



A True Underdog Story

How a Simple Campaign Grew Into a
Multi-Channel Giving Day

Developed for DMAW Multi-Channel Mini-Con
October 19, 2023



YOUR PRESENTERS



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About K9s For Warriors

- K9s For Warriors partners with shelters to find candidates for Service Dog training.
- The dogs who complete the training are paired with veterans struggling with PTSD, traumatic brain injury, and other service-related trauma. The dogs become a **Battle Buddy**, a military expression meaning a partner in the field who always has their back.
- The support these dogs provide has been proven to reduce anxiety and depression and give veterans a renewed sense of purpose, helping them become active participants in their lives again, and, in many cases, reducing the risk of suicide.
- When a donor supports K9s For Warriors, they help **save two lives with one gift – a rescued dog and a hurting veteran.**
- Any dog who does not complete training is adopted out by a loving family or become station dogs for firehouses or police.





THE CAMPAIGN

True sense®

Where we started...

- In 2021:
 - Recommended K9s For Warriors initiate a campaign around “Spring Training.”
 - The creative concept was positioned around the idea that February is when baseball pitchers and catchers report for spring training, so while we didn’t directly address baseball, the tie-in felt natural to focus on training.
 - With one email and two organic social posts in the month of February, the campaign raised nearly \$5,000, showing promise for the theme.
- In 2022:
 - We recommending refreshing the campaign and centering around a giving day, renaming the campaign “Battle Buddies Day” designated for February 25
 - Concept based on the Warrior and K9 are paired together for life as Battle Buddies, to take on everything together.
 - Expanded digital components to include a few additional emails, a match campaign, and paid social ads. This shift resonated with donors and resulted in an overall lift in results, raising nearly \$32K.
- Direct mail for 2021 and 2022:
 - Focus leveraged March as Brain Injury Awareness Month
 - This campaign fell short of projections, showing opportunity to evaluate the approach.

2021 Messaging & Components

Direct Mail:

- In homes in March
- Focus on Brain Injury Awareness

Digital:

- Live in February
- 1 email
- Focus on Spring Training

K9S FOR WARRIORS

March Is Traumatic Brain Injury Awareness Month

<Mr. and Mrs. Jonathan Q. Example>
<TrueSense Marketing>
<155 Commerce Drive>
<Freedom, PA 15042>

“You give us a chance to live and love.”

Save a WARRIOR and a RESCUE DOG today.

STAMP HERE

K9S FOR WARRIORS

I WANT TO SAVE A WARRIOR AND RESCUE A DOG!

YES! Please use my gift to pair a Warrior with a trained Service Dog and save two lives! **Here's my tax-deductible gift of:**

<\$XX1> <\$XX2> <\$XX3> \$ _____

I'm giving by credit card. (Please see back of form.)

Please enclose your check made payable to **K9s For Warriors** and mail it in the enclosed envelope to: **P.O. Box 865431, Orlando, FL 32886-5431**

Give online at support.K9sForWarriors.org/sunny

XXXXXXXXXX XXXXXXXXXXXXX

K9S FOR WARRIORS

"You're giving us a chance to live and love and to understand that we matter."

March 2021

Dear <Mrs. Sample>,

Serving in the Navy is a family tradition — one Kris wanted to be a part of. He joined right out of high school, ready to share in the stories he grew up hearing.

While in the Navy, Kris suffered a few head injuries: one while jumping out of a plane, another when heavy equipment fell on his head and one that's still too emotionally painful for him to discuss.

His Traumatic Brain Injury (TBI) causes Kris to forget things, which leads to anger, frustration and depression. He even admits to having thoughts of suicide.

Tragically, his story is all too common. So many of our service men and women suffer in silence. The emotional toll can be too much to bear. Every day, 20 veterans take their own lives.

March is Traumatic Brain Injury Awareness Month. Please send a special gift of <\$XX1>, <\$XX2> or even <\$XX3> to K9s For Warriors today and help injured veterans like Kris get paired with Service Dogs to help them. These special dogs, primarily rescued from kill shelters, spend months training to meet the needs of veterans suffering from conditions like Post-Traumatic Stress and TBI.

With one act of kindness and generosity, you can help save two lives — the life of a rescue dog likely to be put down, and the life of a Warrior struggling to adjust to civilian life.

Kris says the loss of his memory has been his biggest challenge. "It makes me feel like a failure," he says. "I don't have a high tolerance anymore. I get mad easily. Before, I was always cool, calm and collected, but now my patience is very thin."

He hated that his wife and two kids always had to walk on eggshells around

Over, please

March is Traumatic Brain Injury Awareness Month

K9S FOR WARRIORS

View in Browser

DONATE NOW

Help these shelter dogs train to save lives

Dear Info,

Our pups are training for the Big Leagues — the moment they officially go from shelter dog to Service Dog for a Warrior.

They're putting in the time, but **they need your help** to reach their full lifesaving potential.

Behind each of these cute faces are dogs who know how to:

Understand a Warrior's emotional state and provide the appropriate service.

DONATE NOW

K9s For Warriors trains our dogs to serve Warriors suffering from PTSD, Traumatic Brain Injuries and other military service-related trauma. It all starts with your support.

K9S FOR WARRIORS

Help a shelter dog train to be a Service Dog — and save a Warrior!

At K9s For Warriors, our dogs are hard at work this spring, training to save lives. They need your help to learn how to be the battle buddy their Warriors need to overcome PTSD, Traumatic Brain Injuries and other military service-related trauma.

One-time Gift Monthly Gift

* Select Gift Amount:

\$75 \$100 \$200 \$500

Your best gift: _____

Yes, this is an honor or memorial gift.

Billing Information

2022 Messaging & Components

Direct Mail:

- In homes in March
- Focus on Brain Injury Awareness

Digital:

- Live in February
- 6 emails + 2 paid social ads
- Focus on Spring Training & Introduced Giving Day of February 25



DONATE



Turn a lovable pup into a loyal Service Dog

[Name], when we find that perfect shelter dog or puppy, we spring right into action assessing temperament and trainability, looking for the right fit to help a veteran in need.

