

How people-driven campaigns are changing the world

APRIL 2015

change.org

Nice to meet you!



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Agenda

- ▶ How people-powered campaigns start, gather steam and win (+ORGANISATIONS)
- ▶ How organisations can leverage online tools to connect with new supporters and make change?
- ▶ How these tools can make your fundraising and advocacy efforts more effective
- ▶ Characteristics of campaigns that recruited and cultivate passionate new supporters

Tech Check

- ▶ The organisation or sector you work in?
- ▶ The job you do?
- ▶ Why you are here today?



Our mission is to empower people
everywhere to create the change
they want to see

#PEOPLEPOWER

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GROWTH

Change.org is the world's fastest growing platform for social change



85 million +
Users worldwide



3 million
New users each month



20,000
New petitions each month



2.5 million
users in Australia, 12% of
population, 2 victories a week

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A background collage of many diverse people's faces, mostly in shades of blue and white, creating a sense of a large, multicultural community.

Technology has dramatically reduced the barriers of collective action, resulting in an explosion of citizen driven movements

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It's working: People are winning campaigns everywhere

VICTORY



Victim of acid attack gets Indian government

29,555

The Premier of NSW - The Hon. Barry O'Farrell
MP: Reform sentencing laws to curb alcohol-fuelled violence

VICTORY



VICTORY



Premier Baird backs down on cuts to crime victims compo

I can't believe this - but we've won. It is just so amazing! I got a call from the Attorney-General last night to tell me, and the Sun-Herald today reads: "Baird backpedals on crime victim compo"! I am ecstatic right now. Mike Baird... [More](#)



Katrina Keshis...
Cambridge Gard...

134,522
Supporters

Featured in
[Sydney Morning Herald](#)

VICTORY



Mum wins fight for tactile markings on banknotes for visually impaired

After 57,000 signatures, the RBA has announced that they're going to include tactile markings on the Australia's next banknotes to help those that are visually impaired or blind!

[More](#)

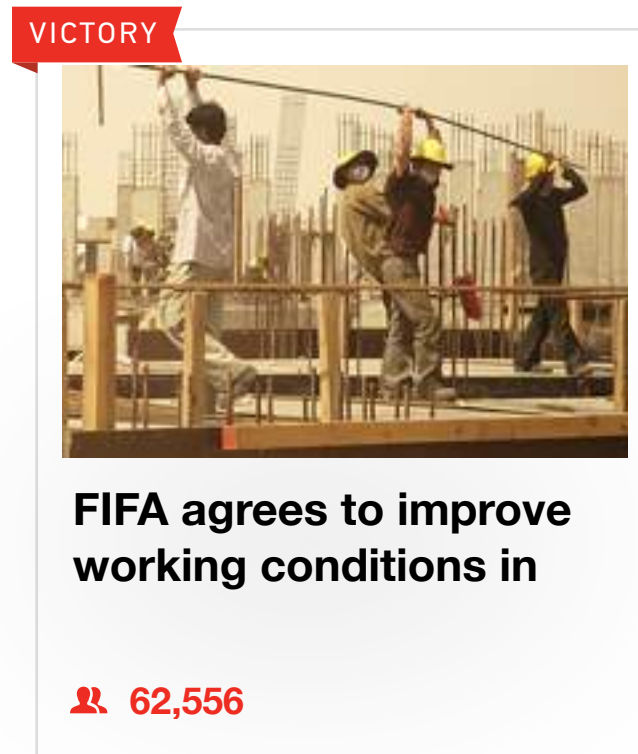


Alexandria Lan...
Sydney, NSW

57,316
Supporters

Featured in
[Today Show](#)

It's working: Organisations are winning campaigns everywhere



FIFA agrees to improve working conditions in

62,556



Prime Minister Tony Abbott is cutting nearly 20% funding from Aboriginal Legal Services.



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Key Lessons

- ▶ Australians are not apathetic.
We are increasingly empowered to believe in our ability to make change, and we are making it = self efficacy.
- ▶ A self-efficacious society is a better and happier society.
- ▶ Question remains - what happens when individuals and organisations truly integrate their efforts?

Organisations can make greater change by working with

The Opportunity

- ▶ Multiplied impact
- ▶ New fundraising channels

The Challenge

- ▶ Saturation/confusion
- ▶ Brands stepping back, individuals stepping up



How people-driven campaigns gather steam and win

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Rosie was locked up indefinitely

Roseanne is facing a lifetime in prison because of her disability. Stop the neglect.

