

June 9, 2021

# GETTING CREATIVE WITH PREMIUMS!

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Kristina Williams, Human Rights Campaign



Lesley Hostetter, Lautman Maska Neill & Company

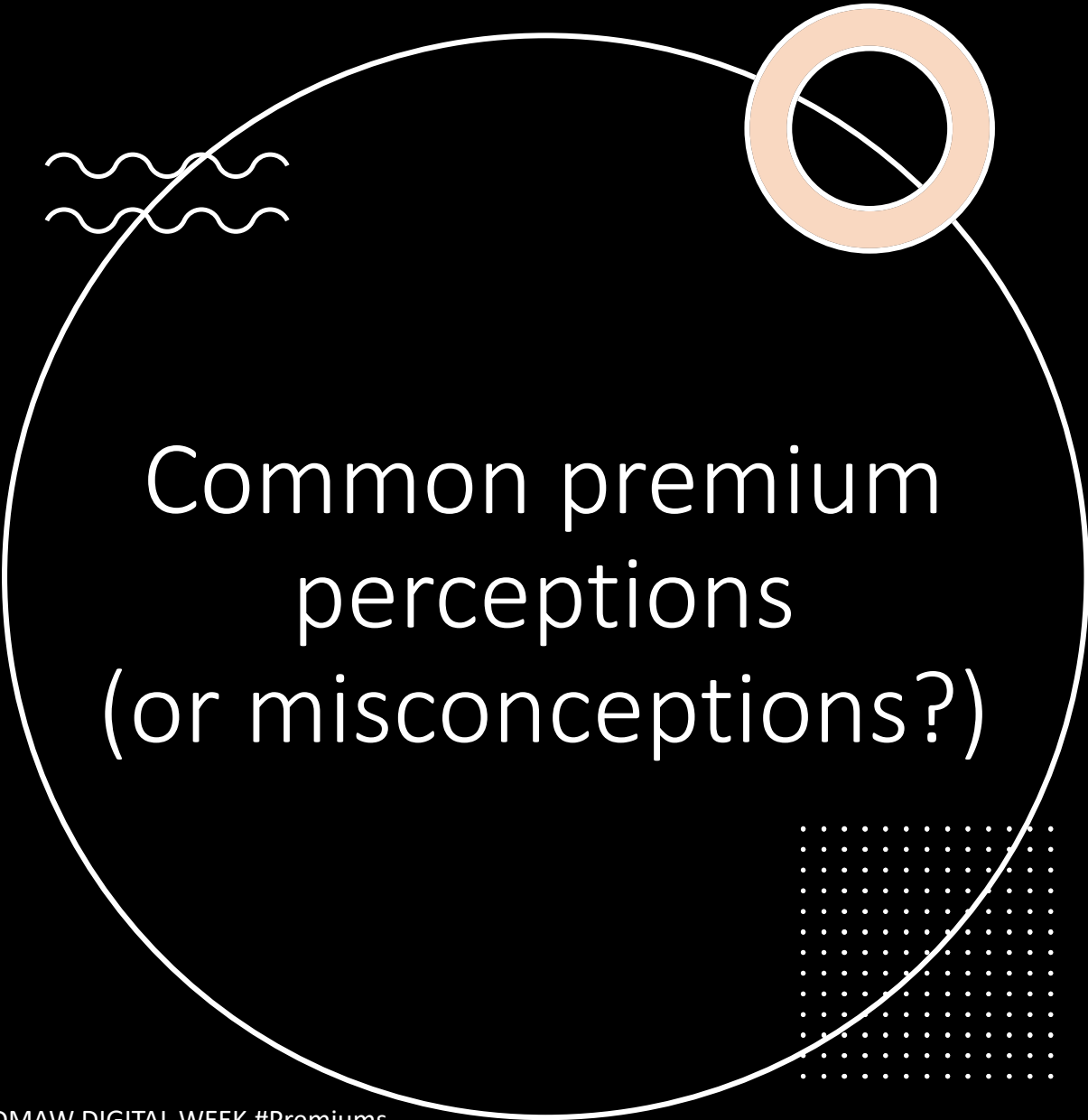
**FREE WITH YOUR MEMBERSHIP TODAY**



# Premiums: Love 'em? Or hate 'em?

TELL US IN THE POLL



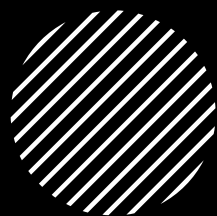


Common premium  
perceptions  
(or misconceptions?)

