ANIMALS NEED YOU. YOU NEED DATA.

faunalytics

STRICTEGIC PLAN

2023 - 2025
CONTENTS

03 EXECUTIVE SUMMARY

04 ABOUT FAUNALYTICS

05 THEORY OF CHANGE

06 PROGRAMS & IMPACT

10 STRATEGIES & GOALS

15 TIMELINE

16 CONCLUSION
EXECUTIVE SUMMARY

Informed Action, Greater Reaction.

As a research organization, Faunalytics is steadfast in our belief that data-driven advocacy will lead to greater change for animals. For over 20 years, we've worked hard to bring research and evidence-based recommendations to the animal protection movement. And for over 20 years, we've helped animal advocates achieve their goals.

After working hard to build our strong reputation for quality research, vast resources, and a knowledgeable team, Faunalytics is now well-positioned to soar to new heights. This strategic plan will serve as our guide.

The following plan outlines initiatives focused on maximizing our impact, increasing awareness and use of our research, building relationships, and planning for our future.

Faunalytics' core purpose remains the same: empowering advocates with research-driven insights to help save animals' lives and end animal suffering. The goals and initiatives outlined within will help improve and sustain our efforts to achieve this core purpose.
ABOUT FAUNALYTICS

Faunalytics was founded in 2000 by Che Green, a corporate research manager and longtime animal advocate.

Working with the Northwest Animal Rights Network, Che sought to enhance the impact of advocates nationwide, envisioning a set of high-impact materials that any organization could use and customize, saving precious time and resources.

But there was a challenge: research about the most effective or impactful advocacy messaging didn’t exist yet.

Thus, Faunalytics was born.

MISSION STATEMENT: To empower animal advocates with research, analysis, strategies, and messages that maximize their effectiveness to reduce animal suffering.

Faunalytics saves animals by helping advocates be as effective as possible.

We conduct and share essential research and directly support advocates and organizations in their work to save lives. The range of data we offer helps our movement understand how people think about and respond to advocacy, providing advocates with the best messaging and strategies to inspire change for animals.
The animal protection movement is full of passionate individuals working hard to make a difference for animals, but to be successful we need to balance passion with strategy. Industries that exploit and harm animals strategically spend millions of dollars on research to influence legislation and sway public opinion and behavior to their advantage.

Meanwhile, advocates have little resources to work with: animal charities receive less than 3% of all donations, and just 2.2% of that is devoted to capacity building, limiting what we can achieve for animals. In order to make meaningful change, advocates must have access to timely, relevant, high-quality research that can guide their work.

Faunalytics is here to level the informational playing field. We strengthen the animal protection movement by working behind the scenes to identify and share effective strategies to help animals.

We fulfill our mission by conducting and sharing research in order to provide sound, actionable insights that help advocates make a difference for animals.

Advocates use our work in many ways, for example, to improve their materials and techniques, choose advocacy strategies, and to stay up to date with the latest research. In a sector with severely limited resources, our support is critical to building the capacity of the animal protection movement.
RESULTS FROM FAUNALYTICS’ 2022 COMMUNITY SURVEY

**PROGRAMS**

- **Original Research**
- **Research Library**
- **Research Support**

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**IMPACT**

- 94% of our audience put our resources to concrete use
- 82% agree that our work is very or extremely valuable to their advocacy efforts
- 97% agree that our work is high quality
ORIGINAL RESEARCH

We conduct research studies that delve into important issues in animal protection.

Our studies are designed to provide actionable and insightful data for advocates.

35+ original studies and analyses published

50+ collaborative research projects

170,000+ views of our original reports
RESEARCH LIBRARY

WE CURATE THE LARGEST FREE ONLINE COLLECTION OF RESEARCH SUMMARIES, GRAPHICS, AND VIDEOS ALL ABOUT ANIMALS AND ADVOCACY.

WE EMPHASIZE PROVIDING ACTIONABLE TAKEAWAYS FOR ADVOCATES.

5,000+ external study summaries, data sets, and analyses

50+ infographics, fact sheets, and videos

400,000+ website visitors each year
RESEARCH SUPPORT

WE PROVIDE DIRECT SUPPORT, RESOURCES, AND EDUCATIONAL OPPORTUNITIES TO ADVOCATES AND ORGANIZATIONS.

WE FACILITATE THE APPLICATION OF RESEARCH IN ANIMAL ADVOCACY AND FOSTER COLLABORATION AMONG RESEARCHERS AND ADVOCATES.

300+ advocates helped via our office hours

745+ fauna connections research symposium attendees

3,000+ research advice resource center pageviews
STRATEGIC FOCUS
2023-2025

I N C R E A S E O U R I M P A C T

S T R E N G T H E N A D V O C A C Y
R E L A T I O N S H I P S

E N H A N C E E X T E R N A L
C O M M U N I C A T I O N S

B U I L D O R G A N I Z A T I O N A L
C A P A C I T Y
#1 INCREASE OUR IMPACT

How? Conduct new research to identify our barriers to impact.

Why? As animal advocates become more aware of research, we would like to better understand what factors promote a transition from groups’ awareness to actual use of research. Identifying "implementation gaps" between advocacy and research will allow us and other data organizations to adapt our own approach(es) as necessary.

Strategies
(how we’ll meet this goal)

1. Review and summarize current research on general knowledge translation and implementation (i.e., the process of moving research from the page and into the hands of people and organizations who can put it to practical use).

