

**INTEGRATED MARKETING**  
**VIRTUAL CONFERENCE**  
*FOR NON-PROFITS*



The New Rosetta Stone?  
Getting Your Fundraising and  
Non-Fundraising Departments  
on the Same Integrated Page

January 30, 2014 | 1:45-2:45pm Eastern

Thank you to our sponsors:





Geoff Handy

Senior VP, Direct Marketing and Donor Care

The Humane Society of the United States

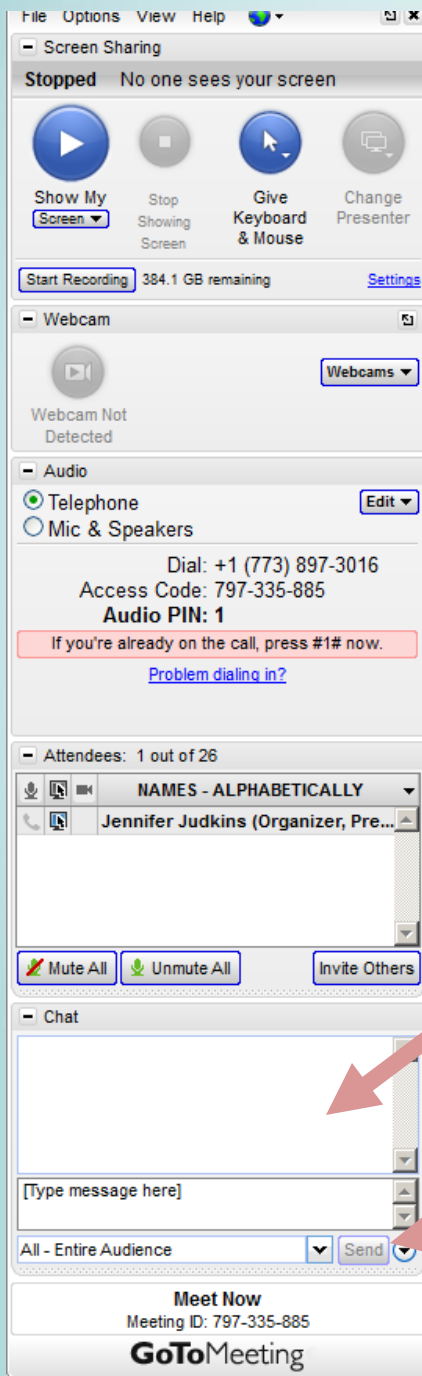
# SPEAKER

Thank you to our sponsors:



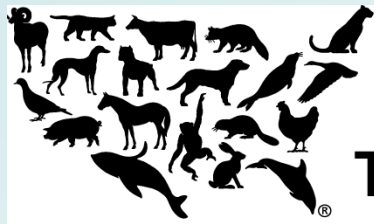
# Let us know what you're thinking!

- Ask questions at any time by typing them into the Chat window within GoToWebinar and pressing Send



“I just got a keychain and address labels in the mail from you guys. Now that I see you posting on Facebook and know you're legit, I'll be sending a donation. Thanks for the work you do.”

*– Posted to our Facebook fan page wall*



**THE HUMANE SOCIETY**  
OF THE UNITED STATES

## Mission

Celebrating Animals, Confronting Cruelty

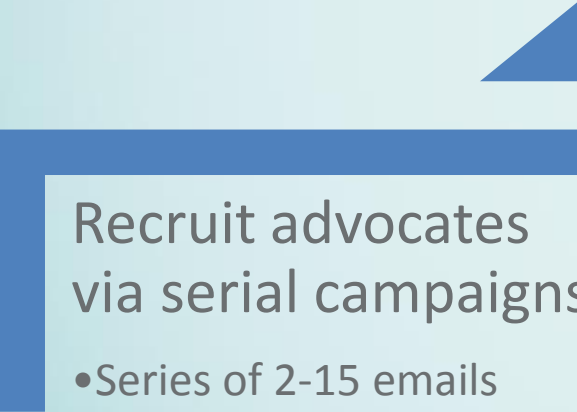
Pre-2004: Premium-driven direct mail + telemarketing

2004: Online program established with two goals:  
advocacy and fundraising

2009: DRTV campaign launched

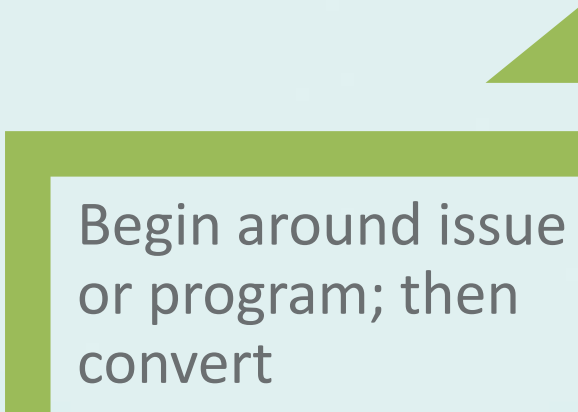
2013: “Mixed” marketing integrated email/snail  
mail/telemarketing program launched

# Our Core Approach

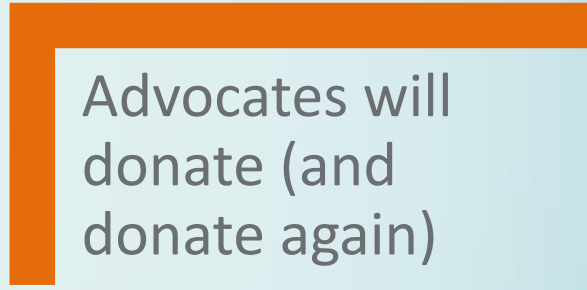


Recruit advocates  
via serial campaigns

- Series of 2-15 emails
- Integrate website, social, mobile, online ads, snail mail, telemarketing



Begin around issue  
or program; then  
convert



Advocates will  
donate (and  
donate again)

Mission and fundraising are integrated.

# The “easy” old days:

Direct mail is king. Telemarketing is queen.



**About 10 years ago:**

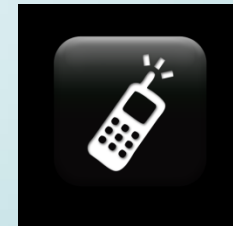
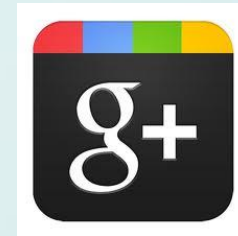
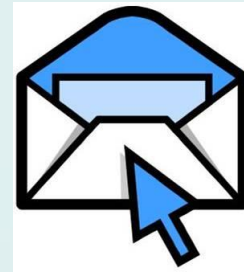
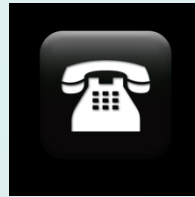
Email joins the Royal Court.





# Today:

The royal court has grown.



# Then

Ask for a phone number? That depresses response!

## Sign the Pledge!

**Don't Buy While Seals Die: Boycott Canadian Seafood.**


"I pledge not to buy seafood products produced in Canada—such as snow crabs, cod, scallops, and shrimp—until Canada ends its commercial seal hunt for good."

Email:\*

# Now

Ask for a phone number? Of course, but which one?

**Phone Number:**

 Enter your mobile phone number below to sign up for **text alerts** (standard rates apply)

Mobile Phone Number:

Yes, please send me action alerts, updates, and special offers to help animals.

**SEND YOUR MESSAGE >**

# Then

Take action, then tell a friend via email

## Thank you for your commitment to stop puppy mills!

Please tell at least one friend about "The Oprah Winfrey Show" and urge them to take the pledge to stop puppy mills, too. Just fill out the form below. (We respect your friends' privacy and our system won't even save their email addresses.)

**Recipient Email Addresses: \***

Separate email addresses using a comma, semi-colon or new line. Note that you may send up to 10 emails per message and 20 emails per day.

