



GOAL:

To increase donations for the year-end appeal

CHANNELS:

Direct Mail, Social Media, Informed Delivery and Google Display Network

GRAPHICS:

Direct Mail Pieces

Mail Piece



Online Follow Up Ads

SUPPORT A GATEWAY STUDENT.
DONATE TODAY.



Support a
Gateway
student.

Support
education to
strengthen our
communities.

**DONATE
TODAY.**



**DONATE
TODAY!**



RESULTS:

Campaign Engagements/KPI's

TOTAL TOUCHES: 142,526

All efforts combined

ENGAGEMENTS: 411

Total clicks from Campaign Accelerator, Online Follow-up, Informed Delivery, Social Media follow-up and Social Match.

Mail Tracking

APPEAL LETTER
5,782 on 12/7/2020

99.34% DELIVERED; 87% delivered in 3 days

Online Follow Up Ads

132,150 times your ads have been displayed

370 times your ads have been clicked on

Most **ad views** where on 1/11/2021

Most **ad clicks** where on 1/15/2021

Social Match

1,573 people were identified on your mail list with Facebook or Instagram accounts

1,977 ads were displayed to those people identified

15 ad clicks (these people would continue to be followed with your ads)

Informed Delivery®

1,310 Informed Delivery emails sent

799 Informed Delivery Emails Opened

5 ad clicks