

Advocate Acquisition via Petition Platforms



What's the Value of Petitions?

- **Engage** existing members or advocates
- **Recruit** new advocates
- **Amplify** and **grow** your cause rapidly
- Bring **visibility** and recognition to your organization
- Effect **change** or have strong **influence**

What's the Goal?

- What's the target or objective? Decision maker, list
- growth?
- What's the ask?
- What's the timeline?
- What numbers are you aiming for?

Cost\$

Communication & Cultivation

- From initial content to welcome, update & cultivation
- Welcome series, thank you
- Retargeting—social media, facebook, twitter, instagram
- Keeping advocates informed engaged

Key Values & Differentiators of Petitions



Opt-in

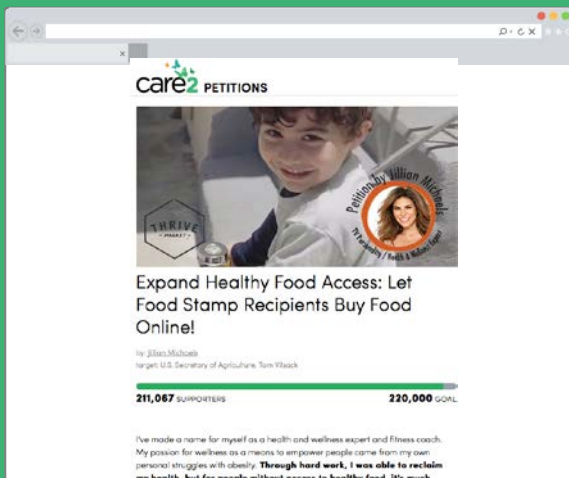
Self Selection

Permission-based

Care2 engages members on a cause and acquire their permission for sponsors to email tens of thousands of new supporters per month

1

Co-branded petition or pledge



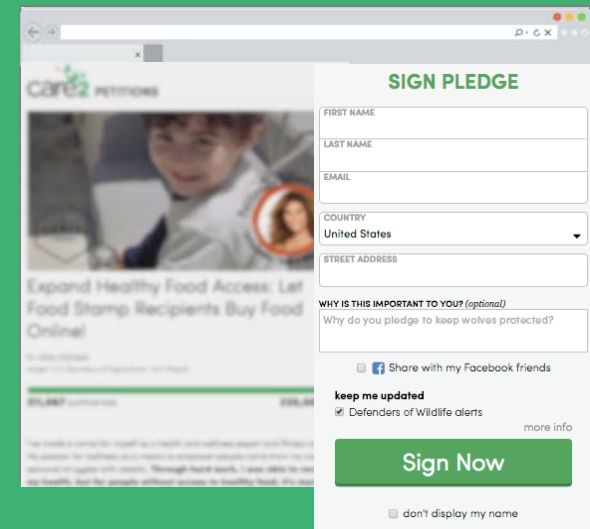
2

Dedicated emails



3

Permission based sign-up

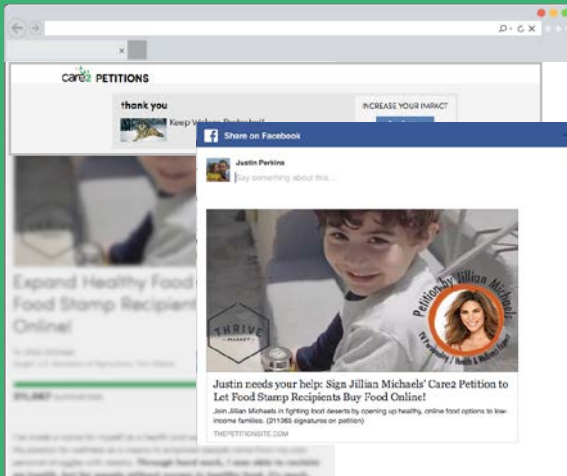


Care2 is different from other lead acquisition channels

Our members are engaged and **opt-in** to support **ONLY** the issues they care about.

