

Case Study: Facebook Ads for Recurring Giving

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Senior Acquisition
Marketing Manager

 charity: water

Our Mission

To bring clean & safe drinking water
to people in developing countries



Water Changes Everything

663 million people in the world live without clean water - that's **nearly 1 in 10** people worldwide.

But access to clean water means **education, income and health** - especially for women and kids.



Our Values

Transparency – The 100% Model

Accountability – Every Project Proven

Sustainability – Local Partners



Our Brand

Focus on hope, not guilt
Friendly, smart, and simple
Storytelling is key



The challenge: find a way
to grow our monthly giving
program, **The Spring**



The results after a year
of **testing**...



The Results

- Over **13,000** new members of The Spring (3x growth YoY)
- **5:1** Average return on ad spend (based on 1 Year lifetime value)
- **Facebook Ads** are now our biggest acquisition channel outside of our founder



Why Facebook Ads?



Targeted

- Reach highly specific categories of people based on interests & demographics
- Use Facebook's algorithm to find the most qualified people
- Users are already in browsing mode & are more willing to consume content within their News Feed



Efficient

- Quickly and easily test images/videos, CTAs, messaging
- Don't need large budgets to test
- Scalable



Storytelling

- Multiple ways to share your organization's story & cause
- Short & long form content
- Reach users while they're already in browsing mode



What did we **test**?



Audiences



Custom Audiences

Past donors/fundraisers

Mailing List Subscribers

Pros

- Already know about us

Cons

- May feel they've already taken action
- Smaller volume
- Less scalable
- Lowest conversion rate to monthly giving



Retargeting

People who've viewed key pages or taken key actions

Pros

- Targeted based on actions
- List gets updated in real time
- Highest conversion rate to one-time donation

Cons

- Again, may feel they've already taken action
- Smaller volume
- Lower conversion rate to monthly giving



Interest/Demographics

Category-based targeting

Pros

- Reach highlight specific groups based on existing information about audiences
- Ability to layer interests & demographics with other categories

Cons

- May not be as qualified
- More manual / less scalable
- Conversion rate highly variable depending on targeting



Lookalikes

People who are similar to your target audience

Pros:

- Facebook's algorithm is good at finding the right people
- Higher volume than custom audiences
- Become more accurate/targeted over time
- Highest conversion rate to monthly giving

Cons

- More expensive
- Need a list of people who've taken the action you want (joined monthly giving)



Creative



Images

- Female images perform better, especially for female audiences
- Images of children have higher CTR/conversion rate than adults
- Individuals perform better than groups
- Brighter backgrounds perform better

 **charity: water**
Sponsored · 

Like Page



We're on a mission to bring clean and safe drinking water to every person on this planet.



CHARITYWATER.ORG


We Believe We Can End The Water Crisis In Our Lifetime

Learn More

 **charity: water**
Sponsored · 

...



Access to clean water means better health, education, and opportunity. Learn how you can get involved.



charitywater.org


Together, We Can End the Water Crisis

LEARN MORE

 **charity: water**
Sponsored (demo) · 

Like Page

We believe in a world where every single person has clean and safe water.






Water Changes Everything.




The Spring is our monthly giving community committed to seeing a day when we can finally say that everyone has clean water to drink.

CHARITYWATER.ORG

Learn More

  81

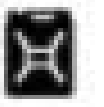

2 Comments 3 Shares 



 Like  Comment  Share




Videos

- Videos in general have higher CTR and conversion than static images
- Longer video (even 20 minutes+) had higher CTR and conversion
- Individual stories performed better than a trailer-style overview
- The founder's story resonated with people more than field stories

**charity: water**
Sponsored · 





We believe in a world where every single person has clean and safe water.




Water Changes Everything
charity: water is a non-profit organiz
charitywater.org

[Learn More](#)



**charity: water**
Sponsored · 

Tadese knows that clean water will give his family the strength and support they need to build a brighter future.




charitywater.org
Clean water changes everything.

[LEARN MORE](#)

**charity: water**
Sponsored · 

Learn what happened when Scott Harrison set out on a mission to end the water crisis in his lifetime.



Make History With Us
charity: water is a non-profit organization bringing clean, safe drinking water to people in developing countries. 100% of public donations go to water projects.



