

Digital Convo



Case Study:

SAN FRANCISCO NON-PROFIT



The Backstory:

This client is a local 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 faced a reduction in donations for several years, and they were in need of help. In April 2020, they asked our agency to help them think outside the box and generate new donors in younger age groups.

THE SOLUTION?

Digital Convo set up a wide scope of digital marketing strategies, including very successful digital events, resulting in scalable online donor growth. We continue to scale our efforts and look forward to 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 well before we got involved. However, they relied heavily upon aging donors attending in-person events, which obviously couldn't be done in 2020-2022.

We created the Frontlines Digital Campaign and drove donors to several digital galas we helped design early on. We tested multiple ads targeted to 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 of young philanthropists
- Building and testing several landing pages which increased conversion rates by leaps and bounds
- Creating a narrative of engaging content to encourage donations from new donors

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, 2020, we were tasked with preempting the day while everyone was at home during COVID, which allowed us to circumvent 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 managed a two-day digital event featuring videos we edited which highlighted their work on the front lines during COVID.

Our team organized, edited, and leveraged these videos after the event as well, to garner even more new donors.

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

We then used that content we curated to drive more donations in the weeks and months that followed.

**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, 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 perform month after month.



↑
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.](#)

