



## Dogs Trust Valentine Appeal

“Give your Heart to a Lonely Puppy on Valentine’s Day”

Partnering with JustGiving, we helped Dogs Trust raise donations for the charity’s February fundraising appeal and to increase engagement with established and new supporters of the organisation over the course of just a couple of days.

Within just 48 hours – and two days before Valentine’s Day itself – the charity had reached their proposed target of £1,000 and generated around 2,000 new followers on Twitter and a significant number of Fans on Facebook. All these supporters were branded with the same distinctive overlay and creating social networking buzz, tweeting and conversing about the campaign.

As part of this campaign, we enabled an automatic post-join redirect function, taking supporters of the Twibbon campaign straight to the charity’s JustGiving donation page after joining. We were delighted when analytics revealed an impressive conversion rate of around 10% of Twibbon wearers actively donating.

This high conversion rate can be explained by the level of engagement users are already committing to in branding their social networking profile picture and suggests that the supporters identified by Twibbon for organisations are high quality, action-taking brand advocates.

As a result of this success, we are delighted to be entering into a more extended arrangement with JustGiving across a large number of charities for longer campaigns.



Created by  
**dogstrust**  
a few months ago

“When we were asked about trying to fundraise with Twibbon, we came up with the idea of promoting a Valentine’s Twibbon to our supporters, and were overwhelmed by the response. By promoting the Twibbon on Twitter, Facebook and in our newsletters, we were able to reach our supporters who were interested in showing their friends that they support us. Raising over a thousand pounds was a great result, as it worked out that every Twibbon added was worth 60p to us.”

Jacqui Darlow  
Digital Marketing Manager, Dogs Trust

“A 10% success rate for a page like this, where you’re taken to the JustGiving page straight from another site without a great deal of warning is impressive. This is really encouraging.”

Jonathan Waddingham,  
Digital Strategist, JustGiving