



QGIV CASE STUDY

Brother Wolf Animal Rescue

ABOUT

Founded in 2007, Brother Wolf Animal Rescue enhances the lives of companion animals and the people who love them. They work across county lines with the goal of saving the greatest number of lives possible through strategic, creative, and impactful programming.

Through adoption and pet retention programs, a low-cost mobile spay and neuter clinic, lifesaving shelter transfer partnerships and extensive volunteer and foster networks, Brother Wolf Animal Rescue impacts the lives of thousands of animals each year in the Western North Carolina region.

They operate an adoption center in the heart of Asheville where you can meet your next best friend. On their campus you'll also find a thrift store and retail store whose proceeds help fund their lifesaving programs. Brother Wolf Animal Rescue is a community-based organization and relies on the generosity of donors to continue their impactful work for animals since they receive no government funding. Brother Wolf Animal Rescue knows that together we can create a kinder world.



OVERVIEW

RAISED ALMOST
\$5,000
FOR THE ANIMALS

INCREASED TOTAL NUMBER
OF PUPPYGRAMS BY
20

CONVERTED THEIR
IN-PERSON EVENT TO A
virtual event

Challenge:

- + Brother Wolf Animal Rescue relies heavily on their annual in-person Puppygrams, which brings puppies for 15-minute cuddle sessions as part of a Valentine's Day event.
- + In 2020, with in-person events not an option, they needed to think outside the box and find a way to keep the popular fundraiser.

Solution:



Donation Forms

The screenshot shows a mobile donation form with the following elements:

- A progress indicator at the top with three circles, the first of which is filled.
- The title "Choose Your Gift" and a sub-header "Don't forget to send someone special a furry valentine!".
- Five donation amount buttons: \$25, \$50, \$100, \$250, and "Other".
- A checkbox for "Add a little extra to help with fees" which is unchecked.
- A checked checkbox for "Send My Furry Valentine to someone special!".
- A dropdown menu for "Choose your Furry Valentine!" with the selected option "#1 - I'm Mutts About You".
- A text input field for "Recipient's Name".

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.

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 for 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.

"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

THE 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

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Explore the full suite of digital fundraising tools



Donation
Forms



Text
Fundraising



Integrations
& Reports



Peer-to-Peer
Fundraising



Auctions



Event
Registration