**Your Name: \***

First Name

Last Name

Geoff

Handy


**Your Email: \***

You must use a registered email address

ghandy@hsus.org

# Now


## Take action, then share





THE HUMANE SOCIETY  
OF THE UNITED STATES

### Be Cruelty-Free

Thank you for joining our Be Cruelty-Free campaign to end cosmetics testing on animals -- forever!  
Please help spread the word.

 Share on Facebook

 Share on Twitter

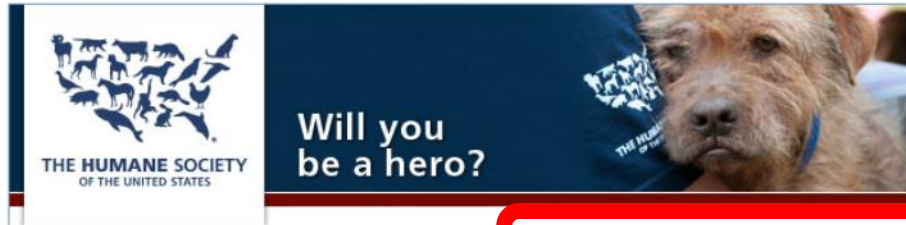
 Send an email

# Or even share before taking action

**MIDNIGHT CT December 31 is your last chance to be a hero for animals with a tax-deductible gift!**

**Please help us reach our goal of \$1 million for animals with your donation today.**

Trouble with links or images? [View this message online.](#)



**December 31 is the deadline.**

**LAST CHANCE** DECEMBER **31**

Your tax-deductible gift will help us reach our \$1 million goal!

**DONATE >**

December 29, 2011

Share: [Facebook](#) [Twitter](#) [Email](#)

Dear Kelley,

They're counting on you.

At this very moment, thousands of animals just like Honey the dog, Doris the horse, and Possum the cat are waiting for a hero to save them from cruelty and suffering.

That's why **we've set a goal to raise \$1 million by December 31** to help find heroes for animals suffering at the hands of puppy millers, factory farmers, animal fighters, poachers, sealers, and others who mistreat animals. We have just two days left to meet our goal -- we're so close, and you can be the one to put us over the top!

**Please help us reach our goal: Be a hero for animals by making a special tax-deductible donation today.**

When you do, you'll extend a caring hand to the animals we rescue, as well as take on the individuals and industries that profit from animal suffering. But we can't do it without heroes like you.

**Will you make a special tax-deductible holiday gift for animals before midnight CT December 31?**

Thank you so much for doing your part to save animals.

Sincerely,

A handwritten signature in black ink that reads "Wayne Pacelle".

Wayne Pacelle  
President & CEO  
The Humane Society of the United States

JOIN US ON

MORE FROM HSUS

MARKETING ADVISORY BOARD™

# Then

Content built on compelling stories

Sean saved Beyonce  
from a life of  
street fighting.

A photograph of a man wearing a black baseball cap and a dark shirt, smiling warmly as he hugs a large, light-brown dog. The dog is resting its head on the man's shoulder.

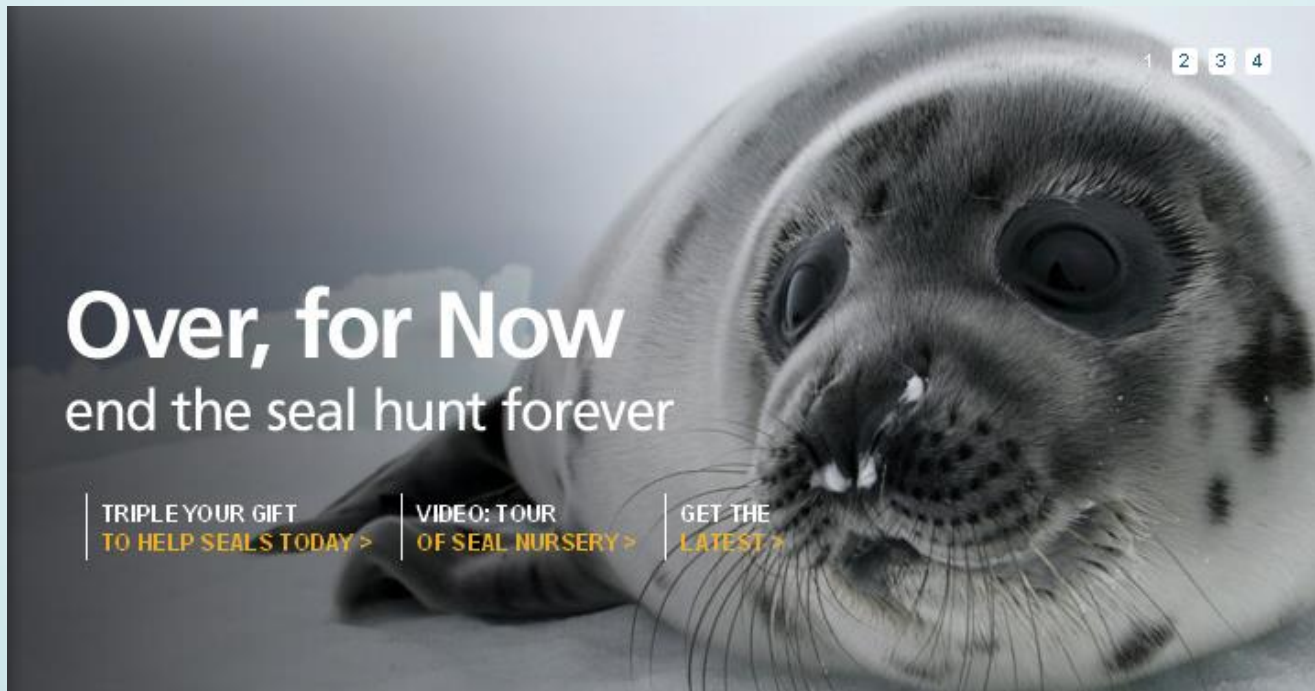
The HSUS

Help us save others.

[Donate Today »](#)

# Now

Content built on compelling stories







### Ginger Ramsey

Thank you for the address labels i received in the mail and the lovely story that went with it ♥ i donated and since this letter will do my best to donate every month.

Like · Comment · 8 hours ago



**The Humane Society of the United States** Thank you so much for your support, Ginger! We really appreciate it. :)  
about an hour ago · Like

Write a comment...



**Juliette Pugh**

21 hours ago

I saw your commercial and was about to become a monthly donor. The reason I decided not to was because I would also receive "an official HSUS windbreaker jacket and tote bag to show your support for animals, and you'll also get a subscription to our award-winning All Animals magazine." MONEY IS PRECIOUS IN THIS ECONOMY. DON'T WASTE IT!

Like · Comment



**The Humane Society of the United States** Hi Juliette, the money spent on promotional items is very nominal, and you can opt not to receive them. We're very proud of our financial records - we spend more than 77% of our funds on direct program expenses. We are rated a 4-star char...[See More](#)

14 hours ago · Like



**Juliette Pugh** Thanks for the reply. I certainly do use charity navigator as a barometer for fiscal responsibility and I will have another look at the monthly sponsorship. I appreciate the work you all do.

13 hours ago · Unlike · 1



**Leslie Ethridge** @LuLuLeslie

9 May

@HumaneSociety If we know of a puppy mill, how do we report it?

Expand



**HSUS** @HumaneSociety

9 May

@LuLuLeslie You can call 1-877-MILL-TIP

Hide conversation Reply Delete Favorite

“In the old model, direct mail was the sun around which all of the other tactics revolved. For the foreseeable future, there is unlikely to be any single channel that plays such a dominant role, though we expect the web/email and direct mail to be the primary channels, augmented by new media channels such as social media and mobile, as well as telemarketing.”