CHARITYWATER.ORG

[Learn More](#)




Messaging

- Learn More CTA button performs better than Donate Now
- Shorter text performs better
- Seasonal/holiday messaging performs better
- Inspirational messaging performs better than giving-related language

 **charity: water**
Sponsored · 

Like Page

Many women and children spend hours each day walking to find and collect dirty water for their families. With access to clean water nearby, they get that time back.







You can't buy time, but you can give it.

The Spring is a monthly giving community working toward a day when we can finally say that everyone has clean water to drink.


CHARITYWATER.ORG

Learn More

 **charity: water**
Sponsored · 



This World Water Day, we're sharing 407 stories from Ethiopia. Explore the Adi Etot community and meet someone like you.



This World Water Day, Meet Someone Like You


charitywater.org/someonelikeyou

Learn More

 **charity: water**
Sponsored · 

...

For kids who have access to clean water, there's no limit to what the future holds. Learn how clean water improves education opportunities for kids around the world.



charitywater.org/education

Make History With Us

charity: water is a non-profit org...

LEARN MORE

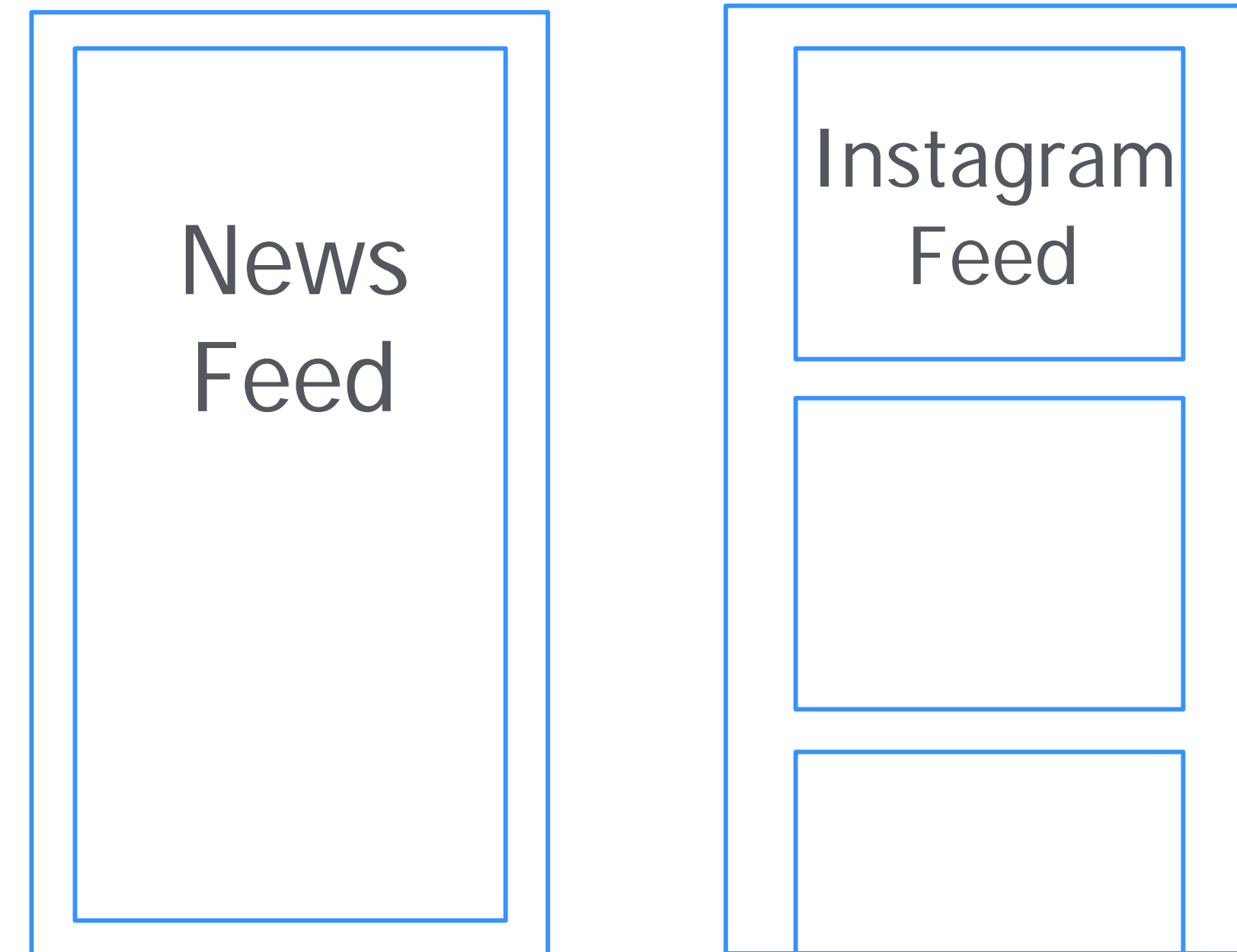


Platforms & Devices



DESKTOP

Low volume, high engagement



MOBILE


High volume, lower engagement




What **worked** the best?