It's a long and expensive process turning a loving pup into a loyal Service Dog. As you may know, we don't charge our Warriors anything, and our partnership is for life!

That's why we're excited to tell you about a BIG day coming up. It's our first-ever Battle Buddies Day — a special day of giving that's happening February 25.

Why this day? Because February is National Dog Training Education Month, and our mission is to train Battle Buddies for our veterans — dogs who always have their backs.

Here's some great news: If we can secure 25 donations today, we'll unlock a special \$25,000 Battle Buddies Day gift from a generous donor!



Help Us Unlock a \$25,000 Gift!

DONATE

In the next few days, we'll share with you some of the incredible skills our Service Dogs learn in order to help veterans struggling to live with post-traumatic stress disorder, traumatic brain injury and/or military sexual trauma.

In the meantime, please give today if you can and help us unlock this special Battle Buddies Day donation. Your support saves lives! Thank you!

Sincerely,

Rory Diamond
Chief Executive Officer

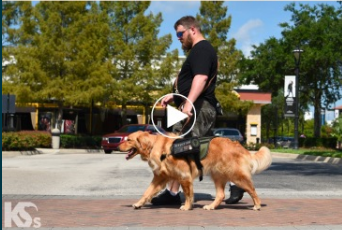


K9s For Warriors
904.686.1956
www.k9sforwarriors.org



DONATE

February is National Dog Training Education Month



Support Service Dog Training All Year Long

[Name], I'm sure you can imagine the amount of work that must go into training a Service Dog for an important job like helping a veteran. We're with them from day one until they meet their Warrior!

That means we're in training mode all year — and that's why a steady, reliable source of funds is so critical. That's exactly what our Guard Dogs provide — and why I hope you'll join our group of dedicated monthly donors today.

Your ongoing support will help provide the funds we need to train more dogs to serve our veterans. You wouldn't believe all the things Service Dogs can do!

Our Service Dogs Are Trained to:

- 🐾 Create a perimeter in public
 - 🐾 Stand at a Warrior's back to watch behind them
 - 🐾 Wake Warriors from nightmares
 - 🐾 Sense and calm panic attacks
 - 🐾 Sit, stay, brace, under, leash walk and crate train
- DONATE

In short, our Service Dogs always have their Warriors' backs — they are their Battle Buddies at home. Your support puts this incredible process in motion — helping us train class after class of Warriors and dogs — all year long. Please join Guard Dogs now. Thank you for all you do!

Sincerely,

Rory Diamond
Chief Executive Officer

P.S. Not ready to join but want to help train Service Dogs? Make a one-time gift now.

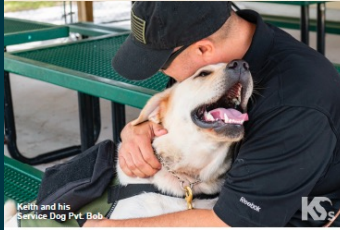


K9s For Warriors
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www.k9sforwarriors.org



DONATE

Battle Buddies Day is February 25th



Don't Wait — Match Starts Now

[Name], loving comes naturally for dogs — we don't have to teach that. But everything else they need to become good Service Dogs takes a lot of time and money to train!

Here's some great news — we've unlocked a \$25,000 donation! In honor of National Dog Training Education Month and our first-ever Battle Buddies Day, a group of generous friends has given \$25,000 to boost our fundraising campaign. Now, we're challenging YOU to join with other K9s For Warriors' supporters to work together to match this gift! When you do, your support doubles in impact!



\$75
BECOMES
\$150

DONATE

Every dollar you give matters and will help rescue and train more dogs to serve as Battle Buddies to veterans living with post-traumatic stress disorder, traumatic brain injury and/or military sexual trauma.

Every day we lose roughly 20 veterans to suicide, largely because they never overcame the trauma of their time in service. Your gift can help save more veterans by pairing them with loving Service Dogs trained to help them take control of their lives.

Please give what you can now and help train the next class of future Service Dogs. Thank you!

Sincerely,

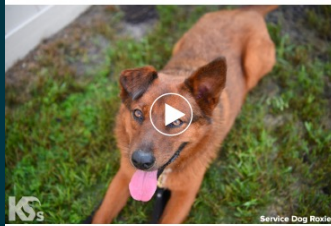
Rory Diamond
Chief Executive Officer



K9s For Warriors
904.686.1956
www.k9sforwarriors.org



DONATE



Support the First-Ever Battle Buddies Day

[Name], it's here, and we're all excited — the first annual Battle Buddies Day! It's a special day of giving dedicated to our Service Dogs in training and all the hard work they put in for the job of a lifetime — serving a veteran in need.

And here's more exciting news to kick off our giving day: The first 25 gifts will be TRIPLED, up to a total of \$5,000, thanks to a group of generous friends.

That's \$3 total for every \$1 you give!

POWER HOUR
First 25 Gifts
Triple in Impact

DONATE

Your support will help rescue a dog like Roxie, whose journey from the shelter to Warrior Michael is shown above. When we found Roxie, we knew she was special, but she had been through a lot of her own trauma.

She needed extra love and training to show her how to be a Battle Buddy to Michael, a veteran struggling to adjust to civilian life after service. Now, both of their lives have been changed forever.

So many more dogs and veterans need your help. Support our Battle Buddies Day with a generous gift now, while it can triple in impact!

Sincerely,

Rory Diamond
Chief Executive Officer

DONATE



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www.k9sforwarriors.org



DONATE



Just Hours
Left to Make
a Big Impact!

Last chance to give for Battle Buddies Day

[Name], time is running out to show your support for our Service Dogs and the veterans who need them. Give to our first-ever Battle Buddies Day — a special giving day to help fund our Service Dog training.

This day just keeps getting better, too! We have another generous friend who wants in on the excitement. This supporter is offering to give \$10,000 for this campaign, but ONLY if we can get 25 more gifts by midnight! We can't let this opportunity get by us!

