

How to capture the best Farley Foundation testimonials

BY SABRINA SILVEIRA

In addition to creating a resonating narrative, sharing real-life stories can help charities raise money, connect with donors, recruit volunteers and reach the people that they can help. Like most charities, the Farley Foundation uses client and pet testimonials provided by clinics to maximize the power of storytelling.

If your clinic regularly works with the foundation to assist low-income clients, try these tips to capture their stories.

Be sensitive to the situation.

Caring for a pet that's had a medical emergency can be stressful for any pet owner, especially for those who may be experiencing financial difficulties. Wait until the pet has been treated and recovering well before broaching the subject of a testimonial. If your client seems optimistic and appreciative of the help they're receiving, they're likely to be more willing to share their story.

Explain why it's important.

If you think your client may be a good fit, explain how their story can make an impact. Let them know that the foundation might feature their story on social media and promotional materials, which can help spread awareness, drive donations and reach other pet owners who need help with their pet's non-elective veterinary care. Don't forget to mention that, unless otherwise specified, only their pet's name will be publicized – their name and the clinic's name will always remain confidential.



Marley



Get written consent.

Once your client agrees to share their story, make sure they sign a photo consent form. The photo consent form gives the Farley Foundation permission to use a testimonial and image, and without it, the foundation won't be able to use the content it receives. Official consent forms are sent along with application approval notices. If you didn't receive a form or have misplaced it, email vhickey@ovma.org for another copy.

TIPS for taking great photos



- Find good lighting (natural light is best, so move close to a window if possible).
- Make sure the image/video is in focus.
- Centre the pet's face (or body) in the shot and leave some head room (space between the top of the head and the top of the photo frame).
- Get photos of happy pets that are recovering well to help shine the best light on the great work of your team and the foundation.



Sparkey




Laker

Get the best shot.

Testimonials that receive the most engagement are visually appealing. Photos that showcase the pet with their owner also do well—some pet owners may want to be included, so don't hesitate to ask. Cute videos, such as a smiling dog that's wagging its tail or an owner reuniting with their pet, are also well-received – if you see an opportunity, try recording a video, too.

Ask them to tell their story.

Direct quotes from clients are humanizing and offer authenticity, which can make a lasting impact on a prospective supporter. If you think your client might be a good fit to tell their story, encourage them to send the clinic an email with a brief write-up that explains what happened to their pet, the special bond that they share, and how the Farley Foundation helped them spend more time together. 📧

 Sabrina Silveira is OVMA's communications and digital content specialist.

PHOTOS: FARLEY FOUNDATION