What You Don’t Know CAN Hurt You
Using Research to Avoid Wasting Your Precious Dollars (and Time and Energy!)

Caryn Ginsberg
Author of Animal Impact: Secrets Proven to Achieve Results and Move the World
Hi, I’m movie star - and Maxim 100 member - Katherine Heigl.

Many people may know that I work with the Jason Debus Heigl Foundation, promoting animal causes.
...specifically the neutering - well, the neutering - of dogs and cats.

A lot of people say to me, “Katherine, you promote neutering so much, you must really love animals.”
…and, I'm like, “They’re okay, I guess. But the real reason I’m so pro-neutering is…”

I HATE BALLS … I really do.
Oh, you’re probably thinking, “She’s just being cute. She must mean tennis balls … or yoga balls.”

Nope. I mean testicles. Terrible, terrible testicles.
Unfortunately, I can’t cut the nuts off human men … yet.

So I’ve dedicated my time to the neutering of dogs … because that’s legal.
This is Jazzy. He’s 100% adorable.

That’s because he’s been neutered.
Before, he was only 98% adorable…
...and 2% dangly, disgusting balls.
Seems like an improvement to me.

Did you enjoy the video excerpts?

Use the buttons on the right side of the screen to answer.

- Click ☑️ for YES
- Click ❌ for NO
Would you share it with people to persuade them to spay or neuter?

- Click for YES
- Click for NO
istockphoto.com

Humor
Innuendo
Cute Animals
Let Me Take the Bling Out of Your Thing

I Am Not My Target Audience.
What Do We Know About...

I think...

But what I believe...

Well, I feel we should...
We don’t know!

How Much Does it Cost?

• Money
How Much Does it Cost?

- Money
- Time
- Heart & soul
How Much Does it Cost?

• Money
• Time
• Heart & soul
• Lives

We Can Find Out!

• Use existing sources
• Do custom research
• Listen and learn
Market Research

The objective collection and analysis of information for the purpose of improving decision making and identifying current problems and opportunities....

Marketing research can also help animal advocates avoid targeting and planning pitfalls and maximize the effectiveness of their tactics and campaigns.
Use Existing Sources

Folks don't need to reinvent the wheel. HSUS, PetSmart Charities, and others have research...you can use.

-Betsy McFarland, The HSUS

More than Message

• The 5Ps

“Product” and Service Place

Price Promotion Partnerships

Photo of monkeys by Kimberlee Kessler Design
“Product” and Service

Why Did You Choose This Pet?: Adopters and Pet Selection Preferences in Five Animal Shelters in the United States (ASPCA)
Why Did You Choose This Pet?: Adopters and Pet Selection Preferences in Five Animal Shelters in the United States (ASPCA)
A Comparison of Attachment Levels of Adopters of Cats: Fee-Based Adoptions Versus Free Adoptions (ASPCA)

Price

FREE

• No change in level of attachment people feel
Price

- Free or low-cost surgeries raise quality concerns

Messaging Spay/Neuter Lessons from the Gulf Coast Spay/Neuter Campaign (HSUS)
Price

- Free or low-cost surgeries raise quality concerns
  - Unless people know the procedures are subsidized

Place

<table>
<thead>
<tr>
<th></th>
<th>A Lot</th>
<th>A lot /Some</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own Vet</td>
<td>86%</td>
<td>92%</td>
</tr>
<tr>
<td>Other Vet</td>
<td>76%</td>
<td>88%</td>
</tr>
<tr>
<td>Humane Society</td>
<td>47%</td>
<td>65%</td>
</tr>
<tr>
<td>Animal Shelter</td>
<td>32%</td>
<td>57%</td>
</tr>
<tr>
<td>Mobile Clinic</td>
<td>21%</td>
<td>48%</td>
</tr>
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Message Spay/Neuter Lessons from the Gulf Coast Spay/Neuter Campaign (HSUS)
Promotion

The top two motivating factors are positive expressions of the benefit of adoption with "Saving a life..." being the overall winner.

Motivating Factors to Use Pet Adoption – Non-Adopters
- Extremely/Very Motivating -

- Saves a life; gives you a lifelong companion - 73%
- Can be some of the best companion animals - 71%
- Millions of homeless euthanized every year - 68%
- Shelters/rescue animals: trained/vaccinated/altered - 67%
- Euthanasia is the No. 1 killer of healthy pets in US - 67%
- Adoption fee is fraction breeder/shop cost - 65%
- Many pre-screen dogs/cats for health/temperament - 65%

PetSmart Charities A&U Barriers

Promotion

Howard and Cha-Cha

It’s often said that people and their pets share a very special bond. That rings true for Howard and a 10-pound, honey-colored Chihuahua mix dually dubbed Cha-Cha.

