

PayDock to the Rescue

March 2016

Battling an expensive and inflexible donations solution, PetRescue was losing **both money and opportunities**.

PetRescue used PayDock to raise revenue and reduce cost almost overnight – and gave donors a better experience as well.

Fee reductions alone will save PetRescue over \$10,000 per year and the conversion lift of 40% has smashed previous records. Combined with the back-office saving, PetRescue is anticipating a **bottom line improvement in excess of \$30,000** – simply by using PayDock!

Now that's some pets rescued.



The Challenge: Restricted Data Access Costs Time and Money

John Bishop, Director at PetRescue was frustrated by the barriers and restrictions to donors and data on EverydayHero, their existing platform.

"We were forced to build custom tools to retrieve the very limited donor data from the EverydayHero reporting site and parse that data into something usable by our fundraising team."

The final straw on top of the costs, data and donor-experience issues was the discovery of lost revenue from expiring credit cards.

"...they don't give you donor [card] details. EverydayHero is supposed to contact them for us – but when we tested, none of our donors had been contacted."

The Solution: Good for Donors, PetRescue and Pets!

In almost a single afternoon, PetRescue gained access to previously trapped data, the ability to design best-practice donor experiences and the power to take new payment types (i.e. recurring and direct debit). All at low cost.

"PayDock was the missing piece for us – giving us control over data and user experience, while removing the burden of dealing with 3rd party payment APIs."

Donor data is now pushed to Xero, Salesforce, Slack and Mailchimp in real time. Marketing and engagement workflows are easily automated and expiring cards are handled with automatic reminders to donors and an easy update process. As a result PetRescue have been able to capture lost revenue and improve their brand reputation.

About PetRescue

Founded in 2004, PetRescue is an Australian animal welfare charity supporting 950+ rescue groups, shelters & pounds nationwide to get their adoptable pets online, saving thousands of pets every month.

PetRescue Quick Facts –2015

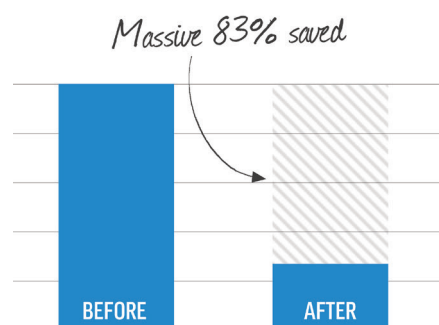
- 89,190 pets adopted
- 99,032 newsletter subscribers
- 3.15m unique website visitors
- 109,000 Facebook fans



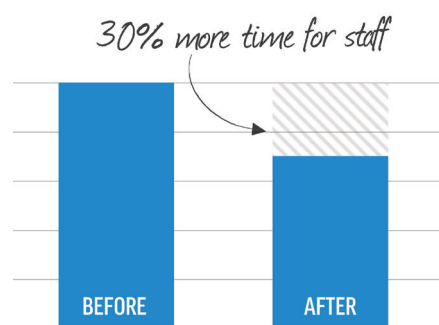
Before

- x High transaction costs
- x Limited + slow data access
- x High-friction donor experience

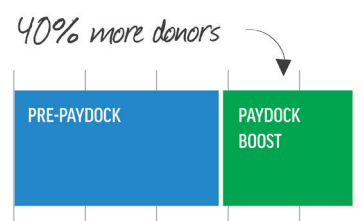
After



Transaction Costs



Admin Effort



Campaign Conversions

