



INTERNATIONAL COMPANION
ANIMAL WELFARE CONFERENCE

How to connect with our supporters...and keep them connected.

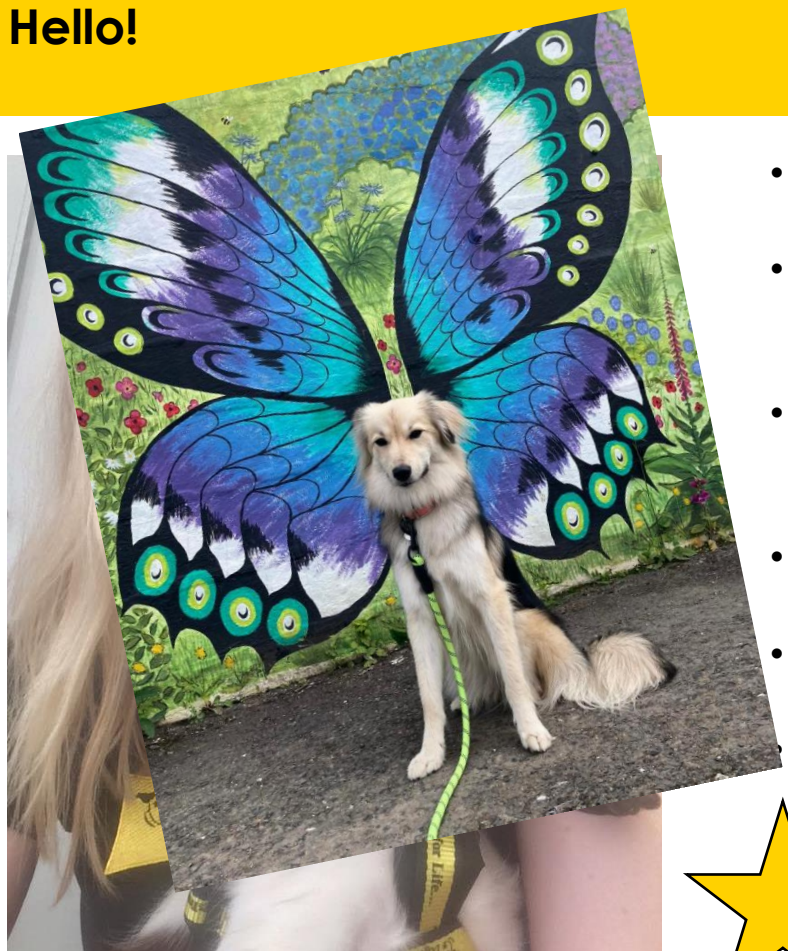
Samantha Davis
Regional Supporter Relations Manager



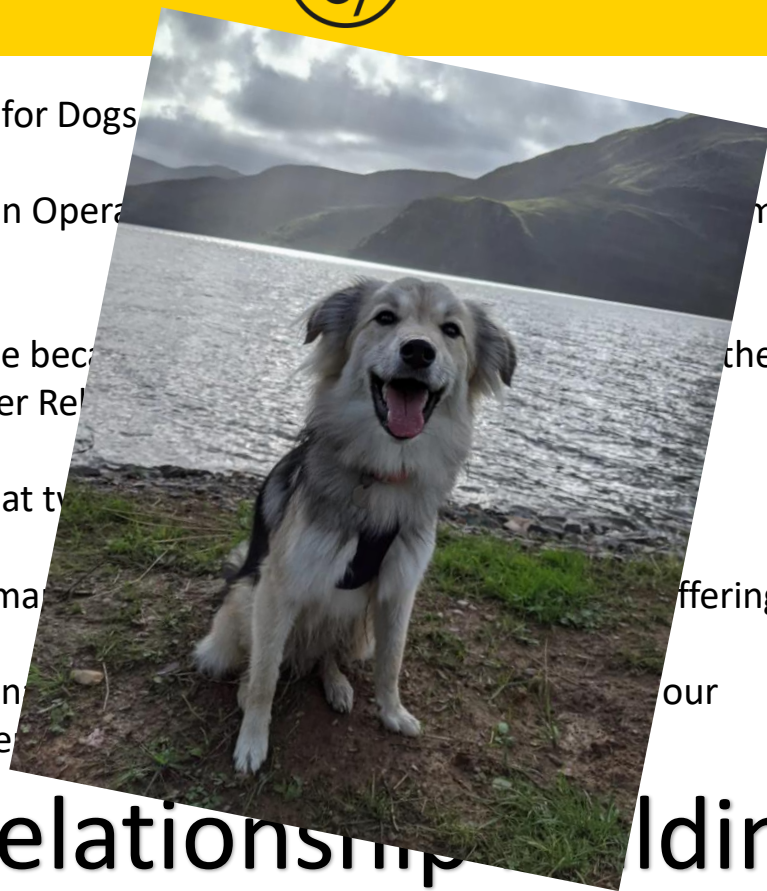
Hello!