– from “The Next Generation of American Giving” study, by Convio, Edge Research, and Sea Change Strategies, March 2010

“Multichannel is the new normal.”

“ One generalization that deserve to be laid to rest is the notion that digital is for young people and offline engagement is for old people.”

– from “The Next Generation of American Giving” study, by Blackbaud, Edge Research, and Sea Change Strategies, August 2013

# Our Four Key Ingredients

**Agree on goals**

**Coordinate  
actions across  
all channels**

**Evaluate  
emerging  
media and  
invest based  
on financial  
ROI**

**Maximize  
response**

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ROI**

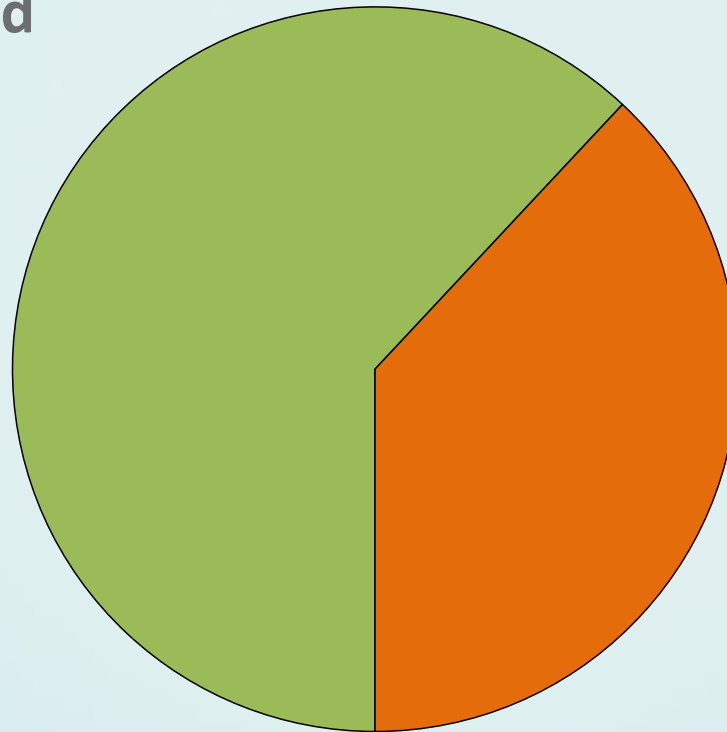
**Maximize  
response**

# Advocacy Fundraising



# All Online Donors

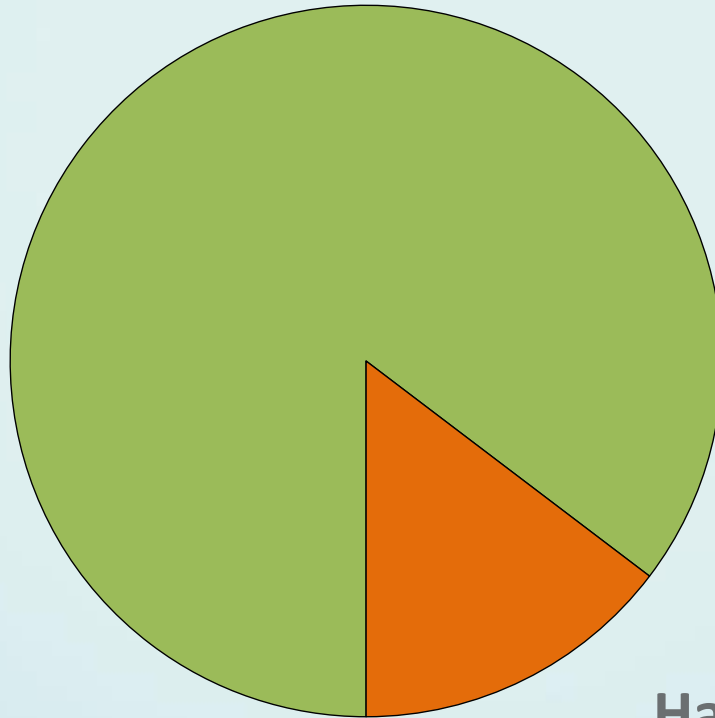
Have acted  
62%



Have not  
38%

# Online Donors Excluding Crisis Donors

Have acted  
85%



Have not  
15%

# Our Four Key Ingredients

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all channels

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emerging  
media and  
invest based  
on financial  
ROI

Maximize  
response

[Do you have all the facts? Take our animal testing quiz to find out.](#)

Trouble with links or images? [View this message online.](#)



August 1, 2012

Share: [Facebook](#) [Twitter](#) [Email](#)



### They Test What on Whom?!

Dear Friend,

What do a cute bunny and a tube of mascara have in common? The answer is more sinister than you might think. Every year, thousands of animals suffer during painful cosmetics tests and are then killed.

Can you guess which cosmetics are still tested on animals? Click on your answer below; then sign the Be Cruelty-Free pledge to join our global campaign to end cosmetics testing -- forever:

**Choose to be cruelty-free**

**SIGN ON >**

- A. [Shampoo](#)
- B. [Cologne](#)
- C. [Lipstick](#)
- D. [All of the above](#)

Thank you for all you do for animals,

Wayne Pacelle, President & CEO



#### Go Mobile

Get text alerts with ways to help animals. Text HUMANE to 30644 or [sign](#)

[up online»](#)



## Be Cruelty-Free



### Support Cruelty-Free Cosmetics

*Shampoo, cologne, lipstick, and hundreds of other cosmetic products are all still tested on animals.*

Thousands of animals including guinea pigs, mice, and rabbits are suffering and dying needlessly to test these products, even though producing safe, cruelty-free beauty products is possible. It's time to end cosmetics cruelty -- forever.

The Humane Society of the United States is partnering with Humane Society International to achieve a cruelty-free world where no animal has to suffer for the sake of cosmetics. **Sign our Be Cruelty-Free** pledge today and say no to cosmetics animal testing in the United States and worldwide.

[Share on Facebook](#) [Share on Twitter](#)

Sign now

#### Your Petition Message

Be Cruelty-Free

To: The Humane Society of the United States

I believe that animals shouldn't suffer and die to test cosmetics or their ingredients. All cosmetics should be cruelty-free, and I support an end to animal testing for cosmetics and on the sale of new cosmetics that have been tested on animals.

Signed,  
[Your Name]  
[Your Address]  
[City, State ZIP]

#### Your Information

##### Required fields

Title:

First Name:

Last Name:

Your Email:

Address 1:

Address 2:

City:

State / Province:  
Choose a State



- NEWS
- VIDEO
- ANIMALS
- OUR WORK
- MAGAZINES
- ABOUT US

We're the nation's largest and most effective animal protection organization.

FIND AN ANIMAL

Adopt, train, play, cuddle and problem-solve



Select a Pet


**DONATE MONTHLY >** **OR DONATE** One time

**SEARCH**

# Take Action for Hens

contact Congress today

**TAKE ACTION >**

### End the Test

Comedian Ricky Gervais raps cosmetics companies for testing on animals.

**READ MORE >>**



### Just for Kids

The HSUS's kids magazine, Kind News, is now available for home subscriptions!

**LOOK INSIDE >>**



### See Us on TV?

Become a Humane Hero to help save animals from cruelty and suffering.

**DONATE TODAY >>**

### DONATE

Be a Humane Hero with your monthly donation for animals.

\$19 a month

Other:

**Donate >**

Or give another way >

#### HUMANE SOCIETY COMMUNITY

August 1, 2012

 HumaneSociety: @LikeableMedia thanks for naming us one of the 40 Most Likeable Brands on Twitter! <http://t.co/o9VWzbiiz>

July 31, 2012

 We think animal testing for cosmetics is unnecessary and just plain ugly. If yo...