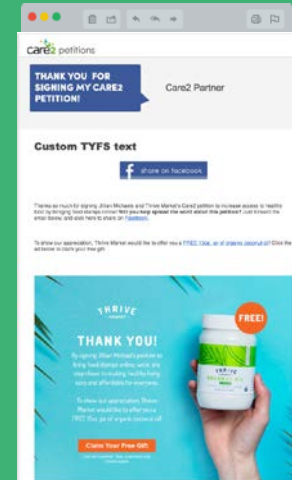
4

Social
sharing



5

Custom branded
welcome email



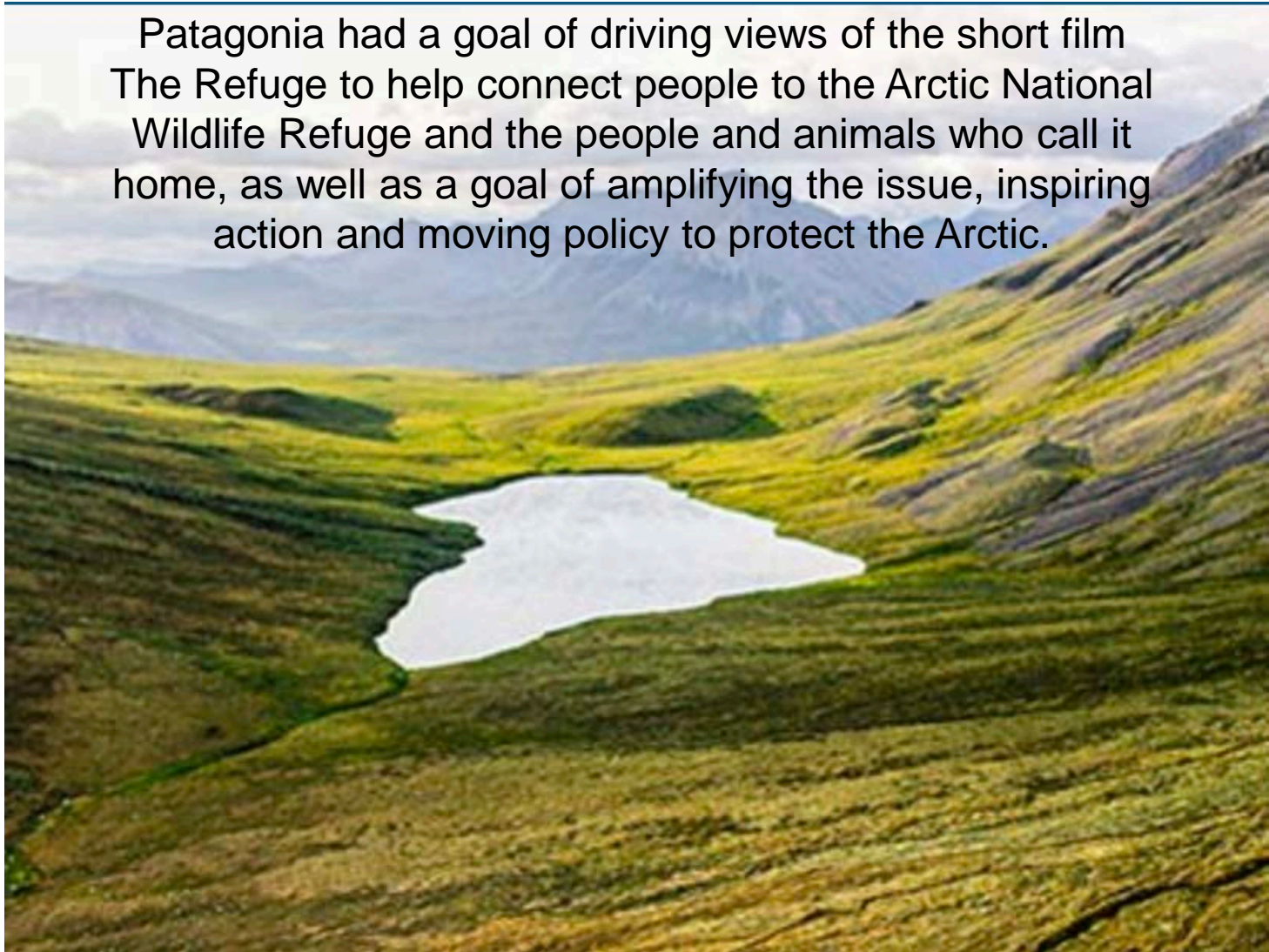
How Patagonia and Care2 Used the Power of Video to Drive Action To Protect the Arctic National Wildlife Refuge

