

# HOW USING AN EMAIL WELCOME SERIES HELPED CITYMEALS ON WHEELS ACHIEVE 40% ROI IN ONLY 4 MONTHS



## Pledge Your Support for Citymeals and New Yorkers Like Ethel

**4,564 SUPPORTERS**  
BY: Citymeals-on-Wheels



Ethel is 98 years old and lives in Queens. Known as a caretaker among her family and friends, her neighbors joke that she helps everyone but herself. These days however, Ethel is homebound — and now she's the one who needs support.

As a result of glaucoma and cataracts, Ethel has weak vision. She also suffers from arthritis, pinched spinal nerves and carpal tunnel syndrome, which make everyday tasks like walking and cooking extremely painful.

There are over 175,000 frail aged New Yorkers like Ethel who need help: regular meals, basic nutrition and human companionship. **Pledge your support for Ethel and the homebound elderly in your neighborhood.**

## THE RESULTS:

**In just 4 months, Citymeals saw a 40% return on investment.** Care2 leads showed a 0.10% response rate, versus the industry average of 0.07%. Citymeals received 97 gifts, with an average gift of \$45.99. During the same period the previous year, Care2 leads had a response rate below industry benchmarks. **Why the difference? Citymeals used a welcome series that wasn't in place previously.**

Additionally, Citymeals suppressed the new leads from all other communications for an uninterrupted on-boarding process. Throughout the welcome series, Citymeals tailored the messaging to remind their new supporters that they initially took action on Care2. The Citymeals supporters recruited on Care2 continue to take action at very high rates. **Fifteen months after the initial welcome series, Citymeals has achieved an ROI of 115%, yielding 177 unique new donors to the organization.**

## THE CHALLENGE:

Citymeals on Wheels, an organization that delivers meals to New York's homebound elderly, needed to reach new supporters who would be inspired to donate. With a local focus and a very specific mission, reaching the right online audience was crucial.

## THE SOLUTION:

Citymeals on Wheels came to Care2 to target engaged NYC residents. Over the course of 3 months, Citymeals recruited 6,000 new local supporters from 3 petitions promoted across the Care2 network.

With the help of their online agency partner, Sanky Communications, Citymeals implemented a 4-part welcome series to engage and educate their new supporters before they were entered into Citymeals' regular fundraising stream.

Here's a quick look at how Care2's leads performed:



