



LEVERAGING

**FACEBOOK** FOR

NON-PROFIT

ANIMAL RESCUES

A CASE STUDY

# **Leveraging Facebook to Encourage and Accelerate Financial Donations For Non-Profit Animal Rescue Organizations**

## **A Case Study**

### **SUMMARY / ABSTRACT:**

This case study reports on the effectiveness of using Facebook as a tool to raise funds for Hanaeleh Horse Rescue located in Trabuco Canyon, California.

For the sake of this case study the following research question was posed:

***Can Facebook be used as a tool to accelerate donations for non-profit animal rescue organizations?***

A campaign with a target goal of \$5,000, was designed to seek donations to purchase feed for the rescued horses at Hanaeleh Horse Rescue. The duration of the event was initially set for August 5, 2014 through August 31, 2014. Facebook posts were crafted to announce the commencement of the fundraiser, subsequent progress updates, and acknowledgment and appreciation of donations, which were communicated on an ongoing basis.

Facebook posts were "Boosted," which improved the campaign's reach and resulted in increased donations. The financial goal of \$5,000 was achieved nine days prior to the end of the campaign and the final tally of funds exceeded expectations with a grand total of \$6500.

The results of the campaign answered the research question affirming that Facebook can be used as a tool to fundraise for animal rescue organizations. Further exploration into Facebook's effectiveness for fundraising is something that should and can be expanded upon to promote other worthy causes.

### **CHALLENGES FACED:**

Fundraising may not be a science, but the complexities of a successful fundraising effort can make or break a group fighting for a cause. Social media provides multiple conduits for communication and these connections are being capitalized upon to solicit essential funding for various projects.

Hanaeleh Horse Rescue in Trabuco Canyon, CA saves abused, neglected and abandoned horses throughout Orange County, CA and surrounding areas. Hanaeleh is 100% volunteer-run by a six-member Board of Directors, a ranch hand and 3-12 weekly volunteers. This operation functions on an annual budget of \$60,000 to \$80,000 designated for essential feeding, boarding, care and medical expenses for twelve horses, three sheep, four cats and four chickens. Without consistently large donations, Hanaeleh struggles to meet the horses' and other animals' basic needs, repairs to the ranch where they are cared for, and other

unforeseen expenditures. A great many animal rescue organizations in the US are volunteer-only and have similar difficulties getting and staying funded.

### **SOLUTION:**

Although Hanaeleh has a Facebook presence that has achieved 50-60 new Likes per week soaring to approximately 5,700 by utilizing only \$120 per month in Facebook ads, donations have been inconsistent and unreliable. A Facebook presence alone was not gleaning the financial support that was wanted and very much needed. A well-organized and executed fundraising campaign on Facebook had never been attempted. The desperation of severely dwindling funds inspired efforts to move forward with such a campaign to determine if Facebook could be used as a tool to fundraise for Hanaeleh Horse Rescue.

### **DESIGN AND EXECUTION:**

The goal of the fundraising campaign was to accelerate the frequency and amount of donations from Hanaeleh's Facebook audience. Status Updates and Ads were produced and posted that met the following objectives:

1. A clearly communicated need for help and a financial target to be raised.
2. A start date and an end date of the campaign.
3. Progress reports on accumulated donations.
4. Acknowledging and thanking every person who donated.
5. Creative content utilizing photographs of the animals in need.
6. Facebook Ads extending the reach of and communicating Hanaeleh's fundraising goals.
7. Frequency of posts and ads strategically planned throughout each day.
8. Content designed to elicit positive emotional responses through heartfelt stories and humor.

The campaign commenced on August 5<sup>th</sup>, 2014 under the creative direction of Hanaeleh's volunteer Social Media manager, Kathi Kruse of Kruse Control, Inc. with the intent to raise \$5,000 by August 31, 2014. She currently manages the Facebook page, content and Ads creation. A Facebook Ads budget was set for \$200 for the fundraising campaign.

The Facebook Ads strategy involved:

- Promoting posts asking for donations using the "Boost Post" option, which is available on each Facebook post (not ads manager).
- Targeting a specific audience was done by using the "fans and their friends" option which allowed the posts to reach up to a 25 mile radius of Lake Forest, CA, which is relatively close in proximity to Hanaeleh. Additionally, fans and their friends within a 50-mile radius of Riverside, CA were targeted, which is rich with horse and animal enthusiasts.



The Canva app was used to create and design the images. Canva allows uploading of your own images and is the "Photoshop for those that don't get Photoshop." Using Hanaeleh horses' images was a crucial part of success.

