



CUSTOMER SPOTLIGHT

Asheville Humane Society



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—Meredith Riddick,
Communications and Digital Fundraising Manager

Asheville Humane Society is dedicated to promoting the compassionate treatment of animals in its community through education, sheltering, and adoption. The organization takes in lost, surrendered, neglected, and mistreated animals and is the only open admission shelter in Buncombe County—meaning it will never close its doors or say it’s full. All of the animals in the organization’s Adoption and Education Center stay with Asheville Humane Society until their new adoptive family and forever home is found, whether that takes hours or months. Through the help of a dedicated staff, generous volunteers, and supportive donors, the organization provides a soft bed, food, comfort, medical treatment, and behavioral testing for each animal. In addition to these services, it offers numerous resources, clinics, and programs for pets and owners living in Buncombe County. Asheville Humane Society believes that pets and their people deserve a safe and healthy community in which to live and thrive together.

Encouraging Supporters to Paw It Forward through the Power of everydayhero

Asheville Humane Society stays on top of the latest fundraising technology and digital donor outreach tools. So when it decided to adopt new peer-to-peer

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fundraising strategies, the organization looked to its partners at Blackbaud for assistance and suggestions. The answer came in the form of everydayhero, a peer-to-peer and crowdfunding solution that is easy to use, budget-friendly, and simple for donors of all ages to grasp.

Blackbaud's Success Services Team worked directly with the Society's Communications and Digital Fundraising Manager Meredith Riddick to create the Paw It Forward campaign—a crowdfunding campaign that put pets first. The campaign made it possible for the organization's supporters to raise money from family and friends on the Society's behalf through the power of their own personal networks and everydayhero fundraising pages.

Asheville Humane Society held a soft launch of Paw It Forward with two board members, two staff members, and two volunteers serving as ambassadors of the campaign. They set up their own everydayhero fundraising pages, complete with their own pets' profiles and photos. Meredith and her team promoted these pages on social media, in emails, and across media outlets to introduce the campaign and show the public how it worked. One sponsor even offered a free massage to one of the first 50 people who signed up for the campaign, which Asheville Humane Society promoted through a Facebook® ad.

The official launch date of the Paw It Forward campaign was April 15, but Asheville Humane Society saw so much enthusiasm through early promotion that the organization decided to allow early sign-ups. Blackbaud's Success Services and everydayhero Teams helped Meredith and her staff plan, design, and launch the Paw It Forward microsite. Then, when initial excitement waned, Blackbaud consulted with the Society and offered fresh ideas to re-energize the campaign. "The Success Services Team had great suggestions on how to rally campaigners together again and motivate them to continue raising donations," said Meredith.

In just two months, the Paw It Forward campaign raised \$37,500 for Asheville Humane Society. The organization received a total of 497 digital, offline, and vet clinic donations, with 88 active campaigners bringing in donations through personal everydayhero fundraising pages. These are all funds that directly help the organization carry out its mission. Through the power of peer-to-peer fundraising, Asheville Humane Society has increased revenue to help find forever homes for animals and provide the best care for them until that's possible.



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