

FundRazr for animal shelter offsets operating costs



Dalmatian Rescue of North Texas



by [Dalmatian Rescue of North ...](#)
Be a Pal and save a Dal.

Dalmatian Rescue of North Texas needs your help. Your donation of as little as \$5 can help rescue and rehabilitate a deserving dog. ...

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Progress **Supporters**

\$1,035 raised **\$2,000 goal**

Create your own FundRazr \$ USD **Give**

<http://bit.ly/96CQ6h>

DRNT's Story

The Dalmatian Rescue of North Texas (DRNT) is a non-profit, all-volunteer organization dedicated to rescuing abandoned and stray Dalmatians from local shelters and pounds. At the DRNT, all the dogs are spayed or neutered, vaccinated, and then adopted to loving, permanent homes. Due to their status as a registered non-profit organization, DRNT relies on charitable donations and fundraisers for its entire operating budget.

The DRNT webmaster, John Sealander, is a 10-year volunteer for the organization who has helped organize a variety of fundraising efforts for the benefit of these animals. For him, the use of multiple, complimentary methods to raise funds is a key component to the economic viability of any non-profit organization. As such, when he heard about FundRazr from PayPal's marketing department, his interest was piqued.

In his words, "I didn't even have a Facebook page when I first heard about FundRazr—I created a page just to have a place to share it and try the tool for myself."

Raised	\$1035
Donations	10
Time	5 weeks
Category	Animal Rescue
Location	Texas, USA
Tone	Informative
Fundraising Goal	\$2,000

How FundRazr Helped

When John created a FundRazr for the DRNT, he knew there would be a slight learning-curve until his online community became comfortable with the application. According to John, "Initially, very few people understood how or why to share the application. The whole idea of a viral fundraising tool was completely new to them. Once they understood the concept, however, almost everybody was enthusiastic about sharing it with their Facebook friends."

The tone and visual style of the *Dalmatian Rescue of North Texas* FundRazr were also integral to how it was received by its audience. The writing is clear and direct, with a concise explanation of the charitable work DRNT does and how supporters can help. Further, by using an endearing photo of a Dalmatian and colors which compliment this breed of dog, visitors to the FundRazr were motivated to donate.

Evaluation

The *Dalmatian Rescue of North Texas* FundRazr achieved more than 50% of its goal in just over 1 month, and was shared more than 31 times. "The campaign became much more successful when I realized that the FundRazr wasn't self-explanatory," says John. "I added a personal message explaining the application as clearly as I could each time I shared it, and encouraged others to do the same. When people understood what we were trying to do, they became enthusiastic supporters."

In John's summation, "FundRazr is perfect for time-sensitive fundraising campaigns. The next time we have a medical emergency FundRazr is the first tool I'll turn to."

Get FundRazr for your Cause

- Every FundRazr is free to set up.
- It's easy, secure, and effective.
- Visit FundRazr.com to learn more and get started right now.