The Spring Film

 **charity: water**
Sponsored · 

Learn what happened when Scott Harrison set out on a mission to end the water crisis in his lifetime.



Make History With Us
charity: water is a non-profit organization bringing clean, safe drinking water to people in developing countries. 100% of public donations go to water projects.

CHARITYWATER.ORG [Learn More](#)

- 10 Year Anniversary film in documentary format
- 20 minute length
- Updated intro with focus on the founder's story
- Tells the story of charity: water's origins, leading up to a monthly giving ask

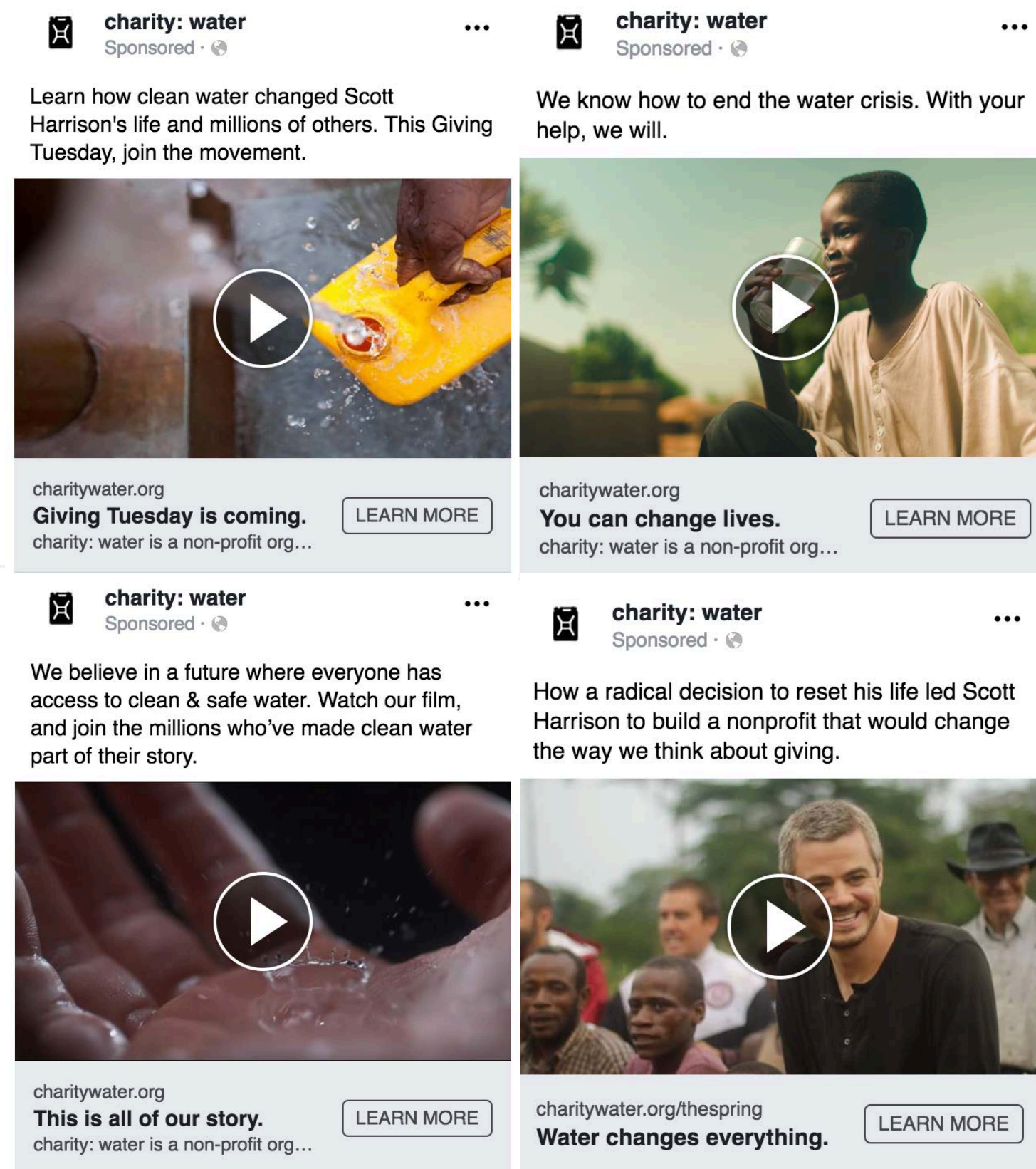


KPI improvements

- **5x** increase in **CTR**
- **2x** increase in **conversion** rate
- **3-5x** increase in **ROI**



And we kept testing ...



- Vertical video for mobile
- Different thumbnail images
- CTAs and copy
- Audience targeting



A few **tips** for testing



- Try different **Lookalike audiences** based on user behavior
- Focus on the **mobile** experience with **vertical video**
- **Longer** form, **documentary** style video content
- **Images** tailored to **audiences** – male, female, age group
- **Softer** CTA – learn, explore, see, be inspired vs. donate
- **Refresh** audiences and ad creative every few days



Nothing is crazy



So keep testing.





Thank you!

Visit charitywater.org/NIO to
learn more about The Spring

Compassion

We Believe

That they impact lives for eternity – today and every day.
**THAT WE ARE HUMBLLED
BY HOW DEEPLY THEY CARE
for our children.**

OUR SUPPORTERS ARE
PASSIONATE
ADVOCATES WHO ARE
releasing children
**FROM POVERTY
IN JESUS' NAME.**

**THAT THEIR GIFTS
ARE THE MOST**
effective way to
**END CHILD POVERTY
IN OUR WORLD.**

that we depend on their
FAITHFUL PRAYERS & FULL-HEARTED GIVING.

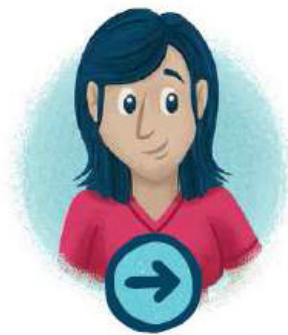
**SO THAT EVERY CHILD MAY KNOW
they are DEEPLY LOVED, UNIQUELY
CREATED, and filled with GOD-GIVEN
PURPOSE and MEANING.**



Special.
Smart.
Safe.

