



Research article

Fundraising campaign content strategy for animal donation via Facebook: Case study of page Soi Dog - in Thai and page the Dodo

Plaifa Thanetnit^{1,*} and Supparek Potipairatana²

¹Public Relations and Corporate Identity, Faculty of Veterinary Medicine, Chiang Mai University, Chiang Mai 50100, Thailand

²Assistant Professor at Faculty of Mass Communication, Chiang Mai University, Chiang Mai 50200, Thailand.

Abstract

This research examined content presentation strategies for animal welfare fundraising through two Facebook pages: Soi Dog in Thailand and The Dodo. The Soi Dog page shared stories and fundraising content using images and videos with descriptive captions, posting 80–155 times monthly. The Dodo page featured heartwarming animal stories through videos and articles by international volunteers, posting 300–475 times monthly. Data collection focused on content published between January and December 2022. Using qualitative content analysis and a descriptive-analytic approach, the study aimed to (1) examine fundraising content strategies, (2) analyze educational content strategies, and (3) investigate strategies for building a positive image and fostering relationships. The findings revealed two main strategies for fundraising. The first involved emotional appeals by highlighting animal suffering, featuring injured pets as main characters, and portraying organizations as rescuers. Storylines included animals' distress, rescue efforts, and calls for donations. The second focused on animals' charm and liveliness, sharing videos narrated by pet owners or witnesses to evoke positive emotions and encourage support. Educational strategies used expert references and logical appeals to establish credibility, presenting information through simple, engaging infographics to boost audience interaction. To build a positive image and foster relationships, the pages linked stories to special events and used visuals like videos and storytelling techniques. Clear financial transparency further inspired trust and motivated donations. These strategies collectively enhanced engagement and support for animal welfare initiatives.

Keywords: Communication Management Strategy, Fundraising, Issue Management, Persuasion.

Corresponding author: Plaifa Thanetnit, Faculty of Veterinary Medicine, Chiang Mai University, Chiang Mai 50100, Thailand,
E-mail: plaifa.t@cmu.ac.th

Article history; received manuscript: 28 October 2024,
revised manuscript: 20 November 2024,
accepted manuscript: 24 December 2024,
published online: 10 January 2025,

Academic editor; Korakot Nganvongpanit

INTRODUCTION

Non-profit organizations and public benefit organizations typically establish key objectives for fundraising, which include generating income to support their activities and promoting their core ideas through public relations to inform and engage the target audience. These efforts enable the public to participate in the organization's activities, thereby fostering relationships, creating a positive image, and building trust and credibility with donors (Rungnapa Pitpricha, cited in Wacharasingh, 2001). Such activities align with campaign principles, which require the establishment of objectives, methods, strategies, communication planning, execution, and evaluation to achieve communication goals.

The Soi Dog Foundation, for example, raises funds to support its activities aimed at rescuing abused or injured animals and controlling stray animal populations in communities. Meanwhile, The Dodo page utilizes fundraising through product sales at various events, focusing on motivating social cooperation in helping animals. Both organizations, therefore, need to design communication strategies that align with their goals and objectives, including leveraging social media strategies for effective outreach.

This research examines the alignment of organizational strategies in maintaining strong relationships between the public and the organization through proactive communication strategies and addressing crises through reactive communication strategies. These strategies involve planning, decision-making, operational adjustments, and public perception management (Sathapitanon, 2005). Such actions influence both short- and long-term relationships between the organization and its stakeholders. The design of persuasive content targeting audiences requires clarity in messaging, visual presentation, tone, and strategic media selection based on audience behavior (Napaporn Acharaya and Rungnapa Pitpricha, cited in Niphannon, 2016). Effective communication strategies result in campaigns that encourage collaboration, change attitudes, and prompt audience responses.

The online content strategies of both pages are distinct and targeted. The Soi Dog Foundation's page emphasizes emotional appeal by highlighting the suffering of abused animals. In contrast, The Dodo employs a mix of positive and negative emotions, showcasing heartwarming stories of animals and their human companions. Studying communication strategies and fundraising through social media is crucial for understanding effective content presentation that engages followers in animal welfare initiatives. This research provides practical insights for those interested in developing fundraising strategies for animal welfare, offering guidance on selecting appropriate media and timing for effective communication. Additionally, it sheds light on how social media pages can adapt and communicate effectively about animal-related issues as they arise.

