

THE BIG PICTURE CAMPAIGN

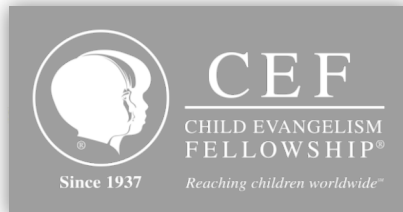
New Digital Acquisition Campaign Drives Growth for CEF

The digital landscape is evolving faster than ever before. Nonprofit marketers often struggle to keep up with digital trends and the newest growth strategies. That's exactly how our friends at Child Evangelism Fellowship (CEF) felt before they joined forces with Five Q.

CEF needed to strengthen its online presence to inspire more people with its mission of reaching children with the gospel - Every Child, Every Nation, Every Day. It was time for a website redesign which provided the opportunity to ramp up digital acquisition and online giving. Traditional marketing and fundraising campaigns weren't always going to be enough and they needed to expand their reach online.

The organization was experiencing a decline in the total number of people donating and an aging donor database. A website refresh was the first step to building a cohesive message that would reach new audiences, engage the current donor list and increase fundraising support.

 cefonline.com



“

We'd be stumbling and falling over ourselves if we didn't have Five Q as a partner. That's why we are so excited to keep working with your team," shares York.

But there was one problem.

Strategically founded as a children's ministry, CEF lacked the technical and digital marketing expertise to grow successfully in a digital environment. They needed highly skilled experts to drive digital growth and integrate all marketing efforts to work more effectively. Direct mail has been the primary source of outreach, but the way we communicate as a culture is changing, and CEF didn't want to be left in the dust in a tech-driven world.

"Working with Five Q allows us to accomplish things way more effectively than we ever would have otherwise," shares Ron York, Executive Director of Support Services for CEF.

In the beginning, CEF's leadership was skeptical of online fundraising. Thanks to Five Q's guidance and consistently impressive results, CEF now focuses on digital initiatives as a top priority and consider these strategies a necessity for ministry growth.

Who is CEF?

Child Evangelism Fellowship is a Bible-centered organization sharing the Gospel with children around the world. CEF has many different ministries for children throughout North and South America, Africa, Europe, and Asia. They are most widely-known for their programs, Good News Club and 5-Day Club.

Founded in 1937, CEF has reached over 22.9 million children worldwide. With over 4,400 staff members around the globe including nearly 1000 staff members in the United States, there are offices in all 50 states. The organization is decentralized; therefore marketing and fundraising are done at both a corporate and local level to support the ministry of CEF.

CHALLENGES

In recent years, CEF has experienced:

- Fewer email subscriptions
- Lower engagement rates
- Fewer people donating
- A decline in total financial contributions

Without a steady stream of new contacts and consistent engagement, CEF would face a negative impact on key metrics. Thus, making it difficult to reach children around the world.

“We wanted to increase the number of people we reach,” explained York. “Five Q developed 3 strategies for us to consider – one of those was The Big Picture campaign.”



SOLUTION

Design a digital product to generate renewed interest and engagement in the important work and mission of CEF. The product illustrates the impact of CEF's ministry, including how far the mission reaches and impact stories from around the world.

STRATEGY

- ✓ Increase email subscribers and boost engagement
- ✓ Create an interactive map highlighting CEF's work
- ✓ Send weekly emails to engage the reader, provide an in-depth look at each country and share impact stories
- ✓ Build 25 unique, country-specific landing pages with relevant information regarding the ministry in each country
- ✓ Integrate website personalization to encourage visitors to subscribe
- ✓ Utilize AdRoll, AdWords, and Facebook retargeting to drive traffic to the [landing page](#)

RESULTS



1,074 new subscribers in 3 months – 107% of the goal reached (1,000)



11.24% average open rate for the marketing email – the goal was 10% or higher



45.31% average open rate for country-specific emails and 18% CTR



30% conversion rate from website personalization inviting visitors to subscribe



BONUS: 2.4x ROI with an **attributed revenue of \$21,993**

“

We hit our goal for new subscribers within the first 3 months,” shares York. “There was no donation ask, but we raised a significant amount of money that we didn’t expect – so that was a plus!”