Qgiv Case Study: Brother Wolf Animal Rescue Raises $5,000 by Believing in Puppy Love

CHALLENGE:

Founded in 2007, Brother Wolf Animal Rescue has worked diligently to enhance the lives of companion animals and the people who love them. Through adoption and pet retention programs, a low-cost mobile spay and neuter clinic, lifesaving shelter transfer partnerships, extensive volunteer and foster networks, a trap-neuter-return program for community cats, and thrift and retail stores, Brother Wolf Animal Rescue impacts the lives of thousands of animals each year in the Western North Carolina region.

Brother Wolf, like many other organizations, relies heavily on the generosity of donors and volunteers to support their mission. Historically, this included their annual in-person Puppygrams, which helped spread the love by bringing puppies for 15-minute cuddle sessions in select locations to someone's home or office, in the shelter, and in various locations in the surrounding area. In addition to cuddling, Brother Wolf offered the sender different package options to include handwritten cards, cupcakes, succulent plants, or a dozen roses.

Raised almost $5,000 for the animals

Increased total number of puppygrams by 20

Converted in-person event to virtual event

With the onset of pandemic-related shutdowns, their annual fundraiser needed to be transformed or face being cancelled.

SOLUTION:

In 2020, with in-person events not an option, they decided to explore a digital option to their popular annual fundraiser and embraced some out-of-the-box thinking that resulted in a truly unique and creative solution.

The small team at Brother Wolf reached out to Qgiv to brainstorm how they could best use the new donation forms to accomplish their goal and have all of their data integrate with their donor database. The Qgiv team was very familiar with Brother Wolf, as they had been working with them for various event and peer-to-peer fundraising initiatives since 2017.

Brother Wolf put on their thinking caps and set up the dedication feature in the donation form to be used to send a furry Valentine to someone special.

Choose Your Gift

One Time · Monthly

$100 · $250 · $500

Other

Multiply your impact. Make it Monthly!

☑ Send My Furry Valentine to someone special!

test

Recipient's Name

Choose your Furry Valentine!
#1 - I'm Mutts About You · Optional ⌄

Your Details

"We needed a custom form. As someone with very minimal experience building something like that, it was so nice and easy to use Qgiv's donation form. When I did have questions about anything, I was able to reach out and get answers very quickly," shares Brooke Fornea, Director of Marketing.

Any donation amount allowed the donor to select one of four valentine options. Once selected, they entered the recipient's name and email address and added a custom message. Conditional content within the receipt feature was used to make sure the correct image and message was sent to the correct recipient.

In addition to this e-valentine approach, Brother Wolf offered two other packages. They had four limited VIP packages for in-person puppy cuddling and a video package that used custom video to record a personal message. "My favorite example was so cute, it was a grandmother to her grandchildren saying, "Gam gam loves you!" *Brooke Fornea, Director of Marketing, Brother Wolf Animal Rescue*

"It was a successful fundraiser for us, it went very well, and was very smooth. Even when we can go back to having in-person, we'll always keep this digital option and the low-cost video element because people really responded to it."

Brooke Fornea, Director of Marketing, Brother Wolf Animal Rescue

RESULTS:

When Brother Wolf Animal Rescue made the switch from their annual in-person "Puppygrams" event to a unique digital approach, they did so with the belief that everyone needed a little more love than usual.

They left their fundraising goal identical to the prior year, as they didn't know how their idea would translate.

When all was said and done, they saw an increase in the number of orders. Their overhead was much lower, and they didn't need to utilize as much of their volunteer and foster network to transport puppies to their cuddle sessions. With a limited number of VIP packages, they were able to coordinate four cuddle times in recipients' homes with social distancing measures in place. Historically, they found themselves seeking out alternative cuddle spots due to their adoption center not being large enough to house an in-person event of this size.

"Overall, it almost ended up bringing in the same revenue. We view this as a very successful event." *Brooke Fornea, Director of Marketing, Brother Wolf Animal Rescue*