It is important to note that the ad images were designed to accommodate Facebook Ads' 20% rule: "Boosted" posts must not exceed 20% text content on any given post. Here's how to make sure an ad is acceptable:

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

All fundraising posts were scheduled using the PostPlanner app and were published 3-4 times per day (on average) between the hours of approximately 8:00 a.m. and 8:00 p.m. These posts were in addition to the page's regular posts (2-3 per day) covering adoptions, wild horse and burro advocacy, anti-slaughter advocacy, local events and many other brand-related subjects.

Daily record keeping of donations was accomplished by using a spreadsheet on Google Drive.

## CAMPAIGN DETAILS:

This is the first post of the campaign August 5<sup>th</sup>, 2014. This one didn't meet the guideline of 20% text once it was, "boosted". Tamahome and Rio were our "Spokeshorses."

NOTE: each post below is in date order.



**Hanaeleh Summer Fundraiser**

**Hay!**

**Hay!**

Please Help Us Reach Our Goal → **\$5,000**

**Hanaeleh**  
Posted by Post Planner [?]  
August 5 · Edited

We desperately need your help to feed our rescued horses.

Hanaeleh is a non-profit horse rescue operating in Southern California since 2004. We rescue all breeds and ages of horses, and after we rehabilitate them we work to find them new homes, providing sanctuary for the horses who are unable to be adopted.

Our Summer Fundraiser is on! We need to buy hay for the rest of the year- hay prices are continuing to rise, and we need your help to continue to save the horses who come in. Often the horses we take in are severely malnourished, and it costs 2-3 times as much to feed those horses until we are able to get them to a healthy weight. All of our horses are fed high-quality alfalfa, orchard and timothy hay/pellets to get them back to health (and to stay healthy).

Can you help? Our goal is \$5,000. Even a small amount will allow us to continue to help the horses! Click HERE to donate: <http://bit.ly/HelpHanaelehHorses>

Write a comment...



The next day, the revised post below was posted.  
It met the 20% rule and was Boosted for 6 days, at a total cost of \$56.

The Audience targeted:

**Ad Stopped** August 12th, 7:50am  
**Target Group** Fans and friends of fans  
**Age** 13-65+  
**Gender** Male and Female  
**Other** Location - Living In: United States  
**Boosted By** Kathi Kruse

Results:





**Hanaeleh Summer Fundraiser**  
Please Help Us Reach Our Goal! → **\$5,000**



**Hanaeleh**

Posted by Post Planner [?]

Liked · August 6

We desperately need your help to feed our rescued horses.

Hanaeleh is a non-profit horse rescue operating in Southern California since 2004. We rescue all breeds and ages of horses, and after we rehabilitate them we work to find them new homes, providing sanctuary for the horses who are unable to be adopted.

Our Summer Fundraiser is on! We need to buy hay for the rest of the year- hay prices ar... [See More](#)

[Like](#) · [Comment](#) · [Share](#)

Dianne St Andre, Kaitlin Agee, Anne Kruse and 542 others like this. [Top Comments](#)

125 shares

**Teri Love** Sent and shared!  
[Unlike](#) · [Reply](#) · 1 · August 10 at 10:38am

**Hanaeleh** Thank you very, very much Teri. We appreciate it!  
[Like](#) · Commented on by Kathi Kruse [?] · August 11 at 7:16pm



Write a comment...



The Post below was Boosted for 2 days, total spend \$20.

Audience:

**Ad Stopped** August 11th, 4:45pm

**Target Group** Fans and friends of fans

**Age** 13-65+

**Gender** Male and Female

**Other** Location - Living In: United States

**Boosted By** Kathi Kruse

Results:

**2,194**

Paid Reach [?]

**166**

Actions [?]

**\$20.00**

Budget Spent

**Actions** | People | Countries

21 Photo Clicks

6 Link Clicks

1 Page Like

97 Post Likes

2 Comments

40 Shares

[Hide details](#)





**Hanaleh**

Posted by Post Planner [?]

Liked · August 9

We're at 12% of our goal! We desperately need your help to feed our rescued horses. Can you help?

Our goal is \$5,000. Even a small amount will allow us to continue to help the horses! [CLICK HERE to donate: http://bit.ly/HelpHanalehHorses](http://bit.ly/HelpHanalehHorses)

Or send your check to: P.O. Box 291, Trabuco Cyn, CA 92678... [See More](#)

Like · Comment · Share



Kaitlin Agee, E.z. May and 131 others like this.