MATERIALS AND METHODS

Research Methodology

The study on content presentation strategies for animal welfare fundraising through Facebook employed qualitative research methods and content analysis techniques. Data were collected by observing content posted on the Facebook pages of the Soi Dog Foundation (Thailand) and The Dodo, focusing on posts published over a 12-month period, from January 1 to December 31, 2022. These pages were selected due to their large follower base (each exceeding 400,000 followers) and active engagement in animal rescue fundraising activities. The selected timeframe ensured comprehensive coverage of seasonal variations in content strategies and captured the full annual cycle of fundraising initiatives.

Data Collection Methods

The researcher used a data recording form to gather details about content design, including still images, animations, characters, scenes, captions, audio, and the sequencing of the content presented on the page. The analysis also covered content selection across various presentation formats, such as fundraising content, educational materials, and content aimed at brand image building and relationship enhancement, as well as persuasive media approaches used by the page. The data collection process also encompassed communication strategies and connections with other social media platforms.

The collected data were processed to analyze key communication content, strategies, and links to other online social networks. To ensure accuracy, the researcher collaborated with a research assistant to compare the recorded data, which was then validated by the advisor. After the data's accuracy was verified, it was used for further research analysis.

RESULTS

This study is a qualitative research project that uses descriptive analysis to examine content presentation strategies on the Facebook pages of Soi Dog - in Thai and The Dodo, with a specific focus on fundraising efforts to help animals. The study addresses three main objectives: presenting fundraising content, educating the audience, and building relationships while establishing a positive image.

Fundraising Content Presentation involves two key strategies:

Strategy 1

The content used evokes sympathy for animals by displaying images of suffering animals, such as those with injuries from sharp objects, accident victims, and animals that have received assistance. The details of the content presentation include:

Using Images Differentiated by Purpose

For urgent fundraising Primarily negative images, such as wounds from abuse, accidents, or visible illnesses, are presented in a large format to capture attention, evoke curiosity, and trigger compassion for the animals.

For ongoing fundraising Both static and dynamic images are used.

Static images depict "before" and "after" scenarios of animals that received help, medical treatment, and care from the foundation, highlighting the contrast in the animals' condition. These images illustrate the animals' journey from suffering to recovery, encouraging donations for future cases.

Motion images show an animal's progress from the first day of rescue, depicting its initial suffering and distress, and concluding with a happier, healthier animal now thriving alongside other animals and humans. For activity-related fundraising, the page uses photos of animals receiving treatment or showing signs of illness to encourage donations for their care.

Message Writing involves crafting content that emphasizes persuasion by evoking feelings of compassion and sympathy for animals while providing reasons to highlight the necessity of fundraising. This content is structured in two formats: First, fundraising messages for animal assistance, and second, fundraising messages through activities. Both formats begin with an introduction that explains the situation of the animals in need, establishes confidence in the rescue process, and encourages audience participation.

For fundraising messages through activities, important dates are highlighted to stimulate audience engagement. For example, invitations to donate on New Year's Day serve as an opportunity for new beginnings, while calls to give during birthdays, lottery days, and significant Buddhist holidays enhance motivation to participate.

Storytelling The page uses a core character, often an injured animal, accompanied by supporting characters such as veterinarians, rescue staff, and compassionate citizens. Scenes are set in animal hospitals or clinics where injured animals are brought for treatment. The scenarios also depict animals on the streets, in abandoned homes, parks, villages, and community spaces. The storytelling perspective begins by narrating incidents of finding injured or abused animals, followed by their transportation to the hospital or clinic, and showing them being assessed and treated by veterinarians. This detailed account of the rescue and care process fosters trust, ultimately persuading viewers to donate to animal welfare efforts.

