

7 WAYS



— YOU CAN —

START GROWING

YOUR NONPROFIT TODAY



The inspiring story of how New Leash on Life USA expanded their mission to bring hope and love to the people and pets who need it most.



Photography By New Leash on Life

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While every nonprofit's mission is their own, they all share a common thread: the desire to grow, expand their reach, and do as much good as possible.

There are many paths to growth, and Philadelphia-area nonprofit New Leash on Life USA has certainly hit their stride. Here's their story, along with 7 ways that you can follow their lead to help your organization grow.



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About

NEW LEASH ON LIFE USA

Through a comprehensive prison-based dog-training program, New Leash on Life USA improves the lives of inmates and saves the lives of dogs. Dogs at risk for euthanasia are primed for adoption, and inmates are prepared to return to their communities with life skills, job training, a dedicated post-release support network. Many graduates of New Leash on Life USA's program receive paid internships with local animal shelters and animal control units.

The program's recidivism rate is just 14%, an astounding 30% below Philadelphia's. Pair that with their successful adoption rate of 98% and it's easy to understand how dozens of inspiring stories took an upward turn thanks to the efforts of New Leash on Life USA.

Due to recent media attention, a growing donor base, and an increased need for their services, New Leash on Life USA is quickly expanding. We hope that their story can help you see soaring success for your own unique cause.

7 WAYS YOU — CAN — START GROWING YOUR NONPROFIT

1 BIG MAKE YOUR MISSION AS AS IT CAN BE

While there are hundreds of dog-training prison programs dotted across the country, New Leash sets itself apart by adding a very crucial component to their work. Rather than simply focusing on training dogs, New Leash extends their 12-week program to include life skills classes, job training, internship opportunities with local shelters and animal control units, and a post-release support system for inmates.

Due to the repeat success of the program in the men's unit, New Leash introduced their first ever women's program in March 2016. The graduates of

the first women's class were recently released, all with paid internships.

Director of Communications Emilee Joseph explains, "Our message is that we are unique. We aren't just a prison dog training program. We're so much more than that because our recidivism piece is just as important as our rescue piece. We are a prison program that uses dogs to accomplish a lower recidivism rate, whereas normal dog training prison programs don't focus on the reentry portion as we do. We aren't just saving the lives of dogs, we're saving the lives of returning citizens and giving them an opportunity."

Get Started

Consider your mission. Is there an aspect of your programs, outreach, and events that can do even more good? Reaching a little further could set you apart from similar organizations and make your efforts all the more impactful.



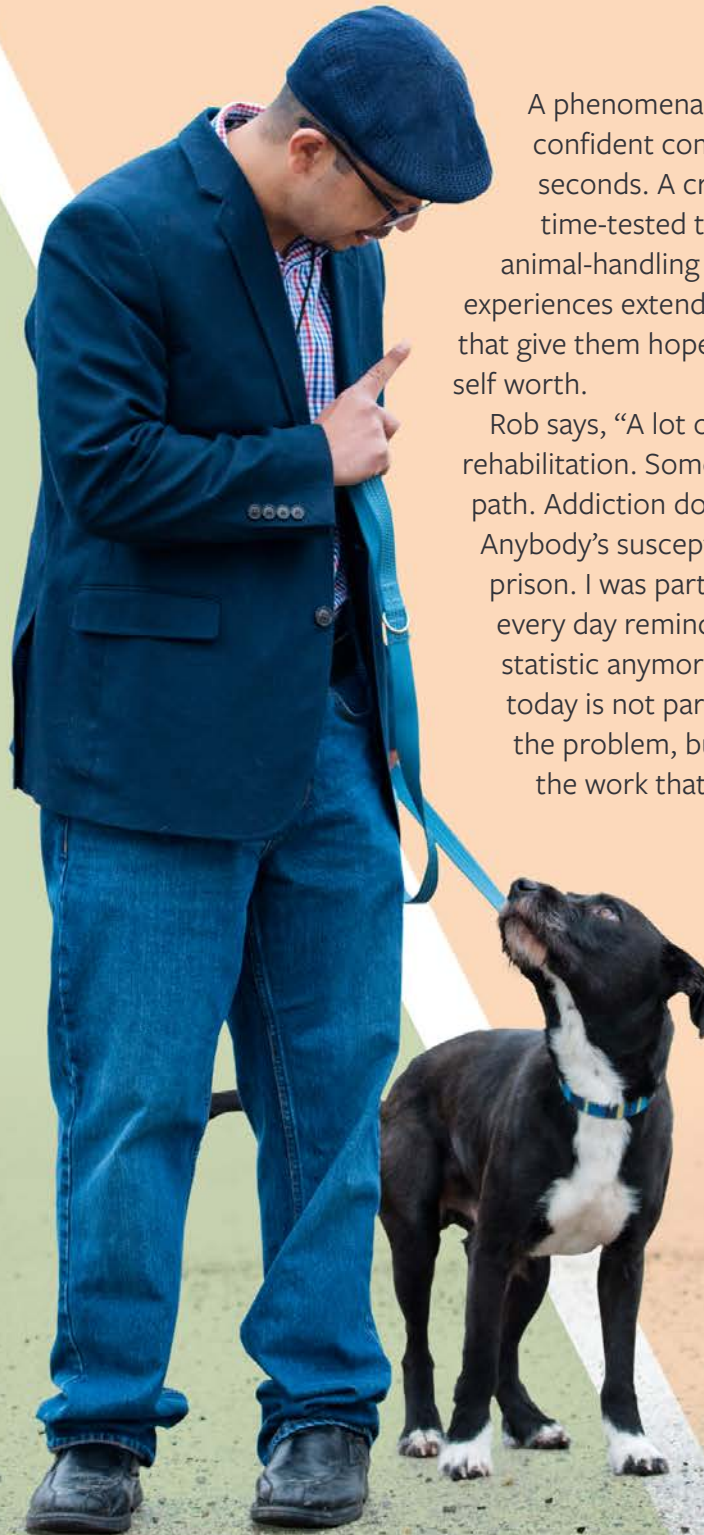
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APPOINT LEADERS WHO INSPIRE