Top Comments ▾



69 shares



**Dianne Stocks** Do I make a check to Hanaleh's ? I don't use pay pal or do I know how. I would like to make a donation. I read what you do on Facebook and I think you people are wonderful.  
Like · Reply · 2 · August 9 at 12:15pm



Hanaleh replied · 3 Replies



**Stephanie Foulger** Id like to donate too! I've been to your rescue 3 years ago. You do a great



Write a comment...



The Post below was Boosted for 6 days, total spend \$56.

Audience:

**Ad Stopped** August 19th, 9:18am

**Target Group** Fans and friends of fans

**Age** 13-65+

**Gender** Male and Female

**Other** Location - Living In: Lake Forest (+25 mi),  
California, United States

**Boosted By** Kathi Kruse

Results:





**Hanaeleh Summer Fundraiser**  
Please Help Us Reach Our Goal! → **\$5,000**

**Hanaeleh**  
Posted by Post Planner [?]  
August 13 · Edited

We desperately need your help to feed our rescued horses.

Hanaeleh is a non-profit horse rescue operating in Southern California since 2004. We rescue all breeds and ages of horses, and after we rehabilitate them we work to find them new homes, providing sanctuary for the horses who are unable to be adopted.

Our Summer Fundraiser is on! We need to buy hay for the rest of the year- hay prices ar... [See More](#)

Like · Comment · Share

👍 Anne Kruse, Kaitlin Agee, Lori Johnson and 236 others like this.

📄 93 shares

👤 Sue Baldwin Donated!!! Love your work and want to support our local horse rescue.  
Unlike · Reply · 🗨️ 2 · August 17 at 7:37pm

👤 Hanaeleh Thank you Sue! We appreciate it.  
Like · 🗨️ 1 · Commented on by Kathi Kruse [?] · August 18 at 10:03am

Write a comment...

This post simply kept tabs on the progress. This was an integral part of keeping the momentum going.



**\$5,000**

**\$1,350**

**Hay!**

**Hanaeleh**  
Posted by Post Planner [?]  
Liked · August 14

We're at 27% of our goal! We desperately need your help to feed our rescued horses. Can you help?

Our goal is \$5,000. Even a small amount will allow us to continue to help the horses! [CLICK HERE to donate: http://bit.ly/HelpHanaelehHorses](http://bit.ly/HelpHanaelehHorses)

Or send your check to: P.O. Box 291, Trabuco Cyn, CA 92678... [See More](#)

📍 Tag Photo 📍 Add Location ✎ Edit

Like · Comment · Share

👍 E.z. May, Kaitlin Agee and 18 others like this.

📄 15 shares

Write a comment...



This post (created with Canva app) is an example of the “Thank You” messages that were posted:



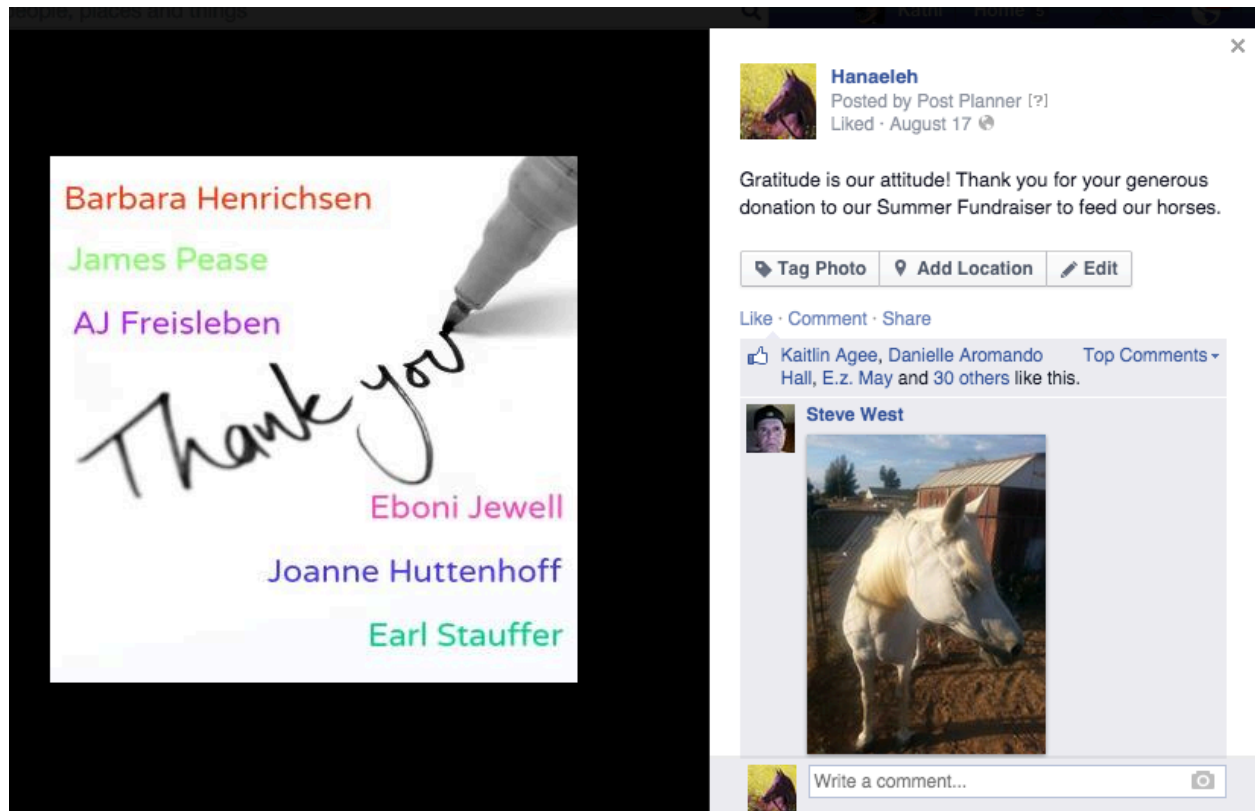
People were asking about Hanaeleh's physical address (to send donations to) even though it was included in the posts. So, this post was created just to let people know about where to send their checks:



This post is another reminder of how things were going, and communicating a "Thank You". It was important to keep everyone in the loop, which kept the crowd cheering:



Here is an example of a “Thank You” post below. Steve West (a commenter) shared a picture of his Mom’s horse, Tamara (in the comments). Steve’s Mom had become unable to care for Tamara and had to give her up. Using Facebook, Hanaeleh was instrumental in getting Tamara adopted. Steve West continues to be one of Hanaeleh’s biggest fans.





Keeping the momentum going, this post was Boosted for 2 days, spend \$20.

Audience:

**Ad Stopped** August 20th, 1:07pm

**Target Group** Fans and friends of fans

**Age** 13-65+

**Gender** Male and Female

**Other** Location - Living In: Lake Forest (+25 mi),  
California, United States

**Boosted By** Kathi Kruse

Results:





**Hanaeleh**

Posted by Post Planner [?]

Liked · August 18

WE MADE IT HALFWAY TO OUR GOAL OF \$5,000 to feed our horses.

Please donate...even a small amount will allow us to continue to help the horses! CLICK HERE to donate: <http://bit.ly/HelpHanaelehHorses>

Or send your check to: P.O. Box 291, Trabuco Cyn, CA 92678... [See More](#)

Unlike · Comment · Share



Hanaeleh, E.z. May, Kaitlin Agee and 104 others like this.



23 shares



**Joanne Turenne Huttenhoff** That's awesome!!


Like · Reply · August 19 at 12:59pm



Write a comment...



Not all posts had images. We posted Thank You's like this with good results:



**Hanaeleh**

August 18 at 6:31pm ·

DOUBLE THANK YOU to our new volunteer, Jeff Fergusson, for giving his time to help out at the ranch AND for donating to our fundraiser to help feed our horses!

495 people reached

Like · Comment · Share · 18

[Boost Post](#)

**495** People Reached

**18** Likes, Comments & Shares

<b>18</b> Likes	<b>18</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**0** Post Clicks


<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>0</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Here's Rio saying, "Thank You."



**Hanaeleh**  
Posted by Post Planner [?]  
Liked · August 18


THANK YOU Deanna Rector, Sue Baldwin, Stephanie Foulger, Arlene Caliendo & Joyce Proteau for helping feed our horses!

If you'd like to donate to our goal of \$5,000, even a small amount will allow us to continue to help the horses! CLICK HERE to donate: <http://bit.ly/HelpHanaelehHorses>

Or send your check to: P.O. Box 291, Trabuco Cyn, CA 92678


Hanaeleh is a non-profit horse rescue operating in Southern California since 2004. We rescue all breeds and ages of horses, and after we rehabilitate them we work to find them new homes, providing sanctuary for the horses who are unable to be adopted.

