

46% revenue increase YoY

Goal: Increase revenue with via a better user experience.

Overview: The previous Barkus website was confusing to customers, lacked high-quality design and created a lot of work on the back-end for the Barkus staff.

Strategy: A new templated Shopify website with improved design, navigation and functionality allowing users to conveniently shop, donate and send information. The new website led to less emails and work on the back-end.

Results: With the same email list and social following revenue increased 46%. We also added up-sells through out the shopping process to grow the spend of existing customers.






**126% increase
in donations**

Goal: A final push to increase donations for the main fundraising drive.

Overview: Barkus, a non-profit based in New Orleans, is dedicated to raising funds for dogs and shelters in Louisiana. In addition to their annual Mardi Gras Parade, Barkus organizes a raffle to support their fundraising efforts.

Strategy: Throughout the 8-week fundraising period, subscribers received a series of engaging emails featuring a variety of multi-image and product-based content. However, for the final push, we took a different approach. We utilized a single captivating image and crafted a compelling pitch exclusively for subscribers.

It worked! This email alone more than doubled the effectiveness of the second-best fundraising email, allowing Barkus to significantly surpass the amount raised in previous years.

 We need your help - How you can benefit local dogs and animal shelters.

Hi Barkus Family,

We need your help.

It is important to emphasize that while **The Barkus 2023 Raffle** may offer some great prizes, its ultimate purpose is to raise funds to help dogs in need.

The funds raised through our raffle will go directly towards providing food, shelter, medical care, and other necessary resources to dogs in need. Your purchase can help us to rescue dogs from abusive or neglectful situations, provide veterinary care for sick or injured dogs, and find loving homes for homeless dogs.

Please consider **purchasing a raffle ticket today (click here to buy tickets)**. By doing so, you will be directly impacting the lives of dogs in need, providing them with the chance to experience love, comfort, and care that they deserve. Your contribution, no matter the size, will make a difference. Thank you for your support, and we hope to hear from you soon.

Thank you and Hail Barkus!