



Pensacola Humane Society Uses Qgiv's Peer-to-Peer Tools to Raise Over \$44,000

CLIENT SPOTLIGHT

The Pensacola Humane Society has changed a lot since it opened its doors in 1943. Their second facility, a small brick building affectionately dubbed the Red Shed, now serves as a storage area for their modern building and kennels. PHS is on a mission to improve the lives of companion animals in the community through advocacy, adoption, education, and sanctuary. As the organization grew and split into the Humane Society and Animal Control in 1985, they added educational programs and fundraisers. It's not cheap to provide food, shelter, medical care, love, and attention to the 1,000+ animals that come through their doors each year!

Darra Flanagan, Event Coordinator at PHS, plans and manages everything from setting up a merchandise table at a hockey game to running an event for 10,000 people. She credits Qgiv with making Pensacola Humane Society's peer-to-peer fundraising easier.

Challenges

Before using Qgiv, Pensacola Humane Society was using GiftWorks to track donations. It was a lot of manual data entry, a little outdated, and was simply too much work. They needed a user-friendly, time-saving way to run their events and track donations.

There was a bit of turnover at the organization, and when Darra took on her role as Event Coordinator and started using Qgiv, she realized it had been underutilized. She immediately dove right in to learning how to use the system and was pleasantly surprised at the wealth of features available.

Solution

Darra and the Executive Director of Pensacola Humane Society called the Qgiv Customer Experience Team when they realized how much more they could be getting out of the platform. The team walked PHS through the system step-by-step to show



Established in 1943, the Pensacola Humane Society has evolved from a tiny operation in a small wooden building to a thriving no-kill shelter adopting out 1,100 companion animals each year.

them how they could expand their use of Qgiv.

“Your customer support is so incredible! You can literally pick up the phone any time and somebody is there to help you. Every time I call, they’re happy to talk to me, eager to help, and want to ensure everything goes well.”

PHS was searching for a new donor management system, as well. When they learned that Qgiv has an integration with Bloomerang, they jumped at the opportunity to take advantage of the partnership between the two companies.

The staff at PHS went through a few trainings with the Customer Experience Team, watched video tutorials, and explored the help desk. They decided to really dig in and put a much-needed jolt into their Paws on Palafox 3k walk, which had started to lose steam over the past few years.

For 2017’s event, team fundraising had just been introduced, but not really pushed. They wound up with only 11 teams. For 2018, they focused on the social networking aspect of the platform, instituted incentives, focused on the badge system,

“I really enjoyed taking advantage of email campaigns. I could send targeted updates with one click to everybody I needed. I didn’t have to go looking for email addresses. The night before the event, registration closed at 5, and at 5:15 I had already scheduled an email telling everybody everything they needed for the next day.”

and used email campaigns—which quickly became one of their favorite features.

PHS made sure to frequently post on social media about the event, where everything linked back to their event home page. They ran fundraising contests with incentives, including a prize of a party at a local beach bar. Participants, PHS staff, and board members were constantly checking the event site to watch the thermometer mercury rise.

Results

Taking advantage of Qgiv’s training and tools made a huge difference. They ended up with 58 teams and 566 walkers

↑ **183%**

PHS saw a 183 percent increase in the amount their top team raised from 2017 to 2018.

↑ **178%**

PHS saw a 178 percent increase in the amount their top individual fundraiser raised from 2017 to 2018.

↑ **\$20k**

2018’s event raised \$20,000 more than in 2017.

participating in the 2018 event. The 2018 top team raised \$3,265 compared to \$1,155 in 2017! The top 2018 individual raised \$1,300, while in 2017 that number was just \$467. The 2018 Paws on Palafox walk raised over \$44,000—a whopping \$20,000 more than in 2017!

They also heavily utilized the reporting system to keep track of store inventory, team captains, and participant fundraising totals for incentive distribution.

What’ Next?

PHS is excited to start taking advantage of Qgiv’s CRM integration with Bloomerang so they can drill down into donor data. The easy flow of transaction and donor/participant information from Qgiv to the CRM will make donor management a breeze.

“You can take those peer-to-peer participant reports and custom-sort them however you want—you have so much information right at your fingertips. I kept my own Excel spreadsheet of participants before and it just got out of control. All I had to do was pull up the peer-to-peer report and, boom, it was done.”
