

Light It Up Blue 2013

Social Media & Online
Fundraising



Key Metrics – Fundraising

as of 4/30/2013

\$134,502
Peer to Peer

\$260,507
Online

\$126,005
Direct Giving

905 Active
Fundraisers



Tactics that Drove Donation \$

- Peer to Peer
 - 1.5% Active Fundraisers 2013
 - 1.5% Active Fundraisers 2012
 - 32% Active Fundraisers on Walk
- Petition Page = \$20,614*
- Homepage Sidebar = \$32,284*

*only tracked through Sphere form



Key Metrics – Engagement

as of 4/30/2013

- 61,758 Joins
- 35,134 Used Facebook Connect
- 9,010 Images uploaded
- 14,315 Ratings made on images
- 3,161 Events created
- 1,027 Buildings on the site
- 101,089 Petition Signatures



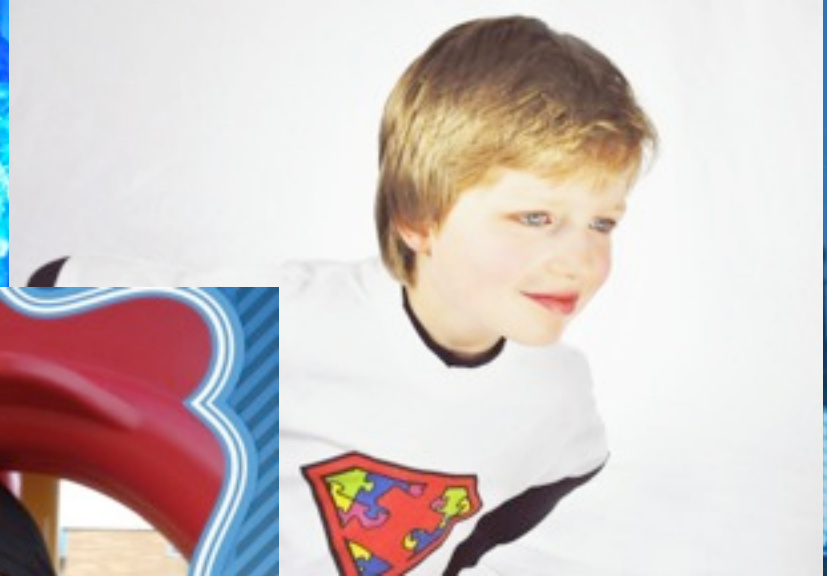
Engagement

2012 vs. 2013

Metric	2012	2013	% Change
Joins	28,725	61,758	+115%
Images Uploaded	7,832	9,0101	+15.04%
Events Created	1,227	3,161	+157.62%
Buildings on Site	404	1,027	+154.21%



Highest Rated Photos



Sevenly

- \$135,699 raised
- \$85,000 matching gift
- \$185,699 total



Site Traffic

Metric	2012	2013	% Change
Pageviews – LIUB	1,044,411	2,049,312	+96.22%
Bounce Rate – LIUB	57.72%	65.98%	+14.31%
Pageviews – AS	7,446,587	7,742,850	+3.98%
Bounce Rate – AS	58.53%	56.72%	-3.09%



Mobile

Metric	2012	2013	% Change
iOS Downloads	6,510	8,733	+34.15%
Android Downloads	1,442*	6,158	+327.05%
Total	7,952	14,891	+87.26%

*The app was not released until March 23, 2012



Retention

Returning 2012 to 2013

- 4.31% retention rate
- 3,915 users returned from 2012 to 2013 out of 90,796 email addresses
- 2.67% Fundraising retention rate
- 40 fundraisers returned out of 1,500 emails

Real opportunity to re-engage smartly!





