



**SUCCESS STORY:  
CONNECTICUT HUMANE SOCIETY**

## **Consolidated Online Fundraising and Recurring Giving Drive 30% Increase in Average Gift Amount**

The Connecticut Humane Society was searching for a way to better engage supporters online and increase funding for their programs.

After moving to Classy and consolidating fundraising platforms from Give2gether and Blackbaud Sphere, the CT Humane Society's online fundraising has grown considerably due to Classy's ease of use and visual appeal.

In the four years since joining Classy, they cite a \$20 increase in average gift size. Plus, with a dedicated focus on recurring giving, the percentage of donors in their monthly recurring program grew by 15% and the average gift grew by over \$5 (+22%).

**15% GROWTH**

of recurring donors

**\$20 INCREASE**

in average gift size

**84% GROWTH**

in gross amount raised

