



**Humane
World for
Animals™**

Case Study

Managing calls and emails, raising funds, and capturing donor feedback to strengthen relationships and support the organization's mission

Industry: Nonprofit / Animal Welfare

Client: A leader of the animal protection movement, tackling the root causes of animal cruelty and suffering to drive permanent change and create a better world for all animals around the globe

Timeframe: 2010 – present



The Client

Humane World for Animals (HWFA) engages with millions of donors and supporters to support efforts at taking on cruel practices, caring for animals in crisis, and building bridges and allies.



The Challenges

HWFA faced several challenges in managing donor engagement and fundraising:

- **High donor inquiry volume:** Thousands of emails, web comment forms, and phone calls required timely, accurate responses.
- **Fundraising growth needs:** With ongoing rescues, campaigns, and advocacy efforts, HWFA needed to maximize donations while maintaining donor trust.
- **Donor concerns:** Topics such as rebranding, canvassing practices, tax receipts, mailing frequency, and premium gifts required sensitive handling.
- **Retention risks:** Donors expressed financial concerns and requests to reduce or stop pledges, requiring careful stewardship to maintain support.



The Solution

HWFA partnered with AnswerNet to strengthen donor engagement across multiple channels. With 24/7 inbound support, the team maintained a high level of service while managing more than 20,600 donor messages in Q1.

Our team converted calls into donations, secured gifts up to \$5,000, and provided stewardship by helping donors adjust pledges without losing commitment. AnswerNet also gathered and reported valuable feedback on rebranding, canvassing, and other concerns, giving HWFA insights to refine strategy and deepen donor relationships.



The Result

AnswerNet's partnership delivered measurable impact for HWFA in Q1 2025:

- \$18,000+ raised directly through inbound donor interactions.
- 350 donations secured including high-value gifts between \$1,000 – \$5,000.
- More than 20,000 donor emails/web forms processed, ensuring donor concerns and feedback were addressed promptly.
- Service excellence maintained, with nearly 90% of calls answered within 30 seconds.

\$18,000+

**Raised directly through
inbound donor interactions**

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