

LAMORINDA VILLAGE

- Membership & Development

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Facebook December 2018

Engage children of Lamorinda Seniors - Holiday Membership Gifts

Run December

Minimum Spend is \$100 Board = \$200

Landing page created for click through

https://lamorinda.helpfulvillage.com/editable_pages/10037-signup-landing-page

3 Ads - (1) Dads (2) Moms (3) Parents

TEST 3 Calls to Action (CTA) = Learn more, Message & Sign Up

Audience defined by 25 geographic miles, ages 35 – 55, college educated, schools (Cal, Stanford, UCSF, USF, CSSF, CSEB), sports and 50 other categories of interests i.e. elder care, parenting, etc.



Call To Action
Button on Ad was
MESSAGE

RESULTS

Reach = 1485
Unique people

Impressions = 1869

4 Message
conversations started
that were not a fit
Cost = \$71 or \$18
per result

LAMORINDA VILLAGE

GIVE DAD CONNECTIONS

AND GAIN PEACE OF MIND



Call To Action
Button on Ad was
LEARN MORE

RESULTS

Reach = 1649
Unique people

Impressions = 2478

26 people clicked
through. No one
called us.

Cost = \$32 or \$1.27
per click



LAMORINDA VILLAGE

*GIVE YOUR PARENTS
THE GIFT OF AGING AT
HOME GRACEFULLY*

GAIN PEACE OF MIND

Call To Action
Button on Ad was
SIGN UP

RESULTS

Reach = 1615 Unique
people


Impressions = 2141

1 Lead Form was
filled out but not
submitted

Cost = \$100



WHAT WE LEARNED

- 1. **Learn More** Call To Action gave best results
 - 2. We can refine our Audience even further
 - 3. Create an ad targeted to our Seniors in Lamorinda
 - 4. New Pixel (with new website) - track where folks go from our landing page. Do they navigate around? Where? Time spent on the website? Etc.
 - 5. Membership Drive to include Facebook
 - 6. Use Facebook as an Educational/Engagement tool to reach families in addition to our other membership efforts
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- WWW.SMILE.AMAZON.COM
- DESIGNATE VILLAGE AS YOUR CHARITY. ENTER IN SEARCH BAR, CHOOSE IN PULL DOWN
- .5% OF ALL PURCHASES BENEFIT LAMORINDA VILLAGE = PASSIVE INCOME
- BOOKMARK IT AND MAKE ALL AMAZON PURCHASES THROUGH THE SMILE.AMAZON.COM URL
- INVITE FAMILY & FRIENDS TO DESIGNATE LAMORINDA VILLAGE. EMAIL TEMPLATE CREATED AND DISTRIBUTED TO BOARD

Development

- Facebook Engagement/Educational Effort
- Track Pixel results
- Use Smile in Donor Thank You letters
- Website suggestions
- Donor Stewardship - \$1000 & up
- - \$1000 \$ below
- IMPACT STORIES & VIDEOS
- 3 TOUCHES each throughout year

DEVELOPMENT

Facebook – Engagement/Education
Track Pixel results

Use Smile in Donor Thank You letters

Website suggestions

Donor Stewardship - \$1000 & up
\$1000 \$ below

IMPACT STORIES & VIDEOS