1. Navigate

the SPONSOR JOURNEY



Onboard

WELCOME AND RETAIN



Cultivate

ENGAGEMENT



Upgrade

DEEPER ENGAGEMENT



Delinquency

RE-ENGAGE SPONSOR
COMMITMENT



Departure

RETAIN SPONSOR AFTER
CHILD DEPARTS

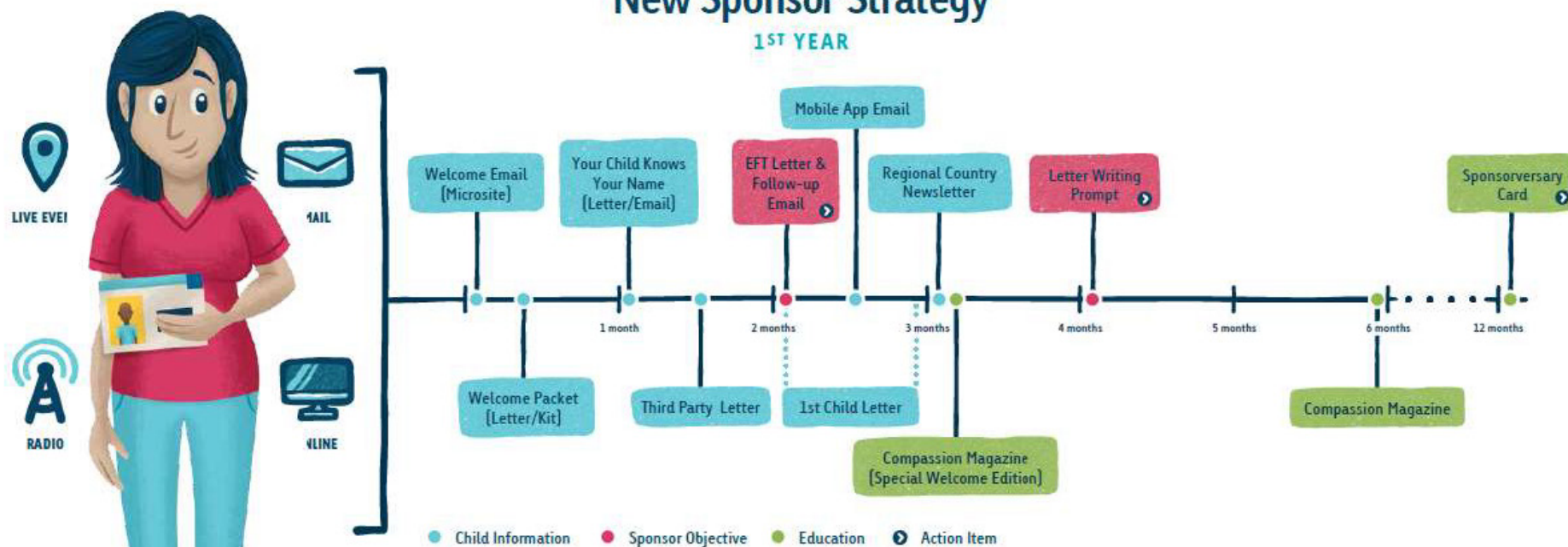
Onboard

WELCOME AND RETAIN



New Sponsor Strategy

1ST YEAR



TESTING

- Welcome calls
- Custom track with artists
- Sponsorship add-on upsell
- Year One auto payment test
