



Top Trends in Digital Creative:

What's Working in Email, Social, and Digital Advertising

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M+R

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M+R



M+R

We are communicators, marketers, fundraisers, and campaigners who help causes that inspire people to act. We work exclusively with nonprofits who are alleviating suffering, fighting for human rights and democracy, dismantling inequality, making art and knowledge accessible to everyone, and fostering a healthier and sustainable world. Our services include:



DIGITAL FUNDRAISING
+ ADVOCACY



DIGITAL
ORGANIZING



MEDIA
RELATIONS



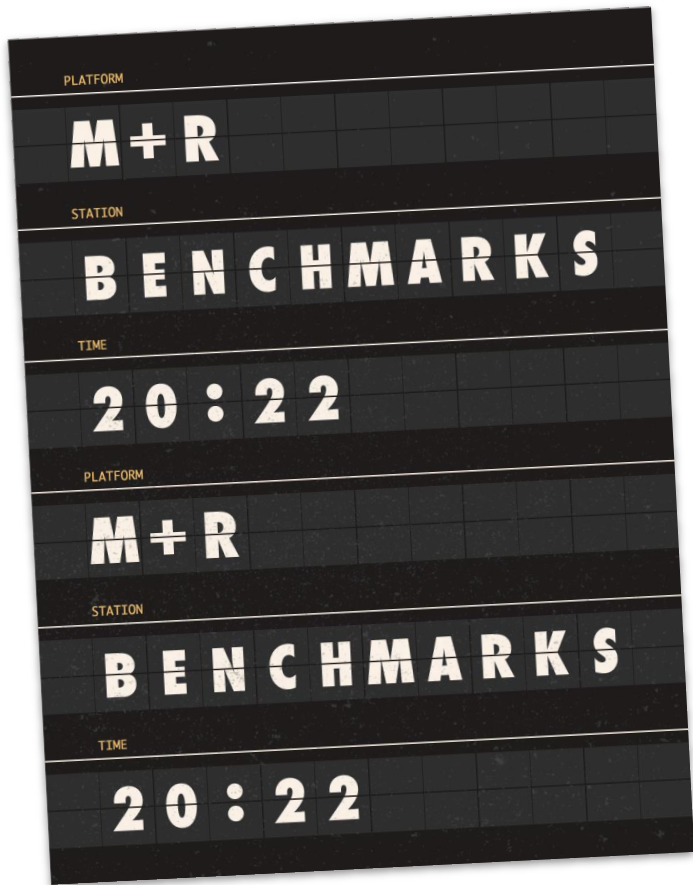
ADVERTISING



SOCIAL
MEDIA

Each year, we help nonprofits **raise hundreds of millions of dollars** online
and **cultivate a thriving digital audience.**





Points of interest

- Total online revenue grew by 3% in 2021.
- Monthly giving increased by 24%, and accounted for 22% of all online revenue in 2021.
- Digital advertising investment by nonprofits increased by 19%.
- Return on ad spend was highest for search ads (\$3.72). Return on ad spend for display and social media were \$0.59 and \$0.57, respectively.
- Email list sizes increased by 7%.
- For every 1,000 email addresses, nonprofits had an average of 736 Facebook fans, 229 Twitter followers, and 141 Instagram followers.

Read it all at: mrbenchmarks.com

Today's Takeaways:



DISCOVER

what digital trends have been most productive for nonprofits and agencies

LEARN

past/recent successes that you may be able to bring back to your organization

TRY THIS

how to fit new trends/developments into your fundraising plans



DISCOVER DIGITAL TRENDS

New approaches to connecting with your audience

- Stunning creative is more important than ever.
- But it's not all bells and whistles: go back to the basics for thumb stopping creative in the cookie-less era.

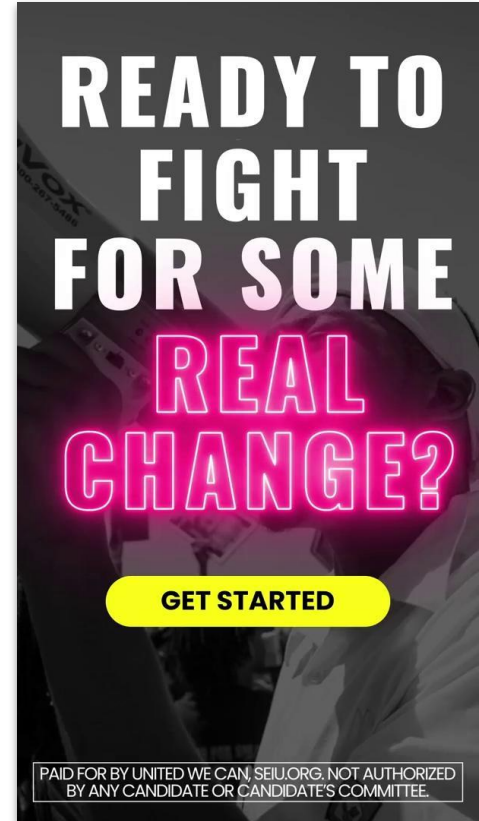




**DOUBLE YOUR
IMPACT:
2X MATCH**

DONATE


**Let your creative do
the talking.** Draw
people in with
stunning visuals that
tell your story in new
ways.






Do you support...

birth control?




↑
slide me



Your audience needs to see themselves in the creative you make.

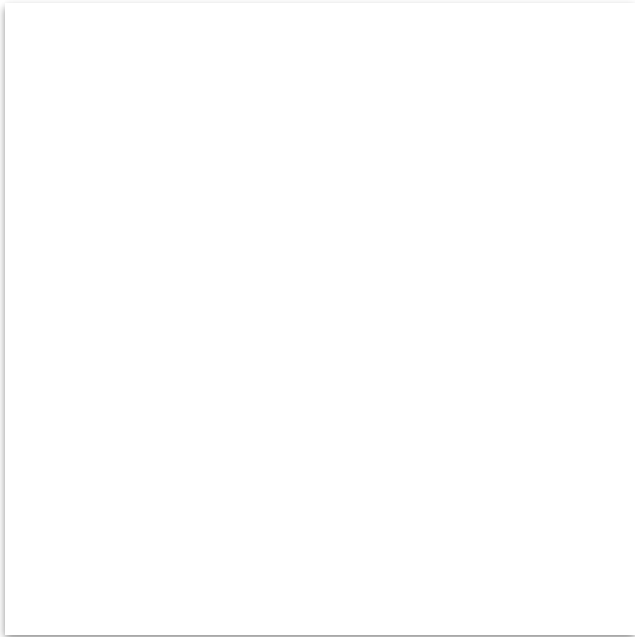
Create **relevance** by inviting the viewer to interact with your ad using rich media or HTML5 creative.



