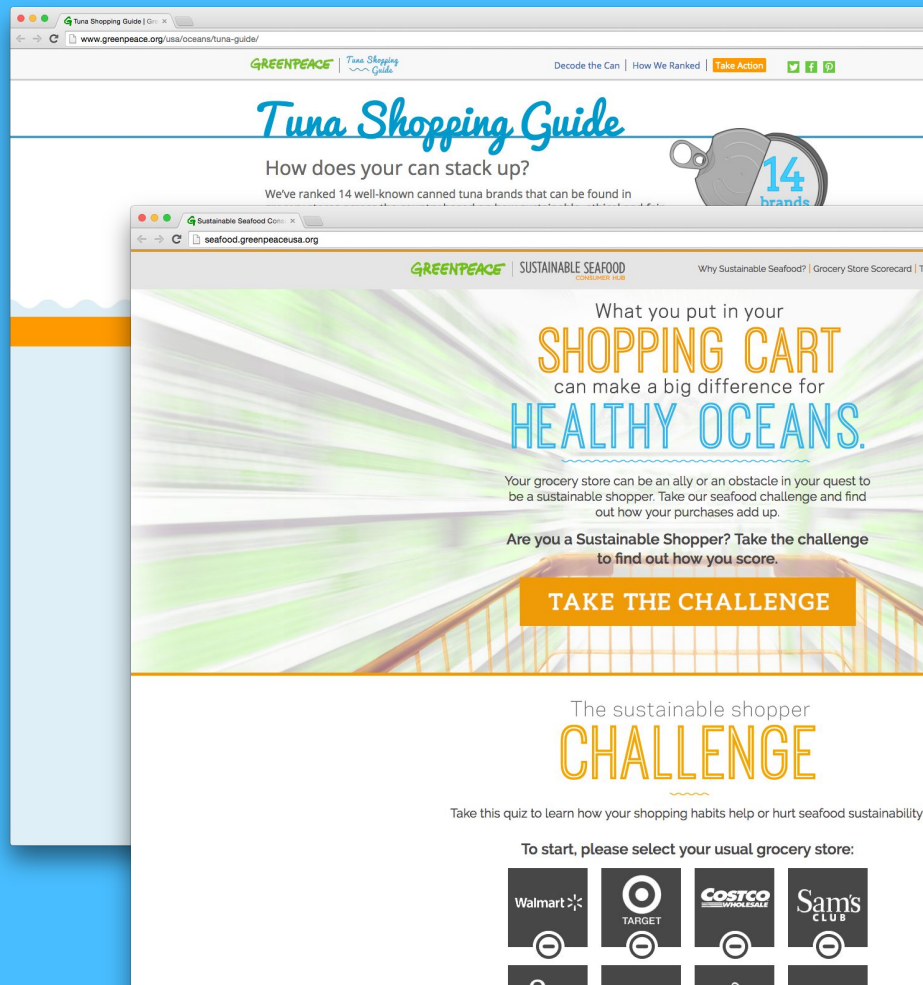


The Secret Sauce of a Creative Nonprofit Digital Campaign

everyaction



Hello!



Cindy Phan

Creative Director, Share Progress



Aharon Wasserman

VP of Community & Creative,
EveryAction

Upping Your Fundraising Game With Creative Campaigns

JOIN the MOVEMENT



Support our work today! Greenpeace is an independent organization that does not take money from corporations or government. We rely entirely on financial support from people like you to do the important work that we do.

* Enter A Gift Amount:

I want to become a monthly supporter with a gift of:

☐ \$12 ☐ \$20 ☐ \$30 ☐ \$50 /month

Monthly giving is the best giving option for both Greenpeace and our supporters - it allows us to have a dependable base of support and save time, banking fees and paper by not having to send supporters future reminders and renewal notices.

Or make a single donation in the amount of:

☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$25

Billing Information

* First Name:

* Last Name:

* Street 1:

Street 2:

* City:

* State/Province:

* ZIP/Postal Code:

Country:

* Email Address:

Phone Number:

* Phone Type:

Greenpeace US may contact you by email or phone with campaign updates and other offers of engagement. You can unsubscribe at any time.

Greenpeace, Inc. is a non-profit, tax-exempt, 501(c)(4) organization. Donations to Greenpeace, Inc. are not tax-deductible.

Donate by phone:
1-800-722-6995
Mon-Fri 9:30-5:00PM EST

Donate by Mail:
[Download and print a donation form](#)
Mail to:
Greenpeace
702 H Street NW, Suite 300
Washington, DC 20001

Other ways to give:
[Tax deductible giving](#)
[Estates and bequests](#)

Make a one-time
Bitcoin donation


Payment Information

Payment Method:

☐ Credit Card

☐ Checking Account

☐ PayPal

Credit Card Information:



* Credit Card Number:

* Expiration Date:

**Donate
Now**

[Give to Planned Parenthood](#)

[Specific Giving](#)



Right now, women's health opponents are pushing to defund Planned Parenthood health centers nationwide, cutting off millions of patients from essential care like birth control, cancer screenings, and access to safe and legal abortion.

Your gift will be shared equally between your local Planned Parenthood affiliate and Planned Parenthood Federation of America.

Gift Information:

☐ \$200.00 ☐ \$100.00 ☐ \$60.00 ☐ \$35.00 Other (\$5 Min)



Most people are giving \$100.00 right now. Please, give what you can.

☐ Yes, I want to make a difference throughout the year. Make my gift monthly!

☐ Yes, my gift is in honor or in memory of someone special.

