

HOW CATS PROTECTION FOUND NEW DONORS AND ADVOCATES WHO CHANGED THE WORLD FOR CATS

THE CHALLENGE



Cats Protection, an organisation striving for a world where every cat is treated with kindness, wanted to increase its impact. To fulfill its mission, the organisation needs new supporters, donors, volunteers, and action-takers. It also needed to change the law.

THE STRATEGY

Cats Protection first came to Care2 with a mission to recruit 20,000 new email subscribers, recruit regular givers at a positive ROI, and to change the law regarding kitten adoptions in the UK.

That campaign was a huge success! Cats Protection gained new supporters and donors, and the government took action against the sale of sick and underage kittens.

Following that victory, Cats Protection returned to Care2 with an even bigger goal of recruiting 85,000 new GDPR-compliant email subscribers and more offline impact in the form of campaigning, volunteers, and event attendees.

THE RESULTS

Cats Protection has received amazing results from its campaign with Care2. The organisation has seen email open rates as high as 63%. It has been successful in converting Care2-recruited prospects into Cats Protection supporters at scale with a positive ROI that outperforms its warm database for fundraising appeals.



68 new volunteers and
130 new event
participants recruited

DONATE



Over 700 new cash
donors



Over 1000 new regular
givers (and growing!)



40,000 e-letters to
MPs sent

CATS PROTECTION SUPPORTER JOURNEY

After signing Cats Protection's petition and opting in to receive emails from the organisation, new Care2-recruited supporters were enrolled into an email series intended to welcome them to the cause. The emails included engaging content such as cat care tips, donation asks, and an introduction to how support benefits cats.

The Care2-recruited supporters are some of Cats Protection's most engaged email subscribers, with an outstanding 50.36% click-through rate on a single petition ask.