NATIONAL GEOGRAPHIC

Click to see what I see

© Marty Schnure



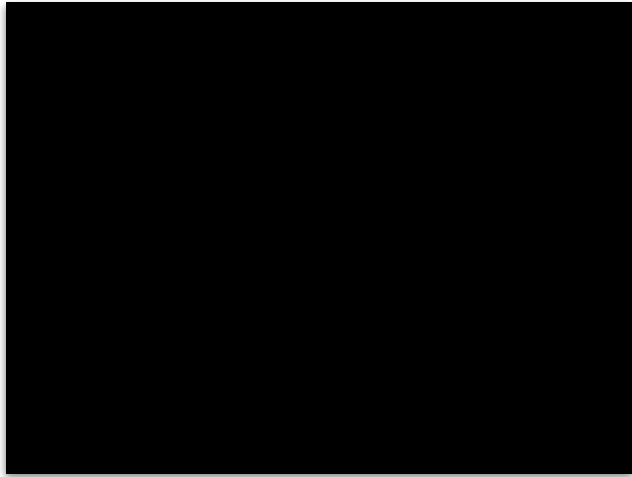
News articles are more than a powerful third party validator — by echoing news headlines your audience is already seeing, you're **making your cause and ask both relevant and timely.**



Urgency is likely to become an even more valuable tactic in commanding attention.

But go beyond countdown clocks...





...immerse your audience in the moment using rich media creative to create emotion, empathy, and unmistakable urgency.

 care

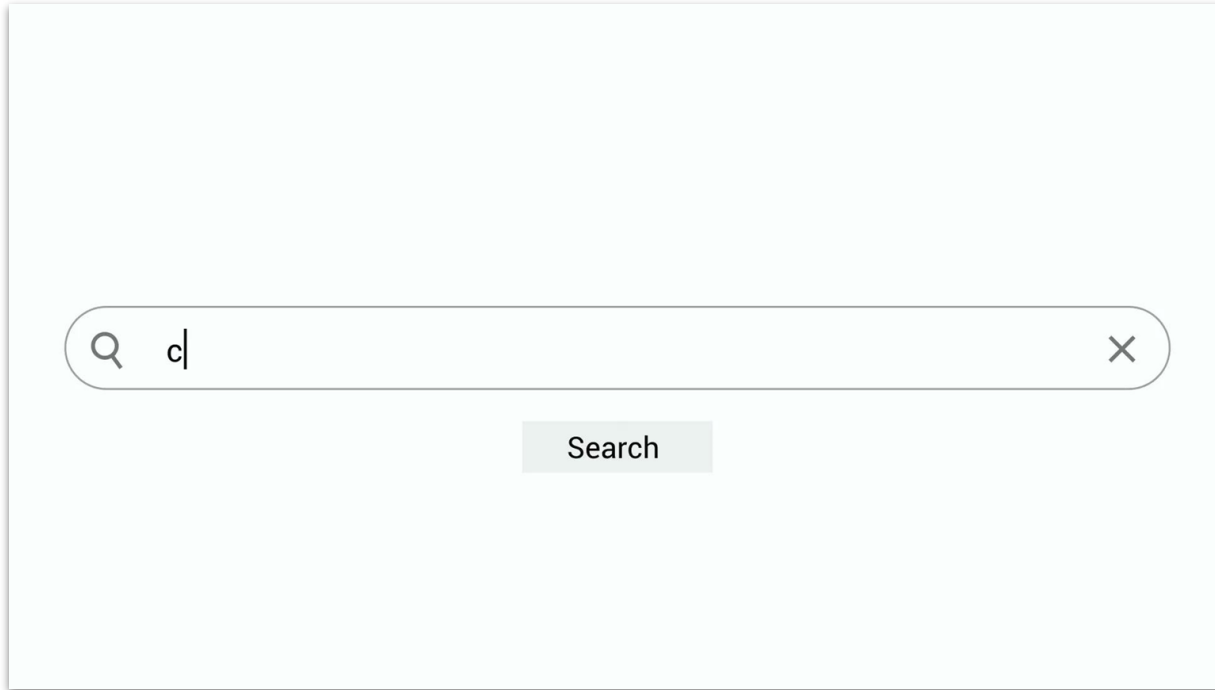
In the time it takes you to read this, locusts will have eaten

12 people's food supply

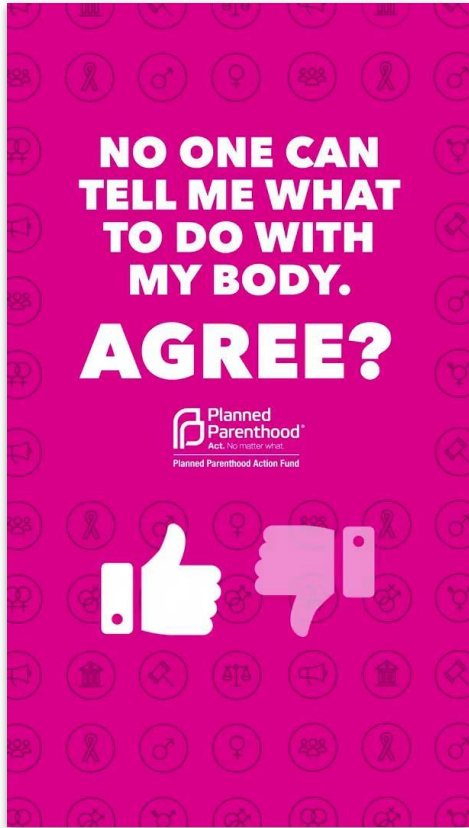
Families are starving. **DONATE NOW** →

Turn Audio On 

Advocacy and awareness creative



Snapchat and TikTok creative



Responding to Ukraine



Amnesty International USA Sponsored · Paid for by AMNESTY INTERNATIONAL O... · X

How can we hold the Russian government accountable for its aggression against civilians in Ukraine?

- Document in painstaking detail evidence of war crimes and human rights violations
- Deliver evidence to international authorities, like the International Criminal Court
- Mobilize a global outcry to demand justice and accountability

Donate to help put crisis investigators and researchers on the ground and support Amnesty International's Ukraine emergency response.