We need to buy hay for the rest of the year - hay prices are continuing to rise, and we need your help to continue to save the horses who come in. Often the horses we take in are severely malnourished, and it costs 2-3 times as much to feed those horses until we





Amy Meister (one of our loyal supporters) LOVES Delilah and has no means to keep a horse. She "sponsors" Delilah so a special "Thank You" was posted just for Amy:



**Hanaeleh**  
Posted by Post Planner [?]  
Liked · August 18


THANK YOU Ruth Amy Meister who donated specifically to help Delilah.




Like · Comment · Share

38 people like this. [Top Comments](#)


1 share

**Amy Sonsteng Meister** I would take you home if I could  
Unlike · Reply · 1 · August 18 at 4:42pm

**Amy Sonsteng Meister** :)))  
Unlike · Reply · 1 · August 18 at 4:38pm





People You May Know [See All](#)

**Sonya Galen**  
4 mutual friends  
[Add Friend](#)






More "Thank You's" from Tamahome and Rio:






**Hanaeleh**  
Posted by Post Planner [?]  
Liked · August 18


APPRECIATION to InHome Care Solutions for donating to our fundraiser to feed the horses. Tamahome and Rio were so happy they had to run around the arena!



 Tag Photo  Add Location  Edit


[Like](#) · [Comment](#) · [Share](#)

 **Lori Bocchicchio, Norma Maxwell, Dianne St Andre** and **56 others** like this.

**Diana Smock Gosliga** how far are you to your goal?  
[Unlike](#) · [Reply](#) ·  1 · August 19 at 8:03am


 **Hanaeleh** replied · 2 Replies

**Trying Vegan**  
2,517 members  
[+ Join](#)


[See All](#)

Gratitude was shown to another business for their donation by posting a link to their site:

**Hanaeleh**  
August 19 at 7:36pm · 🌐

BIG THANKS to Hands on Paws for their generous donation to our fundraiser to feed our horses! Esther Horn offers dog obedience training services in S. Orange County, CA. Our horses thank you from the bottom of their hooves!

visit Hands on Paws: <http://handsonpaws.com/>



**Dog Obedience Training for South Orange County**  
Hands On Paws Dog Training: Esther Horn CPDT-KA, offers dog obedience training services and expertise for dogs in South Orange County, California.  
[HANDSONPAWS.COM](http://HANDSONPAWS.COM)

374 people reached

Boost Post

Like · Comment · Share · 👍 15 🗨️ 1

**374** People Reached

**19** Likes, Comments & Shares

<b>16</b> Likes	<b>15</b> On Post	<b>1</b> On Shares
<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>0</b> On Post	<b>1</b> On Shares


**2** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>2</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

The two posts below are examples of a simple THANK YOU text post. Great organic reach (reach without having to pay Facebook to promote/boost it):

**Hanaeleh**  
August 19 at 6:50pm · 🌐

THANK YOU Connie Harada, Tina Baglama, and Lisa Lanzarotta for your generous donations to help feed our horses! Your contributions are making a difference.

585 people reached

Boost Post

Unlike · Comment · Share · 👍 20

**585** People Reached

**22** Likes, Comments & Shares


<b>21</b> Likes	<b>20</b> On Post	<b>1</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>0</b> On Post	<b>1</b> On Shares

**0** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>0</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page


**Hanaeleh**  
 August 19 at 11:46am · 🌐

THANK YOU Teri Love for your generous donation in our fundraiser to help feed our horses!  
 "I wish there were more people like you in the world. Thank you for all you do for these beautiful horses." ~Teri Love  
 We could not do it without your support!

621 people reached
 

Boost Post

Like · Comment · Share · 🍷 21

**621** People Reached
 

<b>21</b> Likes, Comments & Shares		
<b>21</b> Likes	<b>21</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Post Clicks		
<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>0</b> Other Clicks ⓘ
<b>NEGATIVE FEEDBACK</b>		
<b>0</b> Hide Post	<b>0</b> Hide All Posts	
<b>0</b> Report as Spam	<b>0</b> Unlike Page	

A special "Thank You" from Tamahome:




**Hanaeleh**  
 Posted by Post Planner [?]  
 Liked · August 19 🌐

THANK YOU David & Constance Knott for your generous donation to our Summer Fundraiser to help feed our horses! Tamahome says, "I'll second that!"

 Tag Photo
  Add Location
  Edit

Like · Comment · Share



 Lori Bocchicchio, Danielle
 

Top Comments ▾

Aromando Hall, E.z. May and 78 others like this.


