Tax Appeal 2020 – Online Campaign Brief

This year, our digital campaign will sit separately from the direct marketing tax appeal for the most part. We will be using one of the same cases, but otherwise the look, feel and language will be unique to digital. We were hoping for a 2016 Tax inspired look and feel and will be using the “Winter Warmer” language as this was our best performing tax appeal and think it still has a lot of appeal. Think lot sof concrete, animals looking pretty sad and cold environments.

We will be sending 8 eDM’s throughout the campaign. We will also have several landing pages that are relevant to each element of the campaign which we will be building.   
  
Leafcutter will be managing our digital marketing strategy, but we will need your support for all copy, eDM’s and assets required for this campaign.   
  
You can find information/assets about each of our studies, previous end of campaign analyses and high performing eDM’s [here](file:///W:\Digital\Campaigns\Fundraising\2020\Tax%20Appeal).

Campaign KPI’s  
  
Online spend allocated for marketing activity is $24,000. This does not include leafcutter account management fees and development work.

Total income: TBC

Transactions: TBC

Average gift: TBC

Average one-off gift: TBC

Average monthly gift: TBC

New monthly donors: TBC

New cash donors: TBC

ROI: TBC

# Email marketing

For each of the below segments listed, a separate copy deck/eDM is required. For the most part this will be only copy changes. We will be sending our eDM’s through Campaign Monitor so the eDM’s can be done in HTML or CM templates.

The below KPI’s do not include major eDM send income or unopen send income.

**eDM1 – Intro to Winter Warmer/Athena**

Due date: 4 May 2020  
Send date: 12 May 2020  
KPI: $12,000  
Concept: Intro to winter warmer, hopefully will be cold by the time we send. Three years since Athena was the subject of eDM1 for Tax 2017 and she is back in our shelters waiting again. Really guilty language. Three years ago I wrote to you about a dog named Athena etc.  
Segments: Main send (A), Unopens (C)  
Data Exclusions: FED list, DM, Majors.  
Landing Page: Social landing page with Athena focus

**eDM2 – Gilbert Part 1**

Due date: 18 May 2020  
Send date: 21 May 2020  
KPI: $7,000  
Concept: Part 1 of Gilbert’s story, very strong graphic warnings throughout as clickthrough will be to a page featuring some graphic images (hidden until clicked but want to be conservative). Hoping on this page to work with LC to incorporate some CSS which will allow an image to be pixelate and then appear when they hover over. They are doing this for the landing page. Maybe looking at costs associated with the case (would be significant).  
  
Segments: Main send (A), Unopens (C), Majors  
Data Exclusions: FED list, DM, Already donated to tax (D)  
Landing Page: Social landing page with Gilbert focus relevant to eDM.

**eDM3 – Gilbert Part 2**

Due date: 26 May 2020  
Send date: 28 May 2020  
KPI: $5,000  
Concept: Part 3 Gilbert Story, graphic warnings again, looking at recovery, his future and animals like him that we will need to be able to help?  
Segments: Main send (A), Unopens (C), Majors  
Data Exclusions: FED list, RGs, DM, Already donated to tax (D)  
Landing Page: Social landing page with Gilbert focus relevant to eDM.

**eDM4 – Bare Bones**

Due date: 5 June 2020  
Send date: 9 June 2020  
KPI: $9,000  
Concept: Winter Warmer/Dog left behind Generic enough to send to main tax LP. TBC based on weather and COVID climate. Very strong RG conversion angle for mains segment.  
Segments: Main send (A),  
Data Exclusions: FED list, DM, Majors (TBC), RGs.  
Landing Page: Main social LP

**eDM5 – Media Release TBC**

Due date: 16 June 2020  
Send date: 18 June 2020  
KPI: $13,000  
Concept: Focusing on an upcoming inspectorate media release TBC by KW/JG. Inspectorate related. Tie back to WW.  
Segments: Main send (A), majors  
Data Exclusions: FED list, DM, Already donated to tax (D)  
Landing Page: Main social LP

**eDM7 – Urgent 1 – COVID-19 Angle**

Due date: 26 June 2020  
Send date: 29 June 2020  
KPI: $30,000  
Concept: really guilty language, current climate (COVID-19 and temperature), pounds are closing, other rescues are unable to help, we’re all that’s left, and we need your help vibes. Slight mention of EOFY.  
Segments: Main send (A), RG’s (B), Unopens (C), Already donated (D), Majors.  
Data Exclusions: TBC  
Landing Page: Urgent 1 Landing page (same layout as SEO page with turned on urgent stamp)

**eDM8 – Urgent 2 – Tax Deductable Focus**

Due date: 26 June 2020  
Send date: 30 June 2020  
KPI: $20,000  
Concept: Strong Tax/EOFY WW focus, generic case usually puppies or older dog. TBC what is in the shelter.  
Segments: Main send (A)  
Data Exclusions: TBC (Likely RG’s, already donated, Majors)  
Landing Page: Urgent 1 Landing page (same layout as SEO page with turned on urgent stamp)

# Landing Pages

You can see a template of both our social LP and SEO LP [here](file:///W:\Digital\Campaigns\Fundraising\2020\Tax%20Appeal\Landing%20Page%20layouts).

