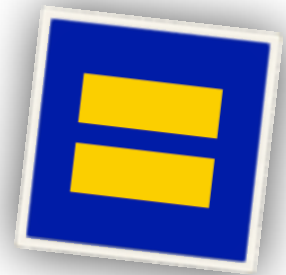




THE CHALLENGE:

Human Rights Campaign, a national LGBT rights and advocacy organization that works on many high-profile issues, was looking to generate actions and increase membership gifts while attracting new, high value monthly sustainer donors from a diverse base of supporters.



THE SOLUTION:

Already a longtime Care2 client, HRC recruited an additional 30,000 new supporters through timely action alerts and petitions on the Care2 network from 2009 to 2010. With the help of their agency partner, M+R Strategic Services, HRC developed an integrated multichannel marketing approach that sought to connect, engage, and convert these warm recruits through telemarketing, direct mail, email and text messaging.



Stop the Suicides: Help End Anti-LGBT Bullying!

Facebook-style petition interface showing 6,892 likes, a target of Secretary of Education Arne Duncan, and a signature goal of 35,000.

Sign Petition

Online petition sign-up form with fields for name, email, country, and address, plus a 'sign now' button.

“Care2 recruits who convert to donors are excellent sustainer prospects.”

THE RESULTS:

HRC successfully converted 6.45% of their Care2 recruits into monthly sustainers. This result is nearly 5 times better than the comparative 1.4% rate of conversion that they saw from sustainers sourced through other donor recruitment channels.

Telemarketing -- the organization found that the supporters they attracted via Care2 made an overall pledge rate of 14.4%, a level that climbed to 18% for those contacted within 120 days of recruitment.

After investing approximately \$2 per online-recruit, HRC reported breaking even within 16 - 18 months. Using a robust multichannel fundraising and outreach strategy, they estimated that the supporters they recruited through Care2 had an average lifetime value of \$11 per lead, with donor value increasing substantially after the first 24 months.

“The type of donors who see us on Care2 are highly engaged and just incredibly receptive to our donation appeals, including appeals to become monthly sustainer donors.” -Adam Scruggs, HRC Associate Director of Data Acquisition & Analysis

Secure Promote Help Sign Preserve Care Pledge Defend Community Save Protect