The Refuge

For hundreds of generations, the Gwich'in people of Alaska and northern Canada have depended on the caribou that migrate through the Arctic Refuge. With their traditional culture now threatened by oil extraction and climate change, two Gwich'in women are continuing a decades-long fight to protect their land and future.

Challenge

Patagonia had a goal of driving views of the short film The Refuge to help connect people to the Arctic National Wildlife Refuge and the people and animals who call it home, as well as a goal of amplifying the issue, inspiring action and moving policy to protect the Arctic.



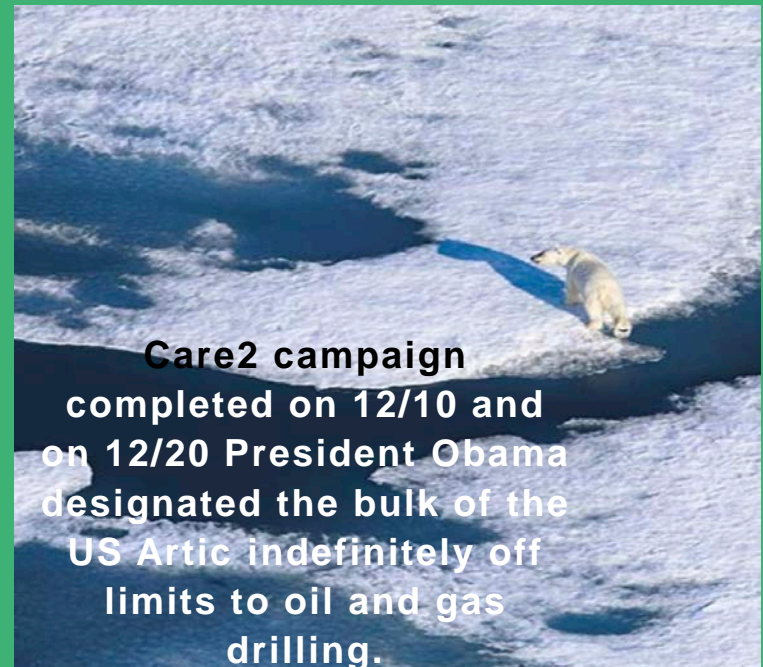
Solution

Care2 worked in partnership with Patagonia and the Alaskan Wilderness League to create a petition which integrated the short film, asking the US Senate to defend the arctic refuge from oil drilling.

We amplified the campaign via social media and leveraged owned marketing channels, native editorial, proactive media pitching, onsite advertising and behavioral targeting to drive petition signatures and video views.

The screenshot shows the top of the Care2 Petitions page. At the top left is the 'care2 PETITIONS' logo. Below it is a video player showing a polar bear walking on ice. The title 'Defend the Arctic Refuge from Oil Drilling' is prominently displayed. Below the title, it says 'by: Alaska Wilderness League & Patagonia' and 'target: United States Senate'. A progress bar shows '94,921 SUPPORTERS' and '95,000 GOAL'. The main text describes the Arctic National Wildlife Refuge as one of the last intact landscapes in America, home to polar bears, wolves, muskoxen, and many species of fish and migratory birds. It mentions that the 1.2-million-acre coastal plain is the calving grounds of the 169,000-member Porcupine caribou herd. The text also mentions that the refuge is 'the sacred place where life begins.' and that for decades, Big Oil forces have targeted the coastal plain for drilling because it's not currently protected as wilderness. It states that if it's now more threatened than ever—under a pro-oil administration, the fossil fuel industry will work quickly to exploit the Arctic Refuge and its resources. Drilling and industrial development would likely drive the Porcupine caribou from their calving grounds, endangering the survival of the herd and the Gwich'in way of life. At the bottom, it says 'Preserving America's wild lands is one of the most important legacies we can leave for future generations.'