New Leash on Life USA's mission is especially personal to Rob Rosa, Associate Vice President of Prison Operations.

Rob realized his life's purpose while incarcerated. He trained service dogs for a nonprofit organization during his twelve-year sentence and was hired as a trainer upon his release. Later, he started working for Animal Control in Philadelphia and managed the shelter for 8 years. It was there he met Marion, the successful business executive whose volunteer experience at the shelter later inspired her to start New Leash on Life USA.

"She would volunteer there and give chicken and rice and water to the dogs and help clean cages. She told me her idea about starting a prison dog program, and I thought it was a good idea because I experienced it," Rob explains.



A phenomenal trainer, Rob's soothing temperament and confident commands can tame the jumpiest of pups within seconds. A crucial asset to the organization's success, his time-tested training methods offer inmates expert animal-handling skills, while his kind words and relatable life experiences extend them the compassion and encouragement that give them hope for a better future and a renewed sense of self worth.

Rob says, "A lot of people use NA or AA to deal with their rehabilitation. Some people go to church to just stay on the right path. Addiction doesn't go away, and it doesn't discriminate. Anybody's susceptible to being an addict. That's why I was in prison. I was part of that statistic. Being able to do this work every day reminds me that I don't want to be a part of that statistic anymore. I want to be who I am today and who I am today is not part of the problem. I'm not complaining about the problem, but I'm finding a solution, and I think that doing the work that I do for New Leash is my reward."

Get Started

Who's at the helm of your organization? Your mission is only as meaningful as the team you assemble to it happen. Seek out people who have the experience and perspective that can best connect with those you're serving in addition the skillsets you need.

3 Invest in the Best your staff, that is!

In an effort to ensure her team has the most amount of time to dedicate toward their mission, New Leash on Life USA Founder Marian Marchese approved the suggestion of Administrative Director Dianne DiBerardo to purchase DonorPerfect fundraising software.

“What I love about DonorPerfect is that it’s user-friendly, it’s customizable, the support staff is amazing, and everything is all in one place,” Dianne says.

Dianne’s role as Administrative Director entails managing donor data, reporting, applying for grants, organizing events, and the list goes on. When it comes to New Leash on Life USA, Dianne’s perfectly precise fingerprint is on virtually everything. And while this world-class multitasker has every detail down, Dianne credits DonorPerfect with making her job a whole lot easier.

Get Started

Could you be working smarter, accomplishing more, and pursuing new ways to engage and manage donors? DonorPerfect can help! Discover how your team can work better together by organizing all of your donor data in a single database.

DonorPerfect is built for all the ways you fundraise and can help you manage:

Donor Data
Donor Retention
Volunteers
Gift Processing
Donor Engagement
Annual Appeals

Reporting
Marketing
Capital Campaigns
Monthly Giving
Receipting
And Much More!