- Premiums are horrible!  
They create a donor file that only gives to get the next thing.  
*Not mission driven donors.*
- Waste of money!  
Produced in China!
- Too much work!
- Customer service nightmare!



# The Truth Is Premiums Can Work



- They definitely boost response.
- The right premium can help spread brand awareness AND give your donors a way to share their values with others.
- And those customer service calls? Turn them into an opportunity to connect with donors and make them happy.





# Take-home Tips:

1

Balance expense  
with expected  
revenue  
(hint: revenue should  
be higher!)

2

Consider different  
price points for  
different segments

3

Make it  
mission-focused

4

Think about your  
audience – what  
will motivate them  
to give?  
(hint: get creative...this  
can change over time!)



HUMAN  
RIGHTS  
CAMPAIGN®

USING PREMIUMS IN MULTIPLE CHANNELS  
TO RAISE MONEY AND BUILD RELATIONSHIPS



# About HRC

**The Human Rights Campaign was founded** in 1980 – and now is the largest civil rights organization working for LGBTQ equality.

**Our Mission:** By inspiring and engaging individuals and communities, the Human Rights Campaign strives to end discrimination against LGBTQ people and realize a **world that achieves fundamental fairness and equality for all.**

**HRC envisions** a world where lesbian, gay, bisexual, transgender and queer people are ensured equality and embraced as full members of society at home, at work and in every community.



# About Our Premiums

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- HRC uses premiums across multiple channels (email, direct mail, SMS, digital ads)
  - Some programs have ongoing/standard offers
  - Other campaigns have specific one-time offers
  - The premiums we are talking about today are different from HRC's larger merchandise program ([hrc.org/shop](http://hrc.org/shop))
  - HRC uses a third-party fulfillment vendor to ship premiums out to members
- 







# Three Creative Ways HRC Has Used Premiums

# Case Study #1

## 2020 Elections

# 2020 Election Dilemmas

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- No HRC in-person organizing to get-out-the-vote (GOTV)
- Everyone was staying home AND tapped out online
- Phone calls could only reach so many people

How could HRC reach new audiences with their GOTV message?

How could they keep the volunteer community engaged?



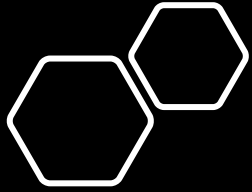
# HRC ELECTION 2020 YARD SIGNS!



Show your neighbors that YOU believe in equality



**GET YOURS NOW**



# Why A Yard Sign?

Yard sign popularity hit all-time high in 2020  
(hint: observe trends)

Candidate yard signs are common during elections

Mission-centric premium

Increase HRC visibility

Local element for volunteers



# National Email Campaign Developed


 **Show your neighbors that YOU believe in equality**

Reversible



Choose a Size!

**GET YOURS NOW**


 **HUMAN RIGHTS CAMPAIGN**

## Get Your Love Conquers Hate Yard Sign

Get a 12"x18" sign for \$5 or an 18"x24" sign for \$30


**FOR THE YARD**

Reversible



**FOR THE WINDOW**

Reversible



Don't miss your chance to get one of our Love Conquers Hate signs. Display it in your yard or window to help spread a message of pride, unity, and hope!

(Both signs include a wire H-stake to display.)

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### 1. Amount

DONATION TYPE \*

MONTHLY  ONE-TIME

DONATION AMOUNT \*

\$5  \$30  \$50

Other amount

Yes, please send me a 12x18 sign!  
 Please don't send me a sign.  
 I will cover the \$5 shipping fee so 100% of my donation goes to the fight for equality.