**Norma Brown** Such a beauty  
 Unlike · Reply · 🍷 1 · August 19 at 6:28pm


**Maria Elsa Shishido** Adorable!  
 Unlike · Reply · 🍷 1 · August 19 at 11:58am

**What's the price range?**


**Chicken Maison**  
 Visited about 3 weeks ago  
 \$\$\$\$

Post below was Boosted for 4 days for \$46.10 (because we reached our goal early).

Audience:

**Ad Stopped** August 26th, 9:23am

**Target Group** Fans and friends of fans

**Age** 13-65+

**Gender** Male and Female

**Other** Location - Living In:

- United States: Lake Forest (+50 mi), Riverside

(+50 mi) California

**Boosted By** Kathi Kruse

Results:







**Hanaeleh**  
Posted by Post Planner [?]  
August 20

We desperately need your help to feed our rescued horses.

Hanaeleh is a non-profit horse rescue operating in Southern California since 2004. We rescue all breeds and ages of horses, and after we rehabilitate them we work to find them new homes, providing sanctuary for the horses who are unable to be adopted.

Our Summer Fundraiser is on! We need to buy hay for the rest of the year- hay prices ar... [See More](#)

Like · Comment · Share

**Kaitlin Agee, E.z. May, Connie Speed-Biven and 219 others** like this.

32 shares

**Michael Parra** Americans treat their pets better than many countries treat their own children.  
Like · Reply · 1 · August 21 at 7:48pm

**Ruth Ashcraft** Please donated, I just did..... Hay!!!!  
Like · Reply · 1 · August 21 at 4:49pm

Write a comment...

A special THANK YOU from Quixote and Maggie:



**Hanaeleh**  
Posted by Post Planner [?]  
Liked · August 20

HUGE THANK YOU to Cindy Sherrill for your generous recurring donation to Hanaeleh! Quixote and Maggie wanted to chime in too.....

Tag Photo · Add Location · Edit

Like · Comment · Share

**Kaitlin Agee and 36 others** like this.

**Cindy Sherrill** I hope it helps! Good work you are doing!!!  
Like · Reply · August 21 at 5:33pm

Write a comment...

Recommended Pages [See All](#)

**Simon & Garfunkel**  
Maria Schulman and 27 other friends like them.  
Like



This was posted on August 20th and later the next day the \$5,000 goal was almost achieved. The sense was that the closer it got to the goal, the more people start rooting for Hanaeleh.

**\$5,000**

**\$3,620**

**Hay!**

WE ARE 70% TO OUR GOAL OF \$5,000! We're almost there!!

Please donate - even a small amount will allow us to continue to help the horses! [CLICK HERE to donate: http://bit.ly/HelpHanaelehHorses](http://bit.ly/HelpHanaelehHorses)

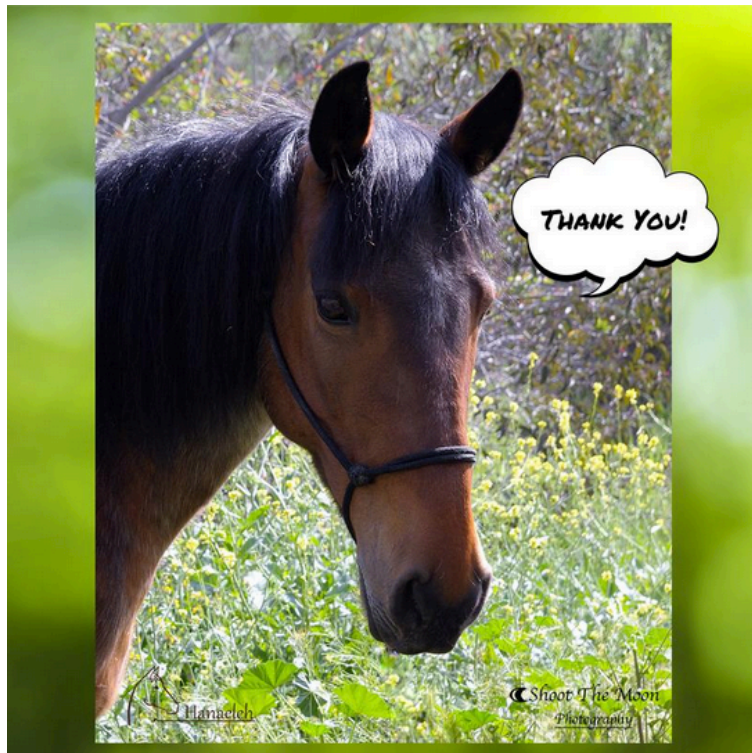
Or send your check to: P.O. Box 291, Trabuco Cyn, CA 92678

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We need to buy hay for the rest of the year - hay prices are continuing to rise, and we need your help to continue to save the horses who come in. Often the horses we take in are severely malnourished, and it costs 2-3 times as much to feed those horses until we are able to get them to a healthy weight. All of our horses are fed high-quality alfalfa, orchard and timothy hay/pellets to get them back to health (and to stay healthy).

