Qgiv®

Animal Justice

Animal Justice Raises Over
$28,000 Implementing a
Crowdfunding Campaign Using
Qgiv's Peer-to-Peer Platform

ABOUT

Animal Justice is Canada's only national animal law advocacy organization. The group is comprised of lawyers fighting on behalf of animals in court, pushing for stronger legislation, and working to ensure that the laws that do exist are properly enforced. Their team is small but mighty. They have two full-time and two part-time staff, as well as advisors, volunteers, and pro-bono lawyers across the country. Animal Justice is a perfect example of a small nonprofit doing big things. Despite their size, they've taken on animal rights cases and argued for animal rights at the Canadian Supreme Court. They recently celebrated their ten-year anniversary of advocating on behalf of animals.

Animal Justice
Leading the legal fight for animal protection

OVERVIEW

RAISED
112%
OF THEIR GOAL

Animal Justice loves their CRM Engaging Networks, but their peer-to-peer tools were too costly. They needed a peer-to-peer solution that was:

+ Easy to implement in one week

+ User-friendly for their participants

+ Had design tools to make the event look great

+ Cost effective

Solutions:

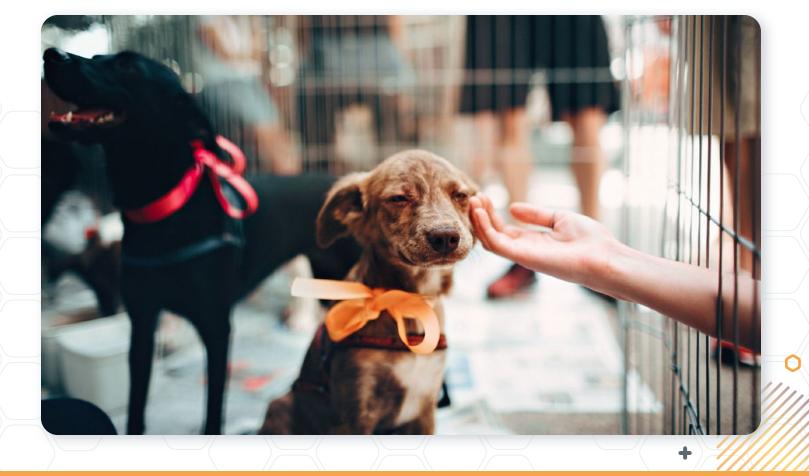*Peer-to-Peer Fundraising*

Gamification Badges

CHALLENGE:

Animal Justice uses a CRM that they love, but they wanted to expand their fundraising efforts to include peer-to-peer events. Their CRM, Engaging Networks, had a peerto-peer plan that was too costly for Animal Justice to implement. With only one week before the planned launch of their first peer-to-peer campaign, they found Qgiv!

Shannon Milling, the Communications and Development Manager for Animal Justice, quickly got in touch with a representative from Qgiv and got to work learning what the peer-to-peer platform was capable of.

SOLUTION:

The Customer Experience team at Qgiv quickly brought Shannon up to speed on the platform. They showed her how to make an aesthetically pleasing, minimalist event page, taught her how to customize the layout by using drag-and-drop widgets, and demonstrated how participants receive automated email messages when they receive a donation or gain/lose a fundraising badge.

Shannon was quickly able to learn how to create her own peer-to-peer campaign page thanks to the intuitive design. She set up a page for the #Voiceless4AnimalJustice campaign with a fundraising goal of $25,000.

"I only had a week before the campaign was supposed to launch (yikes!). Michael from Qgiv was especially helpful in helping me get set up extremely quickly. He was quick to walk me through the platform, respond to my emailed questions, and to ensure we would have a smooth launch—and we did!"

Because this was Animal Justice's first crowdfunding campaign, Shannon wanted her supporters to have an easy time setting up individual and team pages. Qgiv's platform walked her supporters through the registration and page creation process and taught registrants how to share their fundraising pages on social media and over email in order to ask family and friends for support.

Donors were able to earn fundraising achievement badges, including the coveted top fundraiser badge. During the campaign, people were more motivated to complete their fundraising pages and fundraise to the fullest of their abilities because of a desire to earn fundraising badges.

Animal Justice exceeded their initial $25,000 fundraising goal by 12% during the #Voiceless4AnimalJustice campaign. Of the 465 individual donations received, 125 of the donations were supporters giving for the first time in support of this peer-topeer fundraiser.

Because cost was a major challenge for Animal Justice, the organization benefitted from Qgiv's GiftAssist, which allowed supporters to offset some of the costs of credit card processing fees. This led to more funds going toward the organization's mission—animal rights advocacy.

By utilizing Qgiv's peer-to-peer platform for their crowdfunding campaign, Animal Justice avoided paying an additional $4,000 for the peer-to-peer platform offered by Engaging Networks. They were able to keep their current CRM and use Qgiv's platform without being locked into a contract. Animal Justice was able to pay for only the time they were running their crowdfunding campaign.

The ease of implementation allowed staff at Animal Justice to set up the campaign, automate email communications, and made it simple for participants to create and personalize their own individual fundraising pages.

THE RESULTS

125
NEW DONORS

465
INDIVIDUAL DONATIONS

RAISED
$28,164
12% OVER GOAL

Explore the full suite of digital fundraising tools

Donation Forms

Text Fundraising

Integrations & Reports

Peer-to-Peer Fundraising

Auctions

Event Registration

SCHEDULE a demo tailored to your organization's needs!
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