

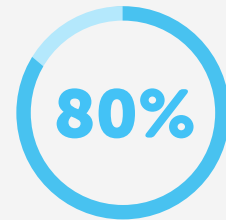


How Storytelling Strengthened The Humane Society's Online Platform

THEIR CHALLENGE

**CURRENT TECHNOLOGIES ARE
DIFFICULT FOR ADMIN TO USE**

The Connecticut Humane Society was searching for a way to better communicate their amazing story to donors in order to increase funding for their programs. Two months after moving to Classy from give2gether, the Connecticut Humane Society cited an \$11 increase in average gift size with 80-85% of donors covering fees. The average number of recaptured donors had increased by 2.25 gifts and the average amount per gift increased by about \$5 as compared to the same time the year before. With Classy, they had seen significant improvements in metrics due to the storytelling focus of the platform, ease of use, and visual appeal of the campaigns.



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COVERED FEES



\$11 INCREASE
IN AVERAGE GIFT SIZE



2.25 INCREASE
IN RECAPTURED DONORS