Write a comment...

A special THANK YOU from Gypsy, Hanaeleh's rescued Wild Mustang:



**Hanaeleh**  
Posted by Post Planner [?]  
Liked · August 21

THANK YOU Karen Hopkins for your generous donation in our fundraiser to feed our horses. Gypsy loves ETI and thanks you for your ongoing support to keep her happy!

Tag Photo Add Location Edit

Like · Comment · Share

Kaitlin Agee, E.Z. May and 25 others like this.

Write a comment...

Suggested Groups

See All

**Members Only VIP Attract Customers Now From Facebook**  
415 members  
Join

In the home stretch:



**Hanaeleh**  
Posted by Post Planner [?]  
Liked · August 21

We are so close we can taste the hay! Only \$1,236 left to go 'til we reach our goal of \$5,000 to feed our horses.

Please donate - even a small amount will allow us to continue to help the horses! CLICK HERE to donate: <http://bit.ly/HelpHanaelehHorses>

Or send your check to: P.O. Box 291, Trabuco Cyn, CA 92678... [See More](#)

Tag Photo Add Location Edit

Like · Comment · Share

Danielle Aromando Hall, Tracy Charles, Kaitlin Agee and 22 others like this.

3 shares

Write a comment...

Ulysses can "taste the hay right now!"



**Hanaeleh**  
Posted by Post Planner [?]  
Liked · August 22

BIG THANKS to Kristen Van Driel, Renate Soderstrom, Ruth Ashcraft & Priscilla Salehi for your generous, thoughtful donations in our fundraiser to feed our horses. Ulysses can't wait for us to hit our goal!

 Tag Photo  Add Location  Edit

Like · Comment · Share

 E.z. May, Sally Wooldridge, Kaitlin Agee and 27 others like this.

 1 share


 Write a comment... 

Suggested Groups [See All](#)

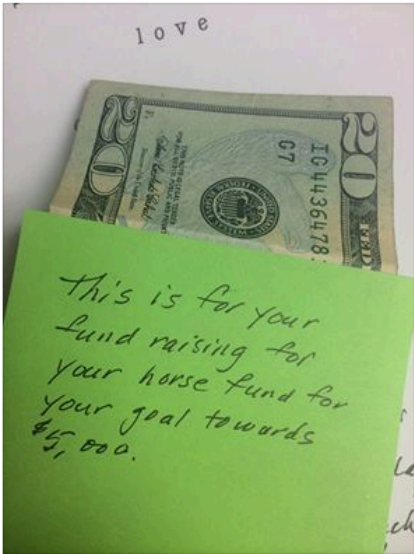
**Anaheim Hills Buzz**  
Bob Watson and 12 other friends joined  
[+ Join](#)



This was a gift made from Kaitlin's (our Volunteer Coordinator) Grammie. Everyone was talking about it:


**Hanaeleh**  
August 22 at 11:10am · 🌐

Today is our volunteer coordinator Kaitlin's birthday. Her Grammie Heath sent her a gift. We are so lucky to have such wonderful support. It's all about the horses. THANK YOU Grammie Heath!



1,478 people reached

Boost Post

Like · Comment · Share ·  108  4  4

**1,478** People Reached

**136** Likes, Comments & Shares

<b>126</b> Likes	<b>108</b> On Post	<b>18</b> On Shares
<b>4</b> Comments	<b>4</b> On Post	<b>0</b> On Shares
<b>6</b> Shares	<b>4</b> On Post	<b>2</b> On Shares

**45** Post Clicks

<b>45</b> Photo Views	<b>0</b> Link Clicks	<b>0</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



A special THANK YOU from Brutus:



**Hanaeleh**

Posted by Post Planner [?]

Liked · August 23

We're almost to the finish line in our fundraiser to feed our horses...a few hundred dollars away from our \$5,000 goal!