65 OF 1 MARCH 2022

AMNESTY INTERNATIONAL **DONATE NOW**

DONATE.AMNESTYUSA.ORG
Hold Russian Govt...
Not affiliated with Facebook

DONATE NOW

Fòs Feminista Org Sponsored · Paid for by Fòs Feminista · X

EMERGENCY: Women and girls fleeing Ukraine
These refugees are facing dire threats: sexual violence, human trafficking, and unwanted pregnancy.
Time is of the essence

Donate now to help provide free counseling, emergency contraception and more essential care for Ukrainian refugees.

FÒS FEMINISTA About this ad

URGENT: Support Women & Girls in Ukraine

FOSFEMINISTA.ORG
Make an Emergency...
Not affiliated with Facebook

DONATE NOW





WEBSITE AND DONATION LANDING PAGES

Interstitial Pages



USA for UNHCR
The United Nations Refugee Agency

You make the difference for refugees

[Donate Now](#)

War, violence and persecution have forced millions of families from their homes. They urgently need shelter, protection and safety.

What is USA for UNHCR?

USA for UNHCR helps and protects refugees and people displaced by violence, conflict and persecution. Supporting UNHCR – the UN Refugee Agency – and its partners, we provide lifesaving essentials including shelter, water, food, safety and protection. Around the world, we help refugees survive, recover and build a better future.

What we do

USA for UNHCR protects refugees and empowers them with hope and opportunity.



SESAME WORKSHOP

Help Reach Vulnerable Children

[Donate Now](#)

Sesame Workshop is on a mission to reach young children in a way no one else can: with the proven power of the *Sesame Street* Muppets.

Right now, children around the world are facing some pretty serious challenges to reaching their full potential. Half of the world's refugees are children. 1 in 4 children in the U.S. are growing up in poverty. The COVID-19 pandemic has created new challenges for families everywhere.

Sesame Workshop is doing everything we can to meet children's needs in more than 150 countries. **Your support helps us reach millions of children with vital lessons on screens, in classrooms, in communities—using unforgettable characters to bring joyful learning into children's lives.**

[Donate Now](#)



Interstitial Pages



AMNESTY INTERNATIONAL

JOIN US NOW! **GIVE MONTHLY**

SUPPORT OUR WORK

We are campaigning for a world where human rights are enjoyed by all – by bringing torturers to justice, changing oppressive laws, and freeing people who are imprisoned for simply exercising their rights.

Defend Human Rights! \$20/mo

GIVE MONTHLY

JOIN OUR MOVEMENT

Amnesty International is a global movement of more than 10 million people who take injustice personally.

We accept zero dollars from governments for our campaigns and research. At every step of the way, our wins are made possible because of our members.

36%

improvement in conversions

80%

increase in average gift and revenue per visitor

Monthly Giving Nudge & Upsell



1 Amount — 2 Name — 3 Payment

Please select your gift amount

Monthly

One-time

A donor will triple-match every monthly gift you make for the whole year!

\$10/mo

\$15/mo

\$30/mo

\$50/mo

\$ Other

CONTINUE

MONTHLY ONE-TIME

Giving monthly is the best way to provide ongoing support in our fight to protect all animals.

SELECT MONTHLY GIFT AMOUNT

\$19

\$25

\$36

\$50

\$100

\$ Other amount



You will receive a Humane Hero shirt as a thank you for your monthly gift!



**JUST ONE MORE QUESTION...
WILL YOU MAKE YOUR SUPPORT
MONTHLY?**

Will you designate \$10 of today's gift to start a tax-deductible monthly donation? **Bonus:** for every new monthly donation started today, an anonymous donor will pitch in \$100!

I'll use \$10 of today's gift as my first monthly donation

I'd like to stick with a one-time donation of \$20

Monthly Default



Select Gift Type

Giving monthly is the best way you can support science-based solutions for a healthy, safe, and sustainable future.

One-Time

Monthly

Select Gift Amount

\$85/mo

\$50/mo

\$35/mo

\$25/mo

\$20/mo

\$18/mo

600

**BUTTONS CLEARLY
LABELED PER MONTH**

**WARNING FOR LARGE
MONTHLY GIFT AMOUNTS**

You are going to make a monthly gift of \$600, if you do not want make a monthly gift, please select one-time above.

Pay with Bank Account



Pay with Card

Monthly Default



Your impact: \$1 = 10 meals

Every dollar you give can provide at least 10 meals to families in need through the Feeding America network of food banks.

Gift Amount (Required)

Monthly

One-Time

Giving monthly is the most effective way to help feed kids and families year-round.

\$100/mo

\$50/mo

\$35/mo

\$20/mo

\$15/mo

\$10/mo

\$ other

Will help provide 200 meals each month

Payment Information (Required)

Credit Card Number

Expiration Date

CVV Number

What is this?

MAKE MY \$20 MONTHLY GIFT



Donations made through this appeal support Feeding America's entire mission and will not be designated to a specific program or location.

BUTTONS CLEARLY LABELED PER MONTH

TANGIBLE IMPACT LANGUAGE

FINAL BUTTON CLEARLY LABELED MONTHLY



LEAD ACQUISITION THROUGH DIGITAL ADVERTISING



Goal & Deadlines

Help convey urgency /
“why me and why now?”

4:5 Video

Gripping compelling image
/ eye contact is a plus

Problem & Solution

What’s the threat?

The image shows a Facebook post from the NRDC Action Fund. The post header includes the NRDC Action Fund logo, the name 'NRDC Action Fund', and the text 'Sponsored · Paid for by NRDC Action Fund'. The main text of the post reads: 'The Trump administration wants to auction off almost all of America's oceans for oil and gas drilling — putting seabirds, whales, dolphins, and other marine wildlife at mortal risk. We need 1,000 more people to sign our emergency petition by 6/30 to help us protect them. Speak out today!'. Below the text is a video player showing a close-up of a dark, oil-covered pelican's head and neck, with a play button overlay. At the bottom of the video player is a blue 'ACT NOW' button. Below the video player, the text 'act.nrdc.org' and 'Tell Trump: Hands Off Our Oceans' is visible, along with a 'SIGN UP' button.

CTA in headline

Overlay CTA button

CTA button

86% of Facebook's advertising revenue is from mobile, so it's important to ensure your creative and landing pages look good on mobile devices.

