

The objective of our Eyes on Georgia fundraiser was to send a reporter to cover the Senate runoff elections, knowing how critical these were to power at the federal level, and to making headway on the meaningful change that's part of the Biden agenda.

The consistent angle we played up in our campaign (social promos + ActiveCampaign emails) was that we would cover the real stories from communities on the ground that other outlets weren't focusing on. We added exclusive donor benefits including video messages, and opportunities to chat with our reporters. We launched November 12, and it took just 3 weeks to raise the funds we needed, so we paused the campaign on November 30, before launching the read-it-now followup.

Besides social and email, we used a digital ad campaign that garnered about 327 clicks, so some of those were for sure part of the conversion. The best performing ad seems to be the half-page (300x600) on article pages.

Our main social channels are Twitter and Facebook, we are slowly building our Instagram.

We used ActBlue as the platform for a few reasons... we wanted it targeted to one-time impulse donations, rather than recurring memberships. We wanted people who are recurring members to easily be able to add a one-time donation, which is not completely intuitive in Pico.

AND, the ActBlue page has a thermometer thingie! Our editor LOVES that thing.

Also, and probably the most important, the transaction fee with ActBlue is 3.95%, with no other middlemen as it were, so we keep more of the money.

Downside of ActBlue, if you're not raising more than 10 grand monthly, all payments are in paper checks. Which means picking up the mail at the office and extra days or even weeks to receive the money. We had the time in this instance.

Some relevant stats:

- 177 individual donations on ActBlue, average donation was \$65, thanks to several larger donors, two who gave \$1,000 each, and a couple more who gave \$500.
- More than 1,000 people viewed the donation page, which put the conversion rate at about 17%
- About 25% of donors did so via mobile device, which is interesting, as our readership lines up about 50-50 right now mobile to desktop.
- Overall, our Nov 12 kick-off day was our most successful in terms of donation volume, so there was clearly a lot of excitement around the idea with our readership

We also received two more major donations, both \$10,000 each, which more than covered our costs for the reporters. We were able to send our writing fellow Brittany Gibson to cover the final few days of the campaigns in January, in addition to Eli Day who was there for more than two weeks in December. One of those was from one of the people who gave us \$500 on actblue, who sent the additional donation from a DAF, with no transaction fees, yay!

As a follow-up, we ran a read-it-now digital ad campaign with social posts of course, as well as sharing those exclusive videos via email with the donor list.

Afterward, when we ran the capstone piece in print, we acknowledged anyone who gave us \$50 or more in a thank you page in print, and sent thank you emails to everyone as well.