 Ian McKinlay Australia



UPDATE: We've made incredible progress on freeing Roseanne. Locked up in prison indefinitely because of her disability, without being guilty of a crime – your signatures have helped convince the NT Government to start moving to free her.

 **Confirmed victory**

This petition made change with 120,354 supporters!

Add a personal message (optional)



Roseanne is facing a lifetime in prison because of her disability...

 Post to Facebook



TWITTER



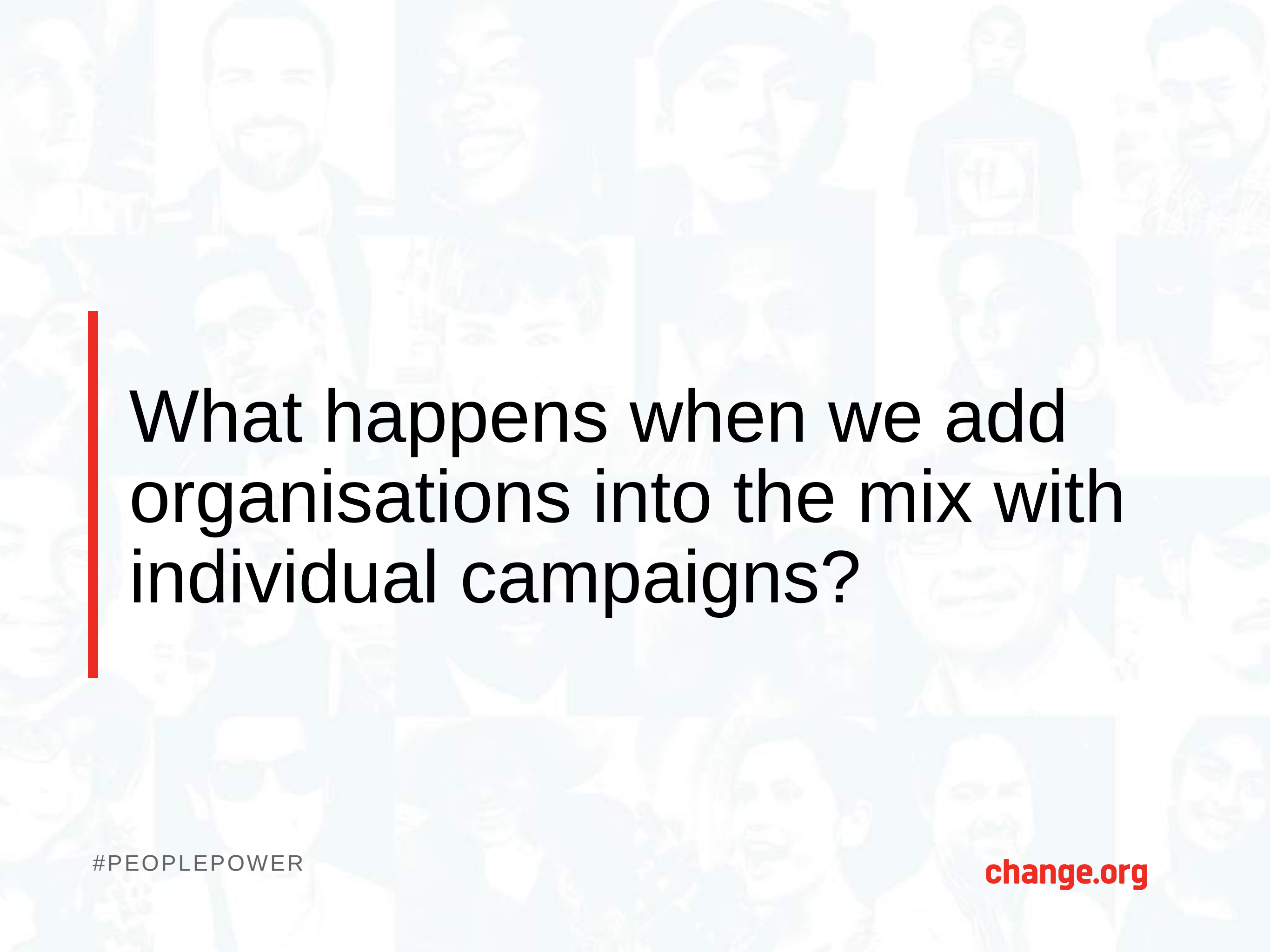
EMAIL

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Key Lessons from Rosie's victory

- ▶ Story told from a deeply personal perspective
- ▶ Petition ask is specific and winnable
- ▶ Petition ask is a decision the target has power over
- ▶ Taps into existing Australian values
- ▶ Avoids contentious values, focuses on facts
- ▶ Media escalation tactics

A background collage of many diverse people's faces, mostly in shades of blue and green, creating a sense of community and global reach.