0.10% response rate  
*above industry average of 0.07%*



\$45.99 average gift

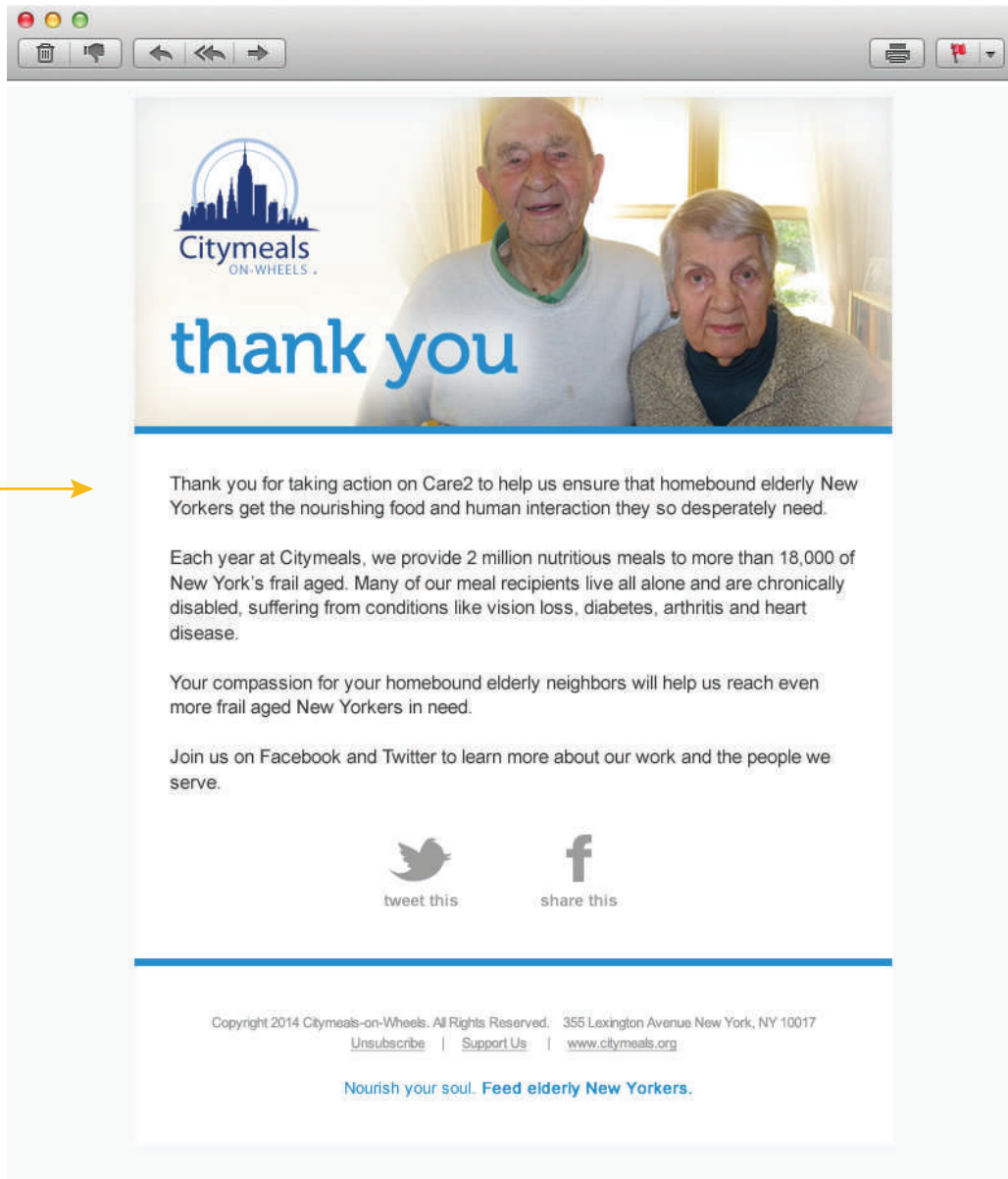


40% ROI  
*in just 4 months*

# CITYMEALS ON WHEELS EMAIL WELCOME SERIES

## WHY USE A WELCOME SERIES?

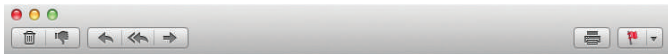
A welcome series is a necessary part of the acquisition process. Its main purpose is to cultivate and engage newly acquired supporters. Organizations don't typically achieve ROI from the welcome series alone, but rather they use it as a primer for a subsequent fundraising campaign.



### email 1: thank you for signing our petition

This message should be sent to your newly acquired supporters as soon as you receive them from Care2.

Also ask Care2 about a client branded confirmation email that is sent within 24 hours or about direct delivery into your database via a databridge.



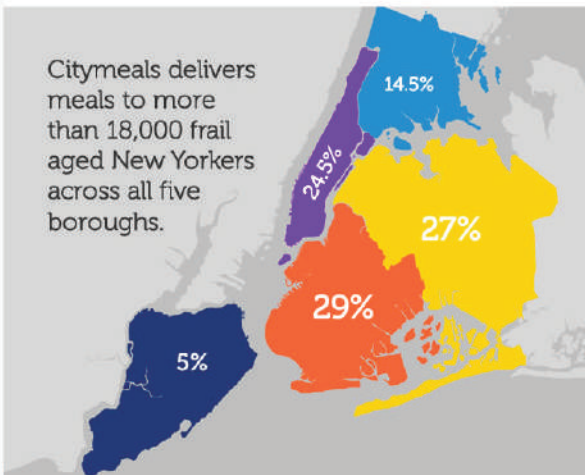
## how we make a difference

Founded in 1981, Citymeals-on-Wheels has been serving New York's homebound elderly for over 30 years.

*Here's a little more about the neighbors we help.*



Citymeals delivers meals to more than 18,000 frail aged New Yorkers across all five boroughs.



Most live alone and are unable to leave their homes because of debilitating chronic conditions like:



vision loss



diabetes



arthritis



heart disease

1 in 10 of the city's elderly population is food insecure, which means they lack reliable access to a sufficient quantity of affordable, nutritious food.