Power Hour 2
25 gifts
to unlock
\$10,000

DONATE

Help make our first giving day a hit. Our dogs are full of love and ready to serve. Please, give them the job of a lifetime and help save a veteran in need.

Give by midnight to unlock a \$10,000 donation AND help save more veterans and dogs. Thank you!

Sincerely,

Rory Diamond
Chief Executive Officer



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904.686.1956
www.k9sforwarriors.org



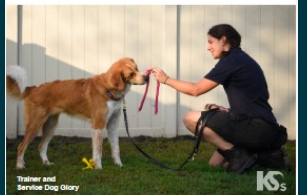
DONATE

Thank You for Your Support!

[Name], our first-ever Battle Buddies Day was a big hit. Thanks to generous supporters like you ...



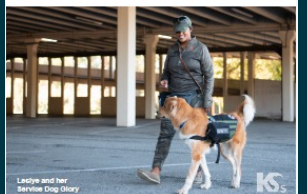
A puppy like Glory



Was able to train, learn and grow



And got super smart



So she could help Lacey live her life again.

Thank you for helping save Warriors in need. From all of us at K9s For Warriors



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904.686.1956
www.k9sforwarriors.org



What we learned...

1

Direct mail revenue results felt flat year over year – need to find a new key message that resonates with the audience

2

Don't hesitate to lean on a theme, goal, and/or matching gift opportunity to drive urgency – this tends to resonate very well with a digital audience

3

Donors want to know *HOW* they were making an impact and see the connection between the Warriors and K9s – use affirmational words and clear visual cues

4

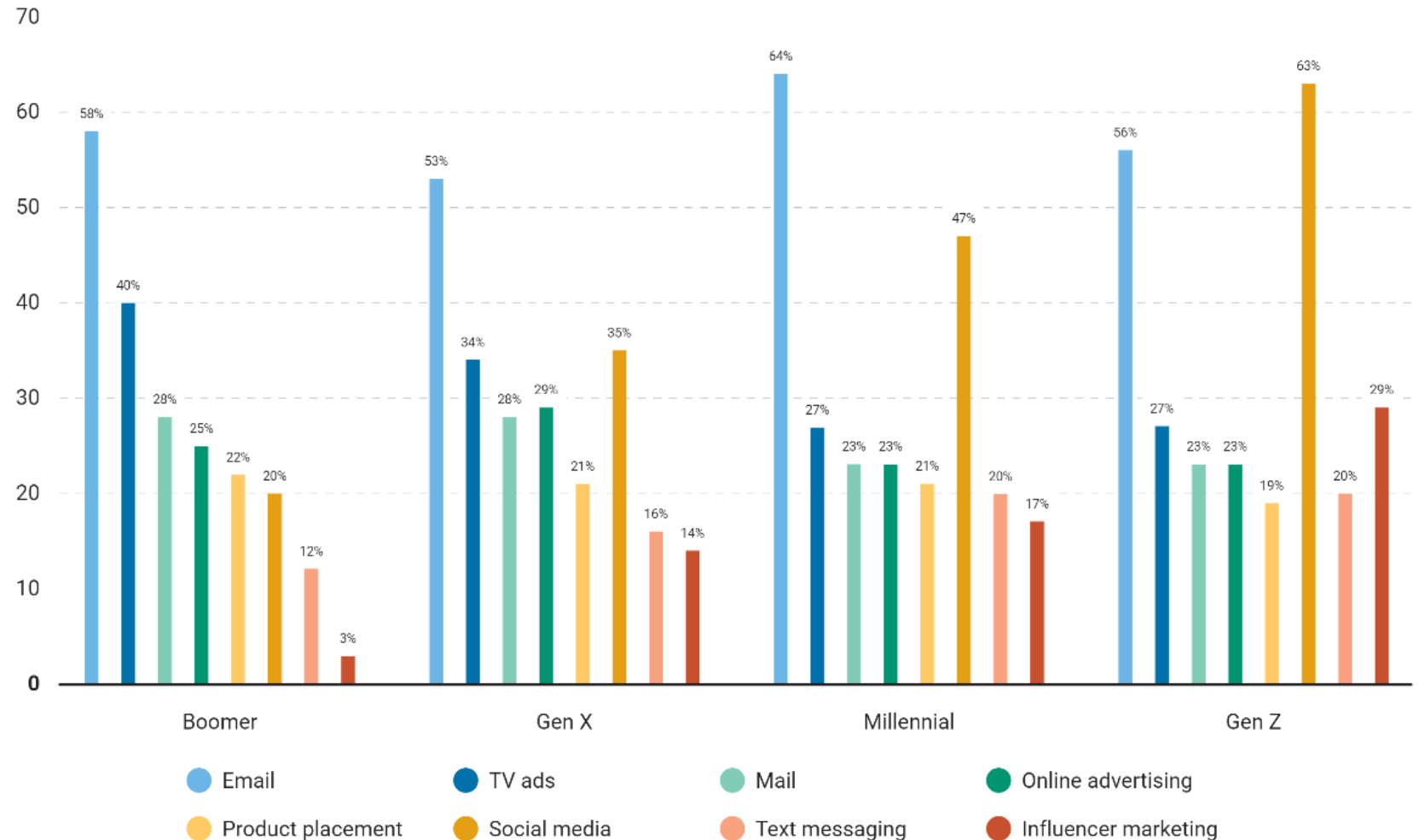
Build the foundation – you have to crawl before you walk before you run.



What we know...

- Preferred engagement channel varies by generation **BUT** email is the most preferred channel for all generations except Gen Z (which prefers social media)
- Media & channel mix is critical to meet existing and potential donors where *they* want to engage with you – *not* where you want them to engage with you.

NOTE: this is engagement channel not giving channel



What came next...

