



CASE STUDY:

Santa Claus Girls

CHALLENGE

Our client, a nonprofit organization providing age appropriate gifts for at risk youth in the Grand Rapids metropolitan area, came to MLive Media Group wanting to raise awareness. The campaign we built leveraged print, digital and social assets to remind current donors of the needs of the organization, bring awareness to a new generation of donors to increase the life of the brand, and recruit a large number of volunteers.

The goal: Hit the annual metric of \$200,000 in donations before the close of the calendar year, underwriting the gifts and overhead expenses of facility and utilities. Christmas 2018, Santa Claus Girls provided a significant impact:

- 13,105 children served
- 5,142 families
- 90 volunteers to take calls, sort toys, and wrap presents
- 350+ volunteers to deliver gifts

MARKETING SOLUTION

Using established donor data along with predictive data, the Michigan division of our firm launched a targeted print, email and social campaign in a specified geography in order to increase donation velocity and brand awareness.

SERVICES

- Facebook + Instagram Ads
- Sponsored Content
- Print Ads with Donor Contact Form
- Email Campaign to CRM list
- Web Development

KEY RESULTS

- 923,000 impressions on social
- 1400% increase in fans on Facebook
- 6,612 clicks off the social ads
- Exceeded donation goal by 116%
- Quickly exceeded capacity for Volunteers



116%
EXCEEDED
DONATION GOAL



1400%
INCREASE OF
FACEBOOK FANS



**VOLUNTEER
NEED QUICKLY
FULFILLED**