February 24, 2012

Tell us how you met your pet! Share your story and photo

### SIGN UP

Get the latest news and action alerts

Enter First Name

Enter Email

Enter Zip Code

### TAKE ACTION

### SHOP

### WAYNE'S BLOG





**The Humane Society of the United States** · 1,394,897 like this  
Tuesday at 2:14pm

✓ Liked

We think animal testing for cosmetics is unnecessary and just plain ugly. If you agree, click the link below to sign our Be Cruelty-Free pledge! (via The Humane Society of the United States - Animal Testing Campaign)



**Support Cruelty-Free Cosmetics**  
secure.humanesociety.org

Every year, millions of animals suffer through painful, sometimes deadly procedures to test products like lipstick and perfume. Sign on to support a ban on cosmetics tests

- Like · Comment · Share 1,048
- 5,470 people like this.
- View previous comments 50 of 131
- Pamela Ward** signed and shared. Tuesday at 4:00pm · Like
  - CaSandra Monica** Signed. Tuesday at 4:02pm · Like
  - Bonnie McCall** Don't stop at makeup, think about your household cleaners and even chocolate. There are several good make up lines that do not test on animals, do not use products tested on animals or will not sell to a country that will. Tuesday at 4:02pm via mobile · Like · 1
  - Wanda Bilbrey** We shouldn't harm animals , just to test cosmetics. We should test them on humans. That's whose going to wear them. Tuesday at 4:13pm · Like · 1
  - Silversage Healthnutrition** Expose & post those companies that are not cruelty-free. Tuesday at 4:13pm · Like · 2
  - Debbie Mariner** You know I signed it, Girlfriend! Tuesday at 4:17pm · Like
  - Pamela Noel Myers** I read a book back in the early 80s, "Slaughter of the Innocent", it was about animal testing. I was 12 at the time, and since I read that, I read labels and buy ONLY those who don't do animal testing. Tuesday at 4:29pm · Like · 1
  - Pk Gardner** Boycott all products that use animals for testing!!! Tuesday at 4:47pm · Like · 1
  - Jenny Tippens Dickinson** I cannot believe we haven't been able to put a stop to this Tuesday at 4:51pm · Like · 1
  - Cindy Donah** Yabed and now am sharing on my wall

People You May Know See All

- Jane Touzalin**  
Add Friend
- June Cohan** (Meitheamh Mulhair)  
1 mutual friend  
Add Friend
- Chris Bruzios**  
Add Friend
- Bernard Unti**  
20 mutual friends  
Add Friend

Sponsored See All

**Michelle Obama** shared a link.



**Join Michelle Obama and wish Barack a happy birthday!**

Like This Page

Power Companies scored power4home.com



People learned how to cut their electric bills by 75% (or more) using this unique device.

The Humane Society of the...



LOVE dogs? LIKE our page if you don't think they belong in puppy mills.

Like · Krista Hughes Rakovan likes this.

- Alice Hendricks
- Allie Sullivan
- Byron Backenson
- Christopher Kendziora
- Deborah Guinnessy
- Dietra Walters Achenbach
- Gaby Janus
- Jane Desy Gebhardt
- Jenn Smith
- Jon Simmons
- Julie Miller Dowling
- Julie Shellenberger Dieguez
- Kelly Pickett Nelson
- Krista Hughes Rakovan
- Leslie Isom Raabe
- Loren Drummond
- Madeline Stanionis
- Mike McFarland
- Nicholas Gilman
- Nick DiGiovanni
- Pat Nastri
- Paul Achenbach
- Rachel Meyer
- Ryan Lepisto
- Sally Fekety Bolgos



### Sign the Pledge to Be Cruelty Free

To take this alert on our website [click here](#).



Animal testing for cosmetics is an ugly business. Around the world, many thousands of animals such as rabbits, guinea pigs and mice suffer needlessly to test products like lipstick and shampoo, even though producing safe, cruelty-free beauty products is possible. It's time to end cosmetics cruelty -- forever.

The Humane Society of the United States is partnering with Humane Society International to achieve a cruelty-free world where no animal has to suffer for the sake of cosmetics. **Sign our Be Cruelty-Free pledge** today and say no to cosmetics animal testing in the United States and worldwide.

Facebook Twitter

Be Cruelty-Free.

**The Humane Society of the United States,**

I believe that animals shouldn't suffer and die to test cosmetics or their ingredients. All cosmetics should be cruelty-free, and I support a ban on animal testing for cosmetics and on the sale of new cosmetics that have been tested on animals.

Sincerely,

[Your Name]  
[Your Address]

- Required fields
- Title:
- First Name:
- Last Name:
- Your Email:

- Alice Hendricks
- Allie Sullivan
- Bryon Backenson
- Christopher Kendziora
- Deborah Guinnessy
- Dietra Walters Achenbach
- Gaby Janus
- Jane Desy Gebhardt
- Jenn Smith
- Jon Simmons
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- Mike McFarland
- Nicholas Gilman
- Nick DiGiovanni
- Pat Nastri
- Paul Achenbach
- Rachel Meyer
- Ryan Lepisto
- Sally Fekety Bolgos

Go online to see who's online to chat.





### GET THE BLOG

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### ABOUT WAYNE

Few are in a position to speak for the animals like Wayne Pacelle. As President and CEO of The Humane Society of the United States, he leads 11 million members and constituents in the mission of celebrating animals and confronting cruelty. Read more >



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humanesociety.org

GET EMAIL

DONATE MONTHLY >

SEARCH BLOG

# A Humane Nation™

## Wayne Pacelle's Blog



Previous Blog Home Next

July 30, 2012

Print Email

### Cosmetics Companies Backslide on Pledge to Be Cruelty-Free

We've had a global setback on animal testing, and it's critical we turn it around. A number of companies that were cruelty-free have suspended their policies in order to break into the lucrative cosmetics market in China, which is among a small handful of nations of the world that still require animal testing for cosmetics sold there.



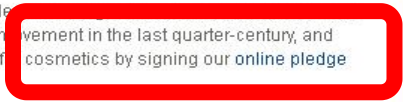
Take our cruelty-free cosmetics pledge.

Today actor, comedian, and HSUS/Humane Society International supporter **Ricky Gervais** spoke out against cosmetics companies that are sacrificing their principles in order to access the Chinese market. Yves Rocher, L'Occitane, Mary Kay and Caudalie have now been removed from the internationally recognized **Leaping Bunny.org** list of cruelty-free companies for their change in policy. To their great credit, **Urban Decay** and **Paul Mitchell** have maintained their policies and vowed not to sell products there until China flips its position.

"Like me, most people will be shocked to learn that testing cosmetics on animals is often still a legal requirement in China," Gervais said. "By law, rabbits must have cosmetic chemicals dripped in their eyes or spread over their sensitive skin, causing sores and bleeding. It makes me really angry that this is still going on, and it makes me particularly angry that some previously cruelty-free companies are abandoning their principles and returning to animal testing in order to profit from the Chinese market."

While I consider the actions of these companies feckless, the root of the problem is China's conservative regulatory policy. Through our global *Be Cruelty-Free* Campaign, we're calling on Chinese authorities to give the country's cosmetic testing policy a makeover, replacing outdated and wasteful animal testing requirements with cutting-edge non-animal methods.

It's unacceptable that the policies of a single country should be allowed under... testing for cosmetics. That's one of the signature areas of progress for our movement in the last quarter-century, and we cannot turn back the clocks. Please take a stand against animal testing for cosmetics by signing our online pledge to be cruelty-free.