This screenshot shows the same Care2 Petitions page but with a video player integrated into the top. The video player shows a woman speaking. Below the video player, the title 'Defend the Arctic Refuge from Oil Drilling' is displayed. Below the title, it says 'by: Alaska Wilderness League & Patagonia' and 'target: United States Senate'. A progress bar shows '94,132 SUPPORTERS' and '95,000 GOAL'. The main text is the same as the previous screenshot, describing the Arctic National Wildlife Refuge and its importance to the Gwich'in people and the Porcupine caribou herd. It also mentions that the refuge is 'the sacred place where life begins.' and that for decades, Big Oil forces have targeted the coastal plain for drilling because it's not currently protected as wilderness. It states that if it's now more threatened than ever—under a pro-oil administration, the fossil fuel industry will work quickly to exploit the Arctic Refuge and its resources. Drilling and industrial development would likely drive the Porcupine caribou from their calving grounds, endangering the survival of the herd and the Gwich'in way of life. At the bottom, it says 'Preserving America's wild lands is one of the most important legacies we can leave for future generations.'



**Care2 campaign
completed on 12/10 and
on 12/20 President Obama
designated the bulk of the
US Arctic indefinitely off
limits to oil and gas
drilling.**

Results

The high level of engagement of the Care2-recruited supporters was a driving factor in the advocacy success of Patagonia's campaign.



better CPA

than other acquisition
methods used by
Patagonia



50,000

signatures collected by
end of Day 1

100,000

Signatures by end of
campaign – *double
original goal*



75K views

of short film The Refuge

500K views

of trailer

30.6M Earned

Media Impressions



Protect Patient Care in 2018

by: [Coalition to Protect America's Health Care](#)

COALITION TO PROTECT
AMERICA'S
HEALTH CARE

Join us Today!

14,947 SUPPORTERS

15,000 GOAL

24 hours a day, seven days a week, hospitals care for millions of patients all over America. Yet since 2010, federal hospital funding has been cut by nearly \$150 billion — and in the past year, Congress has passed changes to our laws that could derail health coverage for millions of Americans.

The Coalition to Protect America's Health Care is a community of more than 1.6 million Americans dedicated to protecting hospitals and the communities that depend on them. And we get the job done: In 2017 alone, we sent more than half a million letters and tens of thousands of tweets to members of Congress asking them to protect care.

You can be a part of this work — all you have to do is raise your hand and say you're in. Join us today.



