



Wishpond

The Easiest Way to Generate, Nurture and Manage Your Leads



Jane Goodall Institute of Canada Customer Success Story



1450+
NEW LEADS
IN JUST 2 WEEKS!



Challenge

The Jane Goodall Institute of Canada is a non-profit organization which wanted to grow their email list, and also gain exposure about Dr. Goodall's upcoming lectures in Toronto and Ottawa in April of 2016.



Solution

They ran a Sweepstakes to "Win 2 VIP Tickets to Dr. Jane Goodall's Lecture", to gain new potential supporters and re-engage existing ones. The winner had the choice to attend either of her two lectures in Toronto or Ottawa for free, which allows the contest to appeal to a wider audience.



Results

The Jane Goodall Institute of Canada gained over 1450 new leads in just two weeks. It was a great tool to connect the organization with Dr. Goodall's fans, while gaining over a thousand new ones.



Why Wishpond?

"We were impressed with both the platform and the support team."

"The Sweepstakes page is really simple for lead generation and it's affordable."