- Compassion Magazine timing test



LETTER WRITING

In the first 12 months:

- 60%** of sponsors write their first letter.
- 90%** of sponsored children write their first letter.



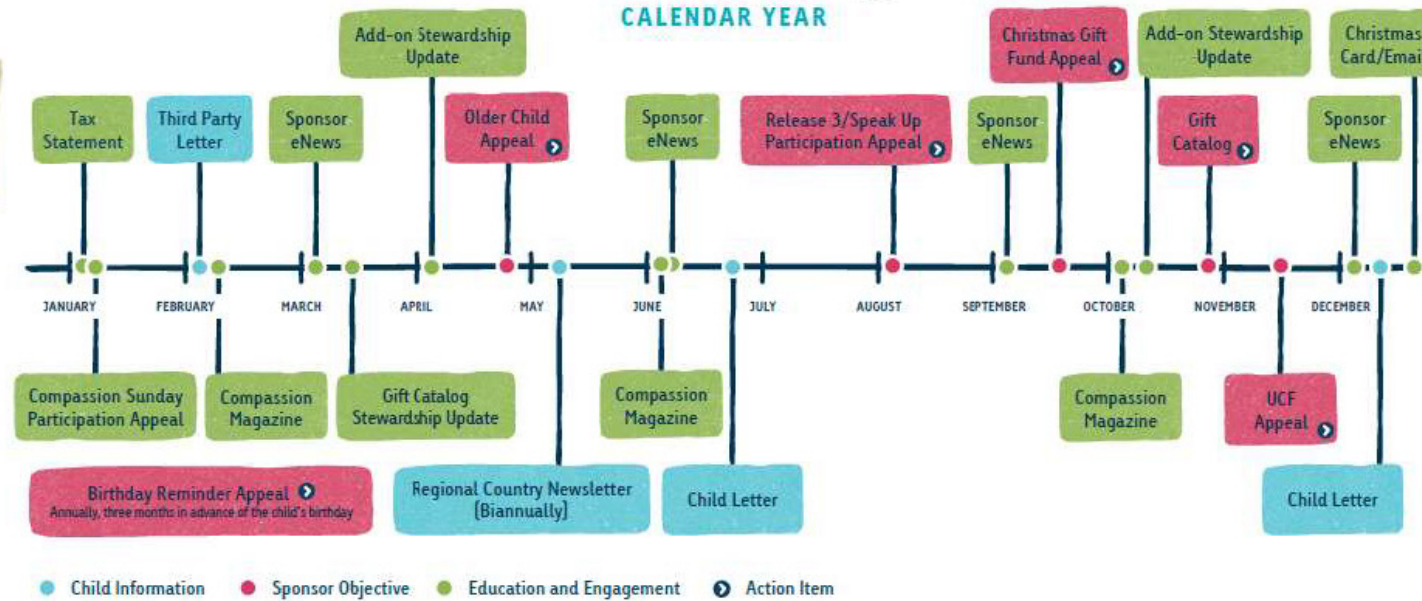
FUND/APPEAL HOLDOUT

6-month holdout on fund/sponsorship appeals
[Exceptions: birthday and Christmas appeals]



Cultivate Strategy

CALENDAR YEAR



CHECK PAY

24% of sponsors are on check pay.