Strategy 2

Using animals' cuteness as a content design approach. The page collaborates with animal lovers and charitable organizations to share stories through videos narrated by owners or witnesses. These stories evoke enjoyment and satisfaction, inspiring followers to engage in helping animals. The content features various animal species, including dogs, cats, and others, presented in a way that encourages followers to comment, share stories, and easily access content of interest. Additionally, the page employs emotional triggers, such as recounting real animal rescues, and recovery journeys, and sharing happiness stories from adoptive families. This strategy has helped the page grow rapidly and build a strong online community.

Using Images The page tells stories through videos or motion pictures that foster emotional connections and warmth between followers and animals. The content is designed to attract attention and evoke various feelings through:

Emotional Images Videos display natural and lively animal expressions that trigger emotions such as happiness, sadness, or curiosity.

Close-Up Animal Shots These focus on faces, eyes, or expressions that reflect emotions.

Rescued Animals in Distress Stories of animals in difficult situations are shared to evoke empathy before their recovery.

Meaningful Context Images These show animals in rescue-related or new environments, adding depth beyond just their cuteness.

Unique or Special Animals Features of animals with distinct characteristics or stories, which add intrigue and uniqueness to the content.

Text Composition The page uses short, concise, and emotionally appealing text to capture attention and encourage the target audience to engage with video content. The texts are crafted to inspire through rescue stories, designed to interest followers and entice them to watch videos and explore additional content. The page also promotes follower engagement by inviting comments, sharing content, and supporting animal welfare organizations.

Article Writing The page's distinctive, accessible, and varied content integrates images and videos for quick understanding. The content emphasizes:

Human-animal relationships Stories highlight the bond between people and animals, focusing on emotional connections and mutual support.

Special Animal Characteristics or Unique Behaviors Features of animals' intelligence, survival instincts, or endearing, humorous behaviors.

Pet Care and Animal Welfare Information on proper animal care, health maintenance, suitable feeding, and optimal living environments.

Enhanced Storytelling Presented through both videos and articles, the content is designed to captivate followers. Videos begin with animals in lively environments, immediately capturing attention. They focus on exciting rescues, injuries, abandonment, interesting behaviors, and life changes after rescue. The narration is friendly and engaging, with background music that sets the appropriate mood.

Articles start with captivating animal stories, often featuring unusual or extraordinary situations. They incorporate both still and motion images to attract readers and enhance understanding, using accessible and friendly language.

The page categorizes content topics to inspire followers by illustrating positive impacts through diverse storytelling, including animals finding warm homes, safe releases into the wild, sponsor observations, and unlikely animal friendships.

Content Presentation for Education

Both pages focus on providing knowledge about animal care, rescuing animals in various situations, and raising awareness of the issues surrounding stray animals. The content is presented through infographics, static images, and videos, each accompanied by well-crafted captions or articles that provide additional context and information.

Soi Dog - on their Thai Facebook page employs a content presentation strategy that captures attention through logical appeal and expert information to build credibility. The page primarily uses infographics to summarize key points, attracting followers to read about animal healthcare and encouraging engagement in helping stray animals. It provides information on animal protection laws, using related news stories. Additionally, it raises social awareness by promoting community involvement in addressing stray animal issues and sharing knowledge on animal health and welfare, encouraging public participation in animal care initiatives.

The Dodo Facebook page emphasizes visual content and videos covering topics such as stray animal rescues, pet care, animal behavior education, and environmental conservation. The page supports charities while fostering a bond between humans and animals. Its goal is to create positive social change by encouraging followers to comment, share stories, and engage with posts. Animal images depict situations while conveying emotions and ideas that quickly attract attention and evoke emotional responses. The content features short, concise, and clear text, leading to well-structured articles that reference experts or veterinarians. Through accessible language and the narration of real events, the page helps followers feel involved in animal welfare and encourages continued engagement with the content.

Content Presentation for Image Building and Relationship Enhancement

Both pages employ unique approaches to build their organizational image and foster positive relationships with their followers.