Planned Parenthood Action
Sponsored - Paid for by Planned Parenthood Acti... · 🌐

We need 1,000 signatures by tomorrow to tell lawmakers to STOP using abortion bans to make YOUR choices for you.

DELAWARE

ABORTION IS UNDER ATTACK IN...

INDIANA
KANSAS
KENTUCKY
LOUISIANA
MASSACHUSETTS
MARYLAND

ADD YOUR NAME

WEAREPLANNEDPARENTHOODAC...
URGENT: 1,000 Signatures Needed **SIGN UP**



Example of Image/Copy Testing



Planned Parenthood
Sponsored · Paid for by Planned Parenthood Fede... · 🌐


Hey you -- yes, YOU! 🙌

Every. Single. Day. the Trump-Pence Administration is trying to chip away at YOUR care and YOUR rights. 🙌

Stand strong against these attacks. We need 1,000 more people to sign this petition to protect access to basic health care by 7/31. 🙌

IF YOU ARE READING THIS, WE NEED YOU WITH US.

[ADD YOUR NAME >](#)

 WEAREPLANNEDPARENTHOOD.ORG
URGENT: 1,000 Signatures Needed [SIGN UP](#)

Planned Parenthood
Sponsored · Paid for by Planned Parenthood Fede... · 🌐


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 WEAREPLANNEDPARENTHOOD.ORG
URGENT: 1,000 Signatures Needed [SIGN UP](#)


Planned Parenthood
Sponsored · Paid for by Planned Parenthood Fede... · 🌐

Hey you -- yes, YOU! 🙌

We need 1,000 more people to stand up for basic health care. Can we count you in? 🙌

IF YOU ARE READING THIS, WE NEED YOU WITH US.

[ADD YOUR NAME >](#)


 WEAREPLANNEDPARENTHOOD.ORG
URGENT: 1,000 Signatures Needed [SIGN UP](#)

Instagram

Planned Parenthood Sponsored

IF YOU ARE READING THIS, WE NEED YOU WITH US.

[ADD YOUR NAME >](#)

 WEAREPLANNEDPARENTHOOD.ORG
URGENT: 1,000 Signatures Needed [SIGN UP](#)

[Sign Up](#)

Planned Parenthood Federation of America
plannedparenthood URGENT: 1,000 Signatures Needed



LEARN FROM PAST/RECENT SUCCESSSES



MESSAGE TESTING

With Feeding America

Creative testing

Develop images and refine messaging, and test out how real people respond to them, using a tool called Swayable

*Percentage point increases in support for SNAP on the right are for **Moderate and Very Conservative** audiences in key states*

6.3pp increase in support for SNAP

Without the right nutrition, children can struggle in school — and beyond. There's a lot of evidence that hunger can impact a child's physical and mental development. Fortunately, the Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps, helps kids get the food they need to grow up healthy and strong.

SNAP
helps kids
grow up
strong.

FEEDING AMERICA

Anyone can lose a job, get sick, or need to care for a loved one. SNAP (sometimes called "food stamps") is there to help 'til you're back on your feet.

IT CAN
HAPPEN TO
ANYONE.

FEEDING AMERICA

3.8pp increase

4.4pp increase

Anyone can lose a job, become sick, or need to care for a child or family member. The Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps, helps people afford the food they need to be healthy, until they're back on their feet.

"SNAP HELPS MY FAMILY
GET BACK ON OUR FEET."

FEEDING AMERICA

Anyone can lose a job, get sick, or need to care for a loved one. SNAP (sometimes called "food stamps") is there to help 'til you're back on your feet.

IT CAN
HAPPEN TO
ANYONE.

FEEDING AMERICA

1.7pp increase



Localized, Values-Driven Messages Overperformed As Well



We know how important it is for every child to have enough food to eat so that they can grow up healthy and strong. Our communities are brighter when children are thriving, not struggling in school because they're too hungry to focus. That's why we need to come together to support our local Supplemental Nutrition Assistance Program (SNAP), which gets kids the food they need to grow, learn, and play – like every child deserves.

**Our kids
depend on
SNAP.**


**FEEDING
AMERICA**

The generic message led to a 2.4pp increase in support for SNAP and a 0.5pp increase in support for SNAP beneficiaries.

Floridians know how important it is for every child to have enough food to eat so that they can grow up healthy and strong. Our whole community is brighter when children are thriving, not struggling in school because they're too hungry to focus. That's why we need to come together to support Florida's Food Assistance Program, which gets kids the food they need to grow, learn, and play – like every child deserves.

**Florida's kids
depend on
SNAP.**


**FEEDING
AMERICA**

The Florida-specific message led to a 4.3pp increase in support for SNAP and a 3.3pp increase in support for SNAP beneficiaries.

Launch & Measurement

Measuring Impact

- **Favorability:** How favorable is your view of the Supplemental Nutrition Assistance Program (SNAP)?
- **Attribute Rating:** How would you rate the Supplemental Nutrition Assistance Program (SNAP) in terms of its impact on your community?
- **Intent:** How likely are you to take action the next time you see an ad for Feeding America?



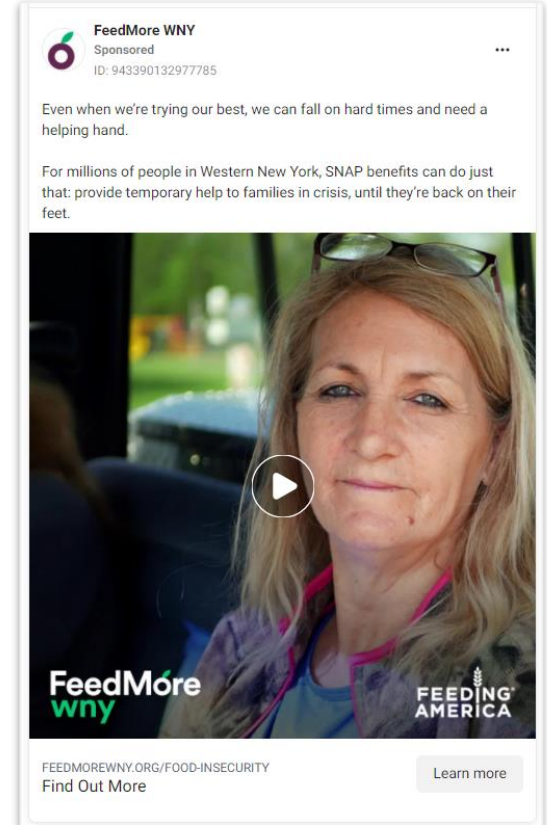
Second Harvest Food Bank of Central Florida
Sponsored · 🌱

For thousands of people and families in Florida, SNAP benefits provide temporary relief when times get tough.

