



Dogs Trust

'Sponsor a Dog' Campaign

Following the success of our campaign for Guide Dogs, Charity Link approached the National Canine Defence League (now Dogs Trust) in 2002. Following initial discussions, we developed and implemented a door-to-door test campaign promoting their 'Sponsor a Dog' fundraising product.

Since then we have never looked back, and have experienced massive growth in the reach and success of the campaign – reflected in the support of significant year-on-year budget increases. In 2008 we diversified into Private Sites for the first time on any client, and then in 2009 into mobile trailers and 2011 saw us diversify into attending shows – giving greater static site flexibility and footfall.

The donors we have recruited via Private Sites now outweigh those from door-to-door. Charity Link is now the largest supplier for Dogs Trust, providing the greatest single source of income for their 'Sponsor a Dog' campaign.



“Charity Link is a professional, committed organisation that delivers on time and on budget. They have raised many millions of pounds of vital income for us and I have no hesitation in recommending them to any potential charity client.”

Adrian Burder, Deputy Chief Executive, Dogs Trust