Since Battle Buddies Day as a digital campaign resonated with donors, it was recommended that we move the direct mail campaign away from Brain Injury Awareness Month and **focus on Battle Buddies Day as a fully integrated multichannel campaign.**

- Campaign centered around a Day of Giving on March 30, 2023.
- In addition to the new direct mail package, digital efforts were expanded to include:
 - Donor cultivation in paid social (FB/IG), email, SMS, and programmatic display
 - Donor prospecting in LinkedIn, Nextdoor, programmatic display, paid search, and paid social (FB/IG)

The K9s internal staff supported these efforts with organic social posts throughout the month as well as LIVE social on Battle Buddies Day to engage with the audience

- As it had in previous years, the campaign leveraged a match challenge opportunity.







THE MULTICHANNEL APPROACH




Direct Mail






A Dog's Natural Ability to Love

+




Skilled Service Dog Training

=



More Veterans Saved





114 Camp K9 Road
Ponte Vedra, FL 32081
K9sForWarriors.org

**STAMP
HERE**

Your gift **DOUBLES** in impact


<Mr. and Mrs. Jonathan Q. Example>
<TrueSense Marketing>
<155 Commerce Drive>
<Freedom, PA 15042>






BATTLE BUDDIES DAY
MARCH 30, 2023


K9O-2304





BATTLE BUDDIES DAY
MARCH 30, 2023

<Mr. and Mrs. Jonathan Q. Example>
<TrueSense Marketing>
<155 Commerce Drive>
<Freedom, PA 15042>



Battle Buddies Day is almost here. Help us meet our goal to raise \$100,000 while your gift goes TWICE AS FAR!

Dear <Mrs. Example>.

There's something about the way a dog seems to have a sixth sense for comforting you in your time of need. A loving look, a tender paw on your leg or just curling up beside you to snuggle. They're hardwired to love. And they do it unconditionally.

When you take a dog's natural gift for unconditional love and you combine it with skilled Service Dog training, the result is truly lifesaving. That's exactly what we do at K9s For Warriors — with help from people like you. Right now your support goes 2x as far!


We're kicking off our Battle Buddies Day campaign now because we've set a big goal for this important day. We need to raise \$100,000 by March 30! The great news is we have a special \$25,000 matching gift that doubles the power of your support!

Here's how the Matching Gift works:		
Your Gift:	<\$XX1>	<\$XX2>
+ Match:	<\$XX1>	<\$XX2>
= 2X the Impact:	<\$2XX1>	<\$2XX2>

Battle Buddies Day is a special day created for K9s For Warriors to honor all the work that goes into rescuing and training dogs to become Service Dogs for veterans struggling to live with the effects of post-traumatic stress disorder, traumatic brain injury and/or military sexual trauma.

This year, the Pronio family will match your gift to double your impact for Battle Buddies Day! You can rescue a special dog like Moly so she can save a Warrior like *(over, please)*

114 Camp K9 Road · Ponte Vedra, FL 32081 · K9sForWarriors.org



Battle Buddies Day Matching Gift Campaign

Yes! I want to **DOUBLE** the power of my support in honor of Battle Buddies Day. Please use my gift to rescue and train more dogs to serve more veterans in need. Inclosed is:

\$<XX>, which becomes \$<2XX> \$<YY>, which becomes \$<2YY>
 \$<ZZ>, which becomes \$<2ZZ> \$ _____, which doubles in impact!

Give online at support.K9sForWarriors.org/BattleBuddies

- I want to join Guard Dogs with a monthly gift to make the greatest impact. (See reverse.)
- I've included K9s For Warriors in my will/estate planning.
- I'd like information on how to include K9s For Warriors in my will.
- I'm giving by credit card. (Please see back of form.)

Please enclose your check, made payable to K9s For Warriors, and mail it in the enclosed envelope to: P.O. Box 1884, Harrisfield, VA 22116-1884

XXXXXXXX - Scanline - XXXXXXXXXXXX

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Direct Mail Insert

About K9s For Warriors

K9s For Warriors is the nation's largest provider of trained Service Dogs for veterans. We are determined to end veteran suicide by providing highly trained Service Dogs to veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma. Most of our dogs come from high-kill shelters, meaning your support helps save two lives — a dog and a veteran in need of a Battle Buddy.

What is a Battle Buddy?

For Marine veteran Quinton, his battle buddy Moly means hope. Healing. Heart. She offers the unconditional love and skilled training only a Service Dog can provide. Our battle buddies are trained to always be at their Warriors' sides.



"She's the best life present I could've ever received. There's no greater gift than the gift of living."

— Quinton, U.S. Marine veteran



114 Camp K9 Road
Ponte Vedra, FL 32081
K9sForWarriors.org

K9I-2007



Unconditional LOVE Meets Intensive TRAINING



The story of Moly and Quinton



Meet Moly

Moly was one of four dogs who came to K9s For Warriors rescued from an animal cruelty case. She was saved along with 30 other dogs.

We worried she wouldn't be able to trust humans. But it quickly became obvious that this sweet girl still had love to give.



"It's a rough world, so why not have someone like Moly to fight the battle with?"
— Moly's Warrior, Quinton



Moly's Training

In addition to basic commands like sit, stay and come, our dogs are trained to be skilled Service Dogs. They are taught a variety of skills, including:

- Under — to crawl into a space
- Heel — to stand at the Warrior's side
- Watch your "six" — to keep an eye behind their Warrior
- Front — to move in front of their Warrior steadily
- Brace — to stand and brace to offer support for a Warrior
- Lap — to place their paws on a Warrior's seated legs, applying comforting pressure

For Moly, training began with trust-building with her K9 trainer Jacob and continued until she was ready to meet her Warrior.



Moly's trainer Jacob says he couldn't be prouder of how far she's come.




Moly Meets Quinton



Email

K9s FOR WARRIORS [DONATE NOW](#)



+ Unconditional Love

[Name],

Dogs seem to have a sixth sense for knowing when you need them. They're smart, love to please and, best of all, they're hardwired to love.

When you take all these natural gifts and you combine them with intensive Service Dog training, the result is nothing short of lifesaving: **K9s For Warriors battle buddy.**

With Battle Buddies Day just around the corner on March 30, we wanted to be sure you know why that's so special!