SNAP
helps people
get back
on their feet.

Second Harvest
FOOD BANK
OF CENTRAL FLORIDA

ACT.FEEDHOPENOW.ORG
A helping hand in hard times
Find out more about SNAP. [LEARN MORE](#)



FeedMore WNY
Sponsored
ID: 943390132977785

Even when we're trying our best, we can fall on hard times and need a helping hand.

For millions of people in Western New York, SNAP benefits can do just that: provide temporary help to families in crisis, until they're back on their feet.

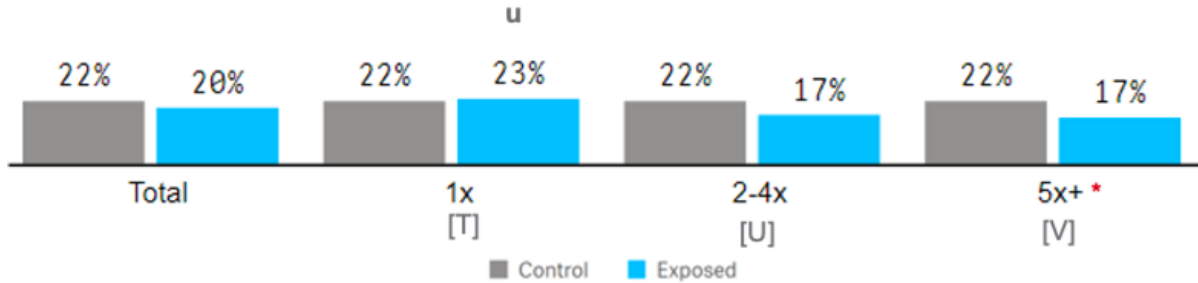
FeedMore wny **FEEDING AMERICA**

FEEDMOREWNY.ORG/FOOD-INSECURITY
Find Out More [Learn more](#)

What We've Found

Though not statistically significant, showing an ad 1x led to better ad recall. Nielsen observed a statistically directional difference in higher Ad Recall for those shown an ad once. For Feeding America, this meant they could reach even more people than anticipated with their budget, because it only took seeing an ad once to make an impact.

Ad Recall: Do you recall seeing an ad for Feeding America in the last day?



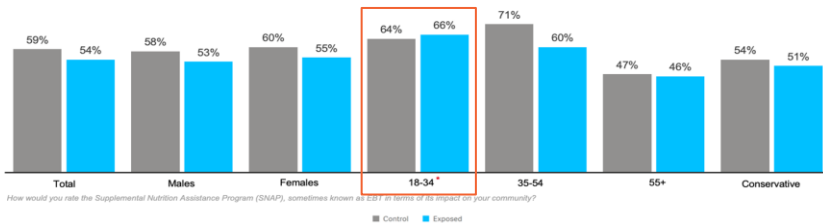
What We've Found



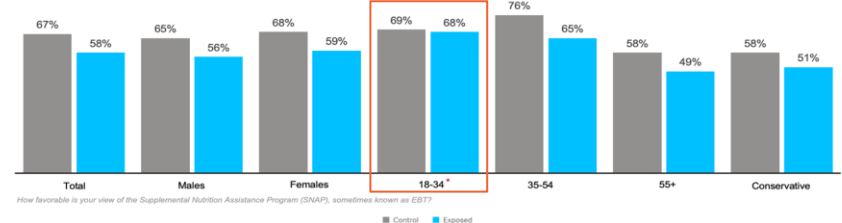
Younger audiences are more likely to rate SNAP highly. Respondents between the ages of 18 and 34 who saw ads from Feeding America were more likely to rate SNAP highly on based on Attribute Rating and Favorability than other age groups.

Respondents who were shown our ads on mobile devices were significantly more likely to rate SNAP highly — unsurprising, as mobile viewership tends to skew younger.

Attribute Rating: How would you rate the Supplemental Nutrition Assistance Program (SNAP) in terms of its impact on your community?



Favorability: How favorable is your view of the Supplemental Nutrition Assistance Program (SNAP)?






A BOLDER APPROACH
With the American Museum of
Natural History




Going Big with Graphics

Creative went from this in 2018...

 *to this in 2019.*

OUR SENSES: AN IMMERSIVE EXPERIENCE
MEMBER PREVIEW DAYS: NOVEMBER 17-19



Friend,

We perceive the world around us through our senses. We rely on sight, smell, hearing, touch, balance, and taste to tell us about our world.

But, as it turns out, "reality" isn't always exactly how we perceive it.

Our new special exhibition, *Our Senses: An Immersive Experience*, dares you to trust your senses and shows you how what we perceive is not simply what is occurring around us. Through 11 interactive galleries, you will get to know your senses in a whole new way!

The best way to experience this incredible exhibition is as a Museum Member. Join now at our special discounted rate AND save your spot to see it first during our Member Preview Days, November 17-19. [Through November 16 only, use promo code SENSE\\$17 to get 10% or more off the price of your membership.](#)

[Join today and see it first](#)

At this exhibition you'll learn about the key ways our brain processes information, including:

SEEING. What we see depends on light. With a shift of light, an image can change!

HEARING. Discover the difference between what helps you hear and what makes you listen.

SELECTING. Your senses flood your brain with information—find out what helps you focus.

CORRECTING. Perceptions don't just come from your eyes and ears. They also come from your brain. Explore what your brain creates to fill in the gaps from your senses.

SMELL. Did you know that your brain links aromas to memories to help you recognize scents?

And **BEYOND OUR SENSES**, using tools to detect things our bodies can't sense! You don't want to miss the Member Preview Days for this exhibition.

 AMERICAN MUSEUM OF NATURAL HISTORY

THE ULTIMATE PREDATOR IS COMING TO THE MUSEUM!

Friend, you can see this new exhibition first and for free when you become a Member.

