

Overview

Client: Sierra Club

Projects: Web Site Design/Development, Fundraising, Advocacy, List Building, Social Networking

We are engaged at every level with Sierra Club to expand their online giving program – membership, issue appeals, and emergency relief; increase and leverage their massive e-activist community, and design/develop a comprehensive social networking strategy, community and three websites.



Sierra Club, End of Year Fundraising Campaign Site, Embedded video

Common Knowledge provides comprehensive fundraising, communications, advocacy, list-building and social networking community development counsel to San Francisco-based Sierra Club. Our work with the Sierra Club encompasses every aspect of their online giving program including their highly sophisticated membership (join/renew) program, fund appeals, and mid-tier donors—John Muir Society members. Our fundraising counsel has helped Sierra Club to increase their online revenue from membership by ~20%, fund appeal donations by 15%, and is jump-starting the targeted mid-tier giving (John Muir Society) online program for the first time. The overall giving programs at Sierra Club raise hundreds of thousands of dollars each year via a base of more than 500,000 online subscribers.

We have initiated several integrated fundraising efforts with closely coordinated online and offline (email and direct mail) campaigns. Our work has been instrumental in highlighting the overall value and justification for multi-channel marketing and fundraising at Sierra Club.

We serve as the primary counsel to the national Sierra Club communications and advocacy team where we are responsible for the rearchitecting of their online Action Center and the related program of outreach for advocacy and constituent communications. Under Common Knowledge's guidance Sierra Club has expanded their newsletter outreach to include more than 10 online publications targeting lite green (lite environmentalists), dark green (politicos), college students, hikers and outdoor enthusiasts, ranchers and farmers, and others. The network of sites and newsletters ensures that Sierra Club is in contact with some segment of their base at least twice weekly, and sometimes daily (via a Daily Tips email newsletter which currently reaches 11,000 subscribers and has been growing at about 10% per month).

Common Knowledge was recently chosen to head up Sierra Club's national social networking initiative personally sponsored by Sierra Club's CEO, Carl Pope. This project aims to revamp the Sierra Club's online presence by developing a comprehensive social networking strategy that will initially target



highly receptive audiences but eventually should encompass the entire base of 1.2 million+ Sierra Club supporters.

Finally, Common Knowledge has worked closely with Sierra Club—cross-departmentally, to create highly integrated general communication, advocacy, and fundraising outreach programs. Prior to Common Knowledge, much of the online work at Sierra Club was highly segmented—communications and advocacy pursued their own initiatives, and the development teams a separate set of goals and associated outreach plan.

With Common Knowledge’s assistance, Sierra Club is for the first time, conducting a highly integrated fundraising and advocacy campaign that promises to surpass all expectations for overall level of participation and fundraising results.



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This paper is part of our ongoing case study and white paper series. To receive future papers, please email info@commonknow.com and request to be added to our list.

