



Surviving and thriving in an economic downturn

Connie's Weekly Newsletter

The writing is on the wall: many animal welfare organizations and programs are facing significant cuts in government funding either through direct support or via foundations and grants that have been receiving government support.

Refocus your frustration into finding a new survival strategy. Innovation, creativity and flexibility are necessary to bend the cost curve and continue providing the services your community needs.

In lieu of seeking "donations," position your organization as a community leader seeking "investments," not only in your organization but also in the community at large. Customers will be more inclined to support your organization if you make it simple and give them the opportunity to make an investment with both a financial, and more importantly, a social return.

To make a compelling case, you need to clearly explain to customers how your services and leadership improve the community for both people and their animal companions. You need to show them a direct correlation between their "investment" and the positive impact it will have.

Try to experience your business from your customers' perspective; failing to do so means potentially missing out on crucial customer service elements. Ask yourself: how do people move through the building? Is there enough seating? Is the atmosphere inviting? Take an in-depth look at all your services such as adoptions, relinquishments and veterinary visit to help streamline your organization and create efficiencies for you and your customers.

In a recent Pethealth survey, 68 percent of respondents said they would shop online if they knew a portion of the purchase was donated back to a local animal welfare

Here is a simple example of a creative "investment" opportunity for your customers that can generate significant revenue for your organization: a White Label Petango Store. A White Label Petango Store is a turnkey online storefront that is rebranded to your organization's specifications and allows customers to purchase food and pet products through your website. This streamlines the purchasing experience while also increasing customers' sense of community as a portion of all purchases is donated back to your organization.

For example, for every customer that signs up for our recently launched pet food subscription service through your White Label Petango Store, Pethealth will donate \$30 to your organization after just two deliveries. For all subscriptions still active after one year, your organization will receive an additional \$15 donation. Do the math: if ten customers make a subscription pet food purchase through your White Label site, that means a minimum of \$300 in revenue for your organization – with the potential to grow to \$450. Additionally, 10 percent of all other pet purchases will also be donated back to your organization. All you have to do is work with us to create your custom site and host it on your home page. If you consider the number of adopters, donors and supporters who all own animals and purchase pet products, this program can realistically translate into thousands of dollars for your organization.

If you think out of the box, you can significantly transform and improve your customers' experience. Customers whose "investments" do double duty by providing necessary pet supplies for their companions

and donate back to their local shelter can feel good about making a meaningful difference for an important cause.

Did you know?

Pethealth recently launched its pet food subscription service. Here's an example of how the service can benefit your customers and your organization:

An adopter signs up for a food subscription service for her newly adopted kitten "Delilah." When she gets home, she decides to order an additional food subscription service for her dog "Tucker." If the adopter continues her subscriptions for a year, here's the potential donation to your shelter:

\$30 for Delilah's subscription + \$15 for Delilah's first year of subscription

\$30 for Tucker's subscription + \$15 for Tucker's first year of subscription

Total Donations = \$90

For more information, contact me or your regional outreach director.

Sincerely,

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