\$20 OFF + ACCESS
YEAR-LONG MEMBERSHIP TO MEMBER PREVIEW DAYS

Use promo code REX



THE ULTIMATE PREDATOR

YOUR JAW-DROPPING MEMBERSHIP OFFER

BENEFITS INCLUDE:


- Early access to see *T. rex: The Ultimate Predator* during Member Preview Days from March 8-10
- Limited edition *T. rex* membership card
- Free tickets to the Hayden Planetarium Space Show, gail-screen movies, or *The Butterfly Conservatory*
- Museum tours and events exclusively for Members
- And more unique experiences, exclusive offers, and discounts all year long

 Also *T. rex*

Engaging Audiences



AMERICAN MUSEUM OF NATURAL HISTORY




T. rex: The Ultimate Predator is coming—are you ready?

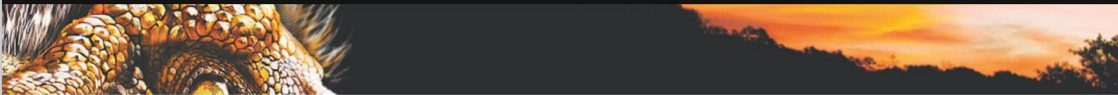
You know T. rex from TV, film, and history, but how well do you really know one of the most iconic dinosaurs in the world? Did you know that baby T. rex had feathers? Or that to grow to its full size, T. rex gained up to 140 pounds (63 kg) per month?

Starting this March, come face to face with this legendary mega-predator. From life-sized models to theater and a multiplayer virtual reality experience, this is your chance to get to know Tyrannosaurus rex in a whole new way. Before you step into the world of T. rex, test your knowledge of this fearsome dinosaur and the tyrannosaur group!

Which of these is a tyrannosaur?



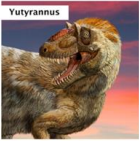
AMERICAN MUSEUM OF NATURAL HISTORY Box Tickets




You're correct!

In fact, all four choices are correct—they are all tyrannosaurs.


The term "tyrannosaur" refers to all the dinosaurs in the superfamily Tyrannosauridae, which encompasses T. rex and more than two dozen relatives, including *Tarbosaurus*, *Tyrannos*, *Guanlong*, and *Xiongguanlong*.




Yutyranus



Xiongguanlong



Guanlong



Tarbosaurus

BONUS QUESTION: What year did the American Museum of Natural History announce the discovery of *Tyrannosaurus rex*?

(HINT: It was 34 years after the Museum was founded.)

The year was 1905. Based on fossils found in 1902 in Montana by famed dinosaur hunter Barnum Brown, *Tyrannosaurus rex*, a new species of dinosaur, was formally described in a 1905 edition of the *Bulletin of the American Museum of Natural History*.


Members see it first and for free!

Learn more amazing facts about *T. rex* with a membership. As a Member, you'll not only see *T. rex: The Ultimate Predator* first during **Member Preview Days** from March 8–10, but you'll see this and other special exhibitions for free! Members also get access to a Member entrance, free admission to all the permanent exhibition halls—363 days a year—and other incredible benefits.


Family	Adult
<p>\$150</p> <ul style="list-style-type: none"> Free General Admission and free admission to all special exhibitions for 2 adults and 4 children Access to a Member entrance 7 days a week Exclusive access to events just for Members, like exhibition preview days 12 free tickets (4 for adults, 8 for kids) to 2D and 3D giant screen movies, the Hayden Planetarium Space Show, or <i>The Butterfly Conservatory</i> Discounts at Museum cafes and shops <p>JOIN NOW</p>	<p>\$115</p> <ul style="list-style-type: none"> Free General Admission and free admission to all special exhibitions for 2 Access to a Member entrance 7 days a week Exclusive access to events just for Members, like exhibition preview days 4 free tickets to 2D and 3D giant screen movies, the Hayden Planetarium Space Show, or <i>The Butterfly Conservatory</i> Discounts at Museum cafes and shops <p>JOIN NOW</p>

Hybrid Graphic and Text Emails



 AMERICAN MUSEUM OF NATURAL HISTORY

IT'S COMING.




EXCLUSIVE MEMBERSHIP OFFER


Email: teamamnh@mrs.com
Your Membership Status: **PENDING**

Promo Code: Use code **REX** at checkout to get \$20 off a year-long membership and FREE entrance to *T. rex: The Ultimate Predator* before it opens to the public.
Promo Code Status: **UNCLAIMED**

Limited-Edition Membership Cards: Available
Deadline: Thursday, March 7



AMERICAN MUSEUM OF NATURAL HISTORY

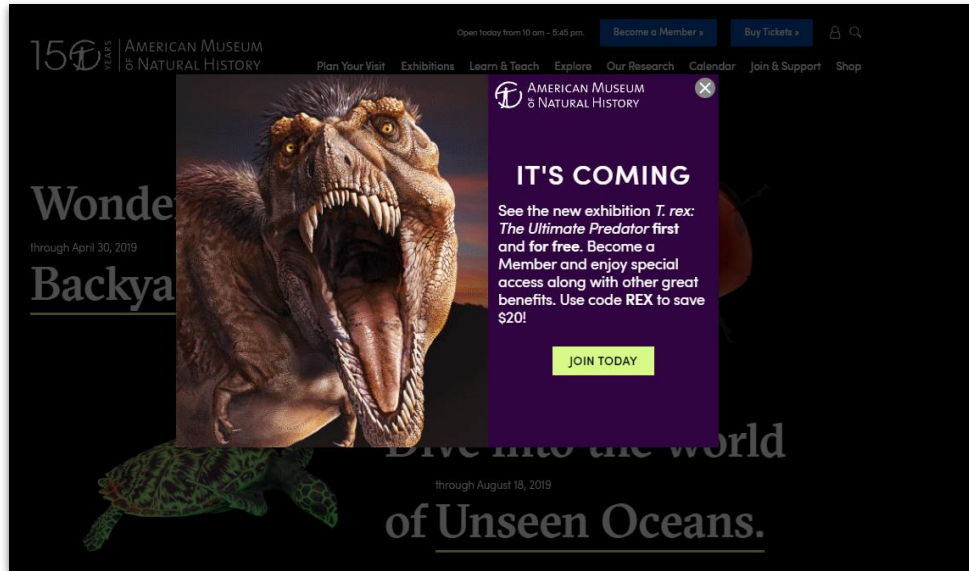


Member

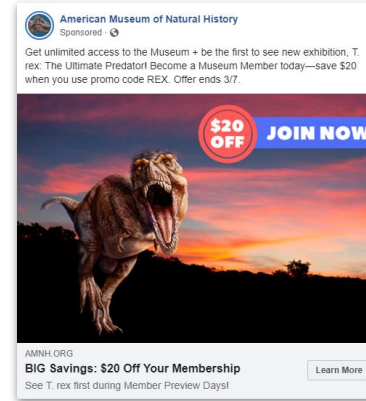
JOIN FOR \$20 OFF

Join the American Museum of Natural History as a Member today to get an exclusive first look at our upcoming exhibition *T. rex: The Ultimate Predator*—Member Preview Days are March 8-10.