Contact Information:

* First Name:

* Last Name:

* Address 1:

Address 2:

* City:

* State:

* ZIP:

Country:

United States

* Email:

You'll receive email updates from Planned Parenthood. You may unsubscribe at any time.

Payment Information:

* Payment Method:

☐ Credit Card ☐ PayPal

We accept:



* Credit Card Number:

* Expiration Date:

* CVV Number:

What is this?

MAKE YOUR GIFT TODAY

colorofchange.org

changing the color of democracy

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Help Support Our Work

ColorOfChange.org is powered by YOU—your energy and dollars. We take no money from lobbyists or large corporations that don't share our values, and our tiny staff ensures your contributions go a long way. Every contribution, no matter the size, helps. Thank you.

To donate by check, please mail to: ColorOfChange.org, 1714 Franklin Street, Suite 100-136, Oakland, CA 94612-3409.

1) Enter Your Information

Name:

Email:

Billing address:

City:

State:

Choose State*

Are you an international member of ColorOfChange? [Click here to support our work.](#)

Zip:

Country:

United States

All fields are required.



2) Choose US Dollar Amount

☐ \$3 ☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100
☐ \$200 ☐ \$500 ☐ \$1000

Other Amount:

Donation Type: ☐ Every Month / ☐ Just Once

3) Enter Credit Card Information

Card Number:



Verification Code:

WHAT'S THIS?

Expiration Date:

I understand that this contribution is not tax-deductible.

DONATE

Click DONATE once to submit your payment.

You can also donate using Paypal.



What if we gave
fundraising a whole
new outfit?

ShareProgress





tuna
+ billboard

fundraising

our goals

Raise \$13,500 in two weeks.

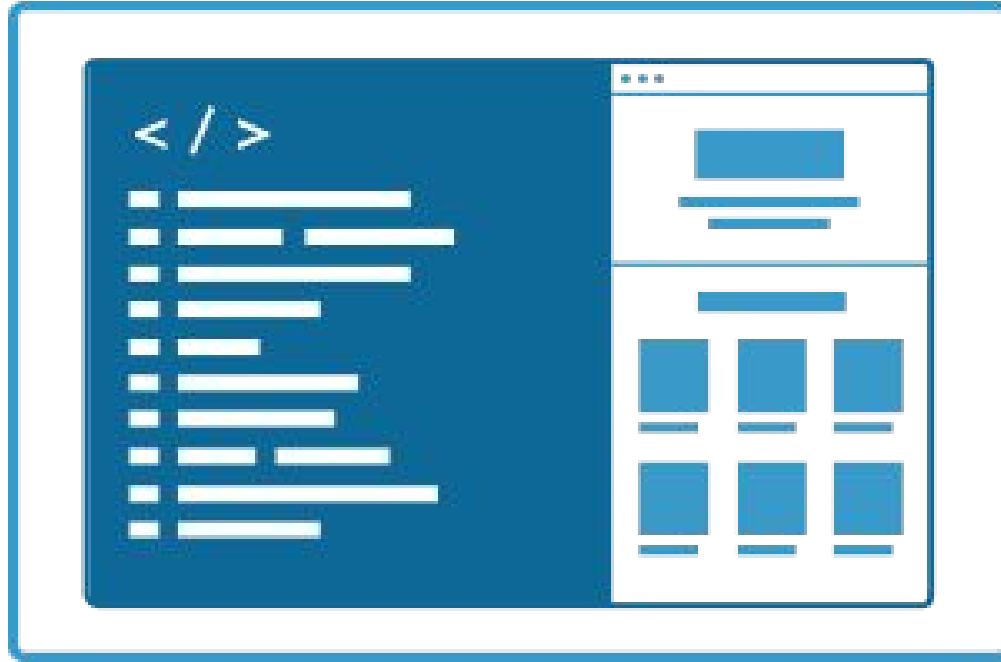
(The amount to have the billboard up for 4 weeks outside Chicken of the Sea's headquarters).

Attract both existing and new donors.

(The linchpin - pray the billboard company let's us put this billboard up).



build and try it out



2 days

Time it took to reach
our \$13,500 goal

new goal

**Raise an additional
\$6,000 to get two
smaller billboards put
up nearby**

Sponsor the Billboard!

Chicken of the Sea is ranked as one of the most destructive canned tuna brands for both our oceans and industry workers. That's why we're putting a billboard up that it can't ignore right outside of Chicken of the Sea's headquarters.

Can you help by donating for the billboard today? Each square is only \$5 each. ~~We only need \$13,500 to succeed.~~

WOW — thanks to the amazing support from you and our community, we've blown past our initial goal. That's why we're adding a new stretch goal to help us put two more billboards up! Let's send Chicken of the Sea a message they can't ignore.

5 days

Time it took to
reach our new
stretch goal

Raised \$20,705 (153%
more than original
\$13,500 goal)

40% of donors
were first-time
donors

Shared over **1,771**
times, helping us reach
1,254 donors in total

Average gift was
\$16.33, which is
more than 3 squares



You never know for
certain whether new
ideas will work, but if
you try, it can pay off big

Small, Medium, Big, Ridiculous , or Simple Ideas.

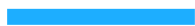
All ideas are welcome and can help you get
a little closer to reaching your goal.

Two questions:

Is it engaging?

Is it clear?

Want to talk through ideas
or come up with some cool
creative ones?



cindy@shareprogress.org

Shameless Plugs:



The Best Nonprofit Digital Campaigns

<https://act.everyaction.com/best-nonprofit-digital-campaigns>



Subscribe to the EveryAction Top 5

<https://blog.everyaction.com/>



#NPLab

Questions?