SHARE 443



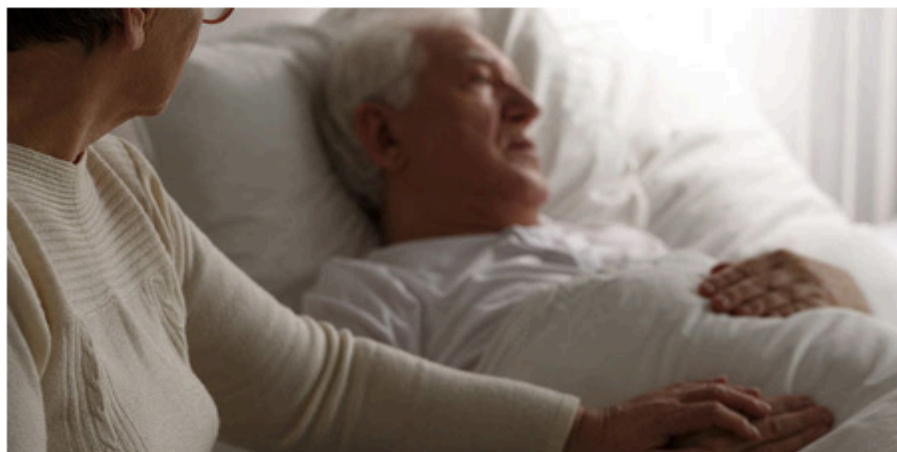
TWEET



EMAIL



EMBED



Tell Congress: Hands off hospitals!

by: [Coalition to Protect America's Health Care](#)

COALITION TO PROTECT
AMERICA'S
HEALTH CARE

Tell Congress

17,875 SUPPORTERS

18,000 GOAL

24 hours a day, seven days a week, tens of millions of seniors and Americans with disabilities — some of the most vulnerable among us — rely on America's hospitals for treatment. Yet right now, in the midst of the worst flu season in years, we're still fighting to make sure hospitals and health care don't face cuts in Congress.

You can help make sure these hospitals stay strong.

The Coalition to Protect America's Health Care is a community of more than 1.6 million Americans dedicated to protecting hospitals and the communities that depend on them. And we get the job done: In 2017 alone, we sent more than a half a million letters and tens of thousands of tweets to members of Congress asking them to protect care.



Tell Washington: Fix our infrastructure now

by: [Rebuild USA](#)



28,532 SUPPORTERS

30,000 GOAL

Over 10 years, weather-related outages and aging infrastructure cost the U.S. economy almost \$33 billion. It's time to invest in the energy economy to meet today's needs and deliver tomorrow's innovation.

Stand with ReBuild USA to call on Washington to take action and invest in every sector of the energy economy now. Enter your email address to sign on now.



Keep America's Tradition Alive

by: [Rebuild USA](#)



15,811 SUPPORTERS

16,000 GOAL

The United States used to be a pioneer in railroad infrastructure. Today we're trailing behind with few modern, high-speed rail systems in sight. Falling behind in U.S. railroad infrastructure is like losing basketball in the Olympics, or not knowing how to make s'mores. It's just not American.

It's time for us to get back on top. Stand with ReBuild USA today to tell Washington it's time to invest in America's railroad tradition once more.

f SHARE 229

t TWEET

✉ EMAIL

⚙️ EMBED



URGENT: Trump Must Keep His Promise to America's Steelworkers

by: [Alliance for American Manufacturing](#)

ALLIANCE FOR
american
manufacturing

64,377 SUPPORTERS

65,000 GOAL

President Trump already is months late on delivering a key promise to America's working class — and now he is facing a crucial deadline that even he cannot ignore.

Trump pledged to act on the findings of national security investigations into surging steel and aluminum imports by July 1, 2017. But that deadline came and went with no action.

Meanwhile, importers rushed product into the market to get ahead of the investigations. Steel imports were up 17.5 percent last year. Three steel plants recently laid off hundreds of workers, adding to the tens of thousands of Americans who have faced layoffs because of the ongoing imports crisis.

Trump's inaction has made things worse.

The Commerce Department delivered the findings of its steel imports investigation to Trump on Jan. 11. The president now has 90 days from the time he received the report to safeguard American-made steel.



Tell President Trump: Steel's Our Strength. Act NOW!

by: [Alliance for American Manufacturing](#)

recipient: President Donald Trump

ALLIANCE FOR
american
manufacturing

51,775 SUPPORTERS

55,000 GOAL

President Trump pledged to stand up for America's working class — and it's time for him to make good on his word.

The Trump administration promised to unveil by July 1 the findings of a national security investigation into unfairly traded steel and aluminum imports. That deadline is long past — and still no action.