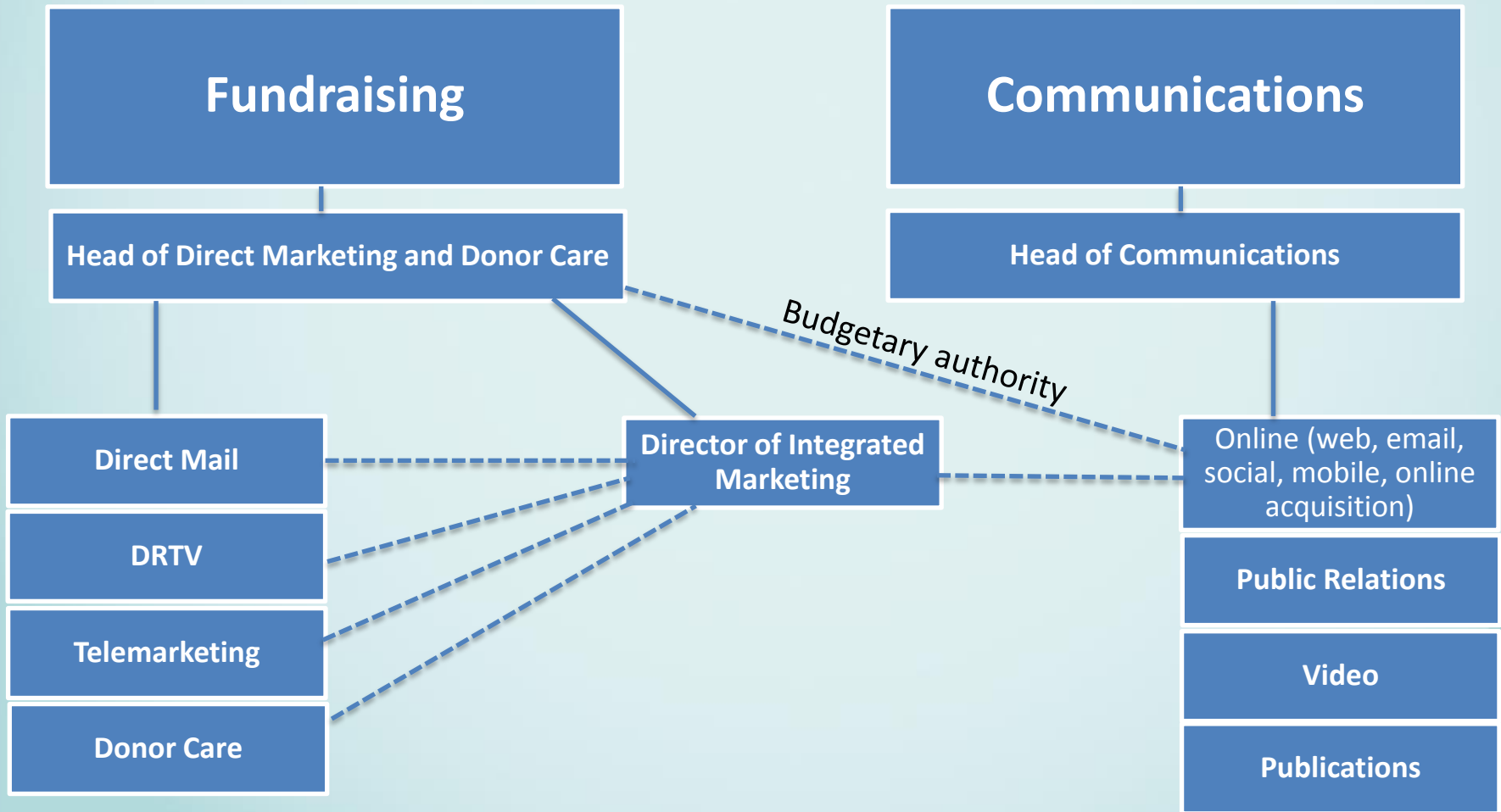
# The Daily Nine-Minute Meeting

- Every day at noon sharp
  - Weekends ad hoc during crisis periods
- All communication channels represented, every day
- Program staff scheduled in advance
- Timing, actions, obstacles outlined and addressed

# What Happens When There's Conflict?

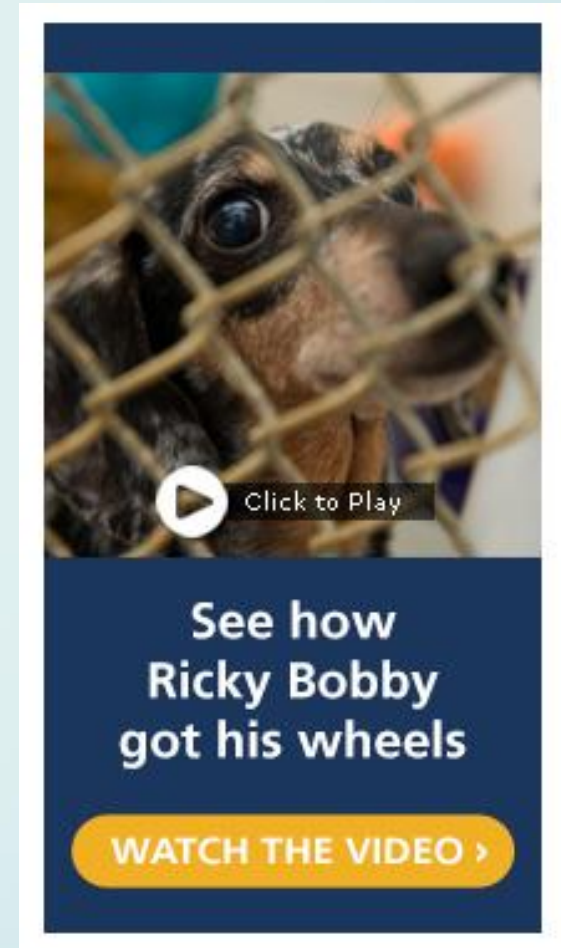
- Schedule around it when possible
- Segment around it when possible
- Pro-actively communicate fundraising campaigns (e.g., year-end)
- If none of those options are possible, then advocacy comes first

# How We're Organized



# Mini-Case Study: Ricky Bobby

- Year-end fundraising campaign for 2013
  - Focused on converting advocates and one-time donors into monthly donors
  - Featured three video stories



# Mini-Case Study: Ricky Bobby, cont'd

- Partnership between campaign manager and videographer
  - Videographer discovered a dog we rescued from a puppy mill as possible year-end candidate



# Mini-Case Study: Ricky Bobby, cont'd

- He and the campaign manager traveled together to film key segments of our year-end appeal video
- Final video was collaboration between the two



# Our Four Key Ingredients

Agree on goals

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emerging  
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Maximize  
response



# How Do We Decide?

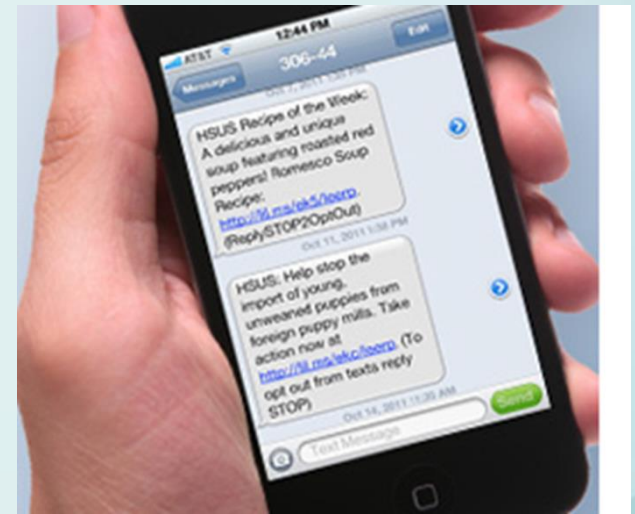
- What are the trends? What are the forecasts?
- What are other nonprofit success stories? (And commercial ones, too.)
- What can we achieve without staff investment?
- If we invest, what is likely payback period?
- How do we measure success?

