

National No-Kill Animal Rescue Enlists New Generation to "Save Them All"

Best Friends Animal Society (Best Friends) was an early adopter of GoodUnited's Facebook Birthday Fundraisers. Impressed by the uptick in revenue and ability to thank every single fundraiser, Best Friends decided to partner with GoodUnited to develop a new fundraising channel: Facebook Challenges.

JOG 30 MILES THIS MARCH



JOIN THE CHALLENGE
TO SAVE PETS' LIVES



SAVE
THEM
ALL



Best Friends Animal Society

Best Friends Animal Society was founded in 1984 because 950 dogs and cats are killed in shelters in the US every day. Best Friends' mission is to end the killing of the 950 dogs and cats killed in America's shelters every day and bring the country to no-kill by 2025. Although Best Friends has made extraordinary strides in reaching this goal, the deadline is approaching fast, and because the pandemic disrupted in-person fundraising events, reaching the target has become more challenging.

Best Friends' primary in-person fundraising event, Strut Your Mutt, raised \$2.7 million in 2019 to advance the no-kill mission. In 2020, as a virtual-only event, Strut Your Mutt raised \$1.6 million. The work that GoodUnited did on behalf of Best Friends helped to make up that shortfall.

Best Friends already has strong brand awareness in the non-profit community, having won Harris Poll EquiTrend Animal Welfare Nonprofit Brand of the Year award two years in a row and six times in the last ten years.





Building a Community of Younger Supporters

In addition to raising funds, Best Friends wanted to use online peer-to-peer (P2P) fundraising to grow recognition for the Best Friends' brand, develop its audience — especially among younger folks — and strengthen its community. Best Friends partnered with GoodUnited to make this happen.

This year, GoodUnited proposed to collaborate with Best Friends on a Facebook 30-Mile Challenge. The overall low cost of a virtual event and the projected earnings potential led Best Friends to take the risk.

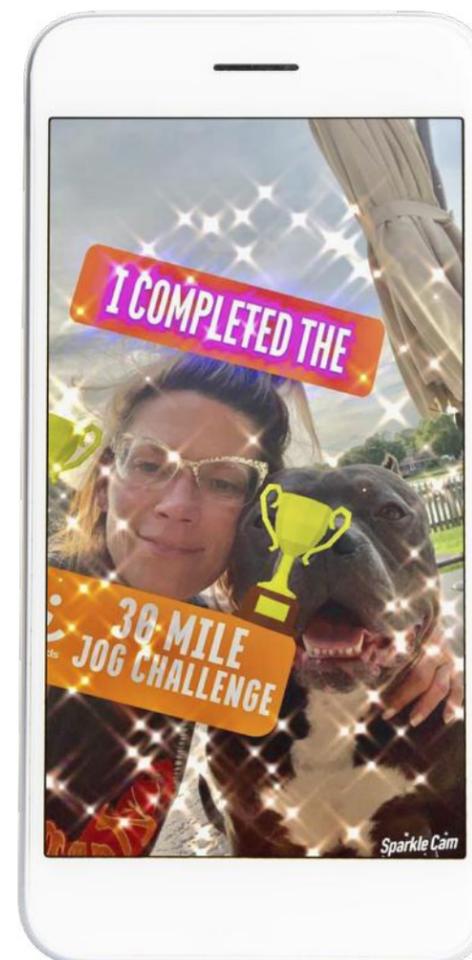
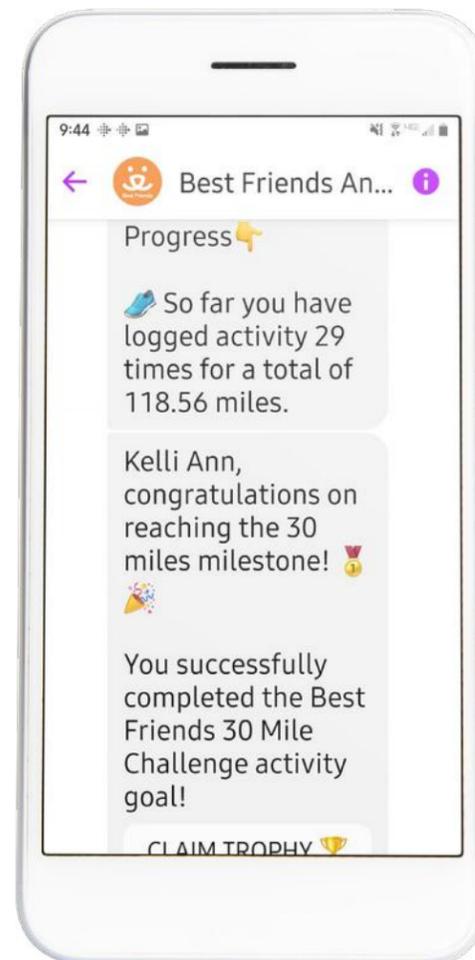


What we really wanted to do with the Facebook challenges was to expand our audience into net new fundraisers.

“How Our Pets Have Saved Us” Provides a Powerful Reason to Connect

The community that developed out of the 30-Mile Challenge Facebook group was organic and engaged. Group members shared personal stories about how their pets have saved their lives or helped them cope during COVID. Heartbreaking and touching stories kept everyone connected, engaged, and motivated to complete the challenge and raise more funds.

The question remained, however: Will the results of this new online Facebook group be worth the initial investment?



“

Stories are really personal. And a lot of times, this virtual community allowed people to be more vulnerable. And that's kind of a beautiful thing to me. That's where true community is built.

”



\$100k Raised and an 85% New-to-File Audience

From both a fundraising and engagement standpoint, the results spoke for themselves. As a first-time event, the 30-Mile Challenge raised \$100,000 in 2020. That's a nearly 400% return on investment, making this new complementary fundraising channel a strong and increasingly consistent revenue stream for Best Friends.

The fundraising opportunity also helped Best Friends gather new supporters. Over 85% of the email addresses were net new to the organization. Best Friends was then able to retarget the new leads to get them to participate and be part of future fundraising efforts.



If there is community, people are more likely to return, and we're going to retain donors, constituents, and participants in future events because they feel connected and tied to something beyond themselves.



The community base we were able to build was something above and beyond what we had for Strut your Mutt. The discussion in groups was less about the event itself and more about affinity for the mission and the vision of the organization.



The Team's Time is its Most Important (and Most Scarce) Resource

GoodUnited took care of everything: segmenting audiences, running the ads that attracted supporters, creating copy, moderating and promoting group engagement, generating reports, etc. This allowed Best Friends staff to ensure that other fundraising efforts were optimized and to recoup revenue lost because of COVID.



As a nonprofit, our biggest asset is our staff; resourcing is always a challenge. Having GU as a partner in providing the services they do has just been tremendous.



\$100,000 raised



>85% net new supporters



~400% ROI

The partnership with GoodUnited allowed Best Friends to discover a promising, new, and evergreen fundraising channel that complements their existing efforts, including in-person events.

The added revenue will bring Best Friends that much closer to their 2025 “no-kill” mission. And, the genuine, vulnerable, and uplifting community built on Facebook will continue to strengthen Best Friends’ brand among animal lovers across the country while cultivating a new generation of supporters.





Ready to realize a new revenue stream while creating a new community of supporters?

Let's raise your relationships.

goodunited.io