

# Dogs Trust

How Dogs Trust thanked their way to a 15% increase in Facebook Fundraising income



Not only did GivePanel help us thank  
100% of our many Facebook Fundraisers

– taking this time-consuming process off our staff - but we were  
delighted to learn that we are acquiring new supporters as well as  
increasing income.

We have continued outsourcing this process to GivePanel as it's a  
genuine “no brainer!”

**Russell Benson**  
Dogs Trust



### About Dogs Trust

Today Dogs Trust is the UK's largest dog welfare charity and cares for over 15,000 dogs each year through a network of 20 rehoming centres in the UK.

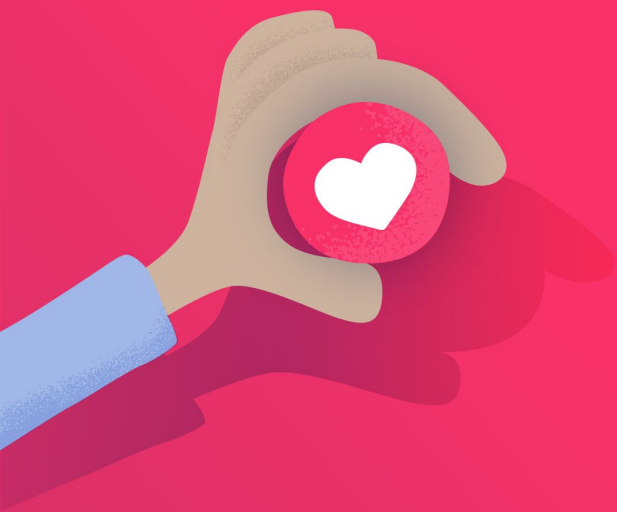
They have been involved in every piece of legislation affecting dogs over the past 126 years.

### The Challenge

Many non-profits like the Dogs Trust receive thousands of fundraisers per month.

However, with no fundraiser contact details they were finding it time consuming and frustrating to thank all their fundraisers.





### Our solution

GivePanel collaborated with Dogs Trust to design a messaging strategy to thank every single Facebook Fundraiser who received at least one donation.

We added our GivePanel form link to each message to capture their contact details. GivePanel created a series of messages and ran extensive A/B tests to learn which messages would result in most supporters providing their contact details.

### Results and learning

Dogs Trust were really happy with their results!

**45%**

The average opt-in rate to further marketing - 100s of fundraisers being added to Dogs Trusts database

**£5.25**

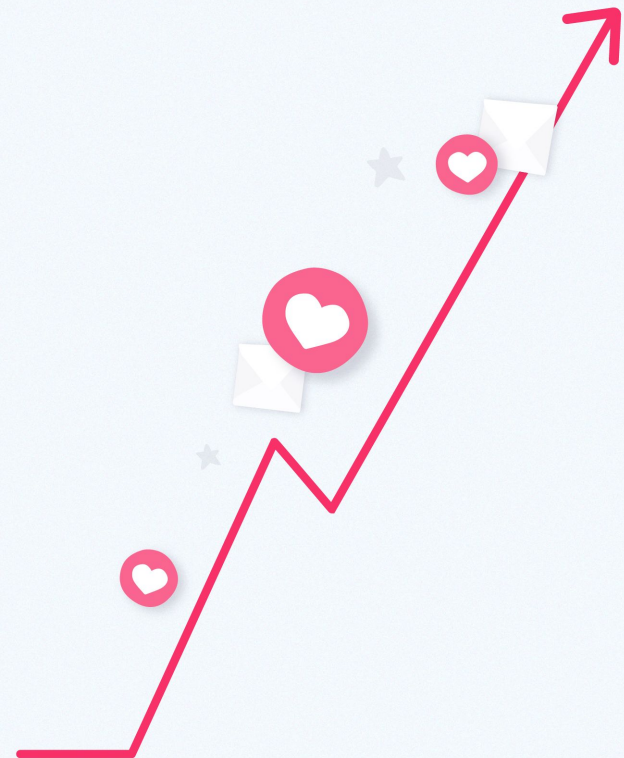
The average extra funds raised per fundraiser - an increase of 15.8% of all Facebook fundraised income.

**2.47**

The ROI figure, not including the Lifetime Value of these new supporters.

**40%**

Doubled their data capture response rate from 19% through A/B message testing.





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# It pays to thank!

Russell Benson, Dogs Trust

givepanel

More Facebook fundraisers. Less hassle.