1. **Main Social Landing Page – Non eDM Traffic, eDM4, eDM5**

Due Date: 4 May 2020  
Live Date: 7 May 2020  
Tests: N/A (functionality to turn arrows off and on after tests)  
Who is building?: RSPCA NSW   
Design Assets: Receipt header, 8 giving handle images – hopefully can use these GH images throughout all pages, 3 x social LP images  
Copy Assets: Social LP copy, giving handles - hopefully can use these across most/all pages

1. **SEO Page** **– Used for search and a lot of digital marketing**  
   Due Date: 4 May 2020  
   Live Date: 7 May 2020  
   Tests: N/A (functionality to turn arrows off and on after tests)  
   Who is building?: Leafcutter  
   Design Assets: Receipt header, 1 large full screen image with right gradient (desktop and mobile versions – specs TBC)  
   Copy Assets: Page copy, giving handles (TBC)
2. **Social landing Page – eDM1 – Athena Focus**  
   Due Date: 4 May 2020  
   Live Date: 7 May 2020  
   Tests: N/A  
   Who is building?: RSPCA NSW  
   Design Assets: Receipt header, 3 x social LP images  
   Copy Assets: Social LP copy
3. **Social landing page – Gilbert Focus 1 – eDM2 and eDM3**Due Date: 11 May 2020  
   Live Date: 13 May 2020  
   Tests: A/B Split Test with arrows off/on  
   Who is building?: Leafcutter  
   Design Assets: Receipt header, 3 x social LP images  
   Copy Assets: Social LP copy
4. **Urgent landing page – eDM7 and eDM8 – Winter Warmer, Urgent, Tax deductable.**Due Date: 23 June 2020  
   Live Date: 26 June 2020  
   Tests: N/A   
   Who is building?: RSPCA NSW  
   Design Assets: Receipt header, 1 large full screen image with right gradient (desktop and mobile versions – specs TBC)  
   Copy Assets: SEO page copy, giving handles (TBC)
5. **Majors Tax Appeal Social landing page – Any major eDM’s/traffic**Due Date: 4 May 2020  
   Live Date: 7 May 2020  
   Tests: N/A   
   Who is building?: RSPCA NSW  
   Design Assets: Receipt header, 3 x social LP images, 8 giving handle images  
   Copy Assets: TBC – they may provide this (Social LP copy, 8 Major giving handles)
6. **Main RG Landing Page – Non eDM Traffic, eDM4, eDM5**

Due Date: 4 May 2020  
Live Date: 7 May 2020  
Tests: N/A

Who is building?: RSPCA NSW   
Design Assets: Receipt header, 8 giving handle images – hopefully can use these GH images throughout all pages, 3 x social LP images  
Copy Assets: Social LP copy, giving handles - hopefully can use these across most/all pages

# Social Media

For our social media strategy, we would be looking at replicating our eDM strategy. This will mean that we would like the following which can accompany each eDM:

These can be delivered on the same date as the eDM assets, although our social assets do have some flexibility with dates if needed.

Copy Assets: 1 x Facebook post, 1 x Instagram, 1 x Twitter post.

Design Assets: 1 x Facebook post, 1 x Instagram, 1 x Twitter post, 1 x Story Asset (let’s talk further about these as we want this to be more of a storytelling tool – inspo (anything that ABC/Hack do on their stories)).

# Digital Marketing

We are waiting to receive our strategy proposal but likely these assets would not launch until mid-May. Will include display ads, Instagram ads, Facebook ads and may include other remarketing assets.

We are expecting a 3-wave strategy. We may also require additional creative refreshes.

# Misc. Digital Assets

**Winter Warmer eSignature**  
Due: 7 May 2020

**Winter Warmer Carousel Image**  
Due: 7 May 2020

**Winter Warmer Facebook Cover Photo (mobile optimised)**  
Due: 7 May 2020

**Giving Handle Copy (TBC – Josie, Jordie and Rach)**  
Due: TBC WELL BEFORE 30 APRIL

**Winter Warmer Tax Receipt Copy (same look and feel as campaign)**  
Due: 5 May 2020

**Pop-up (desktop – for mobile, we will utilise our sticky bar)**  
1 (Generic WW) Due: 20 May 2020  
2 (Gilbert) Due: 27 May 2020  
3 Urgent Due: 17 May 2020

**Social Share Image (Winter Warmer generic)**Due: 4 May 2020