

MINI CASE STUDY:

EMAIL MARKETING CAMPAIGN

PROJECT GOALS

Drive engagement, ticket sales, and sponsorship interest for a non-profit organization's 30th Anniversary Gala through bilingual, visually compelling, emotionally resonant email marketing.

WHAT WORKED WELL

- Emotional Connection
 - Email 1 drew on the organization's history and the emotional gravity of its mission, ideal for donor and sponsor support.
- Accessibility and Inclusion
 - Email 2 was entirely bilingual, broadening reach and reinforcing commitment to the targeted audience.
- Visual Brand Consistency
 - Use of collaged "30" graphic and gold accent CTA buttons tied the campaign together visually across sends.
- Multiple CTA Options
 - Options to buy tickets, sponsor, or learn more allowed for various types of engagement.
- Countdown Reminders
 - Created urgency and boosted last-minute ticket sales.

RESULTS

A strong, multifaceted email campaign that honored the organization's legacy while engaging diverse audiences, driving attendance, and raising visibility the organization's mission.

Resulted in the organization's largest and most highly ticketed event to date.



30 Years Empowering Women in Silence

Step into the past with us, back to the early 2000s, when SEPA was nearly a decade old. It was a time of challenges and hidden stories, a time when immigrant women's voices often went unheard.

This article takes us back to a time where immigrant women faced significant vulnerability. Their hopes for a better life were subject to their partners' control over immigration processes, keeping them in fear and isolation.



Save the Date:
Thursday, October 26, 2023
Time:
6:30PM - MIDNIGHT
Location:
Giorgio's Baiting Hollow
100 Fox Hill Drive,
Baiting Hollow, NY 11933

[Buy Tickets](#), [Magazine Ad](#) or [Sponsor](#)



SAVE THE DATE **GUARDA LA FECHA**
THURSDAY **JUEVES**
OCTOBER 26, 2023 **26 DE OCTUBRE 2023**
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BUY TICKETS

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