Soi Dog - on their Thai Facebook page aligns its content with special social and cultural occasions, using emotional storytelling to encourage fundraising. The content often features images and text that show stray animals transitioning from suffering to rehabilitation before finding homes or adoptive families. Additionally, the page shares information on animal care, such as vaccinations, spaying, and health maintenance, as well as invitations to participate in animal welfare activities. Transparent communication regarding the use of donations and the outcomes of support also fosters trust and engagement.

The page's design reflects the organization's commitment to responsible animal rescue through emotionally engaging images, text, and storytelling that connect with followers.

Images showcase the animals' transformation after rescue, highlighting the importance of community support. Additional images featuring volunteers, veterinarians, and staff at work demonstrate credibility and illustrate the foundation's dedication.

The text raises awareness about stray animal issues and encourages involvement in finding solutions. Through stories of rescued animals, the content

evokes emotions and fosters bonds with followers. These simple, concise, and inspiring messages motivate people to donate.

The storytelling approach focuses on emotional engagement by presenting compelling narratives that capture attention and evoke feelings. The stories range from joyful rescue moments to poignant tales of animals still awaiting help. This emotional connection encourages followers to donate and participate in the foundation's activities.

Additionally, the page conducts fundraisers through product sales, linking each product to stories of animals in need. Images and videos engage followers, supporters, and donors by helping them feel connected to a meaningful cause. The page highlights adoption events, showcasing animals' endearing qualities, and shares post-adoption success stories. Furthermore, the organization manages animal sterilization projects to control populations. They maintain transparency by sharing images of staff at work and providing statistics about sterilized animals, which reinforces the foundation's operational credibility. By allowing followers to influence content selection, these engagement strategies foster lasting connections between the page and its community.

The Dodo Facebook page builds relationships with followers through a diverse range of videos and articles, sharing heartwarming stories from pet owners worldwide. This approach encourages follower interaction through comments, likes, and shares. The page strengthens its professional image and network by hosting live events with various groups. Additionally, it provides direct interaction opportunities for followers, allowing them to influence content selection. These engagement strategies foster lasting connections between the page and its community.

In addition to the content presentation strategies designed and implemented by the pages for fundraising to help animals, Facebook's algorithm plays a crucial role in delivering content to the target audience. The algorithm considers various factors to determine which content aligns with users' interests. These factors include the type and quality of content that users engage with, such as text, images, and videos, as well as user interactions through likes, comments, and shares. Moreover, the system collects user data on content preferences and page-following behavior to enhance content delivery effectiveness.

DISCUSSION

The researcher highlights two key points in the discussion of the results:

Soi Dog - on their Thai Facebook page emphasizes images and text that evoke emotional responses from their target audience. This approach aligns with Ferguson's principles of content design, such as providing real-life examples to foster empathy, using clear visuals, and presenting negative content to create a sense of urgency and the necessity for assistance (Nipanon, 2016). These strategies aim to elicit compassion and prompt immediate donations. The page strategically leverages significant Buddhist occasions, connecting them to concepts of charity and animal aid, thereby enhancing fundraising effectiveness among supporters who are inclined to charitable giving.

Regarding legal considerations, Thailand's animal protection laws currently do not strictly regulate the presentation of images depicting animal cruelty. While sharing such images for fundraising or assistance purposes is legally permissible, the use of emotionally charged negative imagery should be handled sensitively to avoid offending or exploiting the audience.

In addition to content design strategies, the foundation managing the Facebook page connects with current social trends by incorporating relevant issues related to stray animal care, such as news about animal abuse, campaigns to protect animals, or enforcing animal protection laws into the page's content. This network collaboration helps disseminate content across various social media

channels, enhancing the foundation's credibility and building follower trust. It also creates a strong online community that supports stray animal welfare initiatives. For instance, the Soi Dog Thai Facebook page frequently shares content from other like-minded organizations focused on animal rescue, animal rights, and promoting animal welfare. By linking these networks, the page's content is disseminated and shared across various social media channels, enhancing the foundation's credibility and instilling confidence in followers, making them more willing to support its mission. This also helps build a robust online community that mutually supports efforts to address stray animal issues.

