuring the opportunity wasn't missed
- 🐕 Not about Objection Handling or multiple asks
- 🐕 Where declined, thank you process immediately engaged
- 🐕 Bequest team used



1 OCTOBER

- 🐾 Third Year: 1st October 2020
- 🐾 Matching Factor = **Doubling**
- 🐾 **68 Matchers**
- 🐾 4,371 Donors (up almost 60%)
- 🐾 \$712,000 total income, \$388,000 on the day (up almost 60%)

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Matching Response

Segments	Invited	Agreed	RR%
Volunteers	8	5	63%
Emergency Donors	20	0	0%
Culmulative	15	4	27%
Appeal	75	16	21%
Previous GTGTH	44	8	18%
Previous Matcher	10	9	90%
In Memory	1	1	100%
Survey Respondents	156	24	15%

- 🐕 68 Matchers giving an average of \$3,800
- 🐕 19 (28%) Matchers gave equal to their largest ever gift at an average of \$6,200, their gifts were still 8.5 times their average amount.
- 🐕 30 (44%) gave more than ever before, with an average increase over their previous largest gift of 11 times
- 🐕 18 (26%) gave less than their previous largest ever gift, they still gave 3 times higher than their average amount.

Year 1 done...

- Changing the matching factor to double did not impact performance
- Core Matchers from 2018 and 2019 remained
- Room to evolve and grow

Supporter Survey 2021

- 🐕 Removed questions for information we wouldn't use
- 🐕 Removed priming question
- 🐕 Updated functional design for processing improvement
- 🐕 Added Net Promoter Score question

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RSPCA
Victoria

ALL ABOUT

SUPPORTER SURVEY

For the attention of:

Thank you for sharing what you care about in Victoria, because we need your support to help support animals in need.

In the last twelve months you have:

- ☒ Care for the more than 100,000 animals in need
- ☒ Place over 10,000 animals in need (more than ever before)
- ☒ Rescue the more than 10,000 animals in need (more than ever before)

You're an animal lover <Salutation>, your support of animals in need means you stand shoulder to shoulder with our inspectors, vets, nurses, animal care teams and volunteers – making a lifesaving difference.

Please help us find more amazing supporters like you by returning your completed confidential supporter survey before Friday 6th August.

Of course, you can complete as much of the survey as you feel comfortable with and include as much information as you like. We'll use your thoughts and opinions you are willing to share.

8. In the coming months, we're running a special appeal that will support unwanted and neglected animals to have a second chance in life, but it's only possible with the help of a special group of donors willing to pledge a gift of <XXXXXXX> or more to inspire the wider public. Would you be interested in joining this special group and contributing to the appeal's success <Salutation>? The gift can be made at anytime this financial year.

☐ Yes, I would consider this but would like to understand more about how my gift will inspire other donations and increase my impact

☐ Maybe, I need to hear more information

☐ Not quite now, but maybe a little later or next year

☐ Not now thank you

☐ Yes, I would consider giving at this level but in a different area which is:

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Consider this but would like to understand more about how my gift will inspire other donations and increase my impact

Maybe, I need to hear more information

Not quite now, but maybe a little later or next year

Not now thank you

Yes, I would consider giving at this level but in a different area which is:

an increasingly meaningful way to leave a lasting legacy for the future so much.

including a gift in your Will to continue to help support our vital work and support our vital work, kinder world for them?

is already included in my Will to RSPCA Victoria when I next

including RSPCA Victoria in my Will for the future

ve a Will, but intend to make

de a gift to RSPCA Victoria in

ome Ever After Program is a service that provides peace of mind for your pet/s will be cared for when you're no longer able, or after you've passed away. Our dedicated team will give them love, care and match them with a loving, caring family.




registered my pet/s with the RSPCA's pet/s program

in learning more about the

2021 Survey Results

Q8. Would you be interested in joining this special group and contributing to the appeal's success?