What is a Battle Buddy?


In the military, a battle buddy is a fellow soldier assigned to always have their buddy's back, on and off the battlefield. We've taken that concept to heart, and here at K9s, our battle buddies are Service Dogs specially trained to always be at their Warriors' sides.

Meet Moly and Quinton

Ten-year Marine veteran Quinton knows exactly how strong the battle buddy bond can be. And after being rescued from an animal cruelty case, Moly has battle scars of her own. With her by his side, Quinton feels ready to take his life back after year of suffering from PTSD.

It starts with YOU

The K9s For Warriors process all starts with supporters like you! **Your gift today can help rescue a dog and train it to serve a veteran in need.** Thank you for saving lives!

Sincerely,

Carl F. Cricco III
CEO, K9s For Warriors

P.S. Battle Buddies Day — our annual giving day — is coming up on March 30. If you don't already, be sure to follow us on social media for special content, live updates and lots of pups and veterans!

[f](#) [@](#) [t](#) [in](#) [v](#)

[DONATE](#)


825 Warriors served
More than **2,000** dogs rescued

You can trust your donations are helping save **TWO lives** — **A VETERAN & A RESCUE DOG.**

K9s FOR WARRIORS
Mission: Financial Transparency Blog

[f](#) [@](#) [t](#) [in](#) [v](#)

K9s For Warriors | 904.686.1956 | 114 Camp K9 Road, Ponte Vedra, FL 32081



www.k9sforswarriors.org

K9s FOR WARRIORS [GIVE MONTHLY](#)

Support Service Dog Training All Year Long


[Name], I'm sure you can imagine the amount of work that must go into training a Service Dog like Moly to help a veteran like Quinton. We're with them from day one at the shelter, through their training, until they meet their Warrior!

That means we're in training mode all year — and that's why a steady, reliable source of funds is so critical. **I hope you'll join our group of dedicated monthly donors today.**

Your ongoing support will help us rescue and train more dogs to serve our veterans. Roughly 20 veterans die by suicide each day — and you can change that.


In honor of Battle Buddies Day on March 30, **we're looking for 20 people to join the fight against veteran suicide for \$20 per month** — 20 lives saved.

[GIVE MONTHLY](#)



Marine Veteran Quinton and Service Dog Moly

In short, our Service Dogs always have their Warriors' backs — they are their Battle Buddies at home. Your support puts this incredible process in motion — helping us train class after class of Warriors and dogs — all year long. **Just \$20 each month helps save 20 veterans in need.** Thank you for all you do!

Sincerely,

Carl F. Cricco III
CEO, K9s For Warriors

P.S. Not ready to join but want to help train Service Dogs? **Make a one-time gift now.** Battle Buddies Day is just 15 days away — a day to celebrate the unconditional love and powerful bond between our Service Dogs and their Warriors.

[DONATE](#)


825 Warriors served
More than **2,000** dogs rescued

You can trust your donations are helping save **TWO lives** — **A VETERAN & A RESCUE DOG.**

K9s FOR WARRIORS
Mission: Financial Transparency Blog


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www.k9sforswarriors.org

K9s FOR WARRIORS [DONATE NOW](#)



Service Dog Moly

Help Unlock a Matching Gift for Battle Buddies Day

[Name], when we find that perfect shelter dog, we spring into action assessing temperament and trainability looking for the right fit for a veteran in need.

It's a long and expensive process turning a loving pup into a loyal Service Dog. As you may know, we don't charge our Warriors anything, and our dedication to our Warriors is for life!

That's why we're excited to tell you about a BIG day coming up. It's our second annual Battle Buddies Day — a special day of giving that's happening March 30.


Here's some great news: **if we can secure 30 donations now, we'll unlock a special \$25,000 matching gift from the Pronio Family that will DOUBLE all gifts for Battle Buddies Day!**

Help Us Reach 30 Gifts UNLOCK \$25,000

[GIVE NOW](#)

Many of the dogs we rescue have their own battle scars, like sweet Moly. Moly was rescued from an animal cruelty case, along with 30 other dogs. It took some time for her to trust people. Now, she's a battle buddy for veteran Quinton, and the dynamic duo has a whole new life together.

That's the power of your support. And if you can help **unlock this special \$25,000 match** in time for Battle Buddies Day, your support will multiply even further to help us meet our \$100,000 goal!

Sincerely,

Carl F. Cricco III
CEO, K9s For Warriors

[DONATE](#)


825 Warriors served
More than **2,000** dogs rescued

You can trust your donations are helping save **TWO lives** — **A VETERAN & A RESCUE DOG.**

K9s FOR WARRIORS
Mission: Financial Transparency Blog

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www.k9sforswarriors.org

K9s FOR WARRIORS [DONATE NOW](#)

It's Battle Buddies Day!



Quinton first meeting Service Dog Moly

First 30 Gifts Will Be TRIPLED

[Name], it's here, and we're all excited — Battle Buddies Day is back and bigger than ever! This special day of giving is dedicated to the unconditional love and hard work of our battle buddy teams.

This year **we've set a goal to raise \$100,000 for Battle Buddies Day**, and we can't do it without you!

Here's some exciting news: our friends the Pronio Family will **match all gifts, dollar for dollar, until midnight tonight** up to a total of \$25,000!


Be one of the first 30 supporters today and have your gift TRIPLED! **That's \$2 for every \$1 you give!**

DOUBLE YOUR IMPACT

[DONATE](#)

Your support will rescue a dog like Moly and pair her with a Warrior like Quinton. When these two battle buddies met, the bond was instant. Moly ran right into his arms — and there wasn't a dry eye around!

So many more dogs and veterans need your help. **Support our Battle Buddies Day with a generous gift now**, while it can be doubled — or even tripled!