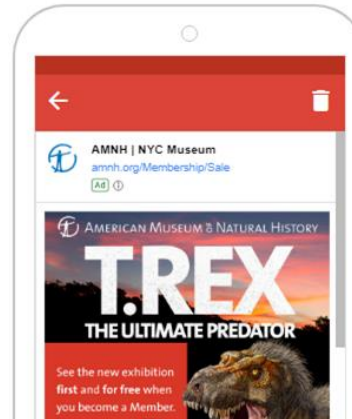
Multi-Channel, of course



Facebook



Gmail



Paid search

Museum of Natural History NYC | Big Membership Sale: Save \$20 | Limited-Edition ...
www.amnh.org/Membership/Sale
 Benefits Include Early Access To T. REX Exhibition During Member Preview Days. Plus, Now Through March 10 Save \$20 Off Membership with Promo Code REX!

Museum of Natural History NYC | Big Membership Sale: Save \$20 | See Brand-New ...
www.amnh.org/Membership/Sale
 Now Through March 10. Save \$20 Off Membership with Promo Code REX. Plus, Enjoy Member Preview Days For T. rex: The Ultimate Predator!

Museum of Natural History NYC | Big Membership Sale: Save \$20 | See New T. rex...
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 Save \$20 On A Year-Long Membership With Promo Code REX Until March 10. Join Now—See New Exhibition T. rex: The Ultimate Predator Before It Opens To The Public!

Museum of Natural History NYC | Big Membership Sale: Save \$20 | See Brand-New ...
www.amnh.org/Membership/Sale
 Now Through March 10. Save \$20 Off Membership with Promo Code REX. Join Now and See T. rex: The Ultimate Predator First During Member Preview Days!





Results

- Spring 2019 T.rex themed membership campaign outperformed its predecessor by 30%.
- Tests found that the graphic-heavy appeals, *but not graphic only*, significantly boosted performance.
- Also, key to the success was synchronized, effective creative that promoted the offer across all multiple channels and justified increasing in advertising spending
- And the lines to get into the exhibit were consistently out the door!



TRY THESE CREATIVE DIRECTIONS IN YOUR FUNDRAISING



ETHICAL CREATIVE

Core principles of ethical creative

- Promote dignity for your subject, speaker, and audience.
- Do not steal power from the powerless.
- “Do no harm” is not enough. We need to do active good.





“GOOD” CREATIVE IS SIMPLY THIS: IT IS CREATIVE THAT WORKS

Except... not all creative that is effective reflects our values.

We must develop an approach that is not only effective, but ethical.

(The good news is that we can be both.)



ASK YOURSELF

Does your creative meets your values?



SET ACTIVE STANDARDS

Set clear expectations for the values your creative should actively promote



WHO SPEAKS, WHO LISTENS

Define your audience of one. Define “we.”



IDENTIFY YOUR HERO

The “donor as hero” narrative reinforces the relevance and impact of support; but it can also perpetuate white saviorism

OLD version

USA for UNHCR
Sponsored · Paid for by UNITED STATES ASSOCIATION FOR UNHCR
ID: 2453656874903934

YEMEN EMERGENCY: Children are hungry, sick and scared. Your gift can provide much needed lifesaving aid to help. Please, donate now.



UNHCR
The UN Refugee Agency

DONATE NOW >

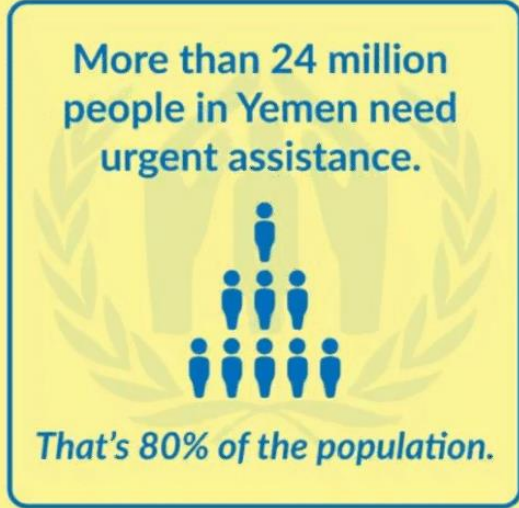
UNREFUGEES.ORG/DONATE
NOT AFFILIATED WITH FACEBOOK
Help Urgently Needed
Donate now to save lives >>

Donate Now

NEW version

USA for UNHCR
Sponsored
ID: 1286039915105314

YEMEN EMERGENCY. Millions of people in Yemen have been forced to flee their homes. Entire families are seeking safety and striving to care for each other. Act now, with urgency and compassion: send a lifesaving gift today



More than 24 million people in Yemen need urgent assistance.

That's 80% of the population.

UNREFUGEES.ORG/DONATE
NOT AFFILIATED WITH FACEBOOK
50 Donors Needed by Sunday

Donate Now



Inclusion



Concepts, language, and imagery

- Representing the communities we serve
- Reaching and reflecting diverse audiences
- Making content accessible
- Lifting up voices that need to be heard

Planned Parenthood

Share your Story.

Your story can make a difference. Whether it's affordable birth control or the right to safe and legal abortion, tell us why these services matter to you.

We like to uplift a broad range of stories and perspectives to help show lawmakers, the media, and supporters just what we're fighting and advocating for. Examples of the types of stories you may want to share could include your personal experience with:

- Abortion
- Accessing birth control
- Accessing sex education
- The Affordable Care Act ("Obamacare")
- Cancer diagnosis and/or treatment
- General care at a Planned Parenthood health center

Your Information:

First Name	Last Name
<input type="text"/>	<input type="text"/>
Date of Birth (Optional)	Preferred Language
<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="- Select -"/>
Pronouns (Optional)	
<input type="text" value="- Select -"/>	
Gender (Optional)	Sexual Orientation
<input type="text" value="- Select -"/>	<input type="text" value="- Select -"/>
<input type="text" value="Agender"/>	
<input type="text" value="Cisgender"/>	
<input type="text" value="Gender Fluid"/>	
<input type="text" value="Gender Non-conforming"/>	
Confirm your email@email.com	Mobile Phone
	<input type="text" value="US"/>

Promoting Dignity

For those we serve and our audiences

- Avoiding white saviorism
- Not exploiting suffering
- Centering the agency of those we serve
- Operating with openness and transparency

USA for UNHCR
Sponsored • Paid for by UNITED STATES ASSOCIATION FOR UNHCR

Rush your gift today and help refugee families find safety and put food on the table. Please, donate today.

