

CASE STUDY

How Fundraise Up Expanded International Anti-Poaching Foundation's Fundraising Strategy and Generated More Recurring Donors



"I can sing Fundraise Up's praises all day long. They're probably one of the best platforms and services I've ever used. I think we're going to be around for a while."

Thivanka De Silva

Head of Digital Marketing and Web Strategy
International Anti-Poaching Foundation



88.2%

recurring donor retention rate

145

new recurring donors per month in the first half of 2021

41.6%

conversion rate from Donate Button

45.2%

conversion rate from Social Proof element

10%

of all donations matched via Company Matching

The Client

International Anti-Poaching Foundation



INDUSTRY
Non-Profit



LOCATION
African Continent

The International Anti-Poaching Foundation is a direct-action, community-led organization that fights poaching head-on.

The Challenge

Expanding donor growth with an enhanced, secure donor experience.

The International Anti-Poaching Foundation has been in operation since 2009 doing boots-on-the-ground work in rural Africa to combat poaching.

Their multi-pronged approach not only empowers local communities to take action in conservation, but stimulates local economies and creates a space for gender equity. But when Thivanka De Silva came on board with IAPF, he noticed an inefficient website with a donation form that did not seem secure, and a marketing strategy that needed to grow beyond email campaigns that only targeted one-time donors.

Within two weeks of his start date, a new documentary was to premiere with National Geographic that followed IAPF's Akashinga program (Africa's first armed, all-female, plant-based anti-poaching unit that not only supports local communities but is revolutionizing the way animals are protected). The publicity that would accompany the documentary made the creation of a new website a necessity. The International Anti-Poaching Foundation needed a top-of-the-line donation software that could not only enhance the donor experience and expand donor growth in the long-term, but could be implemented quickly.

What We Provided

A trustworthy donor experience with enterprise-grade technology.

- Leverage AI, machine learning, and data science to enhance new donation opportunities, increase online revenue, and gain more recurring donors.
- Provide an intuitive, frictionless interface for staff and donors alike.
- Fast, efficient onboarding and dedicated, personal customer support.

International Anti-Poaching Foundation Needed a Better Solution That Could:



Improve and legitimize the online donor experience.



Expand their donor base.



Be implemented easily and quickly.



Accept multiple international currencies and payment methods.



A lot of charities are under-resourced, understaffed, and don't have a lot of technical knowledge — and it takes all of that to build a highly efficient web page. So when you are given a platform where you can just push a button — and it actually starts to generate revenue from day one — that's impactful. Our use of Social Proof generated us an extra five grand and that took me like two minutes. I think literally two minutes to implement. You're not going to find a better ROI on time spent anywhere else.

The Solution

An intelligent, secure platform that makes giving easy and retains more donors.

While fast-tracking the IAPF's new leaner, cleaner website, Thivanka researched fundraising platforms that would be optimized for online giving and Fundraise Up seemed "leagues above everything else." But it was the support he received that took his experience to the next level. With easy, fast implementation and technology powered by AI, machine learning, and data science, they were prepared for the increased exposure that came with the documentary.

Fundraise Up's solution gave the International Anti-Poaching Foundation:

- Simple, smart, enterprise-grade technology.
- Passionate, hands-on support.
- A streamlined donation flow that increases conversion and donor retention.
- A mobile-friendly format that inspires action.
- More digital wallets with more currencies.

With the help of the Fundraise Up Success Team, the International Anti-Poaching Foundation was able to launch a new website with an optimized donation platform in time for the documentary premiere.

“

I have used hundreds of pieces of software over the last decade, and it's rare to see support like what your team has. You can have the Rolls-Royce of products, but if there's no support, you just won't get what you need out of it.

The Result

More donors and more revenue just by switching platforms.

The International Anti-Poaching Foundation's switch to Fundraise Up saw immediate results. In fact, the Donate Button on the header of IAPF's website alone saw a **41.6% increase** in conversion. Even better, Social Proof — A Fundraise Up call-to-action Element which displays real-time notifications about recent donations — generated a **45.2% conversion rate**. In addition, IAPF earned an average of **145 recurring donors per month** in the first half of 2021, with March seeing this number grow to 274, and an all-time retention rate of **88.2%**.

With this level of growth, the International Anti-Poaching Foundation was able to turn its attention to more unique fundraising opportunities. Recently, they launched the Own a Story campaign which offers supporters the chance to purchase unique items from their IAPF camps in order to fund their goal of training 1,000 female rangers. This not only offered donors the chance to connect on a deeper level with the International Anti-Poaching Foundation, but raise awareness about the positive human impact of their work.

“

I think it was the key, that no matter what we do for the next couple of years, recurring donations needs to be the number one priority. We needed to be ok to forgo short-term wins of one-time donations and build for the long-term community, then nurture and grow that community. It'll be slower, but in the end it'll be worth it because you will have a base of people that are going to continue to support you for the long term. This technology has given us the ability to realize that strategy and it's working really well.

Get Optimized and Grow Your Community of Recurring Donors.

[Request a Demo →](#)