Please donate - even a small amount will allow us to continue to help the horses! CLICK HERE to donate: <http://bit.ly/HelpHanaelehHorses>

Or send your check to: P.O. Box 291, Trabuco Cyn, CA 92678... [See More](#)

Tag Photo Add Location Edit

Like · Comment · Share

Kaitlin Agee, E.z. May, Dianne St Andre and 49 others like this.

4 shares



**Lisa Chrisman** Can you text me your address?

Like · Reply · August 23 at 3:33pm



**Hanaeleh** Hi Lisa, it's P.O. Box 291, Trabuco Cyn, CA 92678

Like · Commented on by Kathi Kruse [?]



Write a comment...



Another special THANK YOU from Gypsy.



**Hanaeleh**

Posted by Post Planner [?]

Liked · August 25

THANK YOU Barbara Weigel, Andrea Caissie & Eleanor Deberry for your generous donations to help feed our horses!

Tag Photo Add Location Edit

Like · Comment · Share

E.Z. May and 37 others like this.

2 shares



Write a comment...



Recommended Pages

See All



**Crossroads Holistic Health Center**

Nicki Branch and Carol Hink like this.

Like

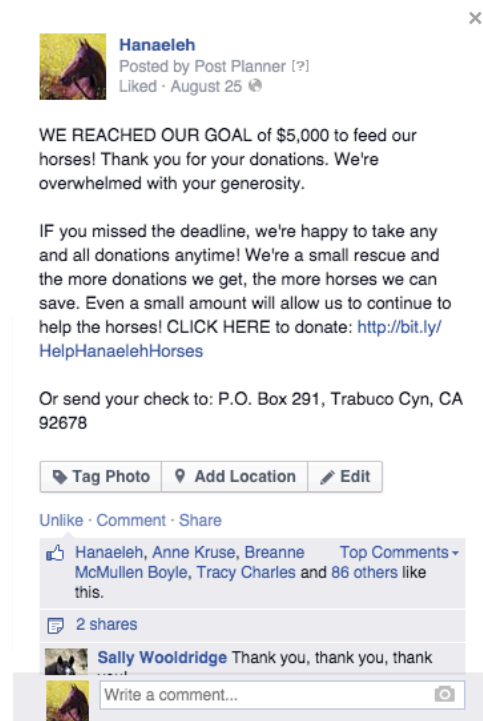


**Lido Isle Living**

Chad Pape and 2 other friends like this.

Like

Hanaeleh reached their goal of \$5,000 on Friday, August 22<sup>nd</sup>, 2014. The weekend was kept open waiting for it to all settle in. This was posted on Monday August 25<sup>th</sup>. The goal was reached and exceeded by \$1,500! Total donations: \$6,500.



## RESULTS:

There is always the possibility that fundraising efforts will fall flat. The staff at Hanaeleh was prepared for certain realities. They hoped to raise at least half of their financial goal. They expected to spend more than \$200 on Facebook Ads. They also knew that if history served, they would increase their Likes and engagement, which they did.

The total Facebook Ads budget spent was \$198.

There were things they didn't expect too. They reached their goal of \$5,000 on August 22, 2014 (9 days early), and even exceeded their goal by \$1500 for a total of \$6500. They received 63 total donations averaging \$104 per donation. They were ecstatic when they received the two largest donations of \$1500 and \$1000, and even received extra donations from their monthly donors; one from a married couple who are out of work.

Donations came in on a frequent basis and accumulated as follows:

Donations as of:

August 9th	\$590
August 14th	\$1,350
August 20th	\$3,620
August 22nd	\$5,000
August 25th	\$6,500

It was also evident that as the \$5,000 goal got closer, the audience seemed to rally for the cause and donate. The closer it got the more they donated. This may speak to the competitive nature of humans and to their desire to help those in need.

## CONCLUSION:

Heading out with a plan to raise funds for the horses at Hanaeleh Horse Rescue brought many welcome surprises. Achieving financial support from compassionate Facebook friends is a gift that transcends beyond the obstacles and fears experienced when trying to rescue animals in need. Without Facebook Hanaeleh would not have reached those people.

Social media is a fantastic way to connect with like-minded individuals. Facebook, at its best, can be used to shout for those without a voice.

Based on the fundraising campaign detailed above, it can be concluded that **Facebook can be used as a tool to accelerate fundraising.** The need for financial support will always be present in the world of rescue organizations. Based on the case study results, Hanaeleh plans to use Facebook to run four fundraisers per year to cover the cost of hay and medical needs for the horses of Hanaeleh. This will help further explore the effectiveness of Social Media and its impact in the non-profit animal rescue organization sector.

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