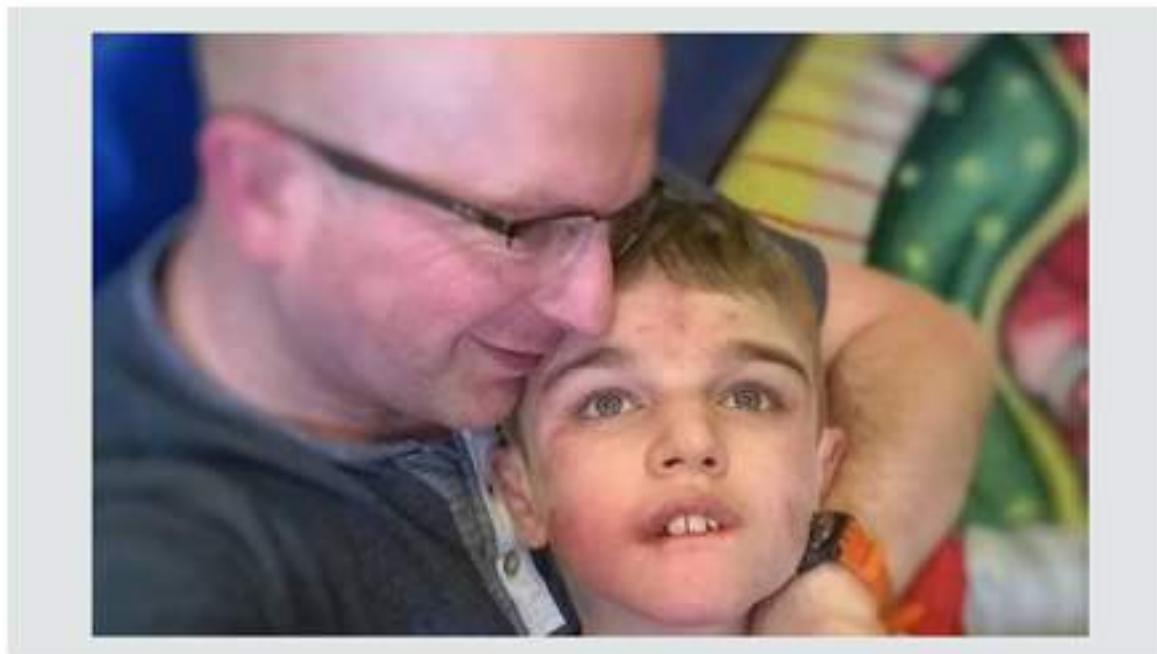
What happens when we add
organisations into the mix with
individual campaigns?

#BringJoshHome + Mencap

Petitioning Kernow CCG

Please bring my son back home #BringJoshHome

 **Phill Wills** Cornwall, United Kingdom



 **Confirmed victory**

This petition made change with 241,351 supporters!



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Key Lessons from #BringJoshHome

- ▶ Josh and his dad won with 245,000 signatures
- ▶ Mencap ran a highly salient and successful sponsored campaign with change.org and converted 10% of supporters to new regular donors.
- ▶ Mencap recognised they couldn't win for Josh, so they stepped back... Josh's dad became Mencap's brand advocate

Pass the ABLE Act: Sara + The National Down Syndrome Society

On your own Timeline ▾

Say something about this...



Change.org

This is Renner. He's one of millions who will benefit from the ABLE Act, a bill in Congress that will allow people with disabilities to save money for the futur...



change.org

Pass the ABLE Act: Results

- ▶ Congress passed the bill and President Obama signed into law the ABLE Act, landmark disability rights legislation that creates tax-free savings accounts for individuals with disabilities.
- ▶ Sara was invited as a guest at the President's State of the Union Address.
- ▶ This petition paved the way for other Petition Starters with Down's Syndrome

Key Results from The Able Act

- ▶ Organisations can make or help find great Petition Starters, leading to big wins and helping to execute the sort of tactics our campaigns team cannot
- ▶ During a long legislative campaign, it's important to keep the momentum up for the petition signers
- ▶ One of our most successful engagement strategies on this campaign was to send a Facebook share ask via a Petition Update.

