Peer-to-Peer Event Spotlight
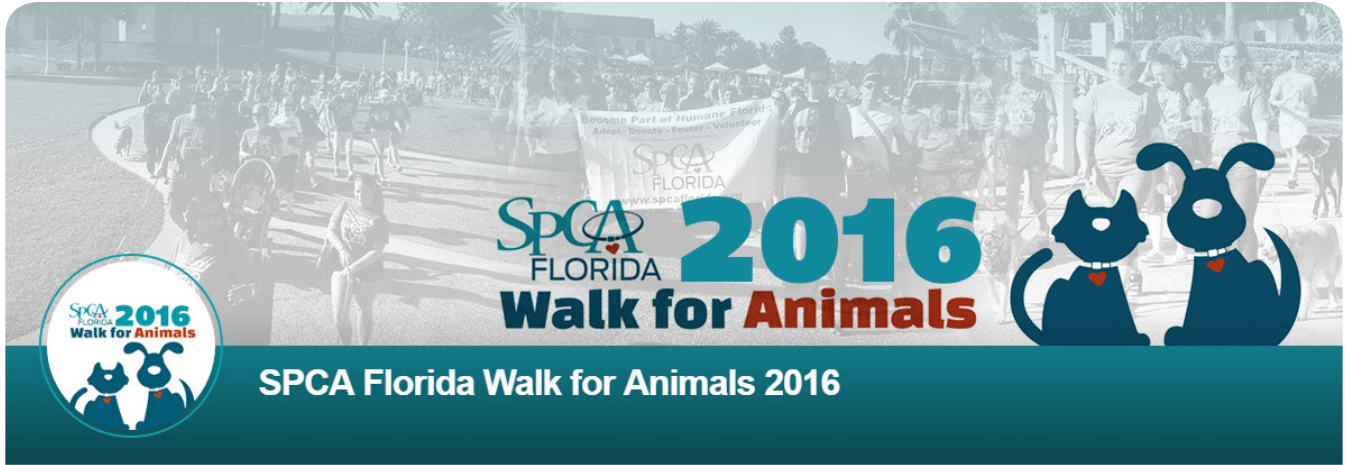## SPCA Florida

BACKGROUND

SPCA Florida is a leading nonprofit organization building humane communities across the state of Florida. Founded in 1979 in Lakeland, FL, their mission is to eliminate suffering and to enhance the human-animal bond by engaging the entire community in the welfare and well-being of animals. They accomplish this by advancing model programs to promote the adoption of healthy animals, prevent dog and cat overpopulation, provide veterinary medical services for animals in the community, and keep animals in homes through relinquishment intervention strategies. The SPCA has gone from operating out of volunteers' homes to becoming a multi-building facility that provides caring, compassion, and hope to more than 6,000 homeless cats and dogs each year. Their McClurg Animal Medical Center is a state-of-the-art veterinary facility that heals and helps 50,000 patients annually!

THEIR EVENT

The SPCA Walk for Animals is an annual community-oriented peer-to-peer fundraising walk event with individual and team fundraising options. The event invites dog owners from the area to bring their furry friends out for a morning of fun and games, culminating in a group walk around a lake in the center of town. Sponsors from the community are on hand to provide fun, refreshments, and prizes for participants.

THEIR STRATEGIES AND HOW WE HELPED

SPCA Florida devoted some serious time to making their event page look amazing! Their event home page was filled with photos from previous events, easily accessible information about the event, and it was branded to perfectly match their organization.

SPCA Florida Walk for Animals 2016

Join hundreds of two and four-legged friends at SPCA Florida's Walk for Animals at Lake Mirror on Saturday, April 16, 2016.
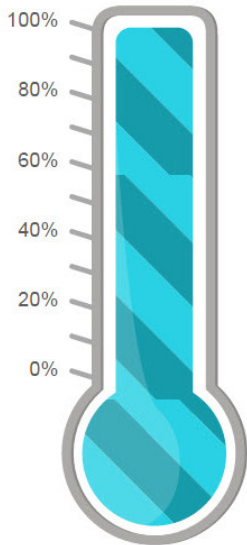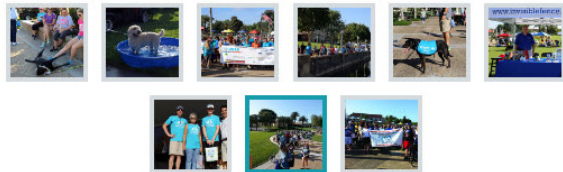
$121,488.18
achieved

$120,000.00
goal

101%
of your goal reached

Donate Now

Walk for Animals | We walk to save lives. Who are you walking for this year?

They enlisted their most experienced peer-to-peer fundraisers from years past and had them go through the system before opening registration to the public. In conjunction with Qgiv's support team, they built and customized event pages to best meet their needs. Approaching the event as a team with Qgiv, simplicity of the registration portal and user-friendly platform, and responsive support helped make the event successful!

One of our favorite parts of their event was their great collection of custom-designed badges! Check 'em out!

Level 1, Tail Wagger

Top Fundraiser

Team Fundraising Achieved

Top Fundraising Team

They further encouraged participants' fundraising efforts by offering prizes for varying levels of fundraising, including an opportunity for one lucky winner to receive a photo shoot and have their dog be the face of the 2017 Walk for Animals event! Contestants were eligible as soon as they hit the $1,200 fundraising mark.

Leading up to the event, SPCA Florida made use of social media to heavily promote the Walk. In addition to sharing information about the exciting things happening the day-of and making it clear that this would be a fun, inclusive event for the entire community, they also hosted registration raffles. Registrants who signed up within certain time frames were eligible to win gift baskets filled with pet toys and treats!

SPCA Florida also fostered competition as the event drew closer by posting leaderboard images showing who was leading the fundraising pack! (Yep – Qgiv had a team!)

RESULTS

The 2016 Walk for the Animals was a great success! 322 registrants signed up for the event. The Walk raised 101% of the organization's fundraising goal – they aimed for $120,000 and wound up raising $121,157. By marketing the event as a safe, fun way for animal lovers to support the SPCA (and to include their four-legged friends in the process!), and by promoting healthy competition amongst participants, SPCA Florida hosted a fantastic event that is sure to be increasingly successful in years to come!