
Complementary and alternative supporter acquisition channels beyond Meta

Care2 introduction

Case study

Discussion



Amplify Your Impact. Grow Your Supporter Base.

Millions of Care2 members are signing petitions,
supporting campaigns, and sharing stories that
inspire action-- every day!



Let Us Match You With The Supporters You Deserve

- We work with you to build a high-impact custom campaign.
- We use technology to target like-minded Care2 members who will take action & opt in to your list.
- We deliver new quality contacts, at scale, guaranteed.



**Independent
Age**



**VERSUS
ARTHRITIS**



Which?



LIBERTY



global witness



How it Works

Co-branded petition, hand-raiser or pledge with a GDPR compliant opt in



PROTECT UKRAINE'S CHILDREN

by: [UNICEF UK](#)

Location: [United Kingdom](#)

unicef UNITED KINGDOM for every child

6,750 SUPPORTERS IN UNITED KINGDOM

6,774 SUPPORTERS

7,000 GOAL

Add your name to call for the new Minister for Refugees to place children at the heart of the UK Government's response.

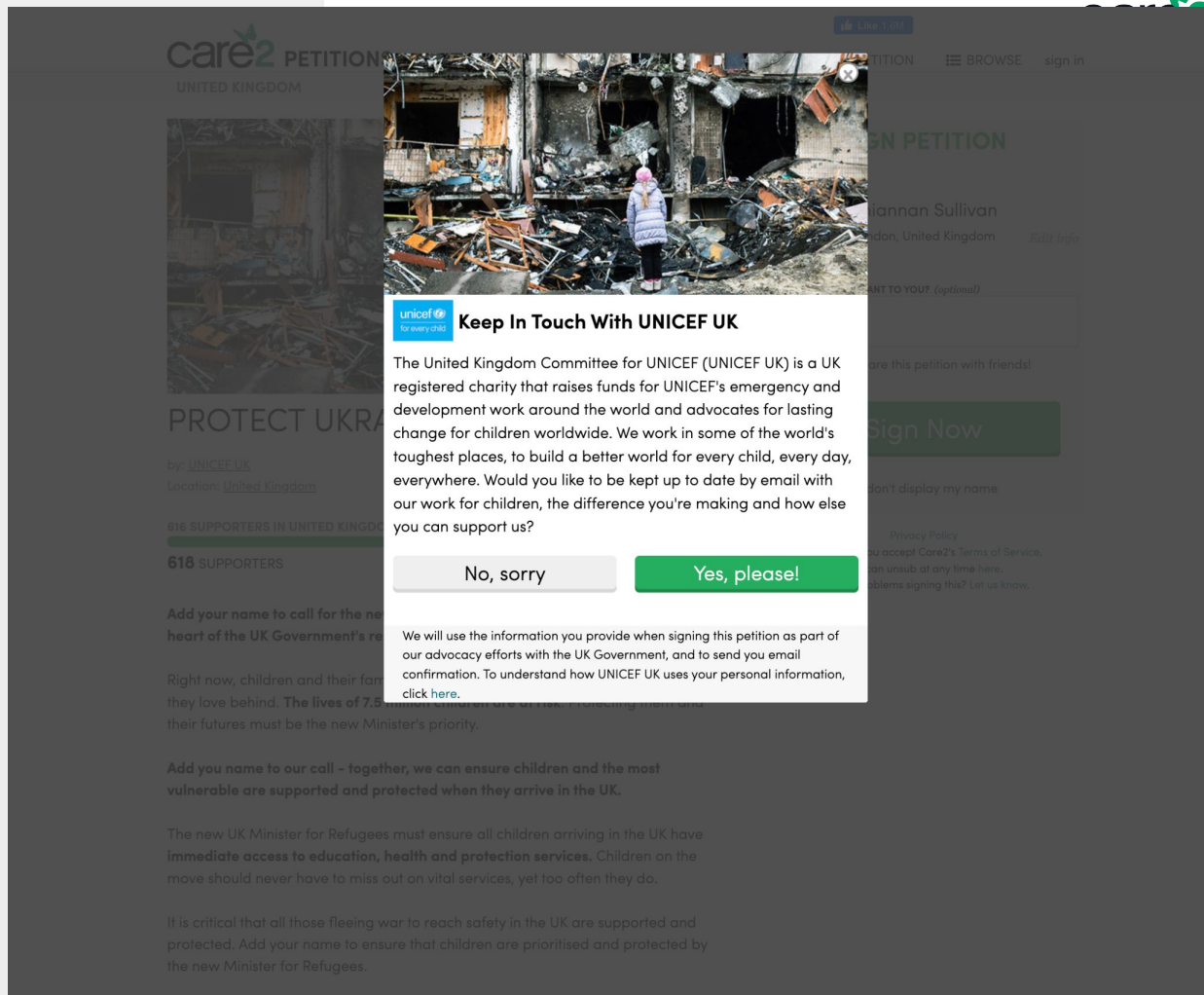
Right now, children and their families are being forced to flee Ukraine, leaving all they love behind. **The lives of 7.5 million children are at risk.** Protecting them and their futures must be the new Minister's priority.