Q&A

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How can organisations
leverage online tools to
connect with new supporters
and make change?

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How these tools can make
your fundraising and advocacy
efforts more effective?

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CASE STUDY

Australian Conservation Foundation converts 12% of leads to monthly donors

CHALLENGE

Build base of regular givers through new channels beyond face-to-face

SOLUTION

Leverage change.org Sponsored Campaigns and Sponsored Campaigns to recruit new email and phone leads

RESULTS

12% of people ACF phoned became regular donors with an average gift of \$22AUD, and 8.5% of people emailed became regular donors



*“ We were looking both for **return on investment**, and **also to build our people power** for our outreach program. We wanted more activists.*

Trudy Frick

DIRECT MARKETING OFFICER

change.org

Key fundraising and advocacy lessons

- ▶ Give people multiple opportunities and ways of engaging with your work
- ▶ Use a range of issues and test your messaging to connect with new people
- ▶ Take a long-term approach to cultivating new supporters to take further action
- ▶ Use multiple channels to engage supporters

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Characteristics of campaigns that successfully recruit and cultivate passionate new supporters

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Digital Engagement suits organisations large and small

1. Scale

- 4 billion email accounts globally, Facebook: 1.3 billion, Twitter: 650 million
- 185 billion emails sent / received daily
- Highly engaged audience: 71%
Australians check email first thing in morning and 47% last thing at night (ExactTarget Digital Downunder Report)

2. Cost effective

- No telemarketing / face to face agency costs, which can be especially prohibitive for small to medium organisations when fundraising
- Upfront investment in systems and staff should be able to support 1,000 donors and/or advocates as well as 1 million

3. Scale

- Globally, online giving grew by 8.9% in 2014 compared to 2.1% overall growth (Blackbaud Charitable Giving Report 2014)

DR DIRT

- Distinctive Role
- Dramatic
- Inspiring
- Relevant
- Timely



What will you change?

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Q&A

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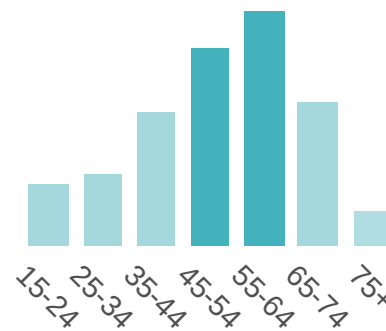
Appendix

USER DEMOGRAPHICS: AUSTRALIA

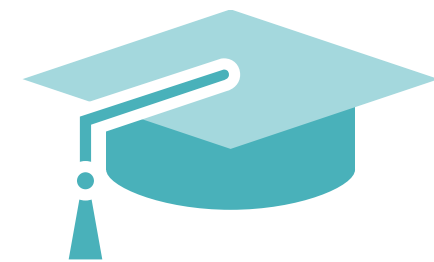
Change.org Demographics



60% female



Median age in **40s**



55% have a bachelor's degree or higher

CASE STUDY

Indigenous Community Volunteers achieves 91% ROI in 12 months

CHALLENGE

Shift funding from government grants to individual donors to meet ambitious fundraising goal

SOLUTION

Recruit new email leads with Sponsored Campaigns and cultivate them via two-step, multichannel fundraising program

RESULTS

2% of email leads converted to donors, which generated **91% ROI in 1st year with 159% ROI projected for 2nd year**



“I was really surprised and encouraged by the lead quality and quantity of donor conversions from our fundraising email.”