# New Initiatives Budget Process

- Open to all staff in program, development, and communications
- HSUS will invest in a new idea if the staffer can get it funded or if the idea will generate revenue
- Usual payback period: 12 months
- HSUS will budget for programs initially seeded by major donors

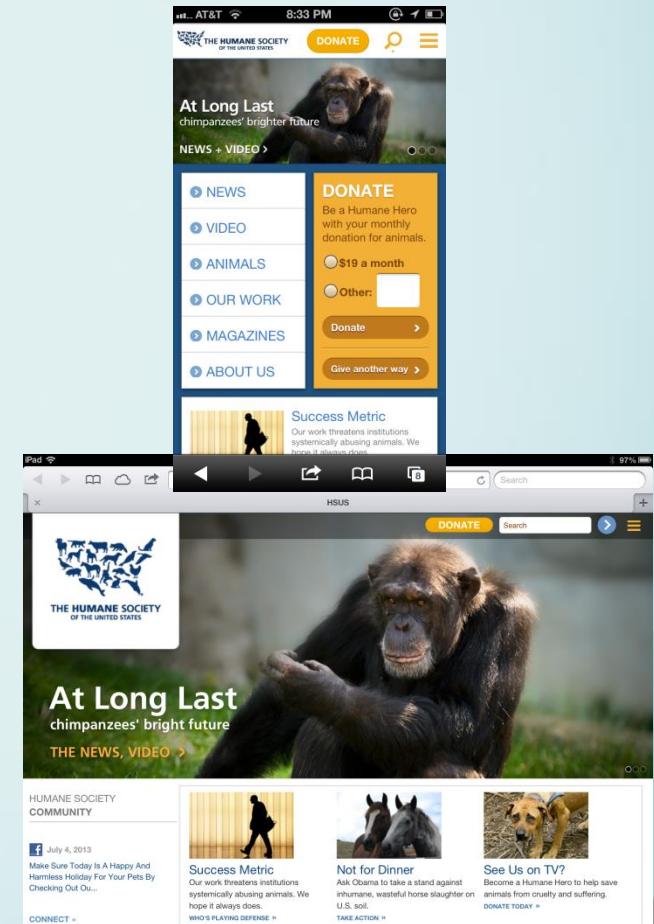
# Mini Case Study: Mobile

- Internal champion
- Felt fundraising payback period would be longer than 12 months
- Felt mobile presented unique strategic and technical challenges (longer learning curve)



# Mobile, Nearly Three Years In

- 500% growth in mobile traffic, from 7% in January 2011 to 42% in December 2013
- 70% phone, 30% tablet
- Over 10% of 2013 EOY donations were made via mobile (4% in 2012)
- Our investment in mobile brought in more than \$300K in the last four months of 2013 alone.



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Coordinate actions across all channels

Evaluate emerging media and invest based on financial ROI

Maximize response

Drive advocates to response channels

Coordinate asks across channels

Leverage data

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**Maximize response**

**Drive advocates to response channels**

**Coordinate asks across channels**

**Leverage data**



**The Humane Society of the United States** · 1,394,897 like this  
Tuesday at 2:14pm

✓ Liked

We think animal testing for cosmetics is unnecessary and just plain ugly. If you agree, click the link below to sign our Be Cruelty-Free pledge! (via The Humane Society of the United States - Animal Testing Campaign)



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secure.humanesociety.org

Every year, millions of animals suffer through painful, sometimes deadly procedures to test products like lipstick and perfume. Sign on to support a ban on cosmetics tests

Like · Comment · Share 1,048

5,470 people like this. View previous comments 50 of 131

**Pamela Ward** signed and shared. Tuesday at 4:00pm · Like

**CaSandra Monica** Signed. Tuesday at 4:02pm · Like

**Bonnie McCall** Don't stop at makeup, think about your household cleaners and even chocolate. There are several good make up lines that do not test on animals, do not use products tested on animals or will not sell to a country that will. Tuesday at 4:02pm via mobile · Like · 1

**Wanda Bilbrey** We shouldn't harm animals , just to test cosmetics. We should test them on humans. That's whose going to wear them. Tuesday at 4:13pm · Like · 1

**Silversage Healthnutrition** Expose & post those companies that are not cruelty-free. Tuesday at 4:13pm · Like · 2

**Debbie Mariner** You know I signed it, Girlfriend! Tuesday at 4:17pm · Like

**Pamela Noel Myers** I read a book back in the early 80s, "Slaughter of the Innocent", it was about animal testing. I was 12 at the time, and since I read that, I read labels and buy ONLY those who don't do animal testing. Tuesday at 4:29pm · Like · 1

**Pk Gardner** Boycott all products that use animals for testing!!! Tuesday at 4:47pm · Like · 1

**Jenny Tippens Dickinson** I cannot believe we haven't been able to put a stop to this Tuesday at 4:51pm · Like · 1

**Cindy Donahue** Yabed and now am sharing on my wall

People You May Know See All

-  **Jane Touzalin**  
Add Friend
-  **June Cohan** (Meitheamh Mulhair)  
1 mutual friend  
Add Friend
-  **Chris Bruzios**  
Add Friend
-  **Bernard Unti**  
20 mutual friends  
Add Friend

Sponsored See All

**Michelle Obama** shared a link.



**Join Michelle Obama and wish Barack a happy birthday!**

Like This Page

**Power Companies scored**  
power4home.com



People learned how to cut their electric bills by 75% (or more) using this unique device.

**The Humane Society of the...**



LOVE dogs? LIKE our page if you don't think they belong in puppy mills.

Like · Krista Hughes Rakovan likes this.

- Alice Hendricks
- Allie Sullivan
- Byron Backenson
- Christopher Kendziora
- Deborah Guinnessy
- Dietra Walters Achenbach
- Gaby Janus
- Jane Desy Gebhardt
- Jenn Smith
- Jon Simmons
- Julie Miller Dowling
- Julie Shellenberger Dieguez
- Kelly Pickett Nelson
- Krista Hughes Rakovan
- Leslie Isom Raabe
- Loren Drummond
- Madeline Stanionis
- Mike McFarland
- Nicholas Gilman
- Nick DiGiovanni
- Pat Nastri
- Paul Achenbach
- Rachel Meyer
- Ryan Lepisto
- Sally Fekety Bolgos

Go online to see who's online to chat.



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# Rescued from Dogfighting, Meet Honey

hsus + Subscribe 550 videos



**Be a Hero for Animals**  
Donate to the Humane Society of the United States  
[humanesociety.org](http://humanesociety.org)

Like Dislike Share 106,071

Uploaded by **hsus** on Nov 23, 2011  
Honey, rescued from dogfighting. Be a hero for other animals like her -- donate today: <http://humanesociety.org/hero5>  
932 likes, 6 dislikes

Show more

### Top Comments

this is sick i can not express enough how much i hate dog fighting this NEEDS to stop i wish i could teach these cruel sick b\*\*\*\*\*s a lesson  
[kim douglas](#) 3 months ago 40

All those people who make dogs fight should be hung a beat wit a bar  
[DTERMINATOR98](#) 1 month ago 20

Video Responses see all

[HD] Phillip Phillips - Nice And Slow - Top 42  
by Ricardo Méndez  
103,121 · FEATURED VIDEO  
0:35

Two Rescues, One Day  
by hsus  
39,827 views  
3:21

The Face of Dogfighting: One Dog's  
by hsus  
929,913 views  
4:56

Rescued from Neglect, Meet Possum  
by hsus  
55,262 views  
3:39

Animal Rescue Team Rescues Hundreds  
by hsus  
76,250 views  
6:35

The Story of Nico  
by riverraven  
77,967 views  
8:27

Dogfighting Undercover  
by TheRedevil1996  
123,551 views  
58:51

Dog Fighting Rescue the Missouri Humane  
by PulseSTL  
18,371 views  
7:03

Nala - Scared stray Pit Bull living in a ditch -  
by eldad75  
518,325 views  
4:17

AMERICAN PIT BULL





### Sign the Pledge to Be Cruelty Free

To take this alert on our website [click here](#).



