**A Year-End, Integrated Fundraising Success Story:**

**UCLA’s Jonsson Comprehensive Cancer Center**

**Situation:**

In 2010 Jonsson Comprehensive Cancer Center executed a year-end email campaign with 3 appeals in the last week of the year. Although the engagement metrics were in line with similar clients, the overall revenue amount was lower than expected. In 2011 they increased their email marketing and social media presence with varied campaigns and as a result increased their audience size significantly.

**Challenge:**

Although the agency would develop the copy and creative, the client was to execute the emails along with setting up and implementing all the social media postings. Because UCLA closes during the last week of the year, all media had to be ready to go weeks prior. There were also institutional challenges in selecting and approving patient stories to feature, so planning had to start early in the fall.

**Objective:**

* To fully integrate a year-end campaign that utilizes email and social media to maximize year-end donations and increase response rates.
* Capitalize on donor propensity to give year-end gifts online at the last minute.
* Inspire donors to renew their support of JCCCso they can continue helping more patients with all types of cancer. Update the donors on the very personal impact of JCCC’s amazing research as shown through inspiring patient stories and encourage year-end support.

**The Campaign:**

All components of the year-end campaign carried the message that, every day, the researchers and scientists at JCCC are continuing their important research into developing the newest and most advanced treatments for cancer. And with the help of their donors, they will continue that research now and into the New Year. This research brings hope to cancer patients around the world.

The integrated year-end fundraising campaign included 6 email drops and corresponding messaging on Facebook and Twitter. The theme of the campaign was “6 Ways (we fight cancer) in 6 Days.” The time frame was the last week of the year when online fundraising is at its heaviest.

We recommended JCCC send an email every day with each featuring a different way they fight cancer and include a patient or other compelling story for each. UCLA’s Jonsson Comprehensive Cancer Center (JCCC) is internationally renowned for innovative cancer research and is ranked among the top 10 cancer centers nationwide by U.S. News & World Report.

Email Implementation: One email to drop each day at around the same time.

* Email #1 – 12/26 – Changing Patients’ Lives, featuring a 5-year-oldcancerpatient.
* Email #2 – 12/27 – Cancer Prevention, featuring researcher Dr.Gang Zeng and his A+PSA study.
* Email #3 – 12/28 – Cancer Education/Outreach (educating the community), featuring AVON Cares for Life program.
* Email #4 – 12/29 – Cancer Diagnosis, featuring a bladder cancer survivor with a unique story.
* Email #5 – 12/30 – Cancer Research, featuring Dr.Toni Ribas and her skin cancer patient, Louise Belley.
* Email #6 – 12/31 – Cancer Survivorship, featuring JCCC staff member and cancer survivor Michelle Doose-Pena.

**The Campaign continued:**

Recent research has shown that donors don’t care about the organization as much as they care about what it does and the impact the organization makes on the people/community it serves. This email series needed to show the donors what kind of “opportunity” their donations will have to make an impact, as well as demonstrate what has been accomplished with their previous gifts.

With JCCC’s proven success on Facebook, we recommended using that channel as another fundraising touch point. Although social media’s niche is engagement rather than fundraising, we strongly encouraged offering these warm prospects an opportunity to give at year end, when they are getting solicitations from a variety of non-profits they may not be as closely engaged with. Our goal was to engage their audience, give them more content to read, start a conversation, thank them for their support, inspire confidence in giving to JCCC/UCLA and provide success stories, as well as fundraise.

**Conclusion:**

This campaign proved to be quite successful –both in terms of revenue and client satisfaction.

Here are some of the top line results when compared against the 2010 year-end campaign:

- Revenue increase: 230%

- Average giftincrease: 216%

- Revenue Per Emaildeliveredincrease: 60%

In addition to the online revenue that came directly from the emails, there was an additional amount that came in through the general donation form from people that received emails. That amount actually exceeded the total amount from the emails and more than doubled the overall year-end campaign total (that amount is not included in the results above).

In Facebook and Twitter, activity increased significantly that week over 2010’s –but since the audience grew so much in 2011; a true apples-to-apples comparison is not possible. We do know that during that week there was a spike in fans “talking about this,” and the highest “Reach” amount of the month was achieved. This is significant because it was a holiday week with a lot of the target demographic either traveling, taking time off for holidays or just unplugged.

The client was pleased with the results, as well as the partnership with Amergent which enabled JCCC to implement a much more polished and thoughtful campaign at a very critical time of year.

For more information on how Amergent can help you raise more money online and in the mail through an integrated approach, please contact Rick Christ at rchrist@amergent.com or 540-335-5677.