To learn about how your organization can grow and raise more money for your mission with the help of DonorPerfect, visit donorperfect.com.



4

GET YOUR WEBSITE RIGHT

Packed with heartwarming candid photos, personal success stories, and perfectly-placed donation page links, the [New Leash on Life USA](#) website is a fantastic example of a nonprofit site that's designed to attract new donors and keep current donors updated and engaged.



Get Started

Is your organization's website in need of a refresh? Consider these tips:

Show and tell.

Your site's visitors are more likely to scan your page upon arrival and in the first seconds of landing on your page, they'll decide if they want to stick around and learn more.

The modern and minimalist aesthetic of the New Leash on Life USA website lets imagery take the lead. And what's more powerful than allowing donors to see the impact of their donations through photos and video? Be sure to dedicate lots of space on your site to showing what you do, not simply telling.

Prioritize "Donate" link location.

The placement of your donation links is a crucial component to their success. [Check out this helpful guide for best practices.](#)

Make monthly giving a main option.

When visitors reach your donation page, be sure to invite them to support your mission for the long haul in the most manageable way possible by inviting them to join your monthly giving program.

A monthly giving program is a tried-and-true way to boost donor retention and establish a reliable source of funds for your organization. Don't have a monthly giving program? [Here's how to start one in 3 simple steps!](#)



DON'T 5 SHY AWAY FROM GETTING SOCIAL

New Leash on Life USA dazzles on social media through their use of mission-centric posts that put the stories behind donor support in the spotlight.

Here's how Emilee makes time for social media in the midst of her daily hustle managing communications at New Leash:

Manage your social media channels from one platform.

Schedule social posts for your Instagram, Twitter, Facebook, and LinkedIn accounts, so your presence won't pale if you're stuck in a meeting or out on the weekends.

Stay consistent with frequent posts and repeat features.

Keep posting consistent week to week to keep followers coming back. Post repeat features followers can count on. New Leash on Life USA's repeat features include: Tips from Tamar (their trainer), Adoptable Dog Thursdays, and daily news posts.



Photography By New Leash on Life

Subscribe to Google News Alerts and relevant blogs.

Searching for trending posts that are relevant to your cause can be time consuming, but Google News Alerts makes it easy! Subscribe to Google News Alerts to get timely articles on keywords you choose delivered right to your email inbox. When you find a blog that covers topics your donors care about, subscribe to it. That way, you'll know the moment new content is posted and can be one of the first to share it.

Encourage your staff, volunteers, donors, and followers to contribute social content.

It takes a village to run consistently active social media channels. Social's thriving for New Leash on Life USA because it's truly a community effort. Emilee explains, "On Facebook we have so many amazing, followers, volunteers, adopters, and visitors who add so much great content. Adopters post photos and videos that I can share. They post feel good stories that resonate with people. I also share posts from our internship partners.

We have an awesome relationship with them, so they tag us when our interns are doing great work. In addition to partners, our volunteers tag us and provide us with awesome content that really puts a spotlight on the work we're doing. Rob also provides us with special updates from the prison programs as they're happening."

Since they ramped up social media, New Leash on Life USA gained over 2,000 followers in less than 5 months.

"Social media is like a puzzle. It can be challenging to find that secret sauce and figure out what people will like, share, and respond to. But once you do, you've got the right formula. So keep doing what's working," Emilee advises.

Get Started

According to Avectra, 47% of Americans learn about causes through social media. That's not a stat to sneeze at! Consider dedicating some of your marketing efforts to making social media an active part of making your message heard.



6 Mix, Mingle, and Make Donors Part of an Active Community

Events are an essential part of New Leash on Life USA's fundraising efforts. The team takes care to choose spaces, activities, and themes that will entice donors to participate and tie back to their mission. But the key to their event success is that they don't go at it alone.

"New Leash on Life USA's events are a fantastic example of how collaborating can be a great move for both our nonprofit and the partnering company," Emilee says. "For example, the awesome burger chain Shake Shack allows each of their locations to choose a nonprofit partner. On Shake Shack event days, New Leash on Life USA sets up a table outside of our partner location and we invite our entire community to come and dine with us. A portion of the proceeds from the event go directly to us."

New Leash on Life USA put on the most successful partner day that Bloomingdale's has ever seen by hosting a spring fashion show with models highlighting the season's latest trends and New Leash on Life USA's must-have accessory - an adoptable pup from their prison-training program.

