



Guide Dogs for the Blind

'Sponsor A Puppy' Campaign

Charity Link first approached Guide Dogs for the Blind in 2000 and suggested piloting a D2D fundraising campaign. At that time, Guide Dogs were a very traditional charity, so this activity represented a major shift in their thinking. Following discussions, Charity Link subsequently launched their 'Adopt a Litter' product in December 2000, asking people to donate a monthly amount through Direct Debit. Now ten years on Charity Link are still recruiting, and recruiting increasing numbers year on year.

Our pilot aimed to recruit 250 Direct Debit donors, using a small team of 3 fundraisers in Northampton and targeting a £6 per month contribution. The test activity proved very successful, and we recommended implementing a national roll-out to follow it.

To that end the 'Sponsor A Puppy' campaign was born. Since then, the campaign has continued to go from strength to strength. Indeed, we have built a dedicated Guide Dogs team and some of those fundraisers are still with us promoting this product 7 years on.

Fundraising reach has also grown; in 2003 we diversified into Shows such as Crufts/Discover Dogs, and in 2009 we went into Private Sites. We then increased the monthly 'ask' to £8.50 which has substantially improved Guide Dogs' already impressive R.O.I.

With one of the lowest attrition rates in the industry door-to-door (face-to-face) is one of Guide Dogs most cost-effective recruitment channels. The 'Sponsor A Puppy' scheme is now Guide Dogs biggest fundraising programme.

"I have always been pleased with the contribution Charity Link make, the involvement they have with us and the suggestions and improvements they bring to our fundraising plans."

Maria Novell, Direct Marketing Manager, Committed Giving, Guide Dogs