Justin Fleysman

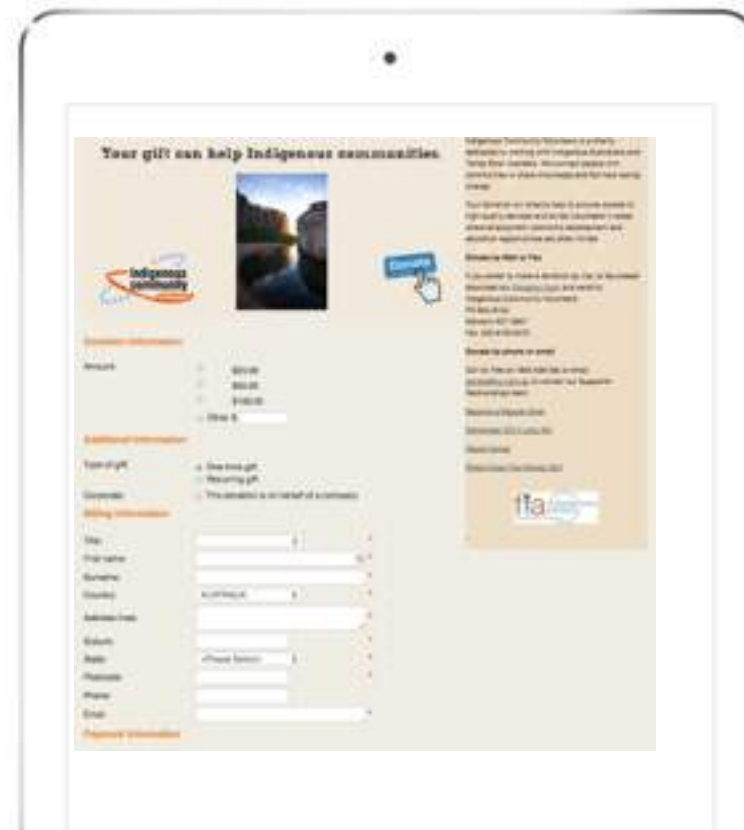
MARKETING MANAGER

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EMAIL FUNDRAISING

Critical steps in email fundraising campaigns

1. Acquire a list of supporters that is passionate about your cause
2. Create a surround sound experience for supporters
3. Use email to rapidly welcome all new supporters
4. Optimise your landing page to get the information you need (and only that)
5. Use personalised and specific donation asks with clear goals (and repeat)



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EMAIL FUNDRAISING

Anatomy of a good email



Anna, I need your help to fund
50 new projects in Indigenous
Communities



Donate

Dear Anna,

My name is Stephanie Harvey, and I am an Aboriginal woman from Central Queensland. I am also the CEO of Indigenous Community Volunteers (ICV).

Today I am reaching out to you, as a fellow Australian, to ask for your help.

Right now, there are over 50 projects aimed at reducing Indigenous disadvantage that urgently need funding.

I must find \$102,000 so I can tell community members and volunteers they can go ahead.

That's why I am turning to Australians like you to ask for help with a gift of \$25, so that we can continue to turn possibilities into realities for Indigenous people.

[Click here to donate and help fund these projects.](#)

Examples of projects that I urgently need funding for include:

- A campaign and strategy to improve school attendance in remote WA
- Building community gardens to improve nutrition and health in regional NSW
- Developing a business plan and employment opportunities for Indigenous artists in urban QLD

I can't bear the thought of having to tell any one of them that their project will have to miss out.

Your gift of \$25 will help cover the cost of linking volunteers and communities on these projects.

We have the communities waiting for their programs to begin. We have the passionate volunteers eager to contribute their time and expertise. We just need you.

[Please help Indigenous communities turn possibilities into realities with a gift of \\$25 today.](#)

Yours sincerely,

Stephanie Harvey
CEO - Indigenous Community Volunteers

P.S. Indigenous communities are incredibly resilient and resourceful, but often lack the expertise to turn their ideas into reality.

Multiple donations
asks and links to
landing page

Specific amount
for donation asks

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BARRIERS

Ideal conditions for successful email fundraising campaigns

1

Systems

- CRM/database and email system capable of running a trackable, personalised and beautiful campaign
- Website donation landing pages that are functional and optimised to avoid distraction

2

Processes

- List segmentation fields and processes that meet the needs of the campaign e.g. by actions taken

3

People

- Buy-in from leadership on at least 'investing in testing' this channel
- Clear accountabilities in place for who is doing what
- People available to actually do the work (e.g. manage database & sends)
- People have the knowledge and skills of digital + supporters + content to execute the campaign

BARRIERS

Ideal conditions for successful email fundraising campaigns

4

Planning

- SMART goals and benchmarks
- Communications / campaigns calendar
- Welcome journey of 3+ emails in place for all new supporters
- Flexibility to send out responsive emails when campaigns take a turn

