

The Blackbaud Impact Awards

OCEAN CONSERVANCY

ABOUT OCEAN CONSERVANCY

Ocean Conservancy educates and empowers citizens to take action on behalf of the ocean. From the Arctic to the Gulf of Mexico to the halls of Congress, Ocean Conservancy brings people together to find solutions for our water planet. Informed by science, their work guides policy, and engages people in protecting the ocean and its wildlife for future generations.

CHALLENGE: SHOW REAL, TANGIBLE SOLUTIONS TO CLEANING UP AND PREVENTING OCEAN TRASH FROM OCCURRING

Ocean trash, and the serious and long-term effects on the environment it causes, is one of the most prominent issues addressed at Ocean Conservancy. They wanted to raise awareness that trash starts with people, and no matter where they are, it can travel through storm drains into streams and waterways, finally ending up in our ocean.

SOLUTION: DEVELOP AND PROMOTE 30-DAY TRASH-FREE CHALLENGE

Ocean Conservancy invited its supporters and constituents to take the 30-Day Trash-Free Challenge and join the movement to stop trash before it starts. The idea was to encourage people to produce less trash by taking small actions every day. People were asked to sign up for the 30-day challenge and follow a new tip each week to reduce their trash. Along the way, Ocean Conservancy encouraged them to take snapshots of themselves completing the tip and to submit their photos for a chance to win a reusable starter kit each week.

Ocean Conservancy produced a creative strategy that involved many ways to interact with their constituents during the campaign, including a photo contest challenge, website, a limited-edition t-shirt, emails, social media channels, campaign graphics, and a motion graphic (2D) animation video.

RESULTS: HIGHEST LEVEL OF ENGAGEMENT EVER

- The Challenge created the highest level of engagement ever achieved by Ocean Conservancy in campaigns of the same timeframe. \$16,000 was raised during it.
- The motion graphic animation video received more than 11,000 views within the two-month campaign timeframe.
- Using donation forms, sold 400 limited-edition Challenge t-shirts, making a profit of \$11,000. Of the total t-shirt funds, \$1,295 came from Facebook, where people also made supplementary donations totaling \$1,700.
- Acquired 6,300 new email addresses through the Campaign sign-up promotion.
- Gained 4,700 new Facebook fans one month into the Challenge, which is about four times as many fans as usual during a month and gained 1,600 new Twitter followers, which is about twice as many followers as usual during a month.