CREDIT CARD DECLINE

46% of declines are won back in two weeks.



LETTER WRITING

67% of sponsors have sent at least one letter in the last 12 months.
23% wrote one letter.
28% wrote two or three letters.
16% wrote four or more letters.



SPONSOR GIVING

73% of sponsors give something beyond sponsorship.
36% of sponsors give a birthday gift.
55% of sponsors give a Christmas gift.

2. Engage

Compassion International
Tuesday, September 18, 2018 at 3:38 PM
To:



Dear Laura

We've been praying for your safety as Hurricane Florence battered the Carolinas this past weekend, and we want you to know that if your family has been affected by the destruction, we are here to help.

If the hurricane aftermath has left you financially burdened, we are able to temporarily cover your sponsorship for the next few months. This is possible thanks to the generous support of other donors, so rest assured your sponsored child will still receive 100 percent of the benefits of the Compassion program.

We want to be a blessing to you in the midst of this disaster, and you would not need to reimburse Compassion in any way. We would simply take care of the costs of your sponsorship for three months, and you can resume your support after that.

If this would be helpful during this challenging time, please call us at (800) 336-7676 and we will be happy to take care of it for you.

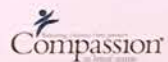
Please know we continue to pray for you and your family. We understand that situations like these can be extremely stressful, and we want to extend our support to you during this difficult time.

May God's peace surround you and your family.

Blessings,

Rich Van Eaton
Sponsor & Donor Relations Director
Compassion International

3. Upgrade



September 1, 2018

Jane Smith
123 Somewhere Lane
Overthere, CO 80808



Dear Jane Smith,

We are delighted that you are joining our upcoming trip to Peru! We know that you will be blessed in an amazing way as you experience firsthand the incredible work of the local church in partnership with Compassion's ministry.

On this special trip, you will make new friends, see things that tug at your heart, share God's love with children and families in need, meet and encourage local Compassion staff, and have your faith stirred as you see healthy child development at work in Peru.

In this package are the following items that will help you prepare for a fun:

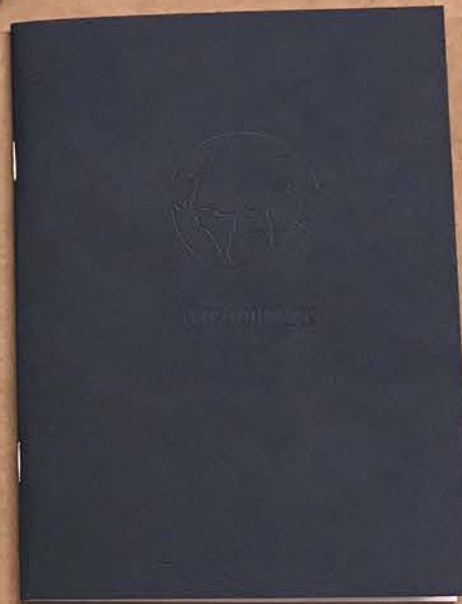
1. Your personal Trip Guide. This guide is a wealth of information of your trip—before, during and after. The "Ready, Set, Go" information for trip preparation, such as:

- The documents you'll need for traveling to Peru
- What you need to know about immunizations, insurance and
- The kind of clothing and other items you'll want to bring
- Packing tips and a suggested packing list

This handy guide also includes information that you'll find helpful to bring it along!

2. A Trip Journal. The writing prompts in this journal will enable you to record your trip by exploring your thoughts and feelings as you write them, record prayer points and notes about memorable moments to reflect on.

COMPASSION INTERNATIONAL
12240 Voyager Parkway, Colorado Springs, CO 80921-3668 | (800) 336-7542 | compassion.com



My COMPASSION TRIP GUIDE & JOURNAL

Jane Smith
Peru
August 29-30, 2018



Jane
Compassion Trip



What's in your box?