5

Supporter acquisition

- Plans in place for acquiring new email supporters

6

Evaluation

- Reporting framework in place
- Processes for generating reports established

change.org tools for organisations

FREE TOOLS

Grow support for the outcomes you seek and engage these passionate supporters

The screenshot shows a Change.org petition page. At the top, the Change.org logo is on the left, and navigation links 'Start a petition' and 'Browse' are in the center. On the right, the user 'Olivia Whitty' is logged in. Below the navigation bar, a row of action links includes 'View', 'Edit this petition', 'Update supporters', 'Declare victory', and 'More actions'. The petition title is 'Free five women arrested for pl International Women's Day protest harassment', with the subtitle 'Petitioning Head of Haidan Detention Centre Yin Y'. The petitioner is 'Amnesty International Australia'. A dropdown menu is open from the 'More actions' link, showing options: 'Print petition', 'Download signatures (CSV)', 'Download comments (CSV)', 'Download comments (PDF)', 'Download non opt-in signatures (CSV)', 'Download opt-in emails (CSV)', 'View message history', 'Tips and guides', 'Authorisation requests', and 'Close petition'. At the bottom of the menu, a progress bar shows '893 needed to reach 10,000'. Below the petition title is a photo of five women, with a banner in Chinese that reads '手牵手一起' (Hand in hand together).

change.org Start a petition Browse

Olivia Whitty

View Edit this petition Update supporters Declare victory More actions

Petitioning Head of Haidan Detention Centre Yin Y

Free five women arrested for pl
International Women's Day protest
harassment

Amnesty International Australia

Print petition
Download signatures (CSV)
Download comments (CSV)
Download comments (PDF)
Download non opt-in signatures (CSV)
Download opt-in emails (CSV)
View message history
Tips and guides
Authorisation requests
Close petition

893 needed to reach 10,000

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Sponsored Campaigns

We connect you with the people on Change.org who are most interested in your work

SPONSORED CAMPAIGN - USER JOURNEY

Individuals learn about your organisation with Change.org Sponsored Campaigns



Visit Change.org

People come to Change.org via email, social media, word of mouth, and news media.



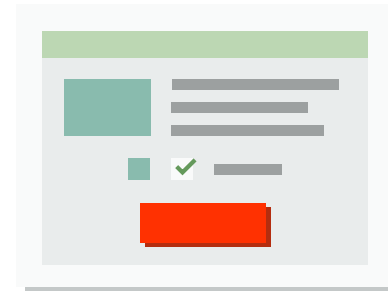
Sign a petition

They generally come straight to a specific petition which got them fired up.



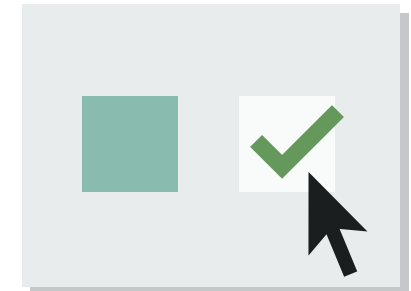
See advertisement

After signing a petition, returning users see a series of Sponsored Campaigns.