n = 2,650

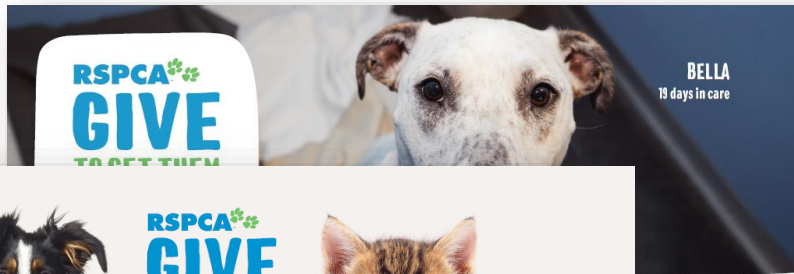
	Yes, I would consider this but would like to understand mor..	90	3.40%
	Maybe, I need to hear more information	96	3.62%
	Not quite now, but maybe a little later or next year	297	11.21%
	Not now, thank you	2,156	81.36%
	Yes, I would consider giving at this level but in a different ar..	11	0.42%
	Grand Total	2,650	100.00%


Despite uncertainty of repeating the survey with mostly the same group, the second year again raised approximately \$100,000 and delivered an additional 190 new Confirmed bequest responses, 219 new Intending responses and 430 new Considering responses.

The Stress Test '21



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**<<Full Name>>'s
MATCHING GIFT PLEDGE**

Yes, I want to make a Matching Pledge for animals
in need for Give to Get Them Home of:


☐ <<\$XXXXX>> or ☐ \$ _____

Campaign acknowledgements for gifts of \$5,000 or more

☐ And acknowledge my gift from: <<Full Name>>

☐ Please use the name: _____

☐ I'd prefer to keep my gift anonymous



I pledge to make my gift on: ____/____/____

Signature: _____

(Choose any date convenient for you before 30 June 2022)

If you prefer to make your gift today:

☐ **Credit card**

Card Type: ☐ VISA ☐ Mastercard ☐ American Express Name on card: _____

Credit card No: _____ Expiry: ____/____

Signature: _____

☐ **Money order/cheque**

Please make payable to RSPCA Victoria and enclose
in an envelope.

☐ **BPAY**

Bill Code: 84814
Ref No: <<BPAY ref>>

Contact your bank or financial institution to make this payment from your cheque, savings, debit, credit card or transaction account. More info: www.bpay.com.au

If you choose to send in your Pledge Form by mail, please address it to the following:

Give to Get Them Home
RSPCA Victoria
3 Burwood Highway
Burwood East VIC 3151

To discuss your support, or if you have any further questions regarding your pledge, please contact Felicity Bloom on (03) 9224 2280 or via email on fbloom@rspcavic.org.au. Donations of \$2 or more are tax deductible. ABN 56 749 449 191.



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RSPCA
GIVE
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HOME

<SALUTATION>'S IMPACT UPDATE

Your leadership and
generosity inspired
a community of
animal lovers

RSPCA
GIVE

We need special people like you to help make
our World Animal Day 'Give to Get Them Home'
Giving Day on 7 October possible in 2021!

HOW IT WORKS

This type of fundraiser is only possible thanks to the support of 'Leading Matchers'. These are individuals in Victoria, who have demonstrated a commitment to animal welfare. They choose to make a pledge to contribute on the day.

Thanks to the vision and commitment of our Leading Matchers, for one day only, every gift donated is doubled. This inspires thousands of Victorians to contribute on the day, boosting their impact and the impact of the RSPCA.

THE IMPACT

In 2020 with the help of Leading Matchers, we provided this opportunity to the community of individuals to raise \$700,000 for the RSPCA. Especially when you think of everything that can be done with those funds, and how many animals that can be helped.

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YOUR LOVE OF ANIMALS IS A BEACON!

As an incredible Leading
Matcher who makes
a pledge in 2021, you
will join a special group
of committed and
passionate people who
inspire and empower
thousands of animal
lovers on Give to Get
Them Home Day!

Your amazing support of
animals is already lifesaving,
but by choosing to make
a pledge and join us as a
Leading Matcher, you will
boost your impact and reach
more animals in need!



LEADING
MATCHER X

ECHO'S STORY

Little Echo (pictured with vet nurse Lucy) was born in our Burwood East shelter clinic after his mother arrived as a heavily pregnant stray. Once his mother and siblings were healthy enough to leave our clinic, they spent weeks in a loving volunteer foster home together until the kittens were big enough to be vaccinated and desexed.

Your generosity means that the X,XXX kittens who came into our care over the last year were given the best possible chance of finding their forever homes.

