



THE CHALLENGE:

In 2007 U.S. branch of the World Society for the Protection of Animals (WSPA-USA) was looking to ramp up its online advocacy efforts and build a base of new supporters.

For years, WSPA-USA had mainly used traditional communications and fundraising channels such as direct mail to drive petitions and actions, but the results had been lackluster.



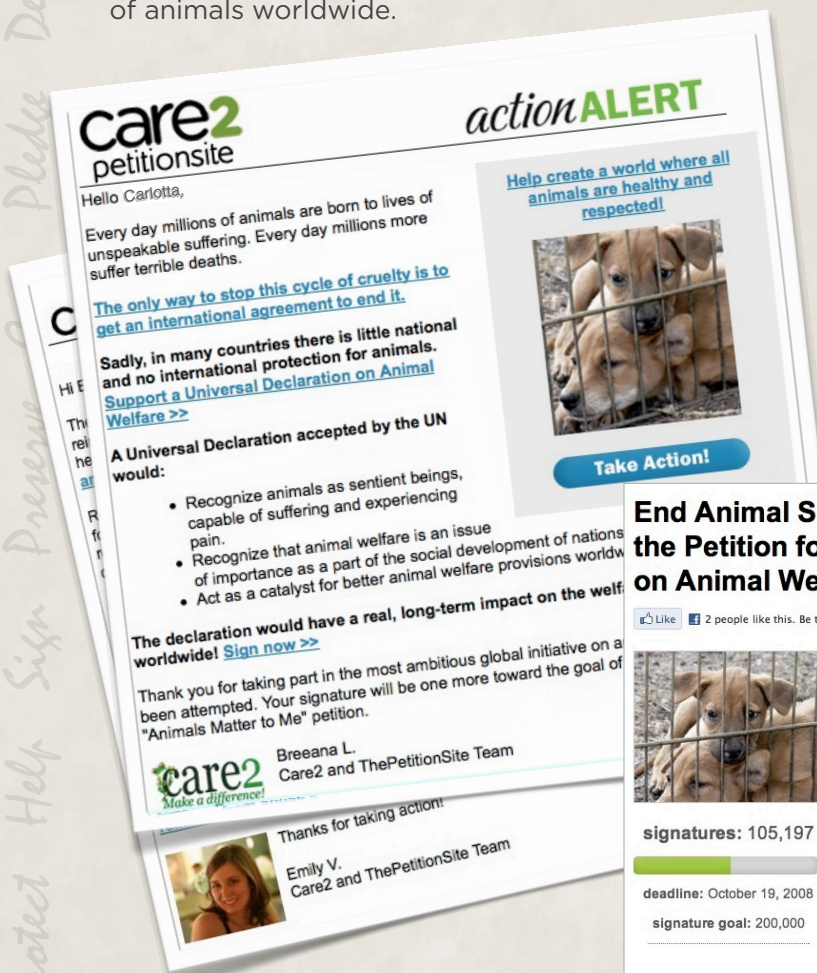
THE SOLUTION:

WSPA joined forces with Care2 and launched an online petition campaign via Care2's Petition Site to rally citizens around the Universal Declaration on Animal Welfare. The campaign inspired political leaders, organizations and individuals to treat animals better and have a long-term impact on the welfare of billions of animals worldwide.

Care2's strategic online campaigns, completely customized to WSPA's advocacy and recruitment goals, ran for two month-long periods, at different times of the year.

THE RESULTS:

In just a short time period, WSPA doubled its database of members to about 100,000 online supporters.



End Animal Suffering Worldwide - Sign the Petition for a Universal Declaration on Animal Welfare!

Like 2 people like this. Be the first of your friends.



signatures: 105,197

deadline: October 19, 2008

signature goal: 200,000

overview letter

Target: Your Government Leader

Sponsored by: World Society for the Protection of Animals

Every day millions of animals are born into lives of unspeakable suffering. Every day millions more suffer terrible deaths. **All animals should be able to live their lives free from misery.** But they struggle in a world that is often indifferent.

The road toward better animal welfare is through cooperation, information and a strong international commitment. **Urge the United Nations to adopt a Universal Declaration on Animal Welfare!** The declaration would have a real, long-term impact on the welfare of billions of animals worldwide.

Note: your signature will be one more toward the goal of 10 million signatures on the "Animals Matter to Me" petition, making it the most ambitious global initiative on animal welfare that has ever been attempted!



Send Letter

Prefix	First Name	Last Name
Ms.	Carlotta	Zwaibok
<input type="checkbox"/> don't display my name		
Email		
carlotta@wildmail.com		
Country		
United States		
Street Address		City
123 Barbary Terr.		Rochester
State		Zip
New York		14621

Why is stopping bear bile farming important to you? (optional)

☒ I agree to Care2's terms of service

sign now

Your email and postal address will remain private

"These new list members have helped recruiting efforts to be more productive going forward," said Emily Bersin, Digital Manager at WSPA. **The return from these new members is even more impressive**, she said. Through donations from the new members, WSPA broke even on its investment within the

first nine months, and between the start of the campaign in 2007 and July 2010, 6% of the new members had made at least one donation. Very few members recruited through the Care2 campaign have unsubscribed, and this group continues to respond very well to advocacy actions, said Bersin.

WSPA staffers who worked on the project **"rave about how fast and efficient the Care2 team were, and how quickly our organization was able to meet our name acquisition goals,"** said Bersin. **"Thanks Care2!"**