



CASA

BUILDING CONTENT AND STRATEGY FOR SELF-FUNDRAISING

THE CHALLENGES

CASA faced two specific challenges: (1) In recent years, they could no longer rely primarily on government funding and private grants, so they had to begin self-fundraising for a significant portion of their budget; (2) Their website focused on the population that they serve and less about the donors they wanted to reach.

THE SOLUTIONS

MAXIMIZE THE WEBSITE'S POTENTIAL

Our team prioritized keywords and search queries that aligned with people trying to locate a nonprofit for donations or researching the problem that CASA solves: homelessness.

- **Nonprofit in Raleigh**
- **Local Nonprofit**
- **How to Help Homeless in Raleigh**
- **Homelessness in Raleigh**

Though CASA has an active donor base, this emphasis on many educational terms was an effective way to optimize the website for expanded reach to spread awareness.

While speaking to the Raleigh community for donations or volunteerism was important, we also wanted to reach the people need CASA's help. Our team segmented the website between donors and the people it serves, so the latter could easily navigate the site to sign up for the waitlist.

THE RESULTS

YEAR OVER YEAR

Organic Traffic	110% Increase
CPM	\$4.36
CPC	\$0.26
CTR	1.66%

LEVERAGE THE REACH OF SOCIAL MEDIA

Reunion's social media team also implemented an aggressive awareness strategy to increase brand searches. To supplement SEO optimization, we also promoted informative articles about how to give, why giving is important, how homelessness in Raleigh is a problem, and the tax benefits of donations to nonprofits.

We also partnered with a video provider to create a series to promote through social media and video pre-roll during the holidays.

STRATEGICALLY APPROACH BUDGETING

In order to extend the value of each dollar, our team researched the best time of year to advertise for "giving." We discovered that September through January was the most generous time of year with regards to donations, so we allocated 75% of the spend during those months and invested the rest through small ad buys throughout the rest of the year.