Animal testing for cosmetics is an ugly business. Around the world, many thousands of animals such as rabbits, guinea pigs and mice suffer needlessly to test products like lipstick and shampoo, even though producing safe, cruelty-free beauty products is possible. It's time to end cosmetics cruelty -- forever.

The Humane Society of the United States is partnering with Humane Society International to achieve a cruelty-free world where no animal has to suffer for the sake of cosmetics. **Sign our Be Cruelty-Free pledge** today and say no to cosmetics animal testing in the United States and worldwide.

Facebook Twitter

Be Cruelty-Free.

**The Humane Society of the United States,**

I believe that animals shouldn't suffer and die to test cosmetics or their ingredients. All cosmetics should be cruelty-free, and I support a ban on animal testing for cosmetics and on the sale of new cosmetics that have been tested on animals.

Sincerely,

[Your Name]  
[Your Address]

- Required fields
- Title:
- First Name:
- Last Name:
- Your Email:

- Alice Hendricks
- Allie Sullivan
- Bryon Backenson
- Christopher Kendziora
- Deborah Guinnessy
- Dietra Walters Achenbach
- Gaby Janus
- Jane Desy Gebhardt
- Jenn Smith
- Jon Simmons
- Julie Shellenberger Dieguez
- Kelly Pickett Nelson
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- Leslie Isom Raabe
- Loren Drummond
- Madeline Stanionis
- Mike McFarland
- Nicholas Gilman
- Nick DiGiovanni
- Pat Nastri
- Paul Achenbach
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# Rescued from Dogfighting, Meet Honey

hsus **Subscribe** 550 videos



Like Share 106,071

Uploaded by hsus on Nov 23, 2011 932 likes, 6 dislikes

Honey, rescued from dogfighting. Be a hero for other animals like her -- donate today: <http://humane.society.org/hero5>

Show more

### Top Comments

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AMERICAN PIT BULL

Agree on goals

Coordinate actions across all channels

Evaluate emerging media and invest based on financial ROI

Maximize response

Drive advocates to response channels

Coordinate asks across channels

Leverage data

December 29, 2013 - January 04, 2014

Search eC

| 29 | Sunday   | 30  | Monday   | 31                        | Tuesday   | 1   | Wednesday | 2 | Thursday | 3 | Friday | 4 |
|----|--|---|--|---------------------------|---|---|-----------|---|----------|---|--------|---|
|    | <p>FFA: YE, last chance appeal rese</p> <p>HSI APPEAL: Year-end Victories</p> <p>PET OF THE WEEK ↻</p> <p>WLT: YE appeal 3 last chance, tr</p> | <p>SM: top 5 victories graphic @</p> <p>YEAR-END: HSUS Last chance aj</p> | <p>HSI APPEAL: Year-end Victories</p> <p>SM: last chance</p> <p>SM: NC billboard FB and TW</p> <p>YEAR-END: HSUS Last chance 3,</p> <p>YEAR-END: HSUS Last chance aj</p> | <p>SM: happy new year</p> | <p>SM: All Animals question DONE</p> <p>SM: Target share Richmond, VA</p> <p>SM: Tweet Pet Travel DONE</p> <p>SM: weather targeted posts DO</p> | <p>0. MEATLESS MONDAY: Frida ↻</p> <p>HSI Email: Meatless Monday ↻</p> <p>HSUS HLD: AZ #1, lp</p> <p>HSUS HLD: IA #1, jw</p> <p>HSUS HLD: SD #1, re</p> <p>HSUS HLD: UT #1, lp</p> <p>HSUS HLD: VA #1, lp</p> <p>HSUS HLD: WA #1, lp</p> <p>HSUS HLD: WV #1 vf</p> <p>HUMANE ACTION JR: NY pupp</p> <p>Mobile: Meatless Monday SI ↻</p> <p>SM: Targeted NY Post DONE</p> <p>SM: Targeted post onPDogs an</p> <p>SM: thank you post</p> <p>SM: thank you post DONE</p> |           |   |          |   |        |   |
| am |  |   |  |                           |   |   |           |   |          |   |        |   |

**Agree on goals**

**Coordinate actions across all channels**

**Evaluate emerging media and invest based on financial ROI**

**Maximize response**

**Drive advocates to response channels**

**Coordinate asks across channels**

**Leverage data**

# Leveraging Data: Some Examples

**Email  
segmentation**

**Telemarketing  
segmentation**

**Social media  
status  
segmentation**

**Paid  
marketing  
segmentation**



THE HUMANE SOCIETY  
OF THE UNITED STATES

# [ Humane Action ]



[ You're Invited ]

January 6, 2010

## Join Us for Humane Lobby Day 2010



Dear Geoff,

Think only professional lobbyists can lobby? Think again! Join The HSUS for the Virginia Humane Lobby Day at the Virginia General Assembly Building in Richmond **Tuesday, January 26**, where you'll make a tremendous difference for animals.

Be a voice  
for animals.

[RSVP NOW >](#)

This is one of the most important events all year -- and an exciting opportunity to meet directly with your elected officials or their staff about legislation that will impact animals.

Don't worry; we'll prep you beforehand with tips for lobbying and an overview of the number one priority bill in Virginia that we'll focus on -- legislation to protect Virginia's hunting dogs.

[RSVP today](#) to lend your voice for animals and make a difference in Virginia. Thanks for all you do for animals.

Wayne Pacelle, President & CEO

[Share on Facebook](#) [Share on Twitter](#) [Forward to a Friend](#)



### Five Years of Victories

Since its start in 2005



### Happy, Healthy New Year



### We Have a Winner

More than 250 amazing stories were entered in the Tell Us Your Survivor Story Contest on Facebook. [Congrats to...>](#)

Luv 2 Text?



THE HUMANE SOCIETY  
OF THE UNITED STATES

# [ Humane Action ]



[ End Animal Fighting ]

January 4, 2010



## Chicago Fights Back, Feb. 27

Dear Geoff,

Join me and CSI's Jorja Fox for a glamorous evening of hors d'oeuvres, cocktails, dancing, and silent and live auctions at the fifth annual Spotlight Humane: Chicago gala.

Spotlight Humane:  
Chicago

RSVP TODAY >

All proceeds from the event will benefit The HSUS's End Dogfighting in Chicago campaign. This innovative program educates youth about the cruelty and dangers of dogfighting and supports expanded police efforts to find and arrest dogfighters in the area. I hope you can make it to this exciting event. [RSVP today.](#)

Wayne Pacelle, President & CEO

[Share on Facebook](#) [Share on Twitter](#) [Forward to a Friend](#)



### Five Years of Victories

Since its start in 2005, HSUS's legal team has won scores of courtroom battles for animals. Among these wins: closing down abusive



### Happy, Healthy New Year

Humans aren't the only ones to benefit from a New Year's resolution to live healthier. Get your pets covered for life --



### We Have a Winner

More than 250 amazing stories were entered in the Tell Us Your Survivor Story Contest on Facebook. [Congrats to...](#)



### Luv 2 Text?

Text HUMANE to 30644 or sign up online for





THE HUMANE SOCIETY  
OF THE UNITED STATES

# [ Humane Action ]



 [ Animal Rescue ]

January 5, 2010



## Tennessee Horse Rescue Update

Dear Geoff,

Thanks to your support, the neglected horses rescued in November are well on their way to a full recovery.


Less than two months ago, more than 80 horses were living in horrific conditions on a Bradyville, Tennessee farm -- many of them unlikely to make it to 2010. But, thanks to tireless efforts by numerous organizations, volunteers, veterinarians, and animal lovers like you, these horses enjoyed a happy holiday season.

It's a new year for rescued horses.

[WATCH VIDEO >](#)

[Watch our video update](#) -- it's sure to leave you smiling -- and see how these horses are bringing in their New Year. Thanks for all you do for animals.

