

# Key Performance Indicators

## Springs Rescue Mission

magneti   
CASE  
STUDIES

### EXECUTIVE SUMMARY

Since 2013, Magneti has worked with Springs Rescue Mission, a nonprofit organization providing critically needed food, shelter, clothing and services to people experiencing homelessness. Projects between Magneti and Springs Rescue Mission have included pay-per-click (funded by Google AdWords Grant Program), new website strategy and design, a content audit and ongoing search engine optimization.

Beginning in July 2015, Magneti started a digital marketing campaign to increase Springs Rescue Mission's revenue through gifts given online. SRM provides options online for either a one-time donation or a recurring monthly donation.

### ABOUT THE CLIENT

Springs Rescue Mission serves people experiencing homelessness, poverty and addiction in Colorado Springs. Since 1996, SRM has provided food, clothing, household supplies and various services to individuals and families in need.

**SPRINGS  
RESCUE  
MISSION**  
neighbors helping neighbors

### CHALLENGE

Springs Rescue Mission has focused most of its marketing efforts on direct mail. However, increasing awareness of SRM digitally offered a huge opportunity for the nonprofit. Magneti faced a challenge in integrating its efforts and messaging with the organization's direct mail campaigns.

The budget constraints of a nonprofit organization also created prioritization challenges for Magneti.

## SOLUTION

In order to boost awareness of Springs Rescue Mission and increase online donations, Magneti created custom HubSpot email newsletter templates, created email newsletter campaigns, designed AdWords-specific landing pages, implemented website donation elements (such as a themed lightbox popup for the holidays) and many other projects.

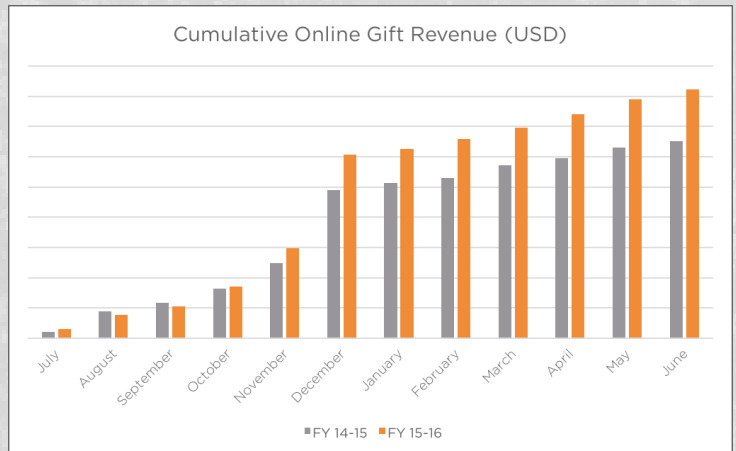
## RESULTS

Magneti's digital marketing campaign increased both online gift revenue and the number of monthly donors for Springs Rescue Mission. These charts illustrate cumulative online gift revenue and cumulative unique monthly donors.

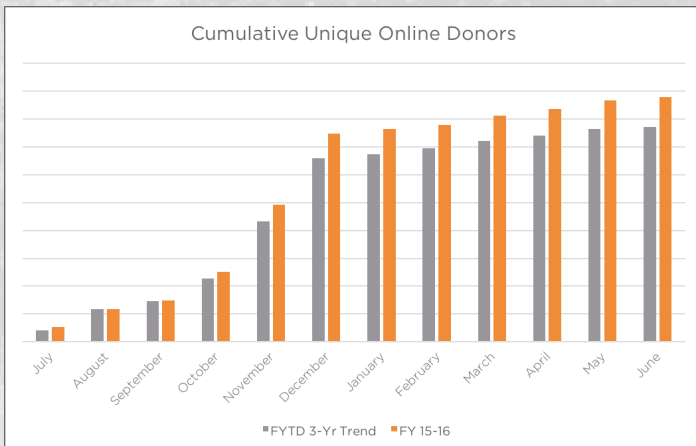
Year-over-year increase in online gift revenue

↑ 18.27%

Cumulative Online Gift Revenue (USD)



Cumulative Unique Online Donors



Increase in individual online donors versus the three-year average

↑ 12.8%

## ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

## CONTACT US

info@magneti.com  
612 N. Tejon St.  
Colorado Springs, CO 80903  
(720) 515-4805