This approach aligns with the findings of [Sookaram \(2017\)](#), which suggest that clear campaign goals, comprehensive information, and relatable topics both persuade the target audience and foster campaign involvement.

[The Dodo Facebook page](#) excels in showcasing animal stories from an endearing and natural perspective. The content not only focuses on the cuteness of animals but also covers the journey of animal rescue, from the initial stages to the moments when these animals find new families. The stories shared are heartwarming and filled with happiness, emphasizing an emotional narrative that instills hope for animals still awaiting assistance.

Additionally, the page promotes pro-social behavior by setting a positive example. Beyond entertainment, it emphasizes the importance of taking action to help animals. This aligns with the research of [Vitayaveerasuk \(2020\)](#), which shows that media consumers appreciate enjoyable content, such as images of adorable animals and before-and-after rescue stories that showcase healthy animals. Moreover, the page's storytelling often encourages imitative behavior, leading followers to adopt positive actions, such as adopting animals, donating, or volunteering to help them. Creating emotionally resonant content is crucial in motivating followers to participate in positive change.

Instilling pro-social behavior is, therefore, another significant strategy the page uses to encourage a sense of importance regarding participation in social activities. Presenting stories of animal rescues inspires followers to take real action, especially when they see tangible outcomes, such as rescued animals becoming healthy and finding loving homes. Creating emotionally resonant content that leaves followers feeling fulfilled not only enhances engagement but also strengthens the relationship between the page and its audience.

This approach aligns with the research of [Wiboonsrisatja \(2018\)](#), which found that social media support for animals—through likes, shares, and organized activities—promotes the spread of rescue stories throughout the entire process. The research also highlighted the effectiveness of community building, role modeling, and awareness training in supporting animal welfare initiatives.

In addition to observing and analyzing the content characteristics used by both pages for fundraising to help animals, another important factor is Facebook's algorithm. This algorithm analyzes the type of content and the interests of the target audience. Specifically, it considers the followers' interests and experiences, relationships between users (such as content from friends or close contacts), as well as engagement with content through likes, comments, or shares on the Facebook page. By leveraging AI-driven calculations, the algorithm helps ensure that the content presented by the page reaches users whose interests align with or are related to the content, thereby increasing participation and access to the page ([Everyday Marketing, 2022](#)).

CONCLUSIONS

This qualitative research used descriptive analysis to explore content presentation strategies on the Facebook pages of Soi Dog - in Thai and The Dodo in the context of fundraising for animal rescue. The study focused on three main objectives: content presentation for fundraising, content presentation for education, and content presentation for building a positive image and fostering relationships.

Content Presentation for Fundraising

The emphasis was on evoking empathy to encourage donations, using two key strategies.

Using the plight of animals This strategy involved presenting images of suffering animals, such as those that were injured, abused, or sick, to evoke feelings of sadness and compassion. It often included before-and-after rescue images or videos showing the progress of animals receiving treatment. The accompanying text typically described urgent situations and reinforced trust in the rescue process.

Using the appeal of cute animals This strategy featured images or clips of happy, positive animals to attract attention, inspire, and evoke warmth. Followers could see the journey of rescued animals who had regained their health. The texts were brief and concise, encouraging engagement through comments or shares.

Content Presentation for Education

The focus was on providing useful information and raising awareness. Soi Dog - in Thai Facebook page used a rational presentation style, incorporating expert-referenced information. Infographics were employed to make the content easy to understand and attention-grabbing, covering topics such as animal health and animal protection laws.

The Dodo Facebook page presented content related to animal rescue and environmental care through images and videos, encouraging followers to comment and share stories. The content was designed to be concise and engaging, strengthening the bond between followers and animals.

Content Presentation for Building a Positive Image and Relationships

Soi Dog - in Thai Facebook page emphasizes presenting the organization as a responsible entity dedicated to animal rescue. This was conveyed through stories and images of rescued animals, along with transparent reporting on activities such as animal sterilization and rehoming.

The Dodo Facebook page focused on presenting content that fostered positive emotions and built relationships between followers and animals through lively videos and images. Storytelling was used to evoke emotions and inspire followers.

