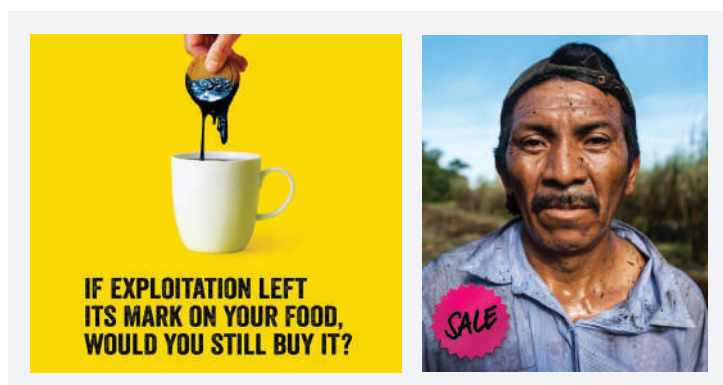


HOW CARE2 RECRUITED ENGAGED NEW SUPPORTERS TO FAIRTRADE FOUNDATION'S FIGHT AGAINST EXPLOITATION

THE CHALLENGE:

Fairtrade Foundation had two equal challenges: to reengage and reactivate their existing supporter base, and to grow their list by recruiting new supporters.

They particularly needed to recruit the right kind of supporters to their list - supporters who would stay engaged and give generously.



THE STRATEGY:

Turning Brexit into an opportunity, Fairtrade Foundation crafted a meaningful and powerful petition asking Theresa May to make UK trade fair.

Fairtrade Foundation used Care2 to recruit **15,000 unique UK supporters** to their house list over four weeks. They then enrolled the new supporters in a dynamic supporter journey of 6 emails.

They used a combination of embedded video, news, blog updates and quizzes to encourage their new supporters to take second and third actions.

They also tested their email subject lines and content throughout.



Prime Minister Theresa May: make UK trade fair

by: Fairtrade Foundation



THE RESULTS:

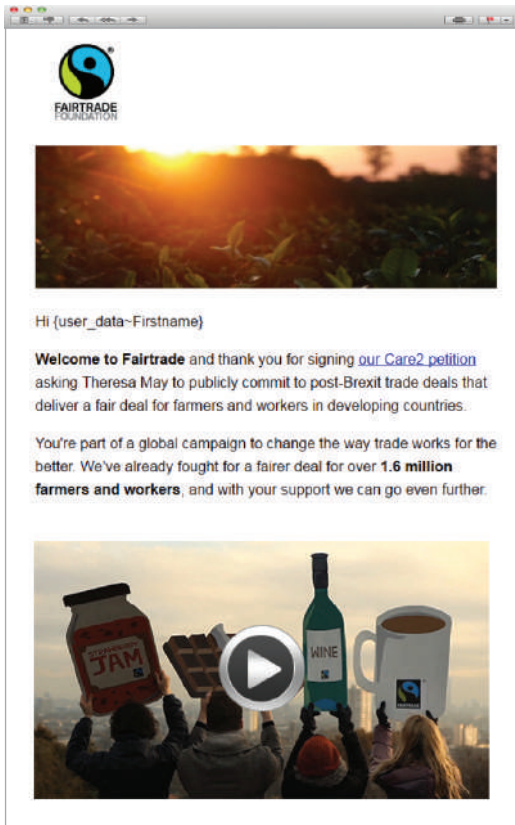
Fairtrade Foundation's dual reengagement and recruitment efforts were successful on both fronts.

The supporters recruited on Care2 were highly engaged over the course of the 4 - 7 week supporter journey. **67% of the new supporters engaged with at least one email, and only 9% have unsubscribed to date.**

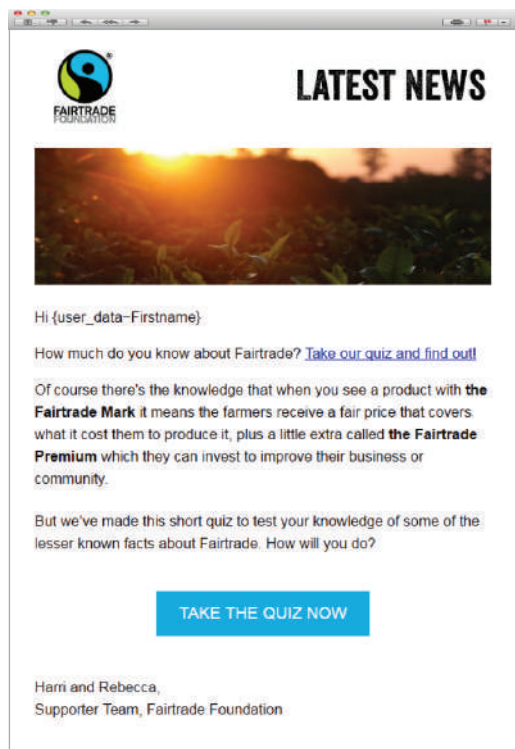
The average email open rate was 36% during the email series.

Fairtrade tested their results against a similar Facebook campaign. Care2-recruited supporters took second actions, opened emails, and made donations at higher rates than those recruited on Facebook.

FAIRTRADE FOUNDATION'S SUPPORTER JOURNEY



email 1: welcome film

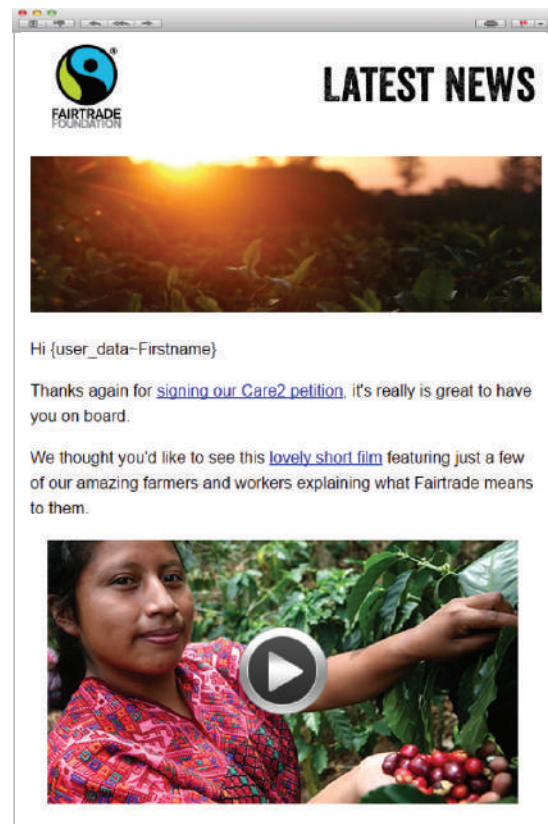


email 2: quiz
7% click through rate

Fairtrade Foundation's email supporter journey included current news, films, quizzes, and blog posts.

These emails educated their new supporters about their mission and asked them to take further actions so Fairtrade Foundation could identify their most engaged supporters.

They tested subject lines and content to keep engagement metrics high.



email 4: film
3% click through rate