HOW NETWORK FOR ANIMALS FOUND ITS #1 SOURCE OF ACQUISITION IN CARE2

THE CHALLENGE:

Network for Animals, a leading animal welfare organisation, wanted to grow its supporter base while tracking return on investment.

THE SOLUTION:

Network for Animals came to Care 2 with a straightforward campaign asking Care2 members to opt-in to receiving email from Network for Animals.

Those who opted-in were sent an NFA-branded welcome email by Care2.

Network for Animals tested the results of petitioning and fundraising request emails, then inserted the new supporters into the organisation's regular email programme.

THE RESULTS:

Network for Animals has been so pleased with the results, the organisation has made Care2 its #1 acquisition source, above Facebook and other methods.

The new supporters recruited on Care2 have performed excellently. **88% remain subscribed after 10 weeks.** After NFA sent petition asks to its new subscribers, the initial batch of supporters has gone on to generate more than 5,000 petition signatures.

The fundraising asks are performing equally well. Network for Animals anticipates **it will break even within six months**, and results have been positive enough that the organisation has already begun another acquisition programme with Care2.

Here's a quick look at how Care2's leads performed:

- 88% remain subscribed after 10 weeks
- 5,000 new petition signatures generated
- 6 months to break even (anticipated)

NETWORK FOR ANIMALS' PETITION VS FUNDRAISING EMAIL PERFORMANCE

NFA's most interesting results came from split testing new acquisitions.

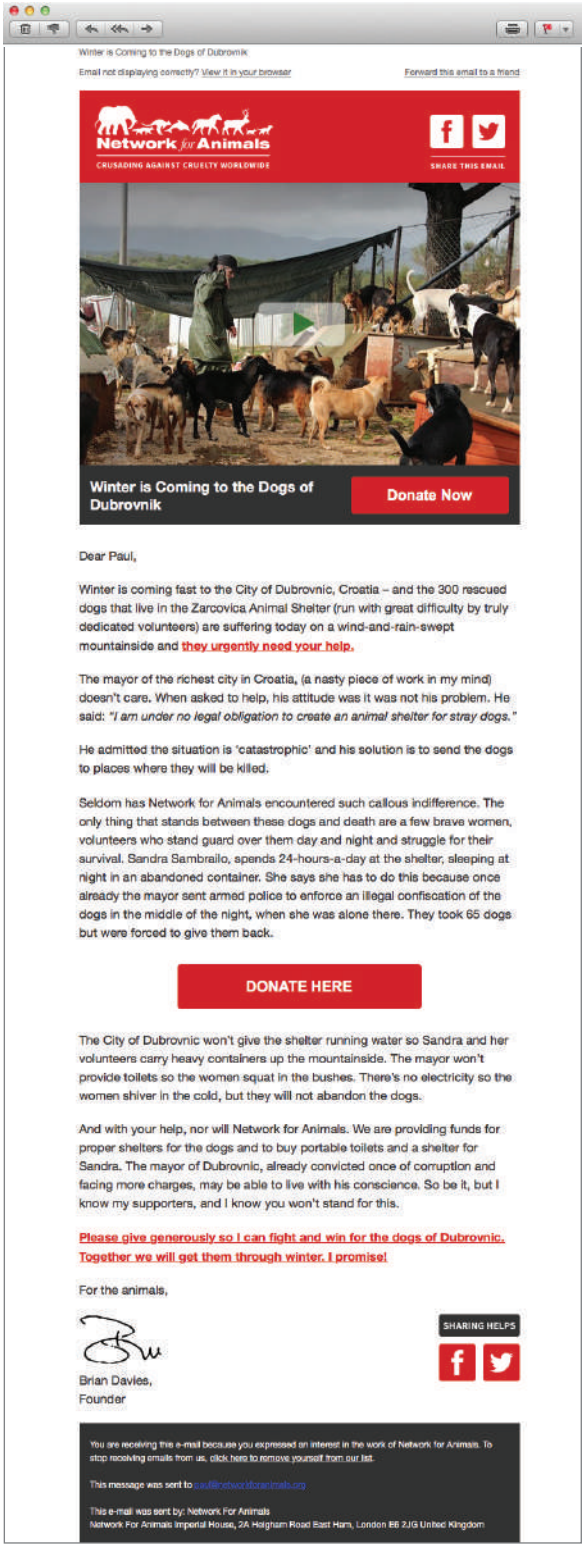
Over a period of a week, they took 3 batches of 5,000 newly acquired supporters, and split tested a petition solicitation to 2,500 against a donation solicitation to the other 2,500.

