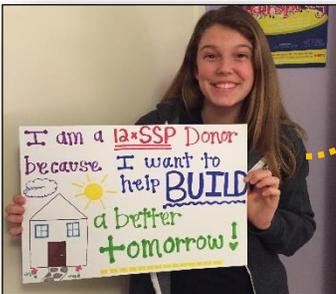




SIERRA SERVICE PROJECT 2015 12xSSP Campaign Recap

This report is an overview of Sierra Service Project's "12xSSP Campaign," a recurring donor campaign that kicked off in February of 2013 and experienced strong growth during its third annual drive in February 2015. The report prepared 3/2/2015 by Megan Walsh, *SSP Staff*, and Evan Howington, *SSP Board Member*.

Who are our 12xSSP Monthly Donors?



3 are current youth
4 former youth

This is an area we can grow! How can we make it really easy for teenagers? Credit/debit cards and checks are limiting.

One former youth board member first gave \$1 in 2008 and now gives \$125 each month!



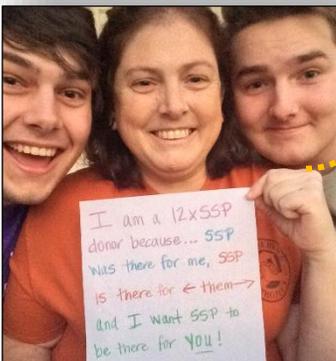
4 are current staff members
39 staff alumni



16 are current board members

9 former board members

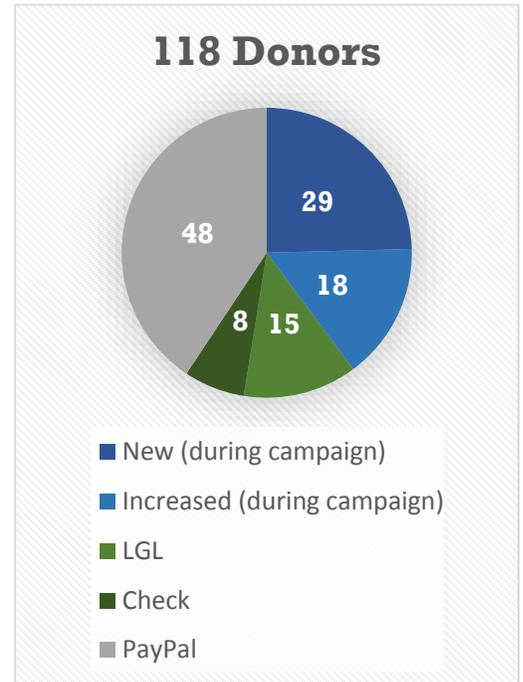
7 are current or former office staff



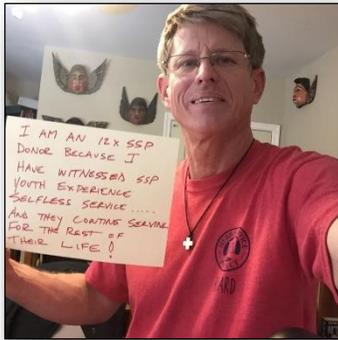
36 are adult counselors or parents of youth/staff

Did you know?

- **33% are Summer Staff Alumni**
- **2 out of 3 are First Time Donors**



\$40,887 Pledged Per Year



\$29 Average Donation

\$10 Most Common Donation (33 Donors)

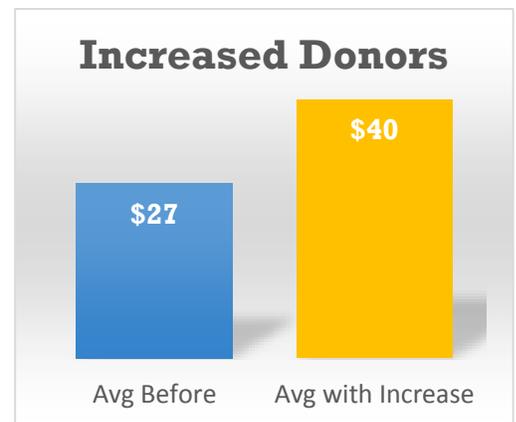
\$5 Lowest Monthly Amount

\$125 Highest Monthly Amount

22% Increased their monthly gifts when asked

77% Average increase in donation amount
(That's \$13 a month per donor!)

4 lapsed donors recommitted their monthly contributions
16 others are currently lapsed and are not included in any statistics or the 118 total.



Fundraising Goals

The 12xSSP recurring donation program continues to be a success. During the 2014 Fiscal Year, 12xSSP donations made up **21%** of individual donations, up from **8%** in FY 2013. In FY 2015, our goal is for these relatively small monthly gifts to add up to **26%** of all of our individual donations. We are on track to surpass our goal.

Our initial goal was to have 40 new monthly donors join the group during the 12xSSP campaign. Because the campaign grew slowly during the first week, the staff adjusted the goal to be more realistic to **40 new or increased** monthly donors. Following sections will discuss this in more detail. As of March 3, we have 47 new or increased 12xSSP donors.

Our goal is to continue to reach for 40 new 12xSSP donors in our 40th year of service, highlighting the **\$40 per month** level. Currently we need 12 new 12xSSP donors to reach this; 28 donors currently give \$40 or more per month.



2015 Campaign Plan

The 2015 campaign ran from February 2 through 17, when we met our goal of 40 new and increased 12xSSP donors.

In January, we sent each current 12xSSP donor our new 40th year stickers. This had no ask involved and was just a way to make our monthly donors feel special. It also set us up to ask them to increase their donation during the campaign.