ACKNOWLEDGEMENTS

The authors express gratitude to Supparek Potipairatana, advisor, for providing guidance, advice, and assistance throughout the study period. The authors would also like to thank all faculty members for imparting knowledge and valuable time during the course of study, which could be effectively applied to this research. Finally, the authors are thankful to the Faculty of Veterinary Medicine, Chiang Mai University, for supporting this research.

RESEARCH INTERESTS

Project coordinators and scholars interested in fundraising campaigns for public benefit can apply these findings or use them as guidelines for planning and executing such campaigns.

REFERENCES

- Disawat, S., 2015. Social aid communication through Facebook by the Ruamkatanyu Foundation and public perception. In 2015 National academic conference proceedings. Available online: <http://gscm.nida.ac.th/publication/Proceeding/2558/2-1.pdf> (In Thai)
- Everyday Marketing, 2022. Facebook algorithm: Understanding its origins in detail and how to win?. Available online: <https://everydaymarketing.co/knowledge/facebook-algorithm/> (In Thai)
- Kaewthong, P., 2014. Perceived usefulness and acceptance of sponsored reviews of hotels on the Blue Planet forum of Pantip.com. *J. Public. Relat. Advert.* 8(2), 113–126. (In Thai)
- Nipanon, S., 2016. Communication and issue management strategies in harmonizing health policy advocacy (Master's thesis). Faculty of Journalism and Mass Communication, Thammasat University. (In Thai)
- Panthong Palusuk, D., Pongharnyut, S., 1995. Motivation theory, (5th edition). Ramkhamhaeng University. (In Thai)
- Punya, P.M., 2015. Factors affecting public participation in the local development of the Bang Khanun Subdistrict Administrative Organization, Bang Kruai District, Nonthaburi Province (Master's thesis). Siam University. (In Thai)
- Rabokijdeedee, P., 2002. Media exposure on animal cruelty issues: knowledge, awareness, and support of NGOs helping and rescuing animals (Master's thesis). Chulalongkorn University. (In Thai)
- Ratchotipiriyakon, P., 2015. Attitudes and behavior towards donations to help animals on social networks (Master's independent study). Bangkok University. (In Thai)
- Saengthong, P., 2008. Attitudes and behavior of service users toward transportation and logistics business of Suzuyo (Thailand) Co., Ltd. (Master's thesis). Srinakharinwirot University. (In Thai)
- Sathapitanon, P., 2008. Public issue communication and social change in Thailand. Chulalongkorn University. (In Thai)
- Somthai, P., 2015. Media exposure, expectations, and satisfaction with internal communication media among personnel at the Faculty of Medicine, Thammasat University (Master's independent study). Thammasat University. (In Thai)
- Smith, R.D., 2002. *Becoming a public relations writer*, 2nd edition. Taylor & Francis, United Kingdom.
- Sukaram, N., 2020. Media exposure, knowledge, attitude, and behavior toward participation in Kaokonlakaok for 11 state hospitals (Master's independent study). Faculty of Journalism and Mass Communication, Thammasat University. (In Thai)
- Tantisirirat, J., 2013. Internet media persuasion strategies: K-pop fans doing good for society (Master's independent study). National Institute of Development Administration. (In Thai)
- Vitayaveerasuk, V., 2020. The influence of animal-related communication on attitude and behavior changes among social media users. *J. Public Relat. Advert.* 13(2), 115–136. (In Thai)
- Wiboonsrisatja, N., 2018. An outline and a process for helping animals: A case study using social media as a platform. *J. Behav. Sci. Dev.* 10(2), 128–129. (In Thai)

Workpoint Today, 2021. How charitable organizations should adapt to the current situation. Available online: <https://workpointtoday.com/210914-2/> (In Thai)

How to cite this article;

Plaifa Thanetnit and Supparerk Potipairatana. Fundraising campaign content strategy for animal donation via Facebook: Case study of page Soi Dog - in Thai and page the Dodo. *Veterinary Integrative Sciences*. 2025; 23(3): e2025079-1-10.