Howard’s wife Beatrice adopted him in 2006. The little dog weighed just more than 4 pounds and needed surgery to repair a tear duct. Beatrice didn’t mind; she was smitten.

Howard vividly remembers the day Cha-Cha joined the family. It’s a fond memory that makes him smile. “I came home from work and my wife said, ‘I have a surprise… we have a doggie!'”

Howard and Beatrice noticed that their new pet wiggled when she walked, reminding them of the Spanish-born entertainer Charlie and his trademark "ouch, ouch, ouch!" — a phrase she would say to her childhood dog as she wiggled and walked. The name stuck and, from Charlie, Cha-Cha evolved.
Use Existing Sources

- Your data
- Community data
- Government documents
Government Documents

Anti-chaining Ordinance

Fun
- Know your own law
- Stats on bites
- Tax savings on calls
Government Documents

Anti-chaining Ordinance

Fun
- Know your own law
- Stats on bites
- Tax savings on calls

Popular
- Working elsewhere

Easy
- Draft from existing
Identify one example of existing data you could use to enhance your results.

- Studies by others
- Your own data
- Community data
- Government documents
- Something else

Please post in chat.

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- Use existing sources
- Do custom research
- Listen and learn
Do Custom Research

- Pilot program
  - St. Croix demographics similar to U.S. residents who don’t spay/neuter
Do Custom Research

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- Euthanasia message consistent
- “Cut” not “spay/neuter”

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- Use of social media
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- “Cut” not “spay/neuter”
- Use of social media
- 70% no at $25, yes for free

Do Custom Research

- Humane Research Council
- Local market research firms / professionals
- Professors or graduate students
- DIY: Marketing Research that Won’t Break the Bank, Alan Andreasen
  - SurveyMonkey.com
Investing in Research

From full blown market research, demographic testing of our donors, informal website surveys to... mail surveys on our capital campaign case statement, we are constantly on the search for information to hone our message and target our audience to achieve our goals...

Investing in Research

I couldn't imagine spending one dime of donor funds without setting the stage for maximum effectiveness.

We don't have time to waste or resources to squander in the race to end the killing of homeless animals. We must make decisions based on fact, not anecdote or the perspective of a single decision maker.

– Sharon Harmon, Oregon Humane Society
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Listen and Learn

- What benefits would you see in adopting a pet from a shelter?
Listen and Learn

• What benefits would you see in adopting a pet from a shelter?
• What factors would you consider in getting a microchip for your pet?

Listen and Learn

Spay/Neuter Outreach
• Ask the pet’s name
• Interact with the animal
• This may surface opportunities to bring up S/N
• Ask casually about S/N
Identify one question you or your team members could ask to better understand the people you’re trying to influence.

Please post in chat.

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Achieve More

1. Action and Audience
2. Create Benefits, Cut Barriers
3. How to Say Something...
4. I am Not My Target Audience
5. Education isn’t Enough
6. Voice Matters
7. Evaluate, Don’t Guess

Achieve More

- Stories, ideas, and tips from more than 80 leading advocates
- 7-step system
- Activities and thought questions
Achieve More

... a wonderfully clear step-by-step formula for achieving impact

- Bert Troughton, ASPCA

... ‘Work smarter, not harder,’ Caryn Ginsberg is the ultimate guru

- Ruth Steinberger, SpayFIRST!

Achieve More

Special!

- $19.95 paperback (normally $24.95)
- $14.96 electronic (regularly $19.95)
- Through Sunday August 5, 2012 only

http://Animal-Impact.com/ASPCA
Start the Next Chapter

- Share points
- Review a research study
- Find a research partner
- Ask questions
- View last week’s webinar
- Read Animal Impact

Photo by Ole Jorgen Bratland & Gisele Jaquenod

Questions?

Animal-Impact.com/ASPCA
A FEW COMING ATTRACTIONS
FROM ASPCAPRO

www.aspcapro.org/webinars

• Reduce Length of Stay through Foster Care (8/08)
• Preventative Treatments for Foster Animals (8/15)
• Lobbying and Political Activity (9/12)
• Does Spay/Neuter Have a “People Problem”? (9/26)
• Reaching Pet Owners Who Aren’t Looking for You (10/03)