

Case Study:

Firstgiving helps fundraisers raise over 4x more for the 2005 Guardian Angel Basset Rescue Waddle

"Thanks in large part to Firstgiving's tools; we broke a fundraising record for this year's event. Our supporters who used Firstgiving's online fundraising pages raised over 4x more money than those who did not. We have used other services in the past and found Firstgiving's results, simplicity and support to be to be far superior. I'd recommend Firstgiving's online fundraising pages to any organization of any size doing a fundraising event."

Larry Little
Chairman
Guardian Angel Basset Rescue



It's All About the Basset Hounds!

Guardian Angel Basset Rescue, Inc. rescues Basset Hounds from abusive and unwanted situations. This organization gives Basset Hounds a second chance to live as they were intended - as someone's best animal friend.

The GABR Waddle is the opening event at the Dwight Fall Festival. Every year, hundreds of basset hounds and their owners walk the parade route. For every dog waddling down the street, funds have been raised to support this organization. In 2005, the Waddle raised over \$60k, with \$18,000 raised online through the Firstgiving fundraising service.

Firstgiving helps you reach more people, over greater distances, in a shorter amount of time!

One of the most compelling reasons to use the Firstgiving fundraising service is how easy it makes it to ask for donations and to give donations. For the 2005 Illinois Waddle, fundraisers were able to raise funds from all over the United States. Donations came in not only from Illinois but from 39 of the 50 states! Not only were 39 of the 50 states represented, but they were very strongly represented.

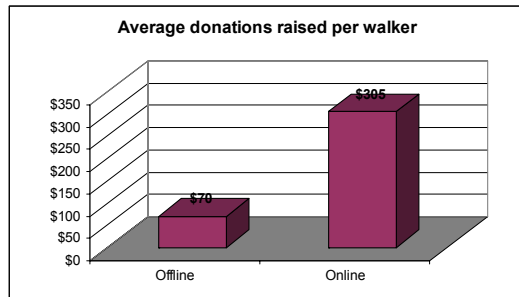
40% of donations to the 2005 GABR Waddle came from outside of the state of Illinois!

Results at a Glance

- ❖ Number of fundraisers with Firstgiving pages: 97
- ❖ Number of online donations: 485
- ❖ Average Online Donation: \$37
- ❖ Total amount raised online: \$18,000

You can reach people from all over the country without feeling shy about asking them for a donation. This is just one example of how people use Firstgiving successfully.

In 2005, the online fundraisers raised an average of over 4x as much money as offline fundraisers



For the 2005 GABR Waddle the fundraisers who raised money using only offline methods raised \$70 on average while the average amount of money raised per fundraiser using the Firstgiving service was **\$305**, 4.3 times as much and 336% higher! Online fundraisers raised an average of \$185 online and \$120 offline, showing that online fundraising pages can be a great complement to traditional fundraising methods.

97 out of the 600 total GABR Waddle participants used the Firstgiving service. If you translate the average dollar amount over the total amount of walkers and fundraisers, **there is still opportunity for an additional \$120,000 to be raised next year!**

To learn more about how Firstgiving can help your organization raise more money with less hassle, visit us at www.firstgiving.com, call us at (781) 863-6166 x103 or send an email to sales@firstgiving.com.