All the while, a surge of unfairly traded imports continues to flood our shores, threatening to put more Americans out of work. If that happens, we'd have to rely on other countries, some potential adversaries, for our steel and aluminum. *Can you even imagine how risky that would be?*

This isn't a partisan issue. It's about safeguarding national security and American jobs.

Tell President Trump to stand up for American workers.

Additional Examples

care2 PETITIONS



Tell Washington: Repair our roads and bridges now

by: [Rebuild USA](#)



25,460 SUPPORTERS

30,000 GOAL

Our roads and bridges are old and, too often, dangerous. Decades of budget cuts have devastated our infrastructure, and engineers give our roads a "D" rating. Every day, Americans make 188 million trips over bridges that are structurally deficient. It's time to modernize and fix America's roads and bridges, before it's too late.

Stand with ReBuild USA and demand that Washington take action and commit to restoring our roads and bridges so America can get moving again. Enter your email address to sign on now.

care2 PETITIONS



Tell Uber and Waymo: Stop Undermining Safety for Self-Driving Cars

by: [Consumer Reports](#)

recipient: Uber and Waymo

CR Consumer Reports™

29,367 SUPPORTERS

30,000 GOAL

Self-driving cars have enormous potential to make transportation more convenient and save lives by cutting down on the driver errors that lead to most car crashes. But that will only happen if companies put safety first in the development, testing and deployment of these vehicles.

Sadly, that's far from the case. Tragedy struck on March 18th, when a pedestrian was hit and killed by a self-driving car that Uber was testing on a public road near Phoenix, Arizona. Why did this happen? It's in part because **companies are rushing to get self-driving cars into the marketplace and bypassing basic steps to ensure these cars are safe.**



CASE STUDY



WHO WE ARE



HOW WE DO IT



BRAND ENGAGEMENT

care2



Tell Congress: Pull Back the Curtain on Drug Pricing

by: [AMA Patients' Action Network](#)
recipient: U.S. Congress



154,838 SUPPORTERS

160,000 GOAL

Why does a life-saving drug cost a few dollars per pill one day and then a few hundred dollars the next?

Pharmaceutical manufacturers, insurance companies, and pharmacy benefit managers set prices for the medications that patients rely on every day. But how are they making these decisions? Their business models make it hard to know if they are putting profits ahead of patient care, and make it difficult for consumers to hold them accountable. **It's time for patients to have the full story.**

A good first step is calling for increased transparency in determining pharmaceutical costs.

1. For Pharmaceutical Companies that means: Disclosing all costs that contribute to a medication's price as well as any federal benefits received that would offset some of these costs. Also disclosing the manufacturer's profit margin for a medication.
2. For Health Insurance Companies that means: Being transparent about



Tell Congress to Protect Swipe Fee Reform

by: [National Retail Federation](#)
recipient: U.S. Congress



5,866 SUPPORTERS

6,000 GOAL

Whenever you use your credit or debit card to make a purchase, the merchant's bank skims a percentage off the top. These hidden "swipe fees" drive up the price of merchandise, costing the average household more than \$400 a year through higher prices. And they have tripled over the past 15 years.

Credit card swipe fees continue to grow, equaling \$2-\$3 out of every \$100 spent. But in 2010 Congress passed a law that cut debit card swipe fees roughly in half, from about 45 cents on the typical transaction to about 22 cents. This new law, known as the Durbin Amendment, has saved consumers about \$6 billion a year ever since.

This year, however, banks are trying to convince Congress to repeal the Durbin Amendment. That means banks would be free to double these fees back to where they were. And they would be free to continue increasing the fees year after year, for as long as they like. That would mean higher prices for everything you buy, taking money out of your pocket to give it to the nation's biggest banks.

This is your money! It's time to tell Congress not to let banks put their hands back in your pocket. Tell Congress to block the swipe fee hike.

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- **Engage** existing members or advocates
- **Recruit** new **self-selected, motivated** advocates
- **Amplify** and **grow** your cause rapidly
- Bring **visibility** and recognition to your organization
- Effect **change** or have strong **influence**



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