Sincerely,

Carl F. Cricco III
CEO, K9s For Warriors

[DONATE](#)


825 Warriors served
More than **2,000** dogs rescued

You can trust your donations are helping save **TWO lives** — **A VETERAN & A RESCUE DOG.**

K9s FOR WARRIORS
Mission: Financial Transparency Blog


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K9s For Warriors | 904.686.1956 | 114 Camp K9 Road, Ponte Vedra, FL 32081



www.k9sforswarriors.org


K9s FOR WARRIORS [DONATE NOW](#)



Marine Veteran Quinton and Service Dog Moly

[Name], time is running out to show your support for our Service Dogs and the veterans who need them. **Give to Battle Buddies Day** — and help us meet our goal to raise \$100,000 by midnight!


Thanks to our friends the Pronio Family, your gift will double in impact up to a total of \$25,000.



Just Hours to Double Your Impact!

Our dogs are full of love and ready to serve. That's what makes our Service Dogs true Battle Buddies — a combination of intensive training and unconditional love! Please, give them the job of a lifetime and help save a veteran in need.

Give by midnight to **double your impact, and help us reach our goal!** You are saving the lives of veterans like Quinton and shelter dogs like Moly.

Sincerely,

Carl F. Cricco III
CEO, K9s For Warriors

[DONATE](#)


825 Warriors served
More than **2,000** dogs rescued

You can trust your donations are helping save **TWO lives** — **A VETERAN & A RESCUE DOG.**

K9s FOR WARRIORS
Mission: Financial Transparency Blog


[f](#) [@](#) [t](#) [in](#) [v](#)

K9s For Warriors | 904.686.1956 | 114 Camp K9 Road, Ponte Vedra, FL 32081



www.k9sforswarriors.org

K9s FOR WARRIORS [DONATE NOW](#)




You've Been BOOPED!

[Name], Consider this BOOP from (dog's name) our way of saying THANK YOU for your support!

Our second annual Battle Buddies Day was a BIG success, and that means more lives saved — more cold-nosed kisses and more wagging tails rescued from shelters. We're so grateful to you for helping us rescue dogs to save veterans.

From all of us at K9s For Warriors

Thank You 


825 Warriors served
More than **2,000** dogs rescued

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Donation Pages & Homepage Banner



Help turn dogs into battle buddies for veterans in need

We're kicking off Battle Buddies Day to help train dogs to serve veterans struggling to live with PTSD, traumatic brain injury and/or military sexual trauma. Our dogs are a perfect blend of unconditional love and intensive Service Dog training — to become the ultimate battle buddy to a veteran in need. Your gift today will help save two lives. Thank you!

ONE-TIME GIFT **MONTHLY GIFT**

* Select Gift Amount



\$75 **\$100** **\$200** **\$500**

YOUR BEST GIFT

Yes, this is an honor or memorial gift.

Billing Information

* First Name:



Double your impact to turn dogs into battle buddies for veterans in need

We're kicking off Battle Buddies Day to help train dogs to serve veterans struggling to live with PTSD, traumatic brain injury and/or military sexual trauma. Our dogs are a perfect blend of unconditional love and intensive Service Dog training — to become the ultimate battle buddy to a veteran in need. Your gift today will be doubled to make twice the impact. Thank you!

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* Select Gift Amount



\$75 **\$100** **\$200** **\$500**

YOUR BEST GIFT

Yes, this is an honor or memorial gift.

Billing Information

* First Name:



Your Battle Buddies Day gift

DOUBLES

to help end veteran suicide.

DONATE

Programmatic Display Advertising



**BATTLE
BUDDIES
DAY**
MARCH 30, 2023



**Your gift is
matched**

[DONATE](#)


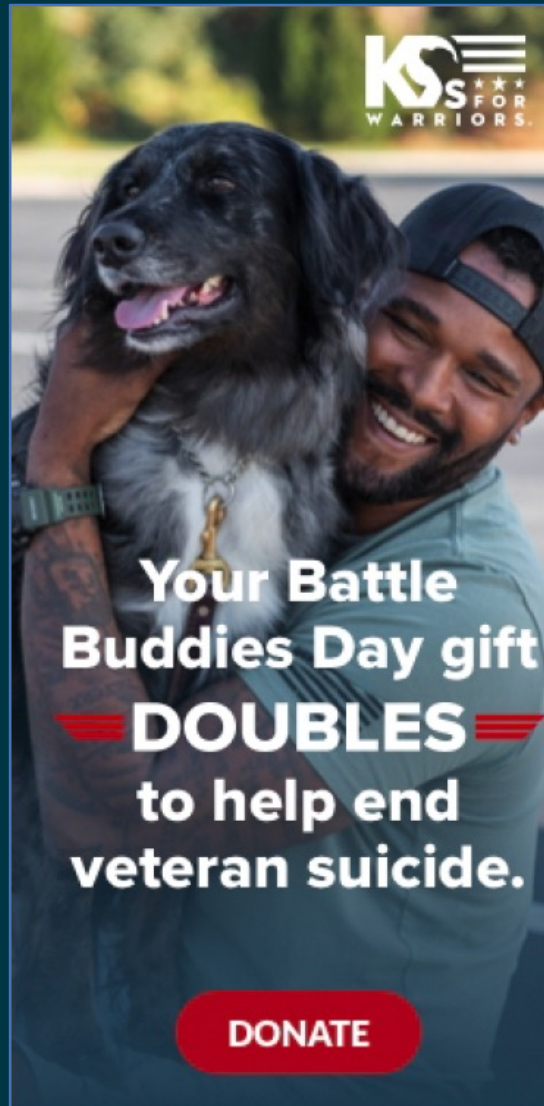


**BATTLE
BUDDIES
DAY**
MARCH 30, 2023





**Your gift
is
matched**

[DONATE](#)



**Your Battle
Buddies Day gift
DOUBLES
to help end
veteran suicide.**

[DONATE](#)




**Your Battle
Buddies Day gift
DOUBLES
to help end
veteran suicide.**

[DONATE](#)

Social Media: Facebook Ads

K9s For Warriors Sponsored · 🌐

Help pair a Service Dog battle buddy with a veteran struggling to live with PTSD. Your gift will be doubled!