Here are some of the main aspects of the campaign:

Monday, February 2: Facebook post setting the stage for the campaign, no mention of 12xSSP:

**“What are the top 12 things you love about SSP?
After you share your list, challenge 3 SSP friends.”**

1,990 people reached: 101 likes (90 on shares), 25 comments (24 on shares), and 17 shares (12 directly, 5 on shares). 6th highest reach in past 3 months.

Youth board members Axie Acosta and Annika Lile suggested having people share their top reasons why they love SSP. This was the most viral part of the campaign (see statistics on Facebook shares above). It was particularly successful throughout the youth group from Church of the Good Shepherd (12xSSP donor parents and non-donor youth), and with staff alumni (both donors and non-donors).

Although the posts did not always relate to 12xSSP campaign, it was a great opportunity to hear youth and young adult voices sharing why they love SSP with their social networks.

Monday, February 2: email to current and lapsed donors:

- **Thanked** donors for the sum of their monthly donations since they started
 - For someone who has given \$20 every month for the past two years that is \$480!
- Encouraged current donors to switch to **ACH/Bank Transfer** which has less fees associated with a donation than through a debit/credit card.
- Encouraged to **increase** by a suggested amount
- Asked to share on social media:
 - **Videos**
No one did this on their own, but Pascal Domicone edited and uploaded 4 videos of board members sharing why they give.
 - **Selfie**
Not as successful as last year, only received 9 photos.
 - **Top 12 Reasons**
This was successful, but did not always tie into campaign.



Tuesday, February 10: Facebook post announcing special swag:

“#SSPswag alert! Did you know that we will send you SSP swag for becoming a #12xSSP monthly donor?”

\$10/month - SSP water bottle

\$20/month - "Go Fix a House" retro SSP t-shirt

\$30/month - SSP zip-up fleece

\$40/month - SSP zip-up fleece AND "Go Fix a House" retro t-shirt

2,111 people reached: 54 likes, 13 comments, and 7 shares.

5th highest reach in past 3 months. 1,233 people reached were though a boosted post (paid \$5).

Swag tripled our results!

Swag kicked the campaign into high gear. A staff alumni mentioned that she was waiting to sign up until there was cool swag, and at that point in the campaign we hadn't mentioned anything about thank you gifts. Within a few hours we selected gifts and shared them with this post.

On February 5th we posted the "Go Fix a House" t-shirt which reached 767 people, so we already had a good idea that a reprint of this classic SSP shirt would bring success to the campaign. Any increased monthly donor will receive a "Go Fix a House" t-shirt.

- **Pre-swag:** A week into the campaign **4** people increased and **7** new people signed up.
- **Post-swag:** In the following week **14** people increased and **22** new people signed up.

Wednesday, February 11: reminder email to current and lapsed donors:

- Similar to previous email, but included swag thank you gifts.

Kathy Platnick called 8 of our "major" 12xSSP donors to personally thank them for their monthly contributions and Evan Howington is going to call 8 others who are also Staff Alumni. This is a part of the Board's larger work to better thank individuals who have made long term commitments to the sustainability of SSP. The Resource Development Committee is also handwriting thank you notes to all new 12xSSP donors.

Lessons & Future Plans

This year the staff and board did not do as many personal asks as we have in the past. On top of our low number of selfies collected from 12xSSP donors, the minimized peer ask is reflected in the decrease of new 12xSSP donors dropping from 40 during the 2014 campaign to 29 during the 2015 campaign. We will remain focused on using the 118 monthly supporters to help us grow the group.

We learned that swag matters and people like receiving a thank you gift for their donation. We will not forget this next year! This is reflected in the number of people who increased their monthly gift to receive a t-shirt (18 versus 7 in 2014).

This was our first adventure into “boosting” Facebook posts. We spent a total of \$15 on three posts with marginal success. We will continue to experiment and learn in the coming year how we can best use online advertising.

12 reasons I love Sierra Service Project/12 reasons I am a #12xSSP donor [spoiler: it has a lot to do with love]:

By Hilary Jenson

12. Having endless, thoughtful conversations with co-chefs. I learned so much about myself and about how other people see the world.
11. Finding wonderful role models in peers you've known all your life.
10. Learning that incredibly sincere and kind people exist in the world and you can be one of them. You don't have to be bitter, angry and sarcastic if it isn't making you happy.
9. Nothing builds a team like singing freely (and frankly, like a dork) can.
8. Being pushed out of your comfort zone, whether as a staffer who is uncomfortable leading in prayer time or as a camper who has never used power tools before. There is so much to learn on the other side of your walls.
7. Never underestimate the comforting powers of ritual and tradition. It's Friday? I'm wearing my yellow shirt and making terrible jokes over otter pops all day.
6. Learning that love is not favoritism. It is not exclusive. It does not treat the campers you already know better than the campers you are just meeting today.
5. Song time. Even when it results in rug burn.
4. Having a team of people looking out for each other's well-being -- remembering each other's love languages, checking in at the end of every day, honestly listening to each other. How the world could benefit from such a way of living.
3. As uncool as this sounds, working for SSP did incredible things for my problem-solving skills. I talk about SSP in every job interview I've ever done, because when else am I going to have to solve a problem that determines whether 60 people get to eat breakfast or not?
2. You learn the deep love of showing up. I feel such love for the people who helped me in the kitchen when they weren't required to, and in turn we were able to share that love with our beloved homeowners on the margins of society.
1. It's so hard to see the benefit to changing your life before the change happens. Thank you to the people who convinced me to be an SSP camper, even when I didn't want to go.