USA for UNHCR **DONATE NOW**

There's nothing better than being with your children in your own country

AD.DOUBLECLICK.NET
NOT AFFILIATED WITH FACEBOOK
Rush Your Gift >>

Donate Now



Embracing Justice and Equity



Cross-sectionality and a broader mission

- Understanding and communicating context
- Partnering with a broader movement
- Challenging your audience



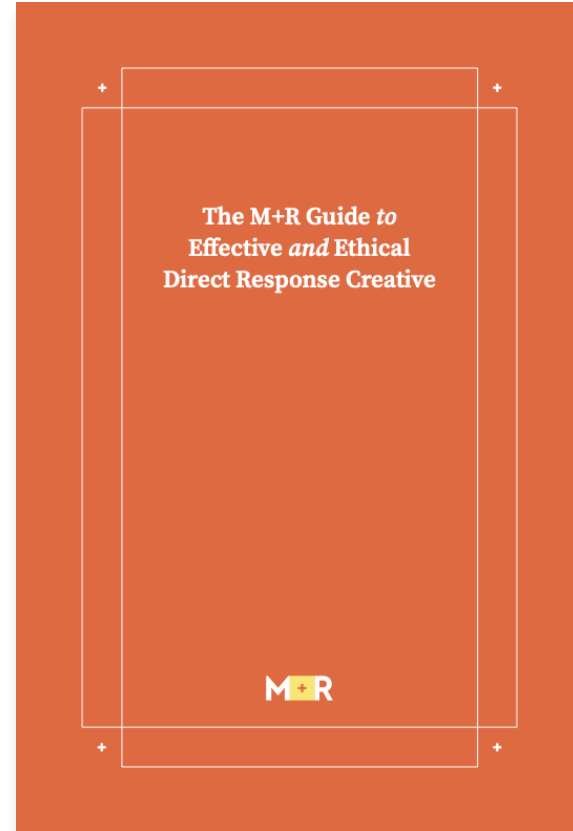
TELL BANKS: DO NOT FUND DRILLING IN THE ARCTIC REFUGE

The Arctic Refuge is sacred to the Gwich'in people and one of the largest remaining intact ecosystems in the world. But right now, the Trump administration is rushing to open the iconic Arctic Refuge to oil and gas drilling.

Free Resource

The M+R Guide to Effective and Ethical Direct Response Creative

www.mrсс.com/guide





NEED MORE INSPIRATION?

Unexpected Thermometers



SESAME WORKSHOP

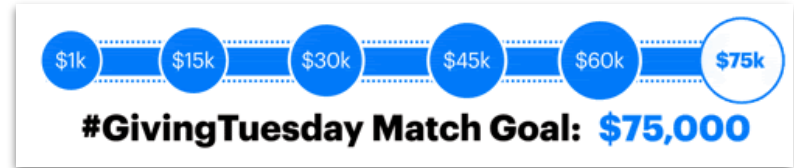
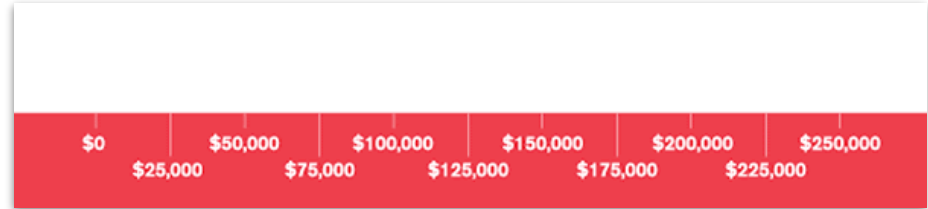
123

SESAME STREET


Help us reach our year-end goal



Match Your Gift




Animated stats




**1 IN 5
YOUTH**

*who age out of foster
care at age 18 will
become homeless.*




Dave Thomas
Foundation
for Adoption®



Every day, more than

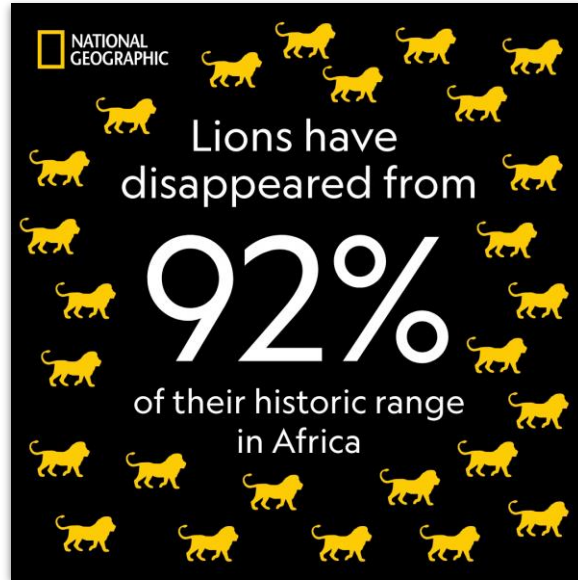
50 YOUTH

*age out of foster
care without a
permanent family.*



Dave Thomas
Foundation
for Adoption®

Icon-based animation in social media



Icons in email



A gift of \$15 could help IFAW plant eucalyptus trees that provide a safe habitat for koalas.



A gift of \$40 could help provide veterinary care for a sick or injured koala.



A gift of \$100 could help fund research projects on new and better ways to locate, rescue, rehabilitate, and release sick and injured koalas.



\$50 doubles to provide

5 people

with nourishing meals in the aftermath of a devastating home fire

[DONATE NOW](#)



\$145 doubles to provide

20 comfort kits

to service members and veterans recuperating in the hospital

[DONATE NOW](#)



\$500 doubles to provide

4 families

affected by an international disaster with blankets, tarps, a radio and more

[DONATE NOW](#)





QUESTIONS?

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