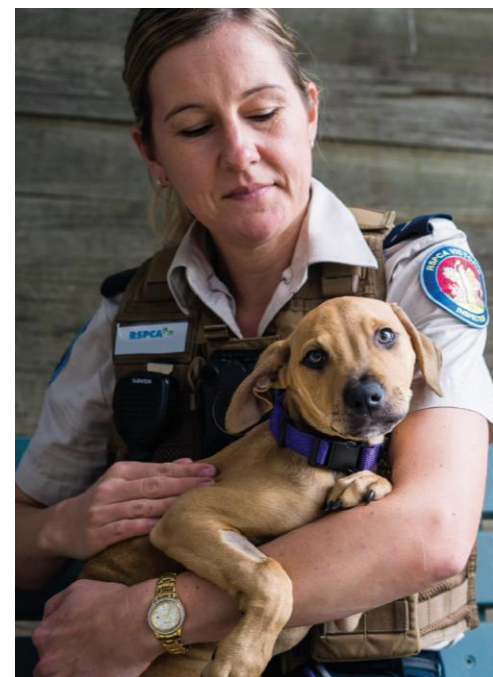


LADYBUG'S STORY

At only four months of age, Ladybug (pictured with Inspector Rebecca) was brought in by Inspectors with her sibling in the middle of summer.

In 2020, your RSPCA Victoria Inspectors had to rescue 65% more animals than the previous year.

Thanks to your wonderful, amazing support, Ladybug and her brother Cricket were vet assessed, vaccinated, desexed, and given a warm bed and full bellies until they were ready to find their forever homes.



Telemarketing Support



- 🐾 Approximately 440 Matching Prospect provided to TM support partner Clever Contacts in late August
- 🐾 Of those contacted (52%) almost 20% of said they **Will Return** the form to submit a pledge for the Giving Day.
- 🐾 Another 18% said they **Might Return** the form to submit a pledge for the Giving Day.

From these conversations the fundraisers were also been able to identify 4 Bequest prospects.

From the fundraisers:

Everyone they were able to speak to were very passionate about the RSPCA and the work that you do. A lot of supporters that couldn't make a pledge were still enthusiastic to support on the Giving Day for a more manageable amount in relation to their current circumstances.



7 OCTOBER

EVERY DONATION
DOUBLED!



- 🐕 Fourth Year: 7th October 2021
- 🐕 Matching Factor = **Doubling**
- 🐕 Platform Change
- 🐕 87 Matchers
- 🐕 4,756 Donors
- 🐕 \$863,000 total income, \$468,000 on the day (up 20%)

Together, unlimited.

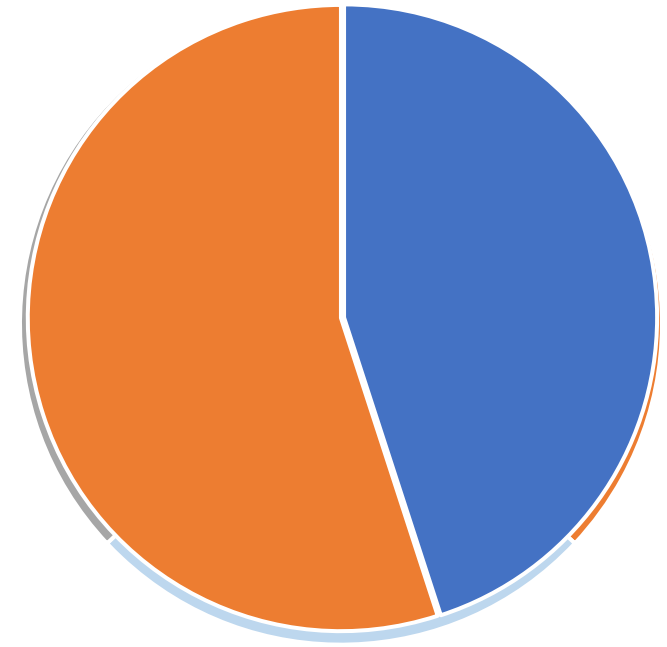


CONFERENCE

Matching Response in 2021

- 🐾 87 Matchers giving an average of \$3,300
- 🐾 45.6% of 2020 Matchers participated in 2021
- 🐾 32 gave equal to their largest ever gift, about two-thirds of those were previous matches
- 🐾 38 gave their largest ever gift
- 🐾 13 Gave less than their largest ever gift, but still 2.7 times higher than their average gift

What happened to the 54.4% that didn't Match in '21?



