

Providence Animal Center Raises \$127,000 with Virtual Bark in the Park Event

CHALLENGE:

Providence Animal Center is a lifesaving animal welfare organization based in Media, PA. They offer life-affirming rescue, medical care, treatment, protection, and placement of companion animals.

Providence Animal Center's successful annual event, Bark in the Park, was unable to be held in person because of the COVID-19 pandemic. The event, which started in 2008, provides a significant source of revenue to Providence Animal Center. The development staff knew they couldn't cancel the event outright and lose that revenue, but they were committed to keeping their participants safe.

They decided to transition the event to a virtual format to raise funds and offset the loss from cancelling their in-person Bark in the Park event. Providence Animal Center was understandably worried that the event could see a decrease in participants and revenue in 2020 compared to other years because of the transition to an unfamiliar virtual format. They knew they had to create an engaging fundraising event to retain their past participants.

First-Time
Virtual Event

Raised
more than
\$127,000

279
event
participants

SOLUTION:

Providence Animal Center turned to Qgiv to create a peer-to-peer page for their virtual event. They utilized Qgiv's integration with Facebook Fundraisers to avoid manual post-event donation reconciliation while giving participants an easy way to raise funds.

They set an initial goal of \$80,000 and used a fundraising thermometer to show progress toward that goal on their event page.

With a visual way to track their progress toward their initial fundraising goal, they built engagement into the event with a fundraising bingo card for Instagram, a pet costume contest on their Facebook page, and a virtual 5K race as the focal point of their virtual Bark in the Park event. To ensure they reached their goal, they sought matching gift opportunities to help individual donations go further.



Providence Animal Center wanted to give fundraising participants an easy way to raise funds. In past years, this meant letting their fundraising participants raise funds with a Facebook Fundraiser, then manually reconciling donations after the event. Because Qgiv has a Facebook Fundraisers integration, fundraising participants could create and link their Facebook Fundraiser to their participant fundraising page in Qgiv. The integration eliminated the need for development staff to manually reconcile participants' Facebook Fundraiser donations, and those donations were reflected in the fundraising thermometer for the event.

“A lot of the people that fundraise for us tend to create Facebook fundraisers, and in the past, we had to manually track every single fundraiser that was meant for the event—can you say 'headache?’ The fact that we could encourage our audience to create a Facebook fundraiser, knowing it was not adding additional work to our plates was such a relief.”

Caitlin Jaworski, Community Relations Assistant

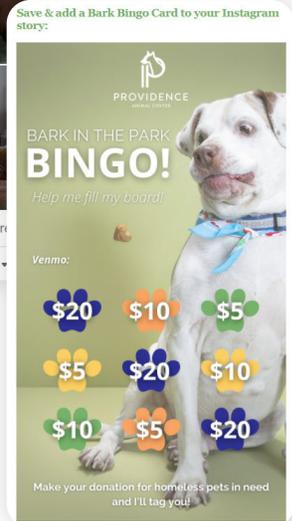
To further inspire people to give on Facebook, Providence Animal Center hosted their pet costume contest on their Facebook page.

Facebook wasn't the only social media platform Providence Animal Center hoped their participants would use when fundraising. They created a fundraising bingo card for Instagram to offer a unique way to get fundraising participants engaged on another social media platform.

Users took screenshots of the fundraising bingo card, shared them to Instagram, and collected donations from their followers using the Venmo app!

The event also featured a virtual 5K race that participants could complete any time before the event ended. The top twenty-five 5K participants were featured on the event website.

To boost success, Providence Animal Center reached out to their benefactors and created matching gift opportunities that inspired their donors by doubling the impact of their gifts. They sent appeals via email and collected donations on their peer-to-peer event page. By pairing powerful storytelling with a matching gift, participants were inspired to give in support of Providence Animal Center.



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THE RESULTS:

Overall, the virtual version of Bark in the Park was a huge success. Participants were able to exceed the initial \$80,000 fundraising goal with more than a week to go before the event ended. The success of the virtual Bark in the Park event helped offset some of the losses Providence Animal Center faced due to the pandemic.

Inspired by the generosity of their fundraising participants, the development staff at Providence Animal Center increased their fundraising goal to \$100,000. Ultimately, because of hard-working fundraisers and generous gift matches, the event raised a total of \$127,444.60. That's more than 127% of their \$100,000 fundraising goal!

Despite being virtual this year, the event attracted 279 participants across 23 fundraising teams, and donors made 1,247 individual donations to show their support.

"We surpassed our original goal with over a week to go, so we announced a new goal of \$100,000. Our fundraisers and sponsors, including a generous matching donation, helped us smash that second goal! We were incredibly pleased with the results."

Caitlin Jaworski, Community Relations Assistant

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