Marine Veteran Quinton Meeting Service Dog Moly

k9sforwarriors.org
Double Your Impact
Not affiliated with Meta


[Donate now](#)

👍❤️😭 Drenda ... 81 comments 391 shares

👍 Like 💬 Comment ➦ Share

K9s For Warriors Sponsored · 🌐

Donate \$20 per month to save the 20 veterans who die by suicide each day. Your gift saves lives.



Service Dog Moly in training Veteran Quinton and Service Dog Moly Veteran Quinton and Service Dog Moly Veteran Quinton and Service Dog Moly

Special Training [Donate Now](#) **+ Lots of Love** [Donate Now](#) **= Lives Saved** [Donate Now](#) **Give Monthly** [Donate Now](#)

👍 Like 💬 Comment ➦ Share

K9s For Warriors Sponsored · 🌐

Help pair a Service Dog battle buddy with a veteran struggling to live with PTSD. Your gift will be doubled!



Intensive Training

k9sforwarriors.org
Double Your Impact
Not affiliated with Meta

[Donate now](#)

👍❤️😭 Betty Shrode a... 4 comments 29 shares

👍 Like 💬 Comment ➦ Share


Social Media: LinkedIn Ads

 **K9s For Warriors**
12,466 followers
Promoted

Help pair a Service Dog with a veteran struggling to adjust to life outside of service. Your gift will be doubled!

BATTLE BUDDIES DAY
MARCH 30, 2023

Help save two lives — a dog and a veteran — with your gift now [Learn more](#)

 **K9s For Warriors**
12,466 followers
Promoted

Battle Buddies Day is almost here! Help provide Service Dogs for veterans in need. Gifts are doubled up to \$25,000.

Goal: **\$100,000** on March 30

BATTLE BUDDIES DAY

Help rescue a shelter dog and train it to serve a veteran [Learn more](#)

donate.k9sforwarriors.org

Social Media: Nextdoor Ads



K9s For Warriors

Sponsored

Join your [City] neighbors and rescue dogs to help veterans.

Help pair a Service Dog with a veteran struggling to adjust to civilian life. Your gift will double in impact...

[more](#)



Unconditional Love
+ Intensive Training

Battle Buddy

Quinton and Service Dog Moly



Help save two lives — a dog and a veteran

Donate



K9s For Warriors

Sponsored

Join us March 30 for Battle Buddies Day and help rescue dogs to save veterans.

After returning from deployment, Marine veteran Quinton didn't recognize himself. Shelter dog Moly had battle scars of her own ... [more](#)



Quinton and Service Dog Moly



Every dollar doubles in impact for [City] neighbors!

Donate

SMS

K9s For Warriors Battle Buddies Day is just one week away! We need 30 gifts to unlock a \$25,000 match! Please give. igfn.us/form/coLLLg

Text STOP to unsubscribe

We're almost there -- Battle Buddies Day is nearly over. Help us meet our \$100k goal before the day ends. Thank you! igfn.us/form/coLLLg

Text STOP to unsubscribe

It's Battle Buddies Day -- a special day of giving for K9s For Warriors! For the next hour, every dollar TRIPLES in impact. igfn.us/form/coLLLg

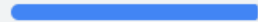
Text STOP to unsubscribe

Paid Search

Ad · donate.k9sforwarriors.org/battle-buddies/double-impact

K9sForWarriors.org | Donate to K9s For Warriors

Help save a veteran in need by pairing them with a Service Dog – and save both their lives. Your Battle Buddies Day gift doubles in impact. Honor our Warriors by making a gift today.

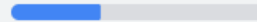


174 impressions (36%)

Ad · donate.k9sforwarriors.org/battle-buddies/double-impact

Donate to K9s For Warriors | Donate - K9s For Warriors

Help save a veteran in need by pairing them with a Service Dog – and save both their lives. Your Battle Buddies Day gift doubles in impact. Honor our Warriors by making a gift today.

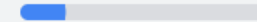


63 impressions (13%)

Ad · donate.k9sforwarriors.org/battle-buddies/double-impact

Battle Buddies Day | Donate to K9s For Warriors

Help save a veteran in need by pairing them with a Service Dog – and save both their lives. Your Battle Buddies Day gift doubles in impact. Honor our Warriors by making a gift today.

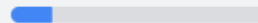


32 impressions (7%)

Ad · donate.k9sforwarriors.org/battle-buddies/double-impact

Donate to K9s For Warriors | Service Dogs for Veterans

Help save a veteran in need by pairing them with a Service Dog – and save both their lives. Your Battle Buddies Day gift doubles in impact. Honor our Warriors by making a gift today.

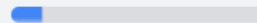


29 impressions (6%)

Ad · donate.k9sforwarriors.org/battle-buddies/double-impact

Donate to K9s For Warriors | K9sForWarriors.org

Help save a veteran in need by pairing them with a Service Dog – and save both their lives. Your Battle Buddies Day gift doubles in impact. Honor our Warriors by making a gift today.

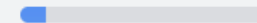


22 impressions (5%)

Ad · donate.k9sforwarriors.org/battle-buddies/double-impact

Donate - K9s For Warriors | Donate to K9s For Warriors

Help save a veteran in need by pairing them with a Service Dog – and save both their lives. Your Battle Buddies Day gift doubles in impact. Honor our Warriors by making a gift today.



18 impressions (4%)

Organic Social

K9s For Warriors March 1

30 days and counting! 🇺🇸
 Mark your calendars for... **Battle Buddies Day** | March 30
 Help us reach our \$100,000 goal — all gifts up to \$25,000 will be doubled thanks to the Pronio Family.

.....
 Meet Quinton & Moly.
 After we rescued Moly from an animal cruelty case, we weren't sure she'd ever learn to trust humans again. But she overcame all odds. She's Quinton's Battle Buddy.



BATTLE BUDDIES DAY
 MARCH 30, 2023

March 2023
 HELP US RAISE **\$100,000**
 All gifts up to \$25,000 will be doubled thanks to the Pronio Family.