"They were absolutely fantastic!" Emilee exclaims. "Bloomingdale's gave us free reign to make the event unique. We invited our returning citizens, our adopted dogs, Philadelphia Prison system advocates, high profile prison officials, and the entire New Leash

on Life USA community. We received a percentage of their tracked sales, so the whole day was a wonderful experience for us as well as everyone involved."

New Leash on Life's annual casino event, their largest fundraising event of the year, is a solo venture. Hosted on the Spirit of Philadelphia luxury cruise ship, this ticketed event is a celebration of their organizations incredible work and vibrant community.

By combining this sensational yearly event with fun, free-admission partner events slated throughout the year, New Leash on Life USA has cultivated their own social scene to benefit their cause that's accessible to everyone in their community, which beautifully ties back to their mission.

Get Started

Events are a fantastic way to to fundraise and get valuable face-time, so be sure to throw the kind of parties people will want to attend! Want to pull this off on a serious budget? Take time to establish partnerships with philanthropic businesses - both local and corporate - that can provide you with the space, swag, and buzz you'll need to kick off an event that's an instant hit.

7 CELEBRATE EVERY SUCCESS

(and don't forget to invite your donors!)

The day before the graduates of their very first women's class were released, New Leash on Life USA hosted a ceremony on prison grounds for the graduates of their very first women's class. Caterers prepped a buffet lunch, a DJ played pop hits, and inmates arranged enough folding chairs to seat the graduates, New Leash team, friends, family, and even New Leash donors.

The great amount of respect and admiration the New Leash Team had for their graduates was evident in every detail of the ceremony. Staged like a true graduation, the women proudly walked up makeshift aisle to Beyonce's "Run the World (Girls)".

Each graduate had her moment. I watched as the first in line reached the podium. Her face glowed as she stopped to pose for a photo, clutching her diploma and standing tall in her slouchy orange jumpsuit. She didn't need a cap and gown. She had her diploma, her experience, her support network, and her paid internship awaiting her on the outside.

And most incredible of all, everyone was there to see her in that moment. In her moment. And in some ways, for the donors who attended, it was their moment, too.



Photography By New Leash on Life



Get Started

Are you inviting donors to be a part of the best chapter in your story? How can you bring them in? If you don't have the budget or opportunity to invite all of your donors to an in-person event, consider sending them personalized update emails that put the value of their donations in the spotlight. Don't ever let a donor give without following up to show them just how impactful their gift really is, because without their support, your story would only be a few pages long!



anything is pawsible!

New Leash on Life USA's formula for success is hyper-focused on following-up. Getting donations is great, but cultivating a community of donors is crucial to their ability to grow and sustain their growth by offering the same quality of care, training, and rehabilitation that was poured into their program for their first graduating class.

“It’s so important to develop a signature fundraising tool to keep donors involved way past the donation process,” Emilee explains.

“When you sponsor a dog for our program, you get training updates and photos, and you

can meet your dog at socialization day and take it for a walk. You’re also invited to come to our graduation ceremony and you see your dog get placed with your adopters.

This process makes us really unique. We want you to get involved and see the progress of how your donation is making a difference.

Anyone can donate one time, but to make a donation and then have consistent follow-up through the journey empowers donors to say, ‘I helped them through this program.’ Most people donate and don’t get a hands on experience like that, and that experience is a big part of what I believe makes New Leash on Life USA so successful.”

GROW YOUR ORGANIZATION WITH DONORPERFECT

Growing your nonprofit is a team effort that takes a lot of time and a whole lot of effort, so investing in time-saving technology is a great first step! DonorPerfect is a complete fundraising and donor management solution that enables nonprofits like yours to raise more money and cultivate valuable donor relationships by minimizing time-consuming administrative tasks and organizing constituent data easily and effectively.

Our fully cloud-based solution integrates with innovative tools and partners at the forefront of fundraising, so you can manage donors, collect gifts, and customize and store reports all from one unified database. DonorPerfect is built with all the features you need to start, to grow, and most importantly, to succeed. **On average, our clients increase their annual revenue by more than 10% in their very first year of using DonorPerfect. That's double the national average!**

See how easy fundraising can be with software that's tailored to your organization's needs. Embrace the future of fundraising today at donorperfect.com. To speak to a member of the DonorPerfect Team, give us a call at 800-848-3279.

