

# Which audiences are most receptive to fundraising for farmed animal advocacy?

*This document contains information that was excluded from Animal Advocacy Careers' "Fundraising skills profile" due to space constraints.*

We asked interviewees their thoughts on trying to reach donors who don't usually donate to farmed animal advocacy animal-free food nonprofits. Notable themes in their answers included:

- Health, poverty alleviation, or environmental arguments seem more promising for reaching these people.<sup>1</sup>
- People engaged with the effective altruism community seem to be more amenable than average to starting to donate to animal advocacy causes if they do not already do so.<sup>2</sup>
- It's very difficult to reach these people.<sup>3</sup> There are lower-hanging fruit for fundraising than seeking to reach out to such people, so it feels like a low priority for fundraisers, day to day.<sup>4</sup>

An [analysis](#) of data from the "Classy Fundraising Suite" suggests that "recurring donors are 440% more valuable than one-time donors." Several interviewees emphasised that it tends to be much easier to get existing donors to increase the quantity or effectiveness of their donations than to bring in new donors.<sup>5</sup>

Faunalytics found evidence from their 2019 [survey](#) of donors to animal charities that "the smaller proportion of donations to non-companion animal charities can be partially explained by their lack of visibility rather than donors' lack of motivation."<sup>6</sup> That is, fundraising efforts from farmed animal advocacy organisations could successfully raise more donations from donors to animal causes other than farmed animal advocacy. Faunalytics also found evidence in an online [experiment](#) that it is not substantially harder to elicit donations for farmed animal advocacy than for companion animal issues.<sup>7</sup>

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<sup>1</sup> See the answers by Marcela, Brittany, and Chris.

<sup>2</sup> See the answers by Caroline, Kalista, and Heather.

<sup>3</sup> See the answers by Marcela, Caroline, Brittany, Kalista, and Heather.

<sup>4</sup> See the answer by Caroline.

<sup>5</sup> Caroline's answer to "What are your thoughts on trying..." and our anonymous Senior Foundations Manager interviewee's answer to an unplanned follow-up question.

<sup>6</sup> Faunalytics [found](#) from a large sample of "animal-cause donors" that "12% [had given] to charities for farmed animals (including sanctuaries)." However, "when presented with a range of charity options in a hypothetical donation scenario, the percentage of people who donated to companion animal charities was about the same (85%), but the number of people who donated to other animal causes increased dramatically: 52% donated part of the money to charities for wildlife or endangered species; 49% to charities for a broad range of animals; 37% to marine animals; 29% to donkeys, horses, etc.; 28% to animals used in science; and 26% to farmed animals."

<sup>7</sup> After being shown an image and description of farmed animal issues, rather than companion animal issues, donors still gave 86% of the amount.

As an example of the promise of fundraising outreach to donors to other animal causes, consider Polish animal advocacy organisation Otwarte Klatki. Almost all of their campaigning efforts focus on farmed animals, and their campaigns are sometimes supported by sponsored ads and billboards. By comparison, they rarely post about their circus ban campaign; in February, only 2 out of 104 posts on their [Facebook](#) page were about this topic.<sup>8</sup> However, at the time of checking, their [circus ban petition](#) had 105,000 signatures, compared to 204,000 total (68,000 average) across 3 [factory farming petitions](#). The circus campaign might not be as cost-effective as the factory farming campaigns in terms of its direct impact for helping animals, but despite very low resource costs,<sup>9</sup> it builds engagement with new supporters and provides contact details (social media, emails, and phone numbers) for Open Cages' fundraising efforts.

Reaching donors who already donate to animal issues, such as to companion animal shelters, seems more tractable than reaching other sorts of donors who don't currently donate to farmed animal issues. Faunalytics [found](#) that "people who have previously donated to any animal charity gave 92% more money to farmed and companion animals than people who had not."<sup>10</sup> However, Heather Herrell of Animal Charity Evaluators noted that, "in the past, ACE did a campaign specifically targeted companion animal donors, and we didn't have much success." She had the impression that other organisations who had rented lists of companion animal donors had struggled to reach them, but that there had not yet been much of a "unified campaign" by farmed animal advocacy organisations to reach these donors. Chris Popa wasn't sure whether those who donated to companion animal shelters were more or less likely to donate to ProVeg than other individuals that he spoke with, but he noted that if you are aware of this information, you can tailor your message towards the donor's interests, tapping into the empathy that they have for animals.

We asked interviewees if there were particular groups that they tended to target in their fundraising activities and would encourage other animal advocacy groups to target. Marcela Borges of SVB noted that most of their donors were from people over 30, who have stable enough lives and more money to give. Chris Popa of ProVeg noted that older people tend to give more, but that it can be easier to get some sort of regular donation from younger people, who might increase their gifts later.

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<sup>8</sup> Most of the other posts are about factory farming, including fur farming, plus a few cute pictures and videos of animals.

<sup>9</sup> Dobrosława Gogłóza (former CEO of Anima International) told us via email that they "rarely post" about their circus campaign; this was mostly just "when there is something viral on the internet and we feel like we can capitalize on... We don't really spend time on actually doing anything in the campaign. Of course, if we meet politicians then we would mention the circus ban, but rather along with fur farming ban that we focus on much more. We don't have anyone hired to work on circuses, some volunteers just prepare content for social media about it every now and then."

<sup>10</sup> See also the answers by Caroline and Kalista.

Two interviewees noted that vegans are easier to target because people can get defensive about their diet and so omnivores might be unwilling to give to farmed animal advocacy organisations.<sup>11</sup> Three interviewees noted that they had had success in fundraising from the effective altruism community.<sup>12</sup> And two interviewees encouraged applying for grants from organisations beyond those focused specifically on animal welfare, such as those interested in environmental issues or health and nutrition.<sup>13</sup>

Of course, different effective animal advocacy nonprofits will have slightly different audiences and messaging angles that are available to them, given that they have slightly different focuses and goals. Consider, for example:

- Groups like The Good Food Institute or ProVeg International who promote animal product alternatives can presumably more easily tap into funding from donors interested in addressing climate change or promoting healthier food options than groups that promote animal rights or welfare reforms, where the path to impact for those other goals is a bit less legible.
- Groups promoting animal welfare reforms or animal rights might have an easier time appealing to people who identify as “animal lovers” or similar, because the animals are more directly centred in their campaigns and messaging.
- Some groups have campaigns that have more overlap with other social issues. For example, I think Mercy For Animals have done some campaigns seeking to work with exploited slaughterhouse workers, which opens up some more [social justice-y messaging](#) options.

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<sup>11</sup> See the answers by Kalista and Heather.

<sup>12</sup> See the answers by Caroline, Kalista, and Heather.

<sup>13</sup> See the answers by Marcela and our anonymous Senior Foundations Manager interviewee.