172 likes 43 shares

K9s For Warriors March 30

TODAY is Battle Buddies Day! >> bit.ly/BattleBuddiesDay
 12 years ago today, **K9s For Warriors** was founded. Since then, we've served more than 850 veterans & rescued over 2,000 dogs.
 Help us celebrate 12 years of teams like Quinton & Moly. 🐾

1. Post you & your pup using #BattleBuddy 📸
 2. Tag & challenge 2 friends to join 🏆
 3. Help us reach our \$100,000 goal — gifts are matched! 🎁 @ bit.ly/BattleBuddiesDay

Stay tuned for a behind-the-scenes look at our National Headquarters!



SHOW US YOUR BATTLE BUDDY

1. Post a photo/video of you & your #BattleBuddy
2. Donate to help us reach our \$100,000 goal
3. Challenge two of your friends to join you

Donations will be **matched**

BATTLE BUDDIES DAY
 MARCH 30, 2023

UNCONDITIONAL LOVE + INTENSIVE TRAINING = BATTLE BUDDY

Today we celebrate why we started K9s For Warriors 12 years ago.

202 likes 6 comments 81 shares

K9s For Warriors March 30

We reached our Battle Buddies Day goal!! 🎉
 We couldn't have done this without all of you — helping us serve more veterans and rescue more dogs from shelters.
 From all of us at **K9s For Warriors**, THANK YOU!



Thank You!

BATTLE BUDDIES DAY
 MARCH 30, 2023

WE REACHED OUR GOAL!

227 likes 7 comments 16 shares

K9s For Warriors March 27

Battle Buddies Day is THIS WEEK 🇺🇸
 You can get involved (from wherever you are)! At **K9s For Warriors**, we know the true healing power of pups like Moly. We want to see yours at home! 🐾
Post, share, and help us reach our \$100,000 goal THIS THURSDAY, March 30.



03 MORE DAYS

Show us your Battle Buddy

1. Post a photo/video of you & your #BattleBuddy
2. Donate to help us reach our \$100,000 goal

BATTLE BUDDIES

80 likes 9 comments 16 shares

Live Social

K9s For Warriors was live.
March 30 · 🌐

Battle Buddies Day is TODAY!
So far, we've raised nearly \$20,000 🙌
Thanks to the Pronio Family, these gifts are being matched!
Help us reach our goal @ bit.ly/BattleBuddiesDay



Hey, everyone. It's Dani here at the headquarters at

0:04 / 1:09

You and 269 others 15 comments 46

K9s For Warriors was live.
March 30 · 🌐

Battle Buddies Day — From Shelter to Service Dog

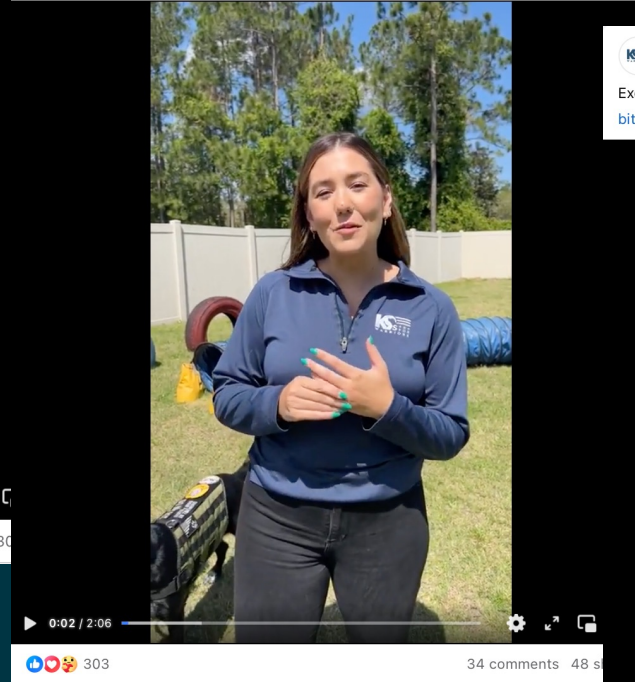


0:02 / 1:48

You and 285 others 14 comments 30

K9s For Warriors was live.
March 30 · 🌐

Behind-the-Scenes with a K9 Trainer
Meet Jacob & Victory. Jacob is helping prepare Victory for life with her veteran.
Help us pair more dogs like Victory @ bit.ly/BattleBuddiesDay



0:02 / 2:06

303 34 comments 48 s

K9s For Warriors was live.
March 30 · 🌐

Exciting Update! Only \$30,000 until we reach our Battle Buddies Day goal 🙌
bit.ly/BattleBuddiesDay



0:02 / 0:43

You and 208 others 9 comments 30 shares

THE RESULTS



2023 BATTLE BUDDIES DAY – MULTICHANNEL RESULTS



+362%
GROSS
REVENUE



+105%
GIFT
VOLUME

DIRECT MAIL



12.15%
RESPONSE
RATE



\$9,058
REVENUE PER
THOUSAND



15.26
RETURN ON
INVESTMENT

DIGITAL (ALL MEDIUMS)



\$103
AVERAGE
GIFT



48
SMS
GIFTS



24
NEW
SUSTAINERS

WHAT'S NEXT?



Looking ahead...

Stretch Goals

- Leverage corporate partnerships, sponsorships, celebrity endorsements, and donor networks
 - NFL teams (Washington Commanders & Jacksonville Jaguars)
 - US Open (Jessie Pegula)
 - Peer-to-peer fundraising
- Expand channels:
 - CTV & PSAs
 - Radio/Podcasts & TV
 - ...sky's the limit!
- Testing
 - Donation pages vs. Landing pages
 - One time gift vs. monthly gift



Key Takeaways

- **Build a foundation**
 - If you're not multichannel yet – start small (direct mail and email) before jumping all in
 - If you're already multichannel – what's stopping you?
- **Collaboration is key**
 - Agencies – collaborate with your client organizations; Organizations – collaborate with your Agencies/Partners
- **You won't know if you don't try**





QUESTIONS?

True sense®

Thank You!



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