Wayne Pacelle, President & CEO

 Share on Facebook  Share on Twitter  Forward to a Friend



### Five Years of Victories

Since its start in 2005, HSUS's legal team has won scores of courtroom



### Happy, Healthy New Year

Humans aren't the only ones to benefit from a



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### Luv 2 Text?

Text

# Leveraging Data: Some Examples

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Social media  
status  
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Paid  
marketing  
segmentation

# Leveraging Data: Some Examples


Email  
segmentation


Telemarketing  
segmentation

Social media  
status  
segmentation

Paid  
marketing  
segmentation

Lots of pet lovers are using Facebook to enter our photo contest. You can join them – enter by 5 p.m. EST tomorrow!





facebook

Spay Day Online Photo Contest

Home Enter Your Pet Search Pets

Tell your friends about Zyla!

Post a Story: Post a story about Zyla to your profile.

Tell Your Facebook Friends: Invite your Facebook friends to vote for Zyla.

TWEET THIS!

IM Your Pet's Page : <http://photocontest.humanesociety.org/contest.html>

Dear Friend,

If you're on Facebook, did you know there is a fun **Facebook application for the Spay Day Pet Photo Contest**, presented by VISA and Zazzle?

**Enter the contest today on Facebook** (hurry there's just one day left!) -- and help save pets' lives around the world. After you enter, you can easily share your entry with your Facebook friends, see which of your friends have entered their pets, keep an eye on the contest leaders, and vote for pets to help save lives and win prizes!

**Don't miss the deadline -- enter the contest on Facebook by tomorrow at 5 p.m. EST!** (Of if you prefer, you can **enter on the regular contest website**.)

Good luck!

*Wayne Pacelle*

Wayne Pacelle, President & CEO

P.S. Our contest is open to all pets, even those who are no longer with us. If you would like, set up a memorial tribute to your pet.

HURRY! ENTER THE CONTEST ON FACEBOOK BY 5 P.M. EST TOMORROW >

Enter the Spay Day Online Pet Photo Contest!

Spay Day Online Photo Contest

- Home
- Enter Your Pet
- Search Pets
- Prizes
- Rules
- Help
- Manage Account/Entries




To support Spay Day, The Humane Society of the United States and Humane Society International host the [Spay Day Online Pet Photo Contest](#) a great opportunity to celebrate our pets, raise funds for spaying and neutering, and win great prizes! Remember to [Bookmark the Spay Day Facebook Application!](#)

[ENTER YOUR PET >](#)

Your Pets

If you have already entered the Photo Contest from <http://photocontest.humanesociety.org>, [click here](#) to login to your account and attach your entries to your Facebook Account!

Your Friends' Pets

 **Taft**  
 Submitted By: Loren Drummond  
[Vote For Pet](#)  
[Share Pet](#)  
**55 Votes!**

 **Madigan**  
 Submitted By: Loren Drummond  
[Vote For Pet](#)  
[Share Pet](#)  
**20 Votes!**

 **Bella and Louie**  
 Submitted By: Carie Lewis  
[Vote For Pet](#)  
[Share Pet](#)  
**0 Votes!**

 **Frankie**  
 Submitted By: Jacquelyn Pyun  
[Vote For Pet](#)

Create an Ad

Cities I've Visited



Pin your travel map and show off cities you've visited! Create your map

[Like](#)

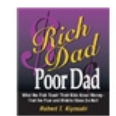
D.C. 1-Day Coupons



Sign up for 1 ridiculously huge coupon emailed free to you each day. DC's best restaurants, spas & more. See today's!

[Like](#)

Rich Dad Washington DC



Rich Dad Education is coming to the DC Area. Free financial workshops: Mar. 8th - 12th. Uncover the secrets of Rich Dad Poor Dad.

[Like](#)

More Ads

# Leveraging Data: Some Examples

Email  
segmentation

Telemarketing  
segmentation

Social media  
status  
segmentation

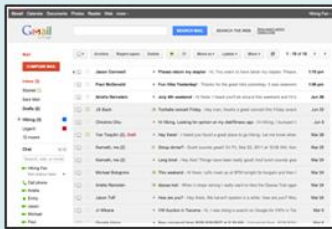
Paid  
marketing  
segmentation

# Remarketing Through Google

Tag videos, emails and petition pages with remarketing code

Show audience display and text ads

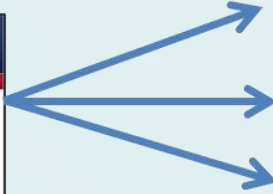
Emails



Text Ads

**The Humane Society**  
Be a Hero! A Monthly Gift of \$19 Can Rescue 5 Animals/Year.  
[Secure.HumaneSociety.org](http://Secure.HumaneSociety.org)

Petitions, quizzes, site visitors

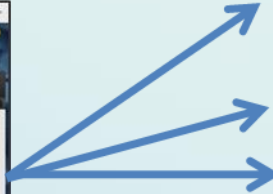


Display Ads



THE HUMANE SOCIETY OF THE UNITED STATES  
Help stop animal cruelty today.  
JUST \$19 A MONTH  
DONATE NOW >

Videos



Video Ads



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What Is Meatless Monday?  
Watch this fun video to find out who's doing & why. Join them!

# Key Takeaways

- Adapt to the changing media landscape
- Goal agreement trumps organizational structure
- Conflict, if managed, creates excellence
- Integrated campaigns allow you to package the same content/appeals across multiple channels
- “Secondary” goals are valid, too (e.g., in social media, on home page)
- Optimize each channel based on what makes it unique





**sophia luongo**  
@sophiadl21

 Follow



[@humanesociety](#) I live in Portsmouth va and my neighbor has left his dog and pups out in this hurricane in a cage in the back of his truck!

1  
RETWEET



4:22 PM - 27 Aug 11 via Twitter for Android · Embed this Tweet

 Reply  Retweet  Favorite

twitter © 2012 Twitter About Help

We saved this dog's life.

Thank you!

# Continue the discussion!



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### Part 1: Mapping Your Mix -- Is Your Nonprofit Providing the Right Mix of Content?

Posted by [Guest Blogger](#) at Dec 23, 2013 07:02 AM CST

*This article was written by guest author Laura Quinn, founder and executive director of [Idealware](#), a nonprofit that helps other nonprofits make smart decisions about software. For more information about your organization's communications mix, download Idealware's free [Practical Guide to Integrated Communications](#), which provides a series of workbooks to walk you step-by-step through the process of integrating all your channels into cohesive messaging. This article originally ran in [NTEN:Change](#).*

Odds are good that your organization is using multiple communications channels to reach people, from social media to direct mail and email to websites and blogs. Because each can attract a different audience, and may be better-suited for certain types and lengths of content, coordinating among them all can be difficult. You want to provide useful, interesting, mission-related information to use each channel successfully and meet the expectations of the people who follow you—but how do you keep each channel different enough to be interesting on its own without turning content-creation into a full-time job?



Last year, we surveyed readers of the [NTEN: Change](#) journal, published quarterly by the [Nonprofit Technology Network](#), about their own balance of content types across their different communications channels and learned that organizations are using an average of almost four different channels as part of their communications mix.

Using each to its fullest potential takes work—it's time-consuming to write a lot of new content for your blog, but it starts to feel redundant if you post the same information there as on your Facebook page or Twitter feed. A little forethought can help you maintain the balance of information you're posting, or feel you should be, and ultimately save time. To start sharing your content-related efforts among each of your channels requires strategic thinking in four areas: Creating, Curating, Promoting, and Community-Building. Let's look at them one at a time.


**Creating**

Are you creating new, original, informational content for each channel you're using? You may not have to. People

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January 30, 2014

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- The vision of the IMAB is to promote a discussion of the various successes and failures related to integrated marketing: understandings, trends, benefits and adoptions of integrated marketing activities within the nonprofit community.
- Visit us at [imabgroup.net](http://imabgroup.net) today!