Add your name to our call - together, we can ensure children and the most vulnerable are supported and protected when they arrive in the UK.

The new UK Minister for Refugees must ensure all children arriving in the UK have **immediate access to education, health and protection services.** Children on the move should never have to miss out on vital services, yet too often they do.

How it Works

GDPR compliant sign up
& opt in served after both
client branded petition
and thematically related
citizen authored and
Care2 authored petitions.



care2 PETITION UNITED KINGDOM

PROTECT UKRAINE

by: UNICEF UK
Location: United Kingdom

616 SUPPORTERS IN UNITED KINGDOM
618 SUPPORTERS

Add your name to call for the new heart of the UK Government's response to the crisis.

Right now, children and their families are fleeing war and violence. The lives of 7.5 million children are at risk. Protecting them and their futures must be the new Minister's priority.

Add your name to our call - together, we can ensure children and the most vulnerable are supported and protected when they arrive in the UK.

The new UK Minister for Refugees must ensure all children arriving in the UK have immediate access to education, health and protection services. Children on the move should never have to miss out on vital services, yet too often they do.

It is critical that all those fleeing war to reach safety in the UK are supported and protected. Add your name to ensure that children are prioritised and protected by the new Minister for Refugees.

Keep In Touch With UNICEF UK

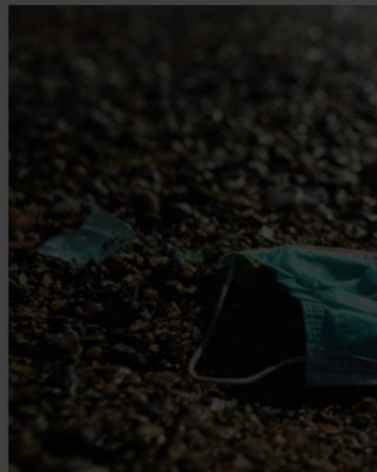
The United Kingdom Committee for UNICEF (UNICEF UK) is a UK registered charity that raises funds for UNICEF's emergency and development work around the world and advocates for lasting change for children worldwide. We work in some of the world's toughest places, to build a better world for every child, every day, everywhere. Would you like to be kept up to date by email with our work for children, the difference you're making and how else you can support us?

No, sorry

Yes, please!

We will use the information you provide when signing this petition as part of our advocacy efforts with the UK Government, and to send you email confirmation. To understand how UNICEF UK uses your personal information, [click here](#).

Sign Now



Single-Use Plastics Are Choking Our Wildlife

by: [Care2 Team](#)

recipient: All U.S. Health Insurance Pro

53,011 SUPPORTERS



Keep In Touch With WWF UK

WWF is the world's leading independent conservation organisation. We're determined to ensure that people and nature can thrive together, for generations to come. Would you like to receive emails from WWF-UK about this campaign, their conservation work and how you can help such as fundraising, campaigning and events?

No, thank you!

Yes, please!

You can unsubscribe at any time. WWF-UK will keep your personal details safe and won't share them with any other organisations for their marketing purposes. For full details see their [Privacy Policy](#).

GN PETITION

Giannan Sullivan

London, United Kingdom

[Edit info](#)

WANT TO YOU? (optional)

Reusable masks are important to
who can use them?

are this petition with friends!

Sign Now

don't display my name

Privacy Policy

you accept Care2's [Terms of Service](#).

can unsub at any time [here](#).

problems signing this? [Let us know](#).

There's no doubt about it -- **masks are saving lives**. These small but powerful tools

Email your MP advocacy & signature campaigns

Guaranteed signatures and
emails sent to MPs
and **optional email opt in**


care2 PETITIONS

Like 1.7M

START A PETITION

BROWSE

sign in



Take action now for cleaner air!

by: [British Lung Foundation](#)
recipient: British MPs

3,941 SUPPORTERS

4,000 GOAL

Air pollution dropped significantly during lockdown as people stayed at home. Now we need to act to maintain cleaner air.

The government is getting ready to start debating the Environment Bill. Share your views with them now before it's too late.

Join the British Lung Foundation in our fight for clean air by calling on your MP to act now on the air pollution crisis.

Sign the petition to send an email to your MP asking them to clean up and change our air pollution laws for the better. It only takes 2 and your voice can make a difference!

EMAIL YOUR MP

FIRST NAME


LAST NAME

EMAIL

COUNTRY
United Kingdom

FULL POSTAL ADDRESS

WHY IS THIS IMPORTANT TO YOU? (optional)
Add a custom comment to your letter



Keep In Touch With British Lung Foundation

We'd love to keep in touch to tell you about our work, our fundraising activities and other ways you can get involved. You can change your mind at any time.

Would you like to keep in touch by email:

No, thank you!

Yes, please!

We'll take good care of your personal info and you can update the way we contact you at any time - check out our [privacy policy \(www.blf.org.uk/privacy\)](#) to find out more

Cost model

- Fixed cost-per-lead campaigns
- Fixed cost-per-signature campaigns
- Campaign set up, promotion and api all included
- Guarantee unique to list via suppression
- Opportunity to scale



Amplify Your Impact. Grow Your Customer Base.



Amplify Your Impact. Grow Your Supporter Base.



Amplify Your Impact. Grow Your Donor Base.

USING BOTH FACEBOOK AND CARE2

Liberty

Liberty challenges injustice, defends freedom and campaigns to make sure everyone in the UK is treated fairly.

The Liberty logo consists of a solid dark green rectangle. Inside this rectangle, the word "LIBERTY" is written in a bold, white, sans-serif typeface, centered horizontally and vertically.

LIBERTY

Challenges

- Acquisition peaks linked to public profile of former director and external world events.
- Intermittent inserts programme which was unable to exceed annual attrition.
- Small email list, receiving intermittent communications.
- Online forms behind industry best practice standards.
- Online actions not being utilised for membership conversion.

Making the case

- Consistent investment in online acquisition and engagement activities including better forms.
- Testing across online channels: Facebook and Care2.
- Testing a variety of approaches including value exchange and promoting actions etc.
- Well optimised supporter journeys.
- A long-term view rather than the expectation of an instant ROI.

Testing with Care2 & Facebook

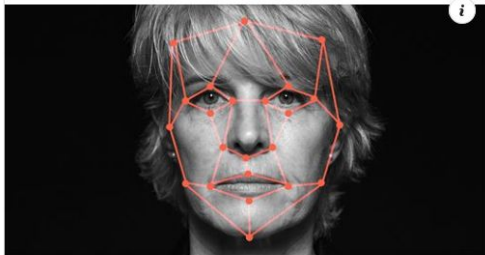
facebook



Liberty

Sponsored · Paid for by Liberty ·

Facial recognition technology is being used by police on our streets and by private companies in places like shopping centres and train stations. It must be banned. SIGN OUR PETITION NOW.



LIBERTY.E-ACTIVIST.COM

SIGN OUR PETITION NOW

Ban this dangerous technology

Sign Up

👍👎👤 Russell W. Owen, Steve Hackford and 399 others 168 Comments 233 shares



Like



Comment



Share

care2

care2 PETITIONS



RESIST FACIAL RECOGNITION

by: Liberty

LIBERTY

1,601 SUPPORTERS

2,000 GOAL

Discriminatory facial recognition technology is being used on our streets and in public places like shopping centres. It's time to ban it.

Facial recognition cameras scan everyone in range to make uniquely identifiable maps of our faces – more like fingerprints than photographs. These maps are then compared to images on secretive watch lists which can be of anyone, whether or not they're suspected of wrongdoing.

care2 PETITIONS



RESIST FACIAL RECOGNITION

by: Liberty

recipient: The Home Secretary

LIBERTY

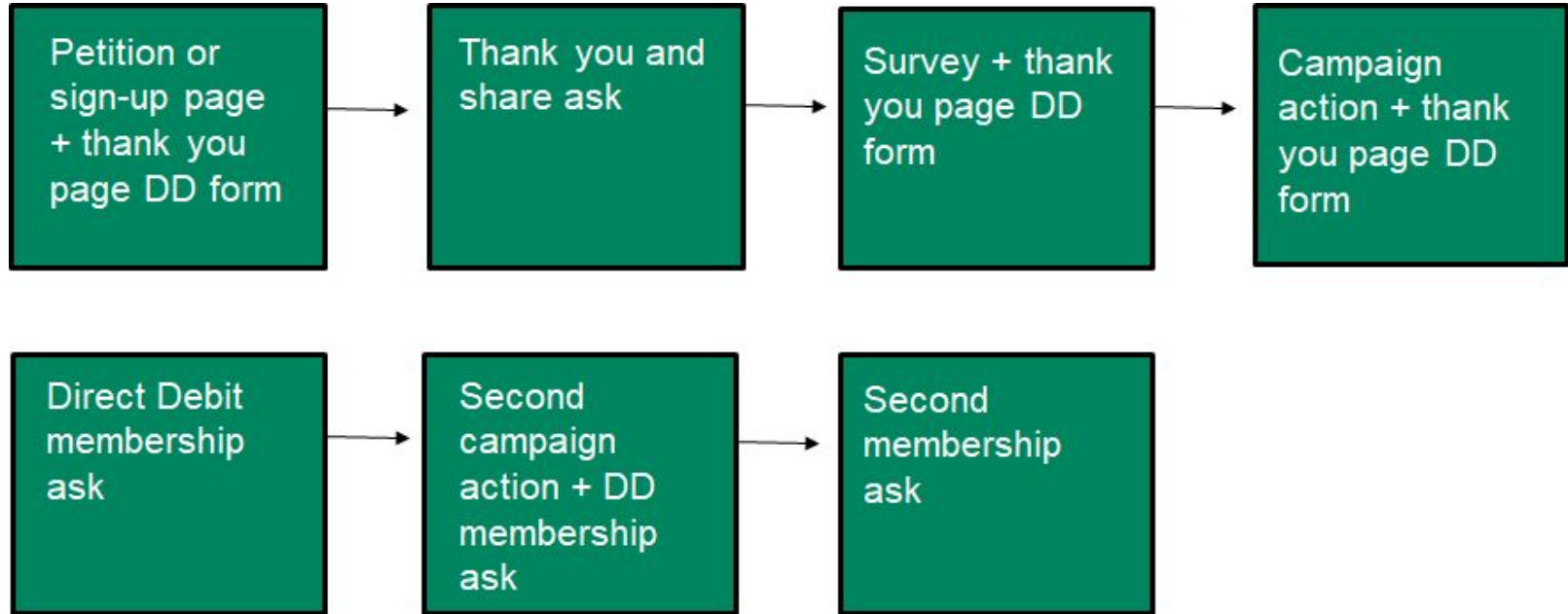
9,107 SUPPORTERS

10,000 GOAL

Discriminatory facial recognition technology is being used on our streets and in public places like shopping centres. It's time to ban it.

Facial recognition cameras scan everyone in range to make biometric maps of their faces – more like fingerprints than photographs. These maps are then compared to images on secretive watchlists which can be of anyone, whether or not they're suspected of wrongdoing.

Liberty, same supporter journey for both sources



The rules they broke to make it work

Planned content moving to reactive content

Themed journeys moving towards mix of content and themes

Minimum prompts moving towards open asks

Results & ongoing strategy

SUCCESS WITH BOTH PLATFORMS

Action based Facebook ads achieve up to 2% conversion in year 1. Targeted at 1%-1.5%.

Care2 leads achieved conversion rates of 1.5% - 2% in a year

Care2 conversion model adapted from FB journeys (saving time and resource)

Drawbacks with Facebook, campaigns not being approved or taken down, sudden dip in performance, difficulty of maintain consistent acquisition throughout the year. Care2 is used as a complimentary and consistent source.

FAUNA AND FLORA INTERNATIONAL & LTV



Pledge To Save Elephants: The Gentle Giants In Grave Danger

by: [Fauna & Flora International USA](#)



15,799 SUPPORTERS

16,000 GOAL

SIGN PETITION

Rhiannan Sullivan

London, United Kingdom

[Edit info](#)

Why Is This Important To You? *(optional)*

☐ [Share this petition with friends!](#)

Sign Now

☐ don't display my name

[Privacy Policy](#)

By signing, you accept Care2's [Terms of Service](#).

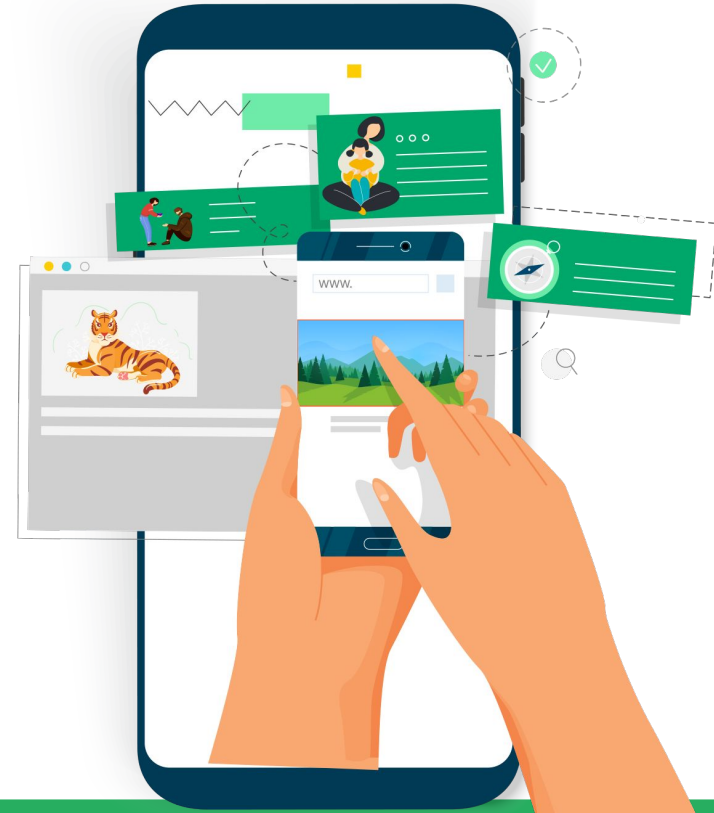
You can unsubs at any time [here](#).

Having problems signing this? [Let us know](#).

	2016 UK	2018 UK	2019 UK	2020 UK	2021 UK	2019 USA	2020 USA	2021 USA	2020 Aus	2021 Aus	2020 Can	2021 Can
Leads Purchased	11000	16095	32537	13356	6647	32184	57562	40047	15489	8286	19242	22156
ROI to date	11.66	8.19	4.06	2.68	1.19	3.70	2.81	0.80	3.38	1.38	1.74	0.73
No of donors	1930	3609	5802	2151	1486	1759	2584	1246	1449	796	991	747
No of RGs	200	403	749	324	245							
Conversion to donor %	17.5%	22.4%	17.8%	16.1%	22.4%	5.5%	4.5%	3.1%	9.4%	9.6%	5.2%	3.4%
Conversion to RG %	10.4%	11.2%	12.9%	15.1%	16.5%							

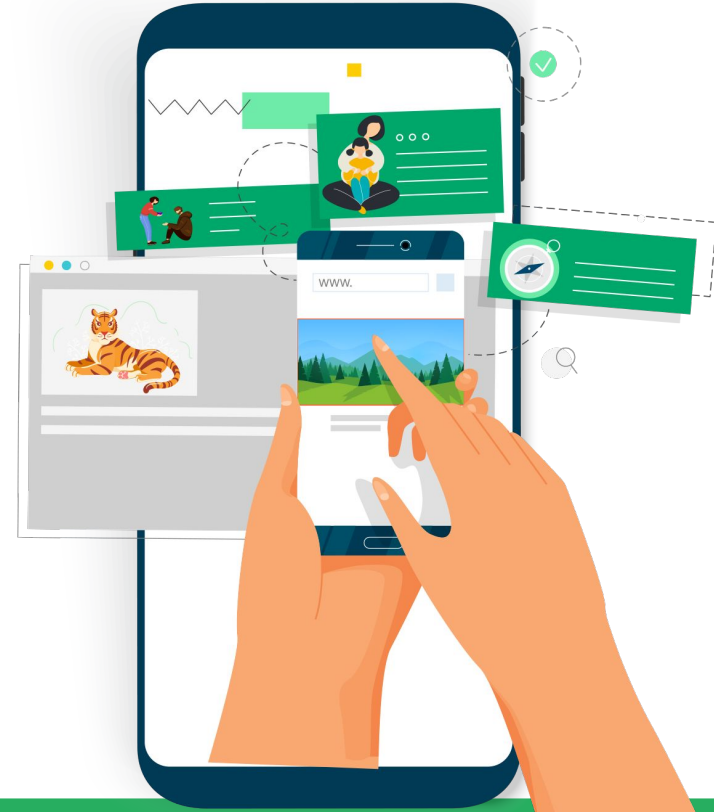
Key takeaways going forward

- Inherent value in diversifying away from just one channel.
- Using more than one channel doesn't need to increase resource time
- Remember the longer term ROI opportunity on all platforms
- Different platforms have different strengths



And finally... an opportunity?

- UK Government consultation on the soft opt in, an opportunity to cultivate & engage previously uncontactable existing contacts.



Questions? And, thank you!

Rhiannan Sullivan, rhiannan@care2team.com

Care2

VP, Strategy & Partnerships, Europe