Facebook

- 21,655,682 impressions Autism Speaks (1.1M Fans)
- 20,036,817 impressions WAAD (500K Fans)
- 20,319 new fans

Twitter

- 62,751 total keyword mentions
- 107,470 unique reach
- 1,977 new followers

Tumblr



Drip Campaign

- 19.8% Open Rate
- 5.1% Click Rate
- 23.8% Unique Clicks to Opens
- 52,546 average emails sent each mailing



Ad Spend & Performance

- Facebook Promoted Post
 - \$1,995.51 Spent
 - 373,826 Impressions
 - 75,463 Post Engagements
 - 1.1 Frequency
- Twitter Ads – Insertion Order Spend
- \$8,000 Spent
- Twitter Ads – Promoted Account
 - 219,725 Impressions
 - 1,559 New Followers
 - 0.71% Engagement Rate
- Twitter Ads – Promoted Tweets in Timeline
 - 1,707,037 Impressions
 - 25,281 Clicks
 - 478 Retweets
 - 21 Replies
 - 414 New Followers
 - 1.53% Engagement Rate
- Google AdWords – Paid Account
 - \$7,799.78 Spent
 - 735,970 Impressions
 - 6,732 Clicks
 - 0.91% CTR
 - \$1.16 CPC
- Google AdWords – Grant Account
 - \$2,716.19 Spent (Grant – Zero Cost)
 - 157,452 Impressions
 - 2,180 Clicks
 - 1.38% CTR
 - \$1.25 CPC



Other Stats

AutismSpeaks.org Banners

- Top
 - Impressions: 941,930
 - Clicks: 1,311
 - CTR: 0.14%
- Side
 - Impressions: 1,109,381

Bottom

Impressions: 1,025,789
Clicks: 1,045
CTR: 0.10%



**MAKE A DIFFERENCE IN THE LIVES OF YOUR NEIGHBORS.
JOIN LIGHT IT UP BLUE AND HELP SHINE A LIGHT ON AUTISM.**

JOIN NOW



DOLLAR GENERAL



Facebook

- Likes: 115,283
- Comments: 3,758
- Shares: 37,518

Twitter

- Retweets: 944





Like Comment

World Autism Awareness Day
That's a plethora of Puzzle Piece Friends! Dollar General is supporting Autism Awareness all month long, visit your local store and donate at the register!

Like Comment Share April 19

2,387 people like this.

273 shares

Album: World Autism Awareness Day's Photos in Timeline Photos
Shared with: Public



Like Comment

Tag Photo

Autism Speaks
Thanks to our superheroes at Toys 'R Us for raising over \$2 million to support Autism Speaks through their 2013 "Shine A Light for Autism" campaign for April! <http://toysrus.us/110jod0u> — with Adriana Perez, Chris Lopez, Angie Lopez, Rosario Salas, Lemmy Lopez Camoa, Angies Lopez, Cheryl Bonneau, Cheryl Bonneau-Sakho, El Tana Tomatuh Rendon, Leslie Lopez, Tereza Galvan-Perez, Indira Quezada and Alejandra Lopez.

Like Comment Share Edit May 6

3,984 people like this.

Album: Timeline Photos
Shared with: Public

Tag This Photo

Edit Location

Change Date

Open Photo Viewer

Boost Post

Dollar General
2,387 Likes



Unlike Comment

Tag Photo

Autism Speaks
Congrats to our friend Kyle Larson and Turner Scott Motorsports who won his NASCAR nationaltruck series win in his Autism Speaks car! Way to go Kyle Larson Racing! <http://www.usatoday.com/story/sports/nascar/2013/04/14/kyle-larson-jony-logano-truck-series-rockingham/2082475/> — with Donny Smith, Morgan Acosta, George Acosta, James Hampton Spallino and Donna Gilleland Smith.

Unlike Comment Share Edit April 14

Autism Speaks and 7,704 others like this.

1,930 shares

View previous comments

49 of 133

Album: Timeline Photos
Shared with: Public

Tag This Photo

Edit Location

Change Date

Open Photo Viewer

Boost Post

Download

Make Profile Picture for Page

NASCAR
1,930 Likes

Toys R Us
3,984 Likes

