

Digital Convo



Case Study:

SAN FRANCISCO NON-PROFIT



The Backstory:

This client is a large non-profit focused on serving vulnerable members of society for over 100 years. They offer essential services in the community including immigration services, in-home care, homelessness prevention, food security, and more.

THE PROBLEM?

This San Francisco non-profit has been facing a reduction in donations for several years, and they were in dire need of financial help. In April 2020, they asked our agency to help them think outside the box and generate a massive amount of new donors.

THE SOLUTION?

Digital Convo was able to help raise over \$300k in donations for this San Francisco non-profit in just 6 weeks using digital marketing. We are now working with the folks at this non-profit to scale our efforts and look forward to several more successful campaigns.



Created a COVID campaign

Having served the area for over a century, this San Francisco non-profit already had strong roots in their community. But with COVID-19 creating such uncertain and uncharted circumstances, we needed to find new potential donors.

We created the Frontlines Digital Campaign and hosted a digital gala all within the first month of our contract. We tested multiple ads, threw together several high converting landing pages and A/B tested our way to success.

Our first campaign included:

- Aggressive digital ads across all web platforms targeted to potential donors based on a persona we created
- Building and testing several landing pages which brought in lots of new donors
- Creating a narrative and essential content to encourage those who could to donate

Our campaign generated viral-level interest, with 10%+ click through rates and thousands of page visits in just a few short weeks.

WE ARE ON THE **FRONT LINES**
DURING COVID-19

DONATE

EXTENDED: APR 28-29, GIVING DAY (VIRTUAL) OPEN HOUSE 🏠
Come and see what our staff on the front lines have been up to as we work to help those impacted most by #COVID19.
➡️ Donations are matched up to \$100,000.
✓ April 28th & 29th ☐ participate and watch special video messages from U.S. Senator Dianne Feinstein, Twitter Co-Founder Biz Stone, President of the SF Giants Stephen Revetria, and MORE!



WE ARE
ON THE
**FRONT
LINES**
IN THE
BAY AREA
DURING
COVID-19

DONATE



Planned and managed a virtual event

With Giving Tuesday fast approaching on May 5, we decided to preempt the day while everyone was stuck at home during COVID-19 and circumventing the "competition for donations".

Digital Convo was excited to plan and execute a very successful virtual open house for this San Francisco non-profit. On April 28th, we hosted a two-day digital event, featuring videos from their staff, highlight their work on the front lines during COVID-19, and videos from local legends including Biz Stone, co-founder of Twitter, and California senator Dianne Feinstein.

Our team organized, edited and leveraged videos from the event to garner overwhelming event attendance and bring in many new donors.

By the end of the 48 hours, we helped raise over \$200,000 in donations, without spending more than \$2,000 on ads.

Going forward, we will be scaling this effort across multiple markets to replicate the success of the event and continue to grow donations.

**350%
increase in
video views**

**\$200k+
in donations**

**20%
conversion
rate**

**12%
CTR**



Built an audience

The minute we got started with this San Francisco non-profit, we used our behavioral targeting techniques to determine the right audience to target with the hundreds of ad variations we have since tested.

Once we cultivated the perfect demographic, we were able to increase website traffic, donations, social engagement, broaden news coverage, and ultimately keep the community up-to-date with all of their important work in live time.

Our real time reports have helped this San Francisco non-profit build trust in our company, as our advertising efforts continue to outperform week after week.



↑
305%
page follows

250K+
video views
in 4 weeks

↑
81%
reach

\$0.75
CPC



Empowering You To Help *More*

With the help of Digital Convo, a San Francisco non-profit was able to keep its programs running for its vulnerable community members, in a time when it mattered most. Let us help your non-profit, so that you can keep helping those in need.

Interested in seeing similar results for YOUR organization?

Our expert team will leverage cutting-edge resources to get you the results you crave.

Schedule a call today. Let's blow up your digital marketing campaign.



A dynamic, high-speed photograph of a collision between two clouds of fine particles. One cloud is a bright, fiery red, and the other is a cool, ethereal blue. They are exploding outwards from a central point, creating a starburst effect. The particles are dense and create a sense of motion and energy. The background is a deep, solid black, which makes the colors of the explosion stand out dramatically.

Work With Us

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[SCHEDULE A CALL](#)

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