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- Started in Operat
centre.
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Relationship Building

Who is at the heart of our work?



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Who is at the heart of our work?



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Enter the Supporter Relations Officer! (SRO)



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Community
engagement
talks

Rehoming
centre tours

Support
volunteer-led
fundraising



STORYTELLER

Legacies

In Memory

Awareness &
fundraising
events

What do our supporters want?



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Community
Engagement

Supporter
Experience

Supporter
Journey

Supporter
Retention

Lifelong
support

SUPPORTERS WANT CONVERSATION

Community presentations



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Rehoming Centre Tours



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Embrace the Digital World!



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Behind the Scenes



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What is the 'call to action?'



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Legacy

Raise

Voice

Give

Time



Building longevity



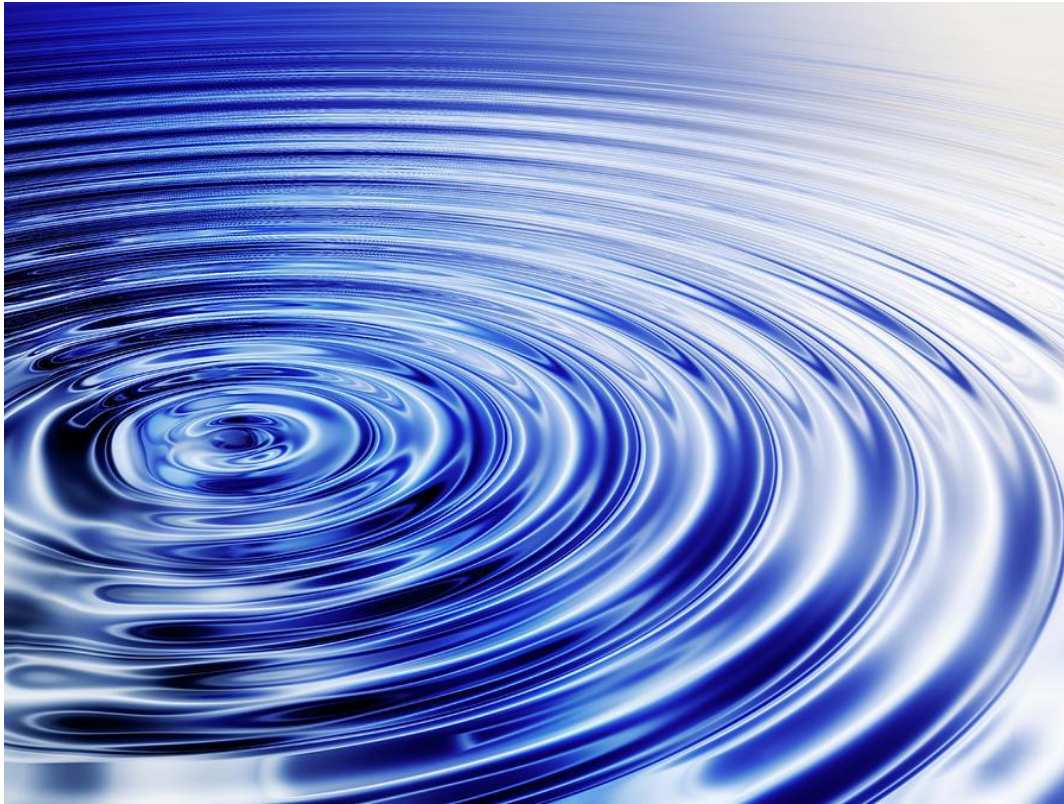
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The Ripple Effect



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Love is all you need!



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CONVERSATION

“You love dogs?”

“I love dogs too!”

“Let’s work together so that love can benefit more dogs...”



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Thank you



Samantha.Davis@dogstrust.org.uk
+44 (0)7436 162 276