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### 2. Billing Contact

FIRST NAME \*  LAST NAME \*

STREET ADDRESS \*

CITY \*  STATE \*

ZIP CODE \*  COUNTRY \*

EMAIL \*  MOBILE

# HRC Used Digital Ads And SMS, Too

 **Human Rights Campaign**  
August 31, 2020

Show your neighbors that you believe in equality. Donate \$30 to get a reversible yard sign from the Human Rights Campaign.



**Get Your Equality Yard Sign!**  
Reversible

**LOVE CONQUERS HATE**  
VOTE BY NOVEMBER 3  
TEXT "STOP" TO 47876 HRC ORG/STOP

**UNITE FOR EQUALITY.**  
VOTE BY NOVEMBER 3  
TEXT "STOP" TO 47876 HRC ORG/STOP

**Get Yours Now**

**Get Your Yard Sign >>**  
Be visible, be proud and show the world your support for LGBTQ equality!

Feeling fired up about the 2020 elections? Get your yard sign from HRC and send a message that love conquers hate. <http://hrc.li/2i/67cab1>. - Jamie  
txtSTOP2quit

# Unique Local Element

- Local volunteers delivered signs in their area.
- Plus: identified 5 high-traffic neighborhoods and placed 4 signs in each area ahead of time.

**Donate \$20.20 and get a 12x18 sign perfect for windows — or donate \$30 for a larger 18x24 sign that's great for your yard. Each sign is dual-sided and will show you're part of the HRC community fighting hard for equality. Forget about a shipping fee — local HRC volunteers will hand-deliver your sign right to your front door!**

These bright and colorful signs are heavy-duty to withstand all weather conditions and include a stake for displaying easily in your yard!

# A Note About Pricing

- Yard signs were \$30 (or \$5/month)
- Window signs were \$20.20 (or \$3/month)
- HRC's electoral priority states received an offer of \$5 later in the month.
- Actual Costs + Fulfillment:
  - Yard Sign = \$16
  - Window Sign = \$6





# Big Success

- HRC delivered over 5,700 signs around the country and raised \$135,000.
- PLUS, engaged and energized volunteer leadership – and strengthened community.
- Many photos sent in and shared out in Fall magazine.

*TIP: when a premium works, reuse it!  
HRC is doing PRIDE yard signs now.*



# THANK YOU

HRC members showed your power this year.  
**You never gave up. And we are so grateful.**

## Now Our Work Must Continue. We Must Keep Demanding Change!

Together, we have made it through one of the most extraordinarily challenging times for our community. Yet, as an HRC member, you never gave up in the pursuit of equality for all and fought fervently for change. Thank you deeply for all you've done ... but there's still much to do.

We must keep fighting for a better, stronger, more inclusive America. One where we not only see ourselves in others, but feel what they're feeling, work to understand their struggles and fight with empathy and vigor for them ... because fighting for others makes a better nation for us all. Together, that is possible.

**You made every second of 2020 count.  
Let's keep it up into 2021 and far beyond it.**



**RENEW YOUR MEMBERSHIP:** [hrc.org/Fall](https://hrc.org/Fall)







# Case Study #2

## COVID-19

# Pandemic Dilemmas



- Sensitivity around fundraising
- Major revenue stream concerns
- Desire to help keep the HRC community safe
- Desire to go above and beyond to help during COVID

# Creative Process

## Brainstormed

- What could HRC do to help, be relevant, and raise money?