- 🐾 8% still gave at the same level in other campaigns in FY22
- 🐾 29% gave *more* than their Matched gift in FY22 (40% avg growth in amount)
- 🐾 26% gave less than their Matched gift in FY22
- 🐾 37% didn't give in FY22

Year 2...

- Strategy more than luck
- Was the growth trend sustainable?
- Very strong performance across many campaigns in 2021
- Could we address the churn?
- Rate rises on the horizon
- Competing needs

FROM ONE ANIMAL LOVER TO ANOTHER

I'm Dr Kiki, a senior vet at the RSPCA Burwood shelter. Probably like you I've loved animals since I was a child. I joined the RSPCA because I feel strongly that all animals deserve the best possible care - no matter where they started.

I see it as my duty, and a privilege, to treat the animals who have come to us through no fault of their own and don't have anyone else to care or advocate for them. It can be heartbreaking, but also amazing to see how resilient animals are.

We're so thankful to you for your Pledge in 2021, I hope you can in 2022 - your generosity and love of animals allows us to continue this work day after day!

Thank you,
Dr Kiki
Senior Vet
RSPCA VIC



POSTAGE
PAID
AUSTRALIA

Like you
I feel
after

Have come
to care
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can in
to continue



CONFERENCE

Together, unlimited

To donate, call 03 9224 2519 or via email on trowe@rspcavic.org.au. Donations of \$2 or more are tax deductible. ABN 56 749 449 191.

MEET PUGSLEY

Found as a stray (picture with vet nurse Sarah) at 10 months old, this poor kitten had a painful tail injury possibly caused by a traffic accident.

During his treatment, it became clear to the veterinary team the tail would require amputation surgery to ensure the kitten could enjoy a pain-free life.

RSPCA
GIVE
TOGETHER
HOME

<SALUTATION>'S MATCHING PROPOSAL

How your love of animals
will inspire a community
and save lives.

ROCKY
124 DAYS IN CARE

YOU CHANGED LIVES <SALUTATION>!

Your commitment, love of animals and generosity as a Leading Matcher, inspired more than 4,750 people – that's more than ever before <Salutation> – to donate on Give to Get Them Home day last year. And because of that, you helped raise more than \$843,000 in one day for animals in need of urgent care.

In fact, something extra special that you inspired action in hundreds of people to support animals through RSPCA Victoria.

Your lifechanging pledge ensured that for our community, we could be there for them.

<X,XXX>+ animals rescued by RSPCA

<X,XXX>+ animals that came to us from our shelters across Victoria

<X,XXX>+ animals that spent time in volunteer foster care

On behalf of our shelter and cattery staff, RSPCA Victoria Inspectors on the roads every day, and every other day, thank you very much <Salutation>.



WE NEED SPECIAL ANIMAL LOVERS LIKE YOU TO HELP MAKE 'GIVE TO GET THEM HOME' ON 6 OCTOBER 2022 POSSIBLE!

HOW IT WORKS

YOU'VE BEEN AN
INSPIRING LEADING
MATCHER PREVIOUSLY,
<SALUTATION>, WE
NEED YOU TO JOIN US
AGAIN TO HELP MAKE
'GIVE TO GET THEM
HOME' ON 6 OCTOBER
2022 POSSIBLE!

YOU'VE BEEN AN
INSPIRING LEADING
MATCHER PREVIOUSLY,
<SALUTATION>, WE
NEED YOU TO JOIN US
AGAIN TO HELP MAKE
'GIVE TO GET THEM
HOME' ON 6 OCTOBER
2022 POSSIBLE!

HOW IT WORKS

You'll recall that this type of fundraiser has tremendous potential to benefit thousands of animals, but can only happen if we find a special group of 'Leading Matchers'.

'Leading Matchers' make a pledge in advance of the Giving Day that inspires others to contribute on the day knowing their donation will be matched by your gift.

Thanks to the vision and commitment of these Leading Matchers, for one day only, every gift donated to RSPCA Victoria will be doubled. This inspires thousands of Victorians to add their gift, boosting their impact and the impact of the Leading Matchers.

THE IMPACT

With the help of Leading Matchers, the Giving Day inspired over 4,750 individuals (more than ever) to raise \$843,000 for animals in need in just one day – an incredible feat that touched the lives of countless animals and changed them forever.