Their results were surprising. In every case, the unsubscribe rate from the donation-focused email (1.77%) was much lower than that of the petition-focused email (3.87%).

Network for Animals credits the high quality of their new supporters to the initial confirmation email sent by Care2. The email, which very closely matched the brand style of NFA, provided the option to unsubscribe before a subscriber actually reached the NFA mailing list.

This was a huge benefit for both ROI and public satisfaction. The vast majority of supporters added to Network for Animal's mailing list genuinely wanted to be there.

Based on its results, NFA encourages other organisations to split test their first few batches of new supporters to work out the best option.



Winter is Coming to the Dogs of Dubrovnik

Email not displaying correctly? View it in your browser

Forward this email to a friend

Network for Animals

CRUSADING AGAINST CRUELTY WORLDWIDE

SHARE THIS EMAIL

Winter is Coming to the Dogs of Dubrovnik

Donate Now

Dear Paul,

Winter is coming fast to the City of Dubrovnic, Croatia – and the 300 rescued dogs that live in the Zarcovica Animal Shelter (run with great difficulty by truly dedicated volunteers) are suffering today on a wind-and-rain-swept mountainside and they urgently need your help.

The mayor of the richest city in Croatia, (a nasty piece of work in my mind) doesn't care. When asked to help, his attitude was it was not his problem. He said: *"I am under no legal obligation to create an animal shelter for stray dogs."*

He admitted the situation is 'catastrophic' and his solution is to send the dogs to places where they will be killed.

Seldom has Network for Animals encountered such callous indifference. The only thing that stands between these dogs and death are a few brave women, volunteers who stand guard over them day and night and struggle for their survival. Sandra Sambrailo, spends 24-hours-a-day at the shelter, sleeping at night in an abandoned container. She says she has to do this because once already the mayor sent armed police to enforce an illegal confiscation of the dogs in the middle of the night, when she was alone there. They took 65 dogs but were forced to give them back.

DONATE HERE

The City of Dubrovnic won't give the shelter running water so Sandra and her volunteers carry heavy containers up the mountainside. The mayor won't provide toilets so the women squat in the bushes. There's no electricity so the women shiver in the cold, but they will not abandon the dogs.

And with your help, nor will Network for Animals. We are providing funds for proper shelters for the dogs and to buy portable toilets and a shelter for Sandra. The mayor of Dubrovnic, already convicted once of corruption and facing more charges, may be able to live with his conscience. So be it, but I know my supporters, and I know you won't stand for this.

Please give generously so I can fight and win for the dogs of Dubrovnic. Together we will get them through winter. I promise!

For the animals,

Brian Davies,
Founder

SHARING HELPS

You are receiving this e-mail because you expressed an interest in the work of Network for Animals. To stop receiving emails from us, click here to remove yourself from our list.

This message was sent to [illegible]

This e-mail was sent by: Network For Animals
Network For Animals Imperial House, 2A Holgham Road East Ham, London E6 2JG United Kingdom

