

The Care2 Cultivate Platform

Convert Prospects. Increase Donations. Retain Donors.





Care2 Cultivate Platform Case Study

The African Wildlife Foundation (AWF)

(AWF) has successfully built a vibrant supporter base over the years that they rely on to support their fundraising and advocacy efforts. Like many organizations, AWF struggled with the fact that a significant portion of their email prospects are locked away in the 'inactive' category.

How Could They Reach These Potential Supporters?

To tackle this challenge with the help of their agency partner Sanky Communications, AWF chose Care2 Cultivate, a subscription service that engages supporters on an organization's list with branded digital activities, activating lapsed subscribers, retaining donors, and increasing engagement across the board.



78%

Care2 Cultivate increased donations of actives by 78%.

108k

We reactivated over 108,000 inactives.

\$148k

Cultivated AWF supporters donated \$148,000 within the first six months.

And Just Six Months in, the Results Were Staggering!

In the first six months alone, Care2 Cultivate generated **over one million engagements** for AWF. **67%** of those action takers were **inactives** on their list!

Immediate, Measurable, Fundraising Success

Care2 Cultivate repeatedly engages any supporter on AWF's list that visits Care2's website regardless of their donor status, active status, or where they were originally acquired!

“ We gained 536 first-time donors, 101 of whom gave multiple gifts. These are donors that would have been difficult to reach without Care2 Cultivate.



Gayane Margaryan
Director, Marketing & Creative, AWF



Consistently Track How Much More You're Making With Care2 Cultivate Than Without It.

Cultivated AWF supporters donated \$148,000 within the first six months-- Money directly attributable to their re-engagement inside Care2.

AWF saw **108,000 inactive supporters flip to active** after only six months of cultivation.

Donation Rate Increases With Cultivation

Actives:

78%

Inactives:

49%



Cultivation Happens Day-In and Day-Out

The effects of increased donation rates and email retention will compound over time, allowing AWF to increase the value of their existing supporter base and maximize the value of new supporters they acquire in the future.

Cultivate is the most effective fundraising and retention tool on the market!

“The combined value of engagements, reactivations, and donations far exceeded our expectations, generating a return on investment well over 200%.

There’s no other product that can generate this level of return with so little effort and investment on our part.”



Laura Cole

Director Account Services
Sanky Communications