## email 2: learn more about our mission

This message was sent about 1 week after the initial confirmation email.

They used an infographic highlighting compelling stats on the homebound elderly population and how Citymeals serves them.

Notice the soft donation ask at the end.

## here's what we're doing about it

With your support, Citymeals provides nutritious meals and much-needed companionship to thousands of our homebound elderly neighbors.

*Here are a few of our programs.*



### weekend meals

Saturday and Sunday meals delivered by hand each week

### holiday & emergency food packages

Non-perishable meals provided throughout the year

### mobile food pantry

Extra shelf-stable food for those most at risk of malnutrition

### friendly visiting

Weekly visits from trained volunteers for our most isolated neighbors

Our homebound elderly neighbors need all the support they can get from their fellow New Yorkers – please stay in touch.



follow us



like us

## did you know?

100%

of every donation we receive goes directly towards helping New York's frail aged – all funds to cover administrative and fundraising expenses are raised separately.


[give now](#)

© 2014 Citymeals-on-Wheels. All Rights Reserved. 355 Lexington Avenue, New York, NY 10017

[Unsubscribe](#) | [Support Us](#) | [www.citymeals.org](#)

Nourish your soul. Feed elderly New Yorkers.

Support homebound elderly New Yorkers



**Help us be there when no one else can be** [give now](#)

Dear [Name/Citymeals Friend],

I am so thankful that you took action on Care2 to support New York's homebound elderly. With the city's senior population growing rapidly, we need caring people like you now more than ever.

**The support of New Yorkers like you** reaches so many of our frail aged neighbors – people like Raoul, 83, who has lived in New York for more than 70 years. Born in Vienna, Raoul and his family fled Europe in 1941 to escape the Nazis.

A composer and retired music professor, Raoul's modest pension and music commissions are just enough to cover his rent. But Raoul suffers from chorea, arthritis and a heart problem, all of which severely limit his mobility. Even with a cane, he can barely get around his apartment.

Fortunately, Raoul is one of the 18,000 homebound elderly that receive nutritious and well-balanced meals from Citymeals.

**Help Us Take Care of Our Frail Aged Neighbors** [give now](#)

Your gift today will provide nutritious meals and friendly visits for thousands of homebound and isolated elderly New Yorkers we proudly serve.

Our work is about more than meals – we make it our mission to be there for our neighbors when no one else is.

Do you remember when Hurricane Sandy pummeled New York in October 2012, leaving many without power? If it weren't for our devoted staff and volunteers who spent hours checking on meal recipients all over the city, we wouldn't have saved 92-year-old Gail.

When we climbed to the 9th floor of Gail's building in Stuyvesant Town, she didn't answer her door... and her neighbors said they hadn't seen her since the previous day. We immediately contacted the superintendent, who opened the apartment door.

We found Gail lying on the floor – she had been there for almost 2 days, unable to get up after a fall. She was alone, dehydrated and scared. I hate to think what could have happened if we hadn't checked on her.

**I hope that you'll take your compassion for New York's most vulnerable even further by making a tax-deductible donation to Citymeals today.** Your support will help bring nutritious meals, friendly company and much more to our frail aged neighbors – no matter what.

I'm so glad we have someone like you supporting our mission.

Thank you.

*Beth Shapiro*  
Beth Shapiro  
Executive Director

**p.s.** Whether we're providing friendly visits or shelf-stable meals in preparation for winter, our work isn't just about meal deliveries – it's about being there for our homebound elderly neighbors when no one else can be. But we can't do this alone, so I hope you'll join our vital effort – **please make a gift to Citymeals today.** Remember, 100% of your donation will be used to help our most vulnerable neighbors – not one penny will go to administration or fundraising.

[give now](#)

© 2014 Citymeals-on-Wheels. All Rights Reserved. 355 Lexington Avenue, New York, NY 10017  
[Unsubscribe](#) | [Support Us](#) | [www.citymeals.org](#)

Nourish your soul. Feed elderly New Yorkers.

### email 3: appeal

This message was sent about 1 week after email 2.

It's a fundraising appeal focused on a heartfelt story of a Citymeals meal recipient with strategically placed text links and donate buttons.

### email 4: reminder

This message was sent 2 days after email 3.

It was a resend of the fundraising appeal with a lift note above the email template signed by the Executive Director.