



Good Neighbor
RADIO**THON**

HELP RESCUE CHRISTMAS



WBBM
SALVATION
ARMY GOOD
NEIGHBOR
RADIOTHON

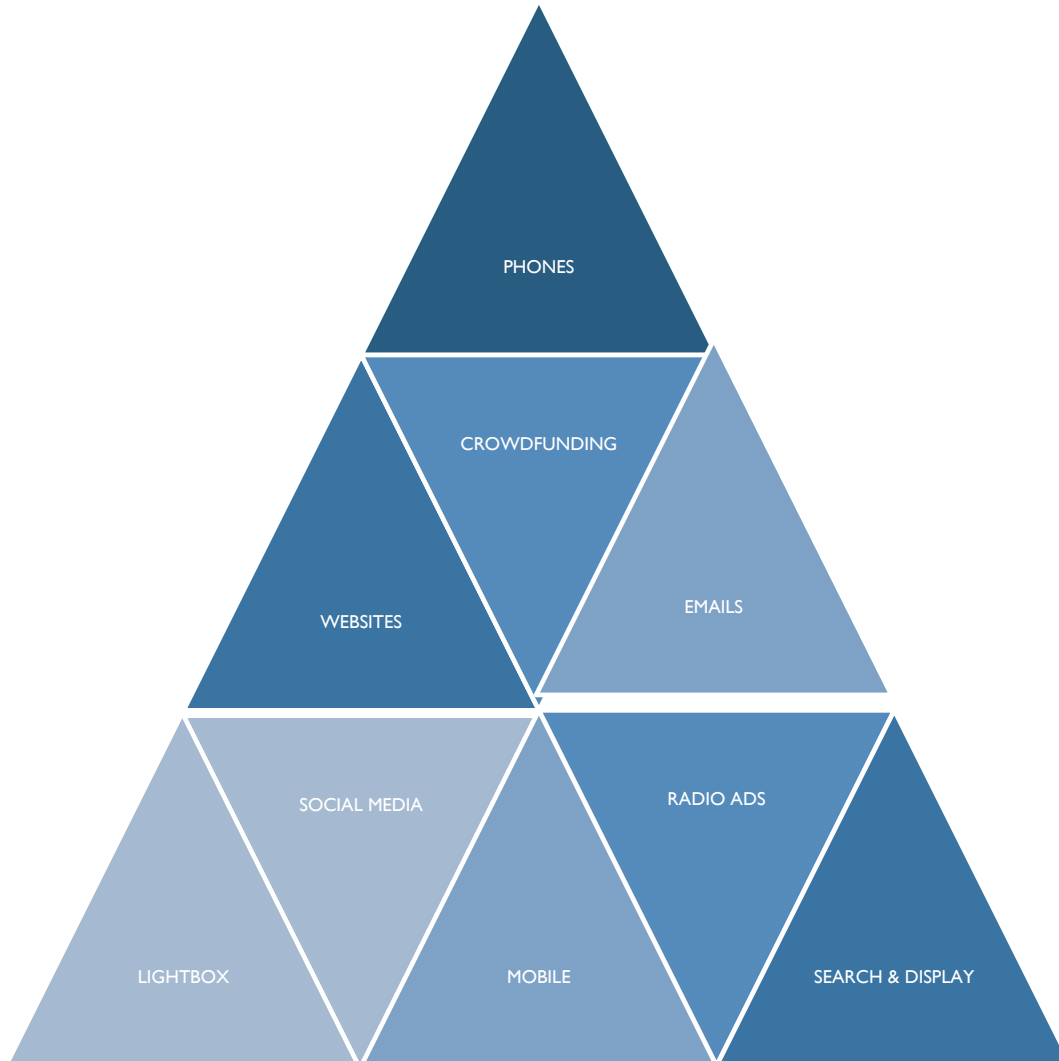
DIGITAL RECAP



WBBM SALVATION ARMY GOOD NEIGHBOR RADIOTHON

- Event Date: Friday, December 4 | 7am – 6pm Central
- How to Donate: www.salarmychicago.org/radiothon
- Objectives:
 - Public awareness campaign of The Salvation Army on WBBM NewsRadio during Christmas/Red Kettle season
 - Increase membership of the Army of Hope monthly sustainer program
- Measurement of Success:
 1. Revenue above cost of event (\$128K)
 2. New sustainers for Army of Hope program (no % goal)

MARKETING CHANNELS AND TEAMS



- The Salvation Army Metropolitan Division
- WBBM Newsradio

ROLES & RESPONSIBILITIES

- The Salvation Army Metropolitan Division
 - Liaison between all marketing teams
 - Develop radio ads and produce live stream commercial content
 - Provide Creative Assets for: email, lightbox, display ads, website landing page, and crowdfunding donation form.
 - Provide and execute paid advertising for The Salvation Army social media, search and display content
 - Provide crowdfunding mechanism and hourly reporting platform
 - Outbound calls to major donors and lapsed donors
 - Provide volunteers for inbound calls for radiothon
- WBBM Newsradio
 - Provide radio hosts from 7am – 6pm
 - Execute all marketing on the WBBM Newsradio online properties
 - Execute live stream for TSA and WBBM Facebook and websites

OUTCOMES

Objective: Event awareness and donation solicitation

Placement: Facebook, Instagram, Google Search and Display

Impressions: 687.4K

Number of clicks: 1,036

Email #1 – Awareness
Email #2 - Solicitation

Email Open Rate: 35%

Email Clickthrough Rate: 2.30%

Live Stream
Placement: WBBM and Salvation Army Facebook and Websites

Total Live Views: 2.4K Views

- **2019 TOTAL REVENUE** - \$138,582.00
- **2020 Total Revenue** - \$248,030.04
- **36.47% total revenue increase**

- **2019 DIGITAL** - \$33,677.00
- **2020 DIGITAL** - \$56,690.24
- **68.34% digital revenue increase**



Results are specific to The Salvation Army. Information is not currently available from WBBM.