



Animal Aid UK

Animal Aid is one of the world's longest established animal rights groups, founded in 1977. They campaign peacefully against all forms of animals abuse, carry out groundbreaking undercover investigations and political lobbying in order to help and to end some of the worst suffering the animals endure.

What were you trying to achieve with Care2's services?

New donors, regular givers and members

What methods had you used before Care2 to grow your base?

Social media, inserts, events

How many leads, or petition signatures did you gather?

7,192 in just three weeks!

How have your Care2 supporters performed?

Very well, so far combining both RG and one offs we are on a 10% conversion rate online of our Care2 leads, and that's in the first 4 months.

How long did it take to break even on your campaign?

Too early to tell but we are already at a 10% rate after 4 months.

Highlights

7,192

We collected 7,192 signatures in just three weeks!

roi

Care2 leads on track to exceed positive ROI in the first year.

10%

In the first four months, Care2 leads have performed at a rate of 10%



Animal Aid Results

How does your return on investment compare to other methods of acquiring donor leads?

We haven't done anything else to this scale/volume previously, but smaller scale hasn't proven cost-effective.

What were the results of your Care2 recruitment efforts from an advocacy or fundraising perspective?

Advocacy is working very well, with over 10,000 actions taken so far we are very pleased. Fundraising results are so far very strong and we're on track to exceed positive ROI in the first year.

What is the best aspect of working with Care2?

They are experts in their field and share best practice, to maximise your efforts.

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

Fast and delivers highly engaged prospects by using targeted approaches. Much more accurate than any other method.