2. Collect knowledge translation and implementation data specific to the animal protection movement.

3. Identify how organizational leaders use research and data in decision-making, the barriers they face, and what types of research have been or would be most useful.

Performance Indicators
(how we’ll measure success)

Outputs:
A report outlining opportunities to increase the likelihood or frequency of research influencing advocacy tactics and decision-making.

Metrics*:
- % of advocates indicating that our work reduces suffering or saves lives
- % indicating that our work is “very” or “extremely” valuable to improving animal advocacy
- % indicating our work has improved their advocacy efforts

*SMART goals established internally for each metric.
How? Cultivate and foster connections with advocates working within animal protection organizations.

Why? Strengthening relationships with advocates in the movement will help ensure our research is as relevant as possible to their work, ultimately increasing the likelihood of its use.

#2 STRENGTHEN ADVOCACY RELATIONSHIPS

Strategies

(how we’ll meet this goal)

1. Test a partnership model in which we design studies with organizational partners, incorporating their input and producing research that’s useful to the entire movement while being directly applicable to an impactful organization.

2. Pursue ongoing engagement with partners and stakeholders, presenting research in creative new formats and proactively helping them apply findings to their work.

3. Review our broader/potential audiences and outline an engagement strategy, prioritizing those with the strongest mission alignment and impact.

Performance Indicators

(how we’ll measure success)

Outputs:
An overview and guidelines for a new research partnership model, and an engagement strategy for partners, movement leaders, and other key audiences.

Metrics:
- % of advocates using our research and resources to improve their materials and techniques
- % using our research and resources overall
- % indicating our work helped guide their advocacy decisions
#3 ENHANCE EXTERNAL COMMUNICATIONS

How? Launch a comprehensive public relations and marketing strategy to further increase awareness of our research.

Why? Improving our overall presence (both online and within the advocacy community) will help increase awareness of our organization and the resources we offer.

## Strategies

(how we’ll meet this goal)

1. Conduct research with our target audience(s) and website users, soliciting feedback to inform our priorities for online improvement.

2. Create and execute a formal marketing plan to hone and promote our niche in the movement.

3. Strengthen engagement by upgrading our website, increasing joint promotion efforts with other organizations (e.g. online workshops, videos, guest blogs, ask-me-anything sessions), and expanding animal-related media outreach.

## Performance Indicators

(how we’ll measure success)

Outputs:
A Marketing Plan (including a media outreach plan and communications-specific theory of change), joint promotional activities, and an updated website.

Metrics:
- % of advocates aware of our resources
- % of advocates who turn to Faunalytics first for research, data, and related support
- # of email subscribers/subscriber growth
- # of website users and pageviews
- # of video and webinar views
- % social media growth
#4 BUILD OUR CAPACITY

How? Develop plans for personnel retention, expansion, and succession, and update our vision, values, and theory of change.

Why? Personnel support and planning will help sustain a productive, healthy, and enjoyable workplace. Clear vision and values will convey our long-term plans and ethical framework while guiding our decisions and actions.

**Strategies**  
(how we’ll meet this goal)

1. Create an employee engagement and retention plan, and update our compensation policy and benefits package to better attract and retain personnel.

2. Develop a short- and long-term plan for personnel expansion and leadership succession (including Board leadership), ensuring we grow strategically while keeping an eye to the future.

3. Refine our mission, vision, values, and organizational theory of change to ensure they reflect our current and future role in the movement.

**Performance Indicators**  
(how we’ll measure success)

Outputs:  
An employee retention plan, succession plan, compensation policy, growth chart, vision statement, values, and an updated mission and theory of change (if necessary).

Metrics:
- Employee responses to our annual engagement survey*  
- Employee turnover  
- Animal Charity Evaluators’ status and Leadership and Culture Assessment

*Gallup’s Q12 Survey.
**Goal #1: Increase Our Impact**
Q3 2023: General knowledge translation review complete.
Q4 2023: Movement knowledge translation review complete.
Q1 2024: Report and recommendations finalized.

**Goal #2: Strengthen Advocacy Relationships**
Q3 2023: Secondary audience engagement strategy created and launched.
Q4 2023: Guidelines for partnership model established.
Q1 2024: Partner engagement strategy created and launched.

**Goal #3: Enhance External Communications**
Q2 2023: Unique value proposition and Marketing Plan finalized.
Q3 2023: Updated website launched.
Q4 2023: Collaborations with 5-10 organizations secured.

**Goal #4: Build Our Capacity**
Q2 2023: Organizational vision and values established.
Q3 2023: Employee engagement and retention plan created.
Q4 2023: Leadership succession plan finalized.

**Additional Goal (ongoing): Diversify Revenue Sources**
Q4 2023: Raise at least $1.3 million to achieve the goals above, emphasizing revenue diversification. (This was a goal from our 2020-2022 Strategic Plan that is now a permanent goal for the organization.)
THANK YOU

Faunalytics' capacity-building work—research and direct support of other advocates and organizations—remains an important and relatively neglected branch of animal advocacy. We are uniquely positioned to excel at understanding advocate needs as we work toward making our movement more effective through the use of research and data.

By conducting research to understand how advocates utilize data, strengthening our advocacy relationships, and examining our role and future in the animal protection movement, we will be better positioned to maximize the impact of our resources, creating a brighter future for animals.

Learn how you can get involved at faunalytics.org/support.

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