

American Civil Liberties Union

Converting Passive Participants into Active Members

Summary:

Many of the visitors to the ACLU website were not necessarily members of the organization. As an engagement tool, we developed a strategy that could both cultivate existing members, as well as embolden non-members to become more involved.

By drawing email addresses from ACLU Online and Action List subscribers, CMS was able to notify more than 200,000 individuals of the upcoming opportunity to join live, online chat sessions. For individuals who were not able to participate live, the chat sessions are archived on the ACLU website where they can be listened to at any time.

CMS believed that the ACLU could convert online users from “listener to member” by asking them what topics they wished to discuss in upcoming chats and by promoting the benefits of membership through targeted messaging.

