

Colson Center's year-end campaign success

Strategic digital improvements boosted year-end fundraising and recurring donations.

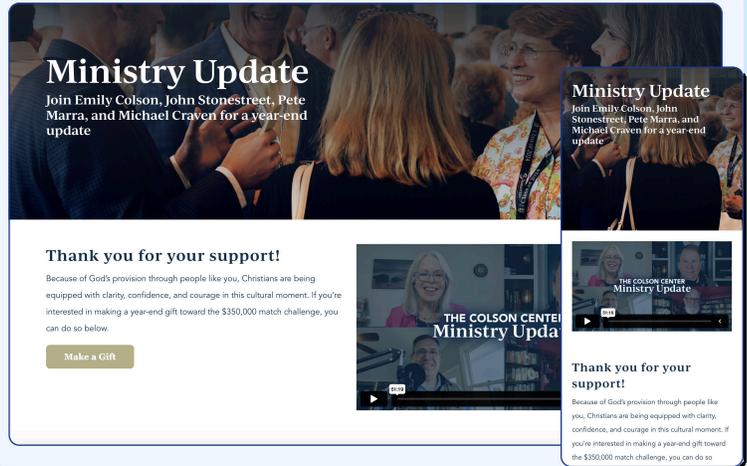
Goal

The Colson Center had used the same year-end fundraising approach for multiple years with modest results. With recent staff departures, they anticipated a potential decrease in donations during their critical year-end campaign.

Solution

Share implemented several strategic improvements, including:

- Added SMS + display ads to their communication mix
- Conducted pre-campaign testing to identify the most effective messaging
- Designed a popup specifically to encourage monthly giving



Results & Benefits

- 27% increase in giving compared to previous year
- 5% conversion rate to monthly recurring gifts
- Cost-effective digital ad campaign (\$1/click)

Looking Forward

This campaign not only exceeded immediate fundraising goals but strengthened the Colson Center's long-term sustainability through increased monthly recurring donors.

"Share helped us convert"



Jasmine Morse

Advancement
Department

"Share helped us test simplified + focused messaging that improved our conversion rates. Additionally, paid display ad retargeting was successful, and the recurring giving pop-up brought us almost 100 new monthly gifts. We've continued to see success with both of these strategies in other campaign efforts."