

Muttville Senior Dog Rescue: Giving older dogs another chance



Fast facts

With PayPal on its website, Muttville:

- Expanded its fundraising efforts to the web
- Exceeded a fundraising campaign goal by 233%
- Saved 2,550 dogs in over 7 years
- Gains instant access to funds donated online
- Communicates more effectively with donors

Sherri Franklin can't bear to see dogs euthanized just because they're sick or old. Over the years, she began adopting unwanted dogs from animal shelters, nursing them to health, and finding them loving homes in which to live out their senior years.

But Franklin wanted to do more – so she founded [Muttville Senior Dog Rescue](#) in 2007. Her fellow animal lovers responded with enthusiastic support and much-needed donation checks. To offer donors the convenience of sending gifts online – while gathering their contact information for follow-up communications – Franklin integrated PayPal on the organization's website.

"We're not just creating better lives for aging dogs," says Franklin. "We're also changing human lives by letting lonely people enjoy the unconditional love of a furry companion. PayPal helps keep our mission alive by letting our friends donate or pay adoption fees in just a few clicks."

Exceeding fundraising goals.

Muttville solicits donations by using a wide variety of channels – including email appeals and e-newsletters – to drive people directly to its website. There, they can donate via the PayPal Donate button or click Shopping Cart buttons to buy tickets to Muttville events. "One time, we needed \$3,000 to pay for a dog's eye surgery, so we sent out an email appeal directing people to our site," says Franklin. "We ended up raising \$10,000 – in large part because it's so easy for people to donate with PayPal."

When it's time to reconcile the many donations Muttville receives, Franklin simply uses PayPal's transaction search functionality and downloadable reports.

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“Being able to take donations online has had a huge impact on our growth. PayPal is helping us save a dog a day!”

– **Sherri Franklin**

founder, president, and
executive director
Muttville Senior Dog Rescue

Connecting with donors.

During its implementation, Muttville integrated PayPal’s Instant Payment Notification (IPN) functionality with custom programs that send email acknowledgements to donors and email updates to volunteers. “Using the PayPal IPN made the complex simple,” says Franklin. “Our donors get an immediate acknowledgement for their gifts, which makes them feel connected to us – and I think that’s a big reason why our donations are so substantial.”

Saving a dog a day.

Muttville measures its success in terms of its ability to house and save unwanted dogs. Thanks to the support of its generous friends, Muttville has rescued over 2,550 senior dogs in 7+ years. Meanwhile, Muttville’s pool of potential foster homes has grown from 7 to 100 houses. “Being able to take donations online has had a huge impact on our growth,” Franklin says. “PayPal is helping us save a dog a day!”

www.MUTTVILLE.org
senior dog rescue



...because every dog deserves a happy ending

Learn more.

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¹ PayPal Press Center: www.paypal-media.com/about

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