fundraising email

Q&A WITH NETWORK FOR ANIMALS

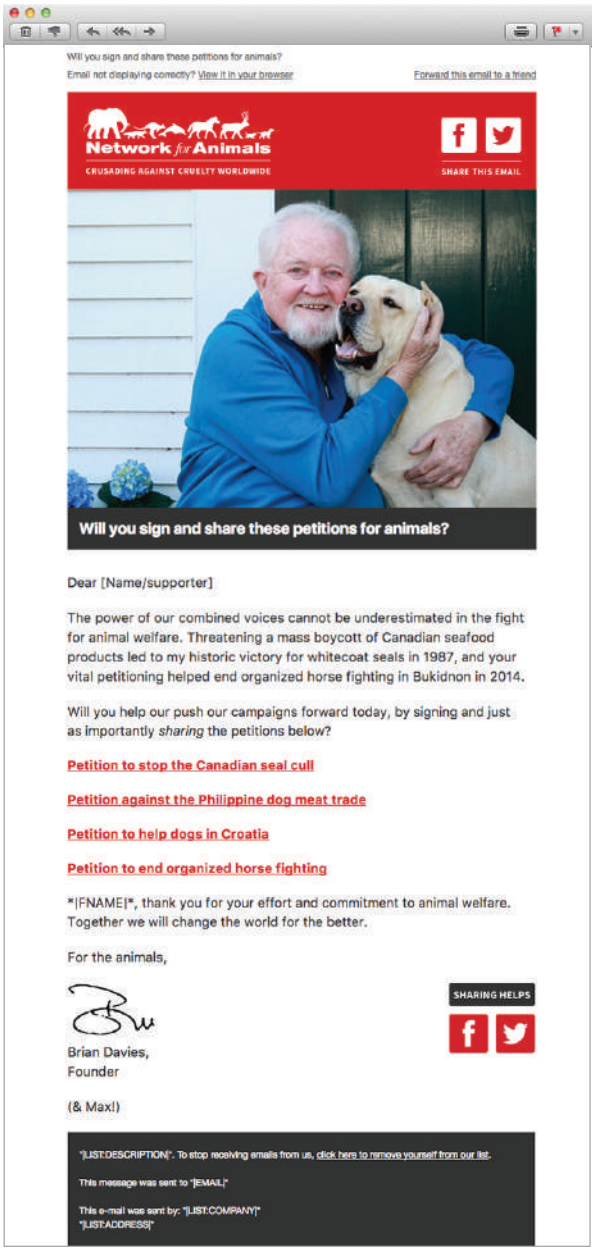
What is the best aspect of working with Care2?

Care2 has a number of acquisition processes and quickly found the option that suited NFA best. All questions have been answered patiently, and contact levels we have requested from time to time have been respected, which helps build a good relationship.

How would you compare Care2 to other acquisition methods you've used?

Although it's early days, Care2 has so far been our #1 acquisition source. We will continue to monitor results and hope our mutual success continues.

The closest competitor has been paid promotion of Facebook posts, but where Facebook can't compete is speed of delivery. In Facebook, to keep costs low it's important to bid a low cost per click, and the result of this is that an acquisition programme takes considerably longer than Care2 to deliver.



Will you sign and share these petitions for animals?

Email not displaying correctly? View it in your browser

Forward this email to a friend

Network for Animals

CRUSADING AGAINST CRUELTY WORLDWIDE

SHARE THIS EMAIL

Will you sign and share these petitions for animals?

Dear [Name/supporter]

The power of our combined voices cannot be underestimated in the fight for animal welfare. Threatening a mass boycott of Canadian seafood products led to my historic victory for whitecoat seals in 1987, and your vital petitioning helped end organized horse fighting in Bukidnon in 2014.

Will you help our push our campaigns forward today, by signing and just as importantly *sharing* the petitions below?

Petition to stop the Canadian seal cull

Petition against the Philippine dog meat trade

Petition to help dogs in Croatia

Petition to end organized horse fighting

|FNAME|, thank you for your effort and commitment to animal welfare. Together we will change the world for the better.

For the animals,

SHARING HELPS

Brian Davies,
Founder

(& Max!)

|LIST:DESCRIPTION|. To stop receiving emails from us, click here to remove yourself from our list.

This message was sent to *|EMAIL|*

This e-mail was sent by: *|LIST:COMPANY|*
|LIST:ADDRESS|

petitioning email

To learn how Care2 can help you, visit www.care2services.com.

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