

CASE STUDY

Multichannel Match Campaign for Healing House

OVERVIEW In May 2024, Healing House partnered with blue dawg to develop a digital match campaign to enhance donor response to its June fundraising efforts. According to NEON One's nonprofit benchmark report, Healing House, with an email list of 6,391 addresses, qualifies as a large nonprofit by national standards. This campaign marked the organization's first strategic multi-channel approach to fundraising and its first digital fundraising engagement. The results provide valuable insights into the effectiveness of digital strategies for Healing House's donor base.

Campaign Strategy Healing House secured a \$10,000 match and executed a multi-layered digital strategy, including:

- **Four email appeals (one per week in June)**
- **Three social media posts**
- **A branded campaign landing page**
- **A website lightbox**
- **Facebook ads with a \$500 advertising budget**
- **Direct Mail Appeal**

This strategy aimed to reach new audiences (via Facebook ads), engage existing supporters and their networks, and target a key demographic (individuals aged 50+ with an interest in social good).



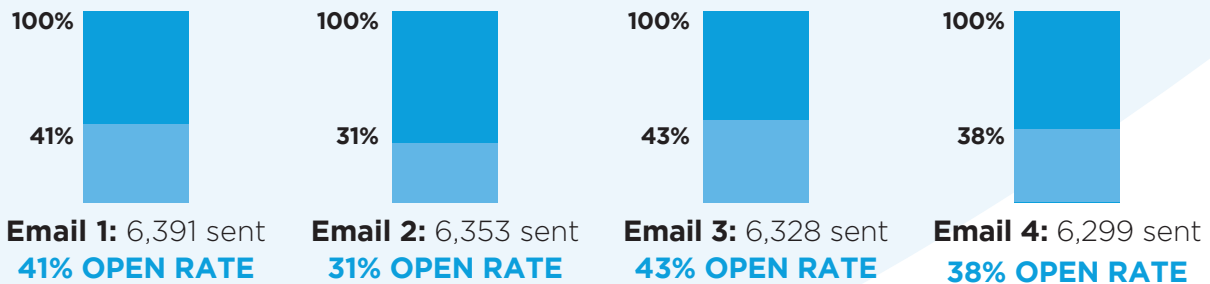
blue dawg

Full-Service Multichannel Fundraising

Results & Performance Metrics

EMAIL ENGAGEMENT

The campaign's email open rates significantly **exceeded the industry benchmark of 27.64%**:



Healing House's high open rates indicated a donor base with a strong appetite for digital content.

CLICK-THROUGH RATES (CTR)

Click-through rates (CTR) measure the percentage of readers who clicked a call-to-action link (e.g., "Donate"). **The national nonprofit benchmark for CTR is 2.9%.** Healing House's CTR performance was as follows:

- Email 1:** 5%
- Email 2:** 3%
- Email 3:** 1%
- Email 4:** 1%

The first two emails exceeded the national benchmark, indicating strong initial engagement. While CTR declined in later emails, engagement remained steady throughout the campaign, suggesting consistent audience interest.

FACEBOOK ADVERTISING

Healing House allocated \$500 for Facebook ads, resulting in:

31,600 impressions (individuals reached)
610 clicks (users who visited the campaign website)

These metrics indicate strong visibility and engagement on social media, directing potential donors to learn more and contribute.

FUNDRAISING OUTCOMES

The national benchmark for large nonprofits is an average of **\$6,513.41 per email campaign.** Healing House's match campaign significantly outperformed this standard:

135 gifts from 122 donors
\$34,358 total raised (including the \$10,000 match)
34 new donors acquired

In Direct Mail they achieved an 8% response rate with an average gift of \$184, resulting in \$34,371 in income from 132 donors.

The campaign successfully engaged existing donors while attracting new supporters, demonstrating the value of a multi-channel strategy.