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In 2021 with the help of Leading Matchers, the Giving Day inspired over 4,750 individuals (more than ever) to raise \$843,000 for animals in need in just one day – an incredible feat that touched the lives of countless animals and changed them forever.

Evolving letter



I'm writing to you today because as one of our most generous Leading Matcher's for Give to Get Them Home 2021, **you are our best chance of success in 2022.**

I know the potential this special campaign has, and I hope you do too because you were an important part of it last year. **But it can only get started in 2022 if we can find a group of people like you that are willing to pledge the first gifts. Today I'm really hoping you'll stand with us again <Salutation>.**

It's been a tough few years for our community, and we've seen up close how that's impacted animals. In the last 12 months alone, our Inspectors have had to rescue 38% more animals than the year before. It's heartbreaking. But I am so grateful to the dedicated people on the road every day rescuing animals and the committed vets, nurses and attendants in our shelters that provide the care and love they deserve.

But they can't do it without you.

So before anyone else, I am reaching out to you as one of our most generous supporters to ask if you would consider making a pledge again and being one of our Leading Matcher's to inspire other Victorian animal lovers to contribute to this important fundraiser?

The best part is that your pledge is an investment, creating an even bigger result for the care and protection of animals. For every dollar you pledge, it will inspire another dollar to be donated on the day – so your impact for animals is doubled. That means every **<EXAMPLE VAR1>** our Leading Matchers pledge will raise **<EXAMPLE VAR 2>**, helping to save twice as many animals in need.

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Survey holding strong

- 🐕 New Confirmed bequest responses – 141
- 🐕 New Intending bequest responses – 156
- 🐕 New Considering bequest responses – 411

Together, unlimited.



RSPCA
Victoria

ALL ABOUT YOU

TOP SUPPORTER SURVEY 2022

For the attention of: <Salutation>

Thank you for sharing what inspires you to support animals across Victoria, because we need to find more incredible people like yourself to support animals in need.

In the last twelve months you've helped:

- ☒ Care for the more than <xx,xxx> animals that came through our doors in need
- ☒ Place over <x,xxx> animals in loving volunteer foster care
- ☒ Rescue the more than <x,xxx> animals brought in by our Inspectors (<xx>% more than last year)

You've been selected <Salutation> because your incredible support of animals in need means you stand shoulder to shoulder with our inspectors, vets, nurses, animals care teams and volunteers – making a lifesaving difference.

Please help us find more amazing supporters like you by returning your completed confidential supporter survey before Friday 12th August.

Of course, you can complete the survey with as much information as you are comfortable with. We appreciate any thoughts and opinions you are willing to share.

Thank you for your support, *I can't wait to*

1. In the past year, RSPCA Victoria received more than <xx,000> animals through our doors. What animal/s are you most interested in supporting? (Please number from 1–6)

- ☐ Dogs
- ☐ Cats
- ☐ Horses
- ☐ Small animals (rabbits, guinea pigs)
- ☐ All creatures
- ☐ Other (please specify)



6 OCTOBER
EVERY DONATION
DOUBLED!



- 🐕 Fifth Year: 6th October 2022
- 🐕 Matching Factor = **Doubling**
- 🐕 3,713 Donors
- 🐕 \$761,000 total income, \$397,000 on the day

Together, unlimited.



CONFERENCE

Matched Response (and some context)

69 Matchers with an average gift of \$2,930

- 🐕 Almost 50% were matchers in 2021
- 🐕 14 (20%) gave less than their largest gift
- 🐕 31 (45%) maintained their largest ever gift
- 🐕 24 (35%) gave their largest gift ever
- 🐕 Just under 10% were returning matchers from 2020 who'd skipped 2021.

Takeaways

- 🐶 Do surveys
- 🐶 Matched giving didn't hurt our appeals
- 🐶 Telemarketing for MV/HV worked well
- 🐶 DR techniques worked well for higher value proposals
- 🐶 We are restructuring the team to resource to mid-value donor program
- 🐶 Was 2022 performance a blip or trend?
- 🐶 Victorian performance only – 10m national
- 🐶 Other appeals still growing – matched giving hasn't cannibalized
- 🐶 Good reason to ask every year

2018	2019	2020	2021	2022	Total
\$618,950.00	\$798,778.00	\$712,599.00	\$863,669.97	\$761,866.00	\$3,755,862.97



Thank you

FIA Conference 2023
Together, unlimited.

TRACK SPONSOR