## Looked to the world around us

- Need for face masks getting clearer, skyrocketing COVID numbers

## Thought about successful brands

- Those with with a “give back” business model like Tom’s Shoes, Bombas Socks, Warby Parker

A New  
Campaign  
Was Born

# HRC GIVES BACK

For every cloth mask purchased,  
**HRC IS DONATING TWO**



**GET YOURS NOW**



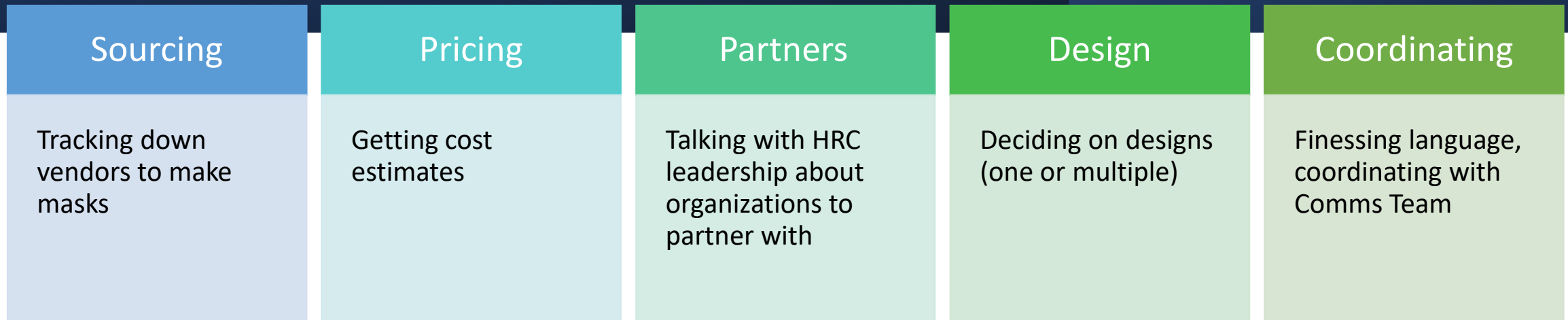
# Unique Concept

For a small donation, people could get an HRC-themed mask – AND for every donor who gave, two additional plain masks would be donated to partner organizations with front line health workers assisting the LGBTQ community.

**This was the first time HRC had *ever* done something like this – donating revenue generated by a fundraising campaign to an unrelated 501c (3) charity.**



# Behind The Scenes Work



*Tip: Pivoting quickly requires an organizational culture that values a “first to market” mentality and a high degree of risk tolerance.*

# Coordinated Launch Across Email, SMS & Ads

*Tip: Press release hit first*



Stay safe and stay proud with  
**HRC CLOTH MASKS**

**PLUS:** for every identity mask purchased, **we will donate two to a community partner in need.**

**DONATE NOW**

Rachel,

In uncertain times like these, it is more important than ever that we unite as a community and take care of each other.

That's why the Human Rights Campaign is launching HRC Gives Back, a new campaign for members like you who want to promote equality AND help the LGBTQ community stay healthy.

[These are extraordinary times, and they call for an unprecedented response. HRC has created special cloth face masks — just in time for Pride — to protect you, your loved ones and our entire community.](#)



**HRC GIVES BACK**

For every cloth mask purchased,  
**HRC IS DONATING TWO**



Today only: Donate \$29 to get a Pride cloth face mask -- and HRC will give two, on your behalf, to community partners in need. <http://lil.ms/465p/67cab1>. -Jamie

 **Human Rights Campaign**  
May 4, 2020

Protect equality and your health with a cloth face mask from the Human Rights Campaign. Plus, for every mask purchased, HRC will donate two to our amazing nonprofit partner, Devereux, as well as other community organizations. Donate \$19/\$29 to get yours!



**Protect Equality  
And Your Health**

**GET YOURS**

**Buy One, We'll Donate Two!**

For every face mask purchased, HRC will donate two.


