



# SUCCESS STORY: SOCIAL MEDIA CAMPAIGN

**CLIENT:** The Gathering Source, Laurel Lunde

## PROBLEM:

As a small Wisconsin non-profit organization, The Gathering Source didn't have the staff or volunteer power to conduct a comprehensive social media campaign for the end-of-year fundraising campaign. Each year they had raised around \$10,000 and were hoping to do so again.

## SOLUTION:

With input and information provided by The Gathering Source, our team created a six week social media campaign. We focused on creating messages that invited donors to partner with the organization. The language we used positioned The Gathering Source as a guide in which donors could trust to steward their donations well. We also coordinated several emails that were sent out in conjunction with the social media messaging.

## SUCCESS:

By the end of our six week campaign, The Gathering Source raised over \$19,000 through donations from businesses and individuals. Their generous donors were motivated by the messaging and became the true heroes - allowing The Gathering Source to break their previous end-of-year fundraising records.

During these six weeks, The Gathering Source's social media had a reach of 16,279 (a 271% increase on the same period the previous year). The campaign posts received 472 engagements (a 384% increase during the same period the previous year). *Stats are from 2018 Q4.*



"The Gathering Source has worked with Julia on our social media and website. Not only did we meet and exceed our [fundraising] goal, but we learned so much from Julia!"

- Laurel Lunde

