

Qgiv Case Study: How Humane Society of the Pikes Peak Region Increased Giving Over 42%

CHALLENGE:

Humane Society of the Pikes Peak Region is dedicated to giving every animal that comes through their doors the best possible outcome by providing the care and respect they deserve. To accomplish this, they've developed a comprehensive marketing plan to reach their donors, which includes a balance of direct mail, email marketing, and social media outreach campaigns.

HSPPR was implementing their annual plan when everything shut down due to COVID-19 in March 2020.

With little time, they needed to quickly revise their plans, revamp their communications, and get the word out quickly to keep donations coming in to help the animals in their care.

Raised over
\$637,000
in 2020

Increased
individual gifts
by over
64%

Raised over
\$20,000
for their Community
Relief Fund



Founded in 1949, Humane Society of the Pikes Peak Region is the largest animal welfare group for homeless and abused animals in Southern Colorado. As an open admission shelter, no animal is ever turned away.

SOLUTION:

HSPPR have enjoyed the Qgiv platform since making the switch from Blackbaud Luminate Online in 2018. They've successfully used Qgiv to create multiple monthly, customized appeals.

When they had to switch up their appeals at a moment's notice, the ease of use of the donation forms and overall Qgiv platform was put to the test. They utilized the form cloning feature and built out dozens of new and impactful forms that went out in their appeals.

"Throughout March and April, we began sending an email every day to keep donors updated and engaged with us. These included weekly videos from the CEO, animal stories, pet tips, and fundraising emails. We had previously only been sending a few emails per month. In May, we scaled that back to 2-3 per week and have maintained that level of communication ever since," shares Amanda Wilson, Annual Giving Manager.



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They made sure their forms told their story and showed how each donation would go to serve the needs of animals. They also tied the forms into their matching campaign, sharing that donations to the organization would be matched for double the impact.

RESULTS:

2020 proved to be HSPPR's biggest year for online fundraising, mostly due to their COVID emergency appeals that went out due to the onset of COVID.

Spring Match

In 2020, they wrote their March match campaign like normal and sent out the first email on March 11th. It raised a couple thousand dollars. The match was \$25,000, so that was the initial goal. When everything shut down, Amanda rewrote the appeal and sent another email on March 19th which raised nearly \$30,000 in one day. They sent three subsequent emails in late March and early April. "The campaign raised over \$90,000 total—we've never raised that much on an email appeal before, so we were blown away!"

Pawtoberfest

With in-person events impossible due to COVID, their signature event, Pawtoberfest, went virtual and was transformed into a week-long fundraising event. They sent daily emails through Qgiv to engage and update participants. The virtual event raised over \$89,000 and surpassed their initial goal.

Community Relief Fund

In April, they began fundraising for the HSPPR Community Relief Fund, which was created to help pet owners care for their pets through the crisis. They sent three emails over the course of three weeks, and the appeal raised over \$20,000, far exceeding their expectations after raising so much in March.

Giving Tuesday Now

HSPPR participated in Giving Tuesday Now on May 5th. They sent three emails in the two days ahead of May 5th and had a goal of \$5,000. They raised over \$18,000, which is close to what they raised in December 2019 on Giving Tuesday.

Medical Supplies

This appeal also went out in May and was to help restock their medical supplies, since much of it had been donated to hospitals in early April. They raised over \$12,000 and it was their last COVID emergency appeal.





Emergency Medical & Major Cruelty Cases

In both 2019 and 2020, HSPPR had a major cat cruelty case that involved the intake of dozens of cats. In September 2019, they took in 135 cats and raised over \$21,000 through Qgiv. In October 2020, they took in 78 cats and raised over \$32,000 via Qgiv.

Qgiv was thrilled to assist the Humane Society of the Pikes Peak Region with the goal of engaging their donors with relevant, time-sensitive communications. This is a great example of what we exist to do... to help make a difference, in this instance we helped a wonderful organization raise funds to help the animals in their community.

Overall, Qgiv helped HSPPR grow their fundraising program and increase the dollars raised.

“It’s user friendly, customizable, and integrates with our CRM and other industry software. It saves us time and money and helps us raise more.”

Amanda Wilson, Annual Giving Manager, Humane Society of the Pikes Peak Region

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