# Lightbox Launched Next Day

The screenshot shows the Human Rights Campaign website with a lightbox advertisement. The lightbox has a rainbow border and contains the following text and images:


- HRC GIVES BACK**
- For every cloth mask purchased, **HRC IS DONATING TWO**
- An image of five cloth masks with various patterns: a blue and white geometric pattern, a blue and white pattern with 'LOVE' text, a purple and white pattern, a pink and white pattern, and a rainbow pattern.
- GET YOURS NOW** (on a yellow button)

The background website includes a navigation bar with the HRC logo, 'Explore', 'HRC Story', 'Local Issues', 'Support HRC', 'Blog', 'COVID-19', 'Shop', and 'Donate' buttons. A newsletter sign-up form is at the top with fields for 'Email Address' and 'Zip Code' and a 'GET UPDATES' button. On the left, there is a 'RESOURCES FOR COMMUNITY' section with a 'Learn more' button. On the right, there is a 'TRENDING' article titled 'Trump-Pence Admin Moves To Undermine LGBTQ Non-discrimination Protections in Health Care' with a 'Read More' link. At the bottom, there is a 'Trending Articles' section with an 'AM EQUALITY' article and a 'DONATE' button. A footer message reads: 'Our fight for FULL equality continues — donate and help us achieve it!' with a 'DONATE' button.

# Organic Social, Too

 **Human Rights Campaign**  
May 2 at 1:24 PM · 🌐

The Human Rights Campaign is committed to protecting communities' rights and wellbeing. Donate \$29 today — we'll send you an HRC identity cloth face mask of your choice — and donate two to our amazing nonprofit partner, Devereux, as well as other community organizations.  
<https://give.hrc.org/page/60103/donate/1...>



**DONATE**

👍❤️👤 113      7 Comments 15 Shares

👍 Like      💬 Comment      ➦ Share

 **Human Rights Campaign**  
May 1 at 7:13 PM · 🌐

The Human Rights Campaign is committed to protecting communities' rights and wellbeing. Become a member today with a \$29 donation and we'll send you a free cloth face mask as well as give two to our amazing nonprofit partner, Devereux, as well as other community organizations.  
<https://give.hrc.org/page/60103/donate/1...>