Ask for more info

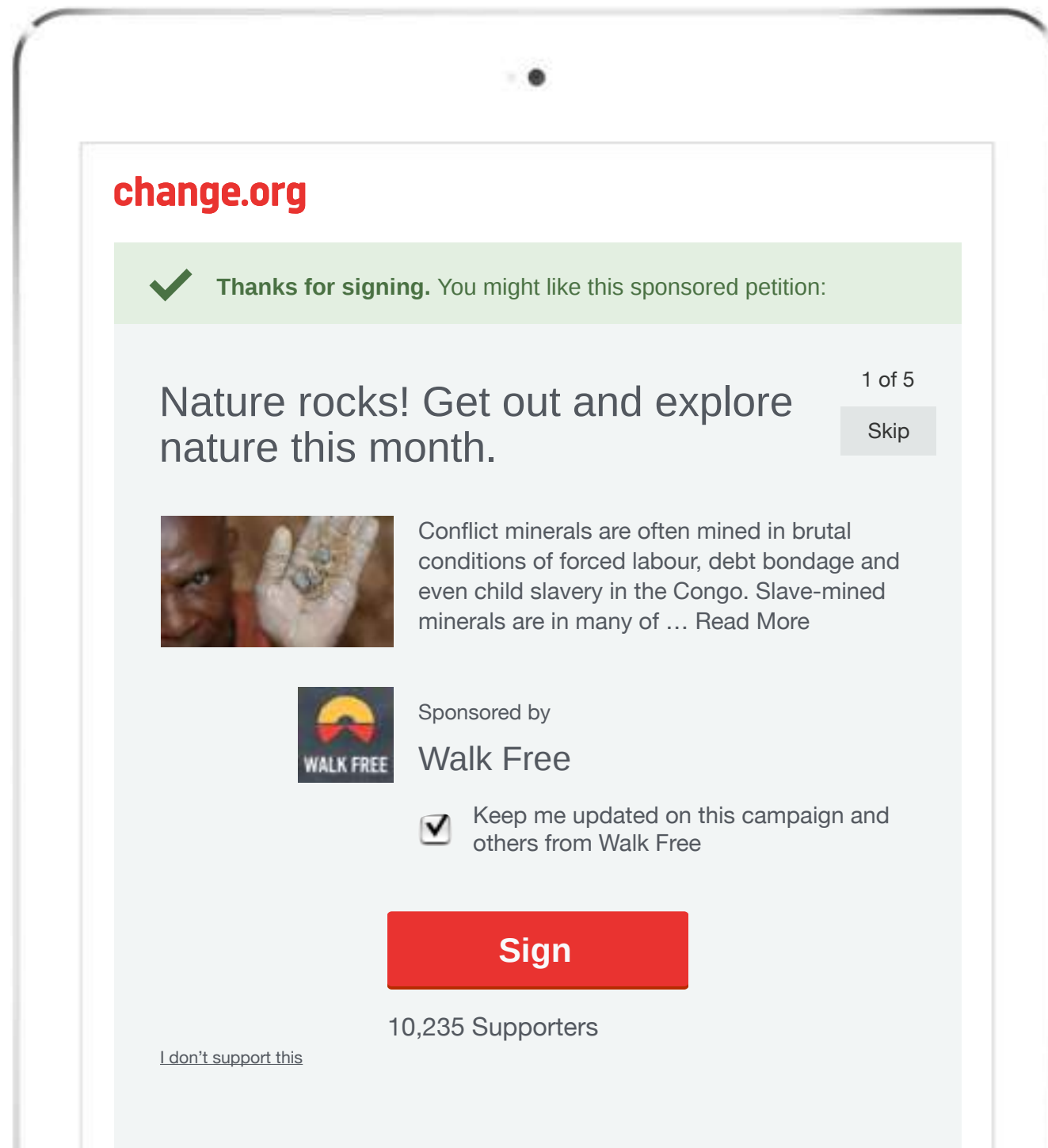
People who are interested in your work can request to hear from you.



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YOUR SPONSORED CAMPAIGN

New supporters want to engage with your campaign



REACH THE MOST ENGAGED SUPPORTERS:

- ▶ 100% permission-based
- ▶ Take action on your behalf
- ▶ Ongoing optimisation to find you the best new supporters

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OUR PROCESS

Connect with the people most likely to support your fundraising and advocacy campaigns



TARGET YOUR AUDIENCE

Choose to recruit people by **geography**. Tell us your objectives, including supporter goals, and we'll work together to meet them.



TELL YOUR STORY

Your client manager will help you **optimise your Sponsored Campaign** to ensure the right people respond and engage.



GET PROMOTED TO A PASSIONATE AUDIENCE

We promote your ad after petitions whose signers are **most likely to care about your work**. All supporters are permission-based and 100% new to your list.



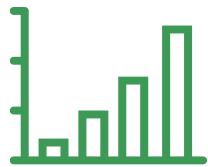
CONNECT ON YOUR TERMS

Receive contact info for new supporters, including **email and phone, delivered daily into compatible CRMs**, to fuel your campaigns.

SUCCESS METRICS

Build lifelong relationships with your supporters

Your new supporters become the donors, volunteers, and advocates your organisation needs



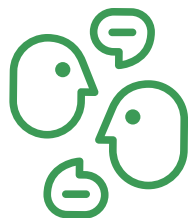
PROVEN RETURN ON INVESTMENT

Many organisations with fundraising goals achieve **100% ROI in 18 months or less**



THE MOST ENGAGED LEADS

Clients report **2x email open rates** compared to industry benchmark.
Advocacy-focused organisations see **response rates to action alert emails at 5x** the industry benchmark



THE BEST DONORS

10% of phone leads and 8.5% of email leads convert to **donors**