



Newcastle Dog & Cat Shelter's Virtual Pet Show

Since the 2020 pandemic, Newcastle Dog & Cat Shelter have had to discover creative online fundraising alternatives to popular in-person events. An annual event not to go amiss was the shelter's pet show. With the help of its Facebook community and the Thyngs fundraising platform, the charity engaged supporters online with a virtual pet competition.

The event

The show itself was hosted on Facebook and entry donations were completed in 3 quick steps using Thyngs. Entry fees were £1 per pet and options were provided on the donation landing page. Gift Aid could also be attached to the donation, allowing support to go further than previous years. To take part in the competition, all a supporter needed to do was show proof of payment before submitting their entry photo via email.

The simple process received positive feedback from supporters.



“This was our first time doing a virtual pet show. This year we raised about the same amount as an in-person show, but for less work because the event was virtual. Basically, it ran itself! The process took about 30 minutes to set up on Thyngs. We would definitely do this again, and want to try other sorts of events in the future too.”

- Beth Codling, Relationship Manager at Newcastle Dog & Cat shelter



The show was promoted on social media two weeks prior to the event, with mobile-optimised links to the donation page. Once all entry photos of pets were submitted, the charity sorted them into albums on Facebook and asked supporters to vote for their favourite. The photo with most likes and reactions won and were announced the “Best in Show” winner by the shelter.

44%

giftaid it

64

Donations

£175

Donations from entry

41%

Conversion