**HRC Gives Back**

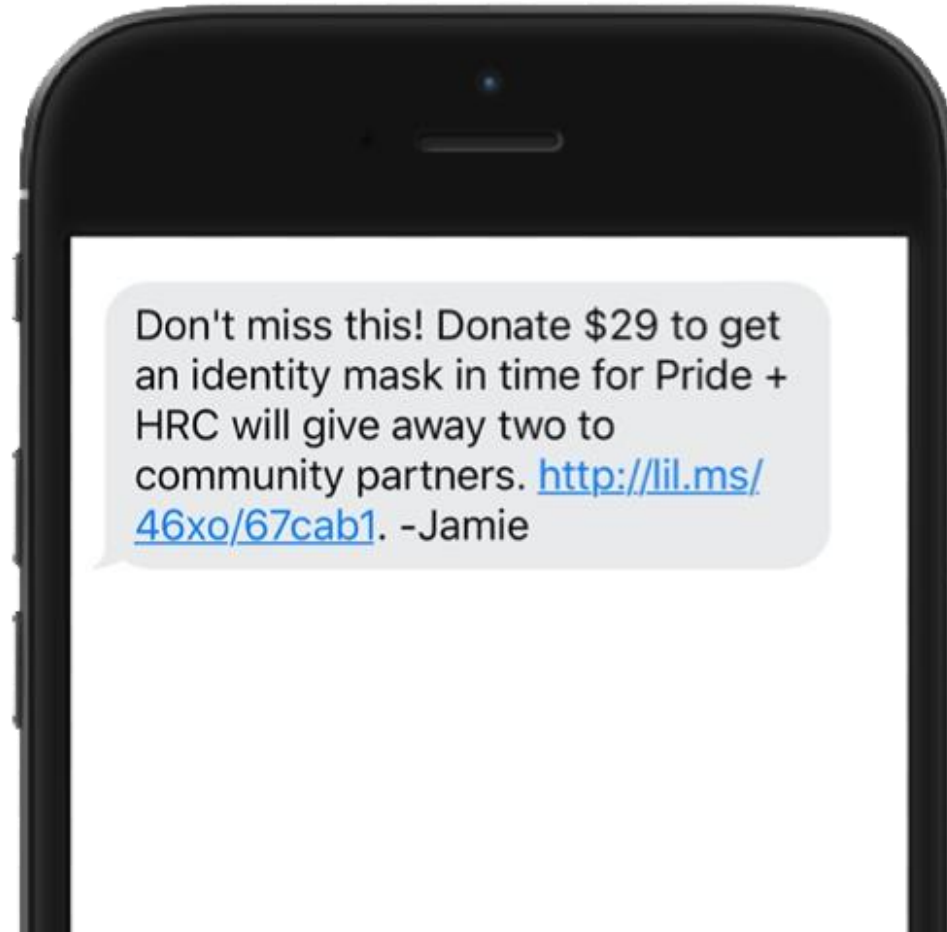
**DONATE**

👍❤️👤 154      1 Comment 23 Shares

👍 Like      💬 Comment      ➦ Share



# One Final Text Rounded It Out







# Face Masks Were A Hit!

- 10,550 people donated
  - \* 35% were NEW members \*
- 22,000+ masks were donated to front-line workers
- Raised over **\$300,000** for HRC

# And That Wasn't The End Of Face Masks...

- This 3-email campaign recruited 1,300 new sustainers!

**INAUGURATION SPECIAL:**



**FREE MASK**  
for all new **monthly donors**  
*Help create positive change, Dane!*

**GIVE MONTHLY**



# Case Study #3

## Notecards

# Wildly Successful Acquisition Mail Package

With “Freemium”

**2021 HRC MEMBERSHIP REPLY**

**YES!** I want to support the Human Rights Campaign's historic fight for full equality for ALL. I am joining HRC today with a gift of:

\$20    \$35\*    \$50    \$100    \$250    Other \$.....

\*With a membership donation of \$50 or more, we'll send you a free HRC water bottle. You'll also enjoy a year's subscription to HRC's award-winning digital magazine, Equality. Thanks for your support!

**Acquisition Label Reply**  
Chris Q Sample  
Company Name  
123 Main Street, Apt. A  
Anytown, US 12345-6789

**Get your water bottle faster!**  
Join online at [hrc.im/JoinToday](http://hrc.im/JoinToday)

Check enclosed (payable to HRC).  
 Credit card information on reverse.  
 Please don't send the water bottle - put all of my gift to the fight for equality!

Human Rights Campaign • 1640 Rhode Island Avenue, NW • Washington, DC 20036 • [www.hrc.org](http://www.hrc.org) ID NUMBER: 1234567890  
#F\_C   Detach here and return this top portion with your generous contribution.   iptSOURCECODE

 Chris Q. Samplelongname Company Name 1730 Rhode Island Ave, NW Suite 301 Washington, DC 20036	 Chris Q. Samplelongname Company Name 1730 Rhode Island Ave, NW Suite 301 Washington, DC 20036	 Chris Q. Samplelongname Company Name 1730 Rhode Island Ave, NW Suite 301 Washington, DC 20036
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# Hmmm... Already Producing Notecards

Can We Use These Online?

**Human Rights Campaign**  
Sponsored Paid for by HUMAN RIGHTS CAMPAIGN INC

Show your support for the Human Rights Campaign and receive three free greeting cards to send to friends and family.

**GET YOUR FREE GREETING CARDS**

*You are  
brave bold  
kind proud  
courageous  
fierce strong  
determined  
inspiring  
loved.*

*Love  
wins  
hate*

*hello 2021*

**JOIN HRC**

HUMAN RIGHTS CAMPAIGN

HRC.ORG  
**Get Your Greeting Cards >>>** [LEARN MORE](#)

Join HRC



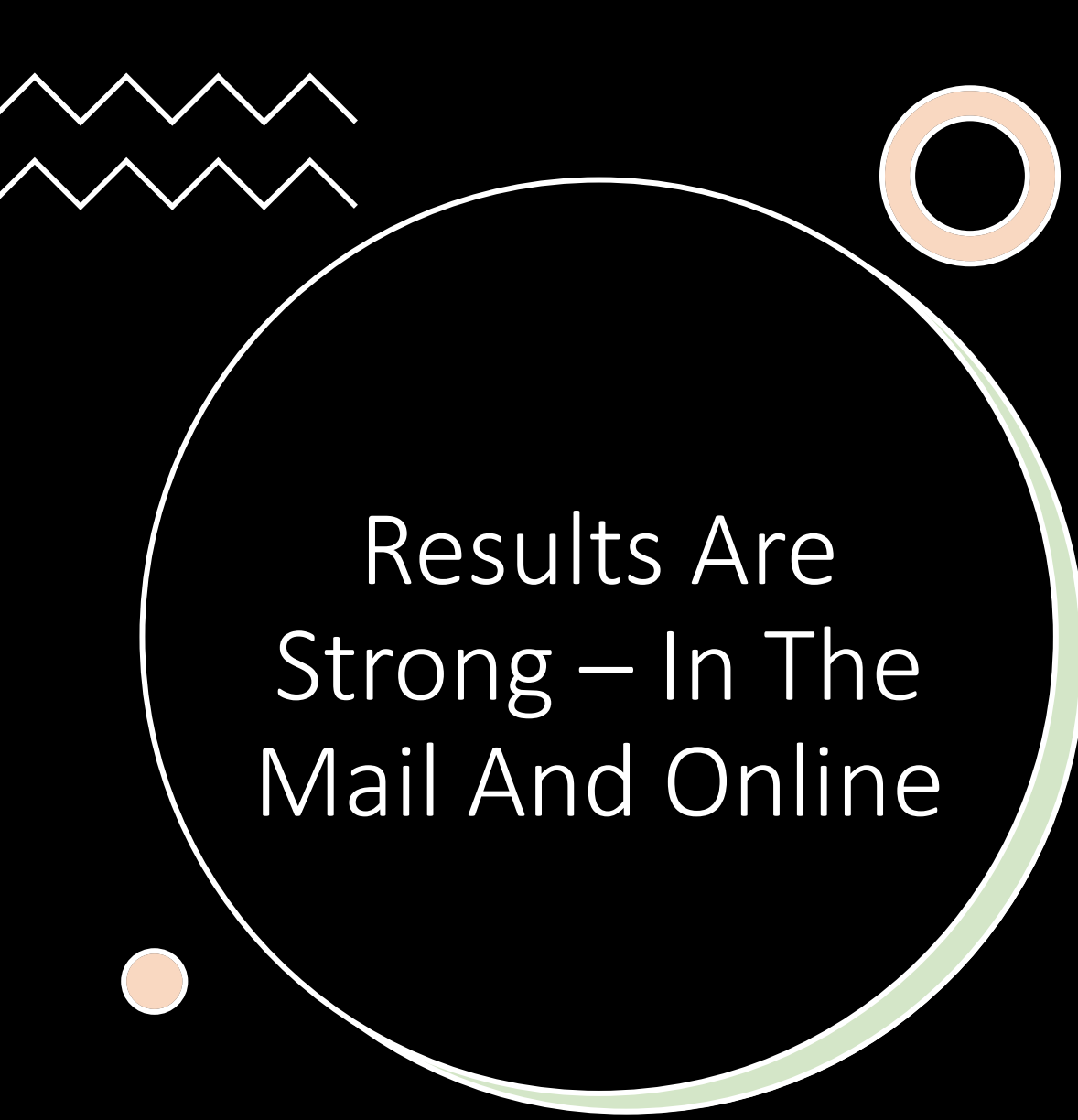
# Coordinated Timing Between Ads And Mail

Back-out data delivery date for ads team

Determine launch date

People respond to ads with address “Yes, I want free cards”

Cards fulfilled in the Acquisition mail – with a strong ask.



Results Are  
Strong – In The  
Mail And Online

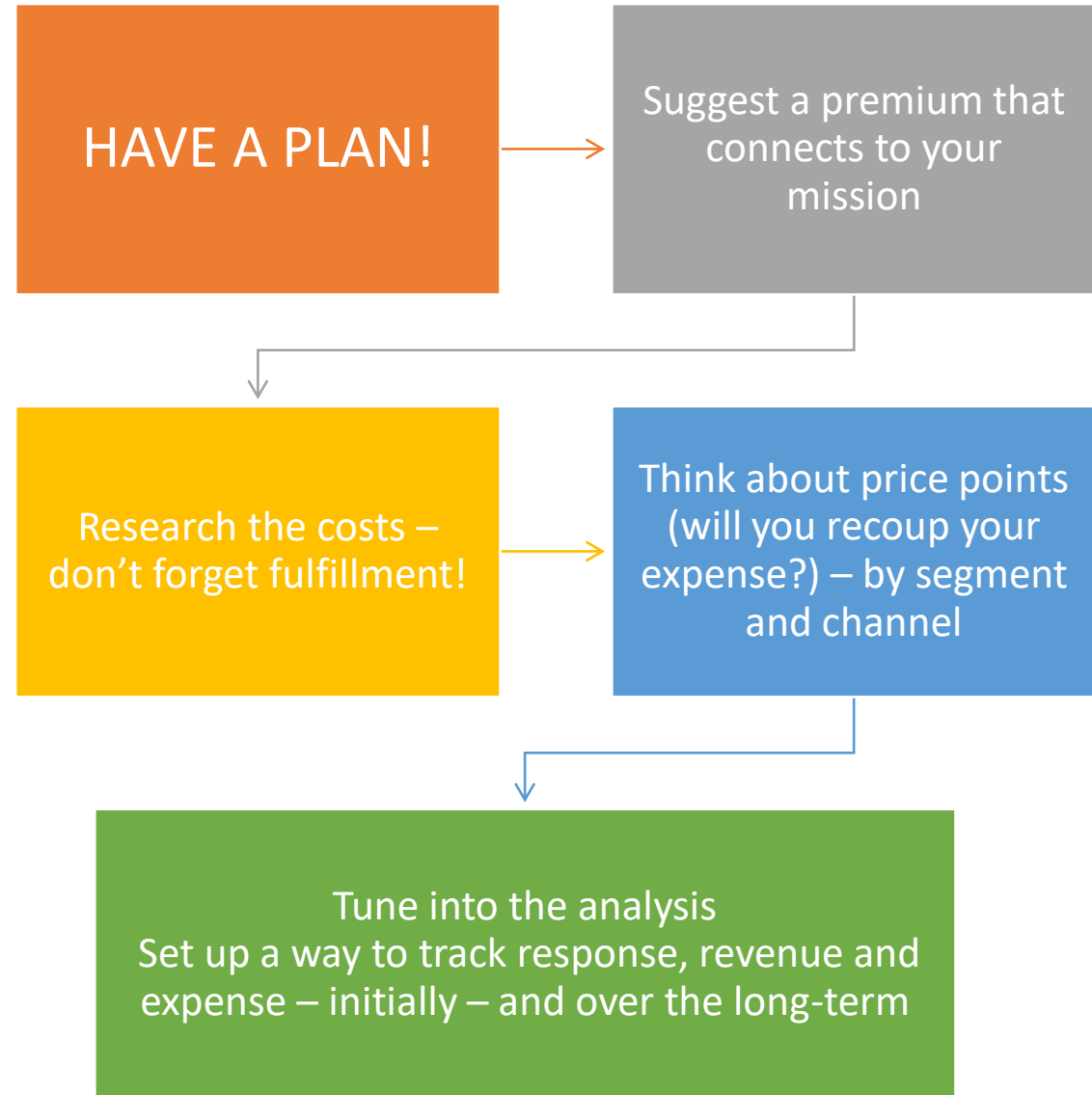
This type of evergreen  
multi-channel strategy  
is ideal!

*Tell us in the poll:  
Do you use freemiums  
like this?*



# Today's Take-Aways

# How To “Sell” Premiums In Your Organization



THANK YOU!



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