



CLIENT *

* **CASE STUDY**

**DIGITAL FUNDRAISING CAMPAIGN FOR MIAMI
WATERKEEPER RAISES \$124,000 ON #GIVEMIAMIDAY**

CLIENT OVERVIEW



MIAMI
WATERKEEPER®

Miami Waterkeeper, a local nonprofit organization focused on protecting and restoring the Everglades, has been successful in their #GiveMiamiDay campaign. The organization raised \$124,000 from over 400 donors to help fund their work to protect and restore the Everglades and its natural systems. We started the project by outlining the campaign content calendar, which centered on a core idea: protect the water you love.

As a way to open a story loop in the audience's eyes and get them to take action, we posed the simple question: "How can you protect the water you love?"

We used testimonials, social proof, and visual examples showcasing the transformation of Miami's water, all thanks to their organization's support.

In this case study, we're going to analyze their marketing efforts and showcase their successes.

THE PROBLEM

TEAM?... WHAT TEAM?

Miami Waterkeeper's team was in transition. They just hired their first development director, but they also lost their marketing manager and graphic designer just a few months later.

Oh... and they hadn't started planning their social content and we were two weeks out from the campaign. Needless to say, they were understaffed and overworked—sound familiar?

"We just hired our first development director, but don't have a marketing manager at the moment. As you can imagine, that was overwhelming for her," said Rachel Silverstein, Executive Director at Miami Waterkeeper. "Luckily, Cody with Marketing Mission stepped in to create our social media and advertising campaign for our largest online fundraiser to date."



BEFORE:
2020
CAMPAIGN

OUR SOLUTION

Embrace the Limitations and run a Hyper-Targeted Campaign

Miami Waterkeeper promoted their event on Facebook, Twitter, Instagram, and LinkedIn using all of their available channels.

We analyzed past campaigns by Miami Waterkeeper to identify what type of content worked best for their audience. Specifically, we looked at:

- Top Engaged Posts
- Top Shared Posts
- Posts with the Most Clicks

With this data in hand, we used it to create the following deliverables:

- Marketing Strategy
- Marketing Graphics
- Peer to Peer Outreach
- Instagram Reels

After going through their analytics, we realized that their audience engaged the most with videos showing pollution in the water. With that in mind, we published an Instagram Reel the day before the campaign began. It went viral with over 33,000 views.

This uptick in engagement helped us stay top of feed throughout the rest of the campaign. Mid campaign on day three when we saw a downturn in our engagement, we repeated this strategy with a post showcasing a 24 hour turn around on a river clean up. Although this video saw 13,700 views, it garnered 56 comments and 1038 likes.



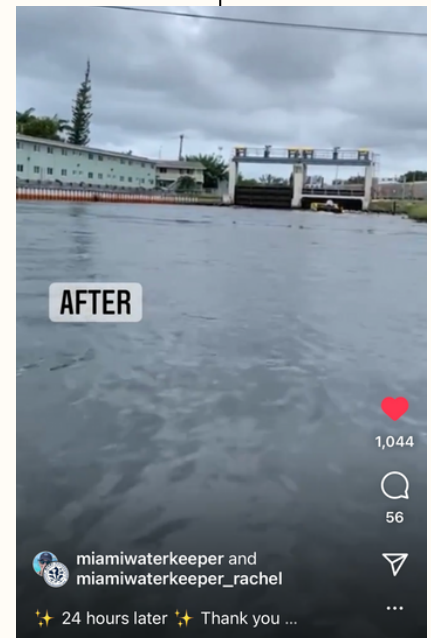
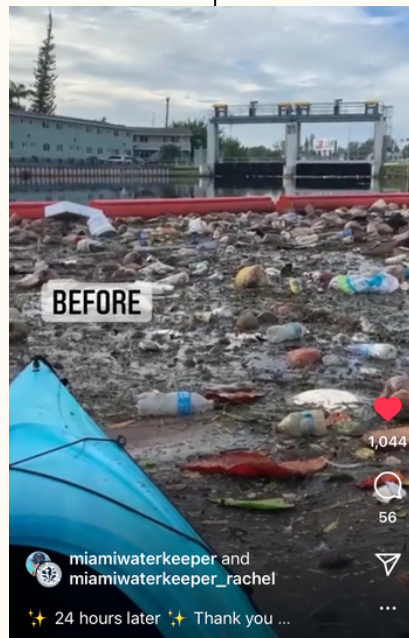
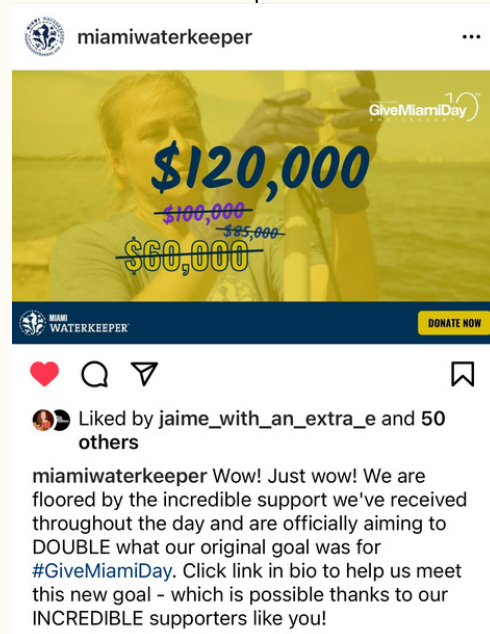
THE RESULTS

Miami Waterkeeper was very successful in reaching both of these goals, raising over \$124,000 from over 400 donors. This was a vast improvement from last year's campaign that brought in \$54,000 and 280 donors.

Results At a Glance

- Dollars raised - \$124,874
- Donations Received - 410
- New Donors - Over 100
- Champion Funding was \$45,000, 36% overall

"Despite their small size, Miami Waterkeeper has developed a strong connection with its local community," said Cody Hays, Executive Director of Marketing Mission. "As a result, we were able to utilize data and analytics to develop a plan that capitalized on their audience's preferred content style while also leveraging current trends such as Instagram Reels and Facebook Ads."



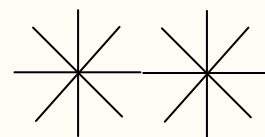
TAKEAWAYS

Over 400 donors gave to Miami Waterkeeper, resulting in a grand total of \$124,000 raised, further protecting Miami's water from pollution and sea-level rise. On Instagram alone, we had a reach of over 60,000 people through our viral posts.

Marketing Mission was proud to work alongside Miami Waterkeeper for this landmark fundraising day and support their efforts to protect the water we love.



ABOUT US



Most nonprofit campaigns are scattered and fail to affect change. They feel like someone strung together a bunch of random thoughts, hoping it would all make sense to the audience. But when the outcome of your campaign is mission critical, you can't trust chance.

Marketing Mission helps nonprofits organize and streamline their marketing so they can maximize impact and funding.

The Nonprofit Marketing Toolkit is our 2-day planning sprint where we'll clarify your message and create the content you need for your campaign. We'll create a streamlined, easy-to-implement, and repeatable marketing plan for your organization that runs just as smoothly now as it will six years from now.

WANT RESULTS LIKE THESE? * *

PLAN YOUR NEXT NONPROFIT MARKETING CAMPAIGN WITH CONFIDENCE AND EASE.

Finding the time to work on marketing can be tough. As busy nonprofit founders and leaders, you're juggling a lot with your programming and operations. It's no wonder that marketing finds its way to the bottom of your to-do list.

Marketing Mission has helped nonprofits engage supporters and raise over \$8 million dollars since the beginning of 2020 and we'd love to help you too!

Click for Free Consultation

CONTACT US

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