



Program:

DIY Fundraising Enrollment

Services Used:

- Facebook Ads
- Twitter Ads
- Paid Search
- Google Grant
- Email Marketing
- UX Consulting

Challenge

No Kid Hungry was looking to grow a new DIY fundraising program and to own the concept of Friendsgiving. Having tested a soft launch two years prior and launching officially the following year, No Kid Hungry was seeking significant year-over-year growth to prove Friendsgiving was a viable program to add to the organization's other DIY Fundraising initiatives.

Strategy

No Kid Hungry turned to paid advertising through Further to add scale to their existing DIY registrations which were previously reliant on cross-marketing, email, PR and social influencer strategies.

Further worked with No Kid Hungry to analyze user behavior with the purpose of optimizing the onsite user experience and increasing registrations and fundraiser conversion rates. We then launched paid ads across Facebook, Twitter, Search and Google Grant to generate awareness and drive registrations.

To capitalize on the registration success and promote the ultimate goal of fundraising conversion, we advised on strategic email marketing and cultivation efforts.

Results

- Exceeded client registration goal by 15%
- Registrations increased by 111% year over year
- Friendsgiving hosts increased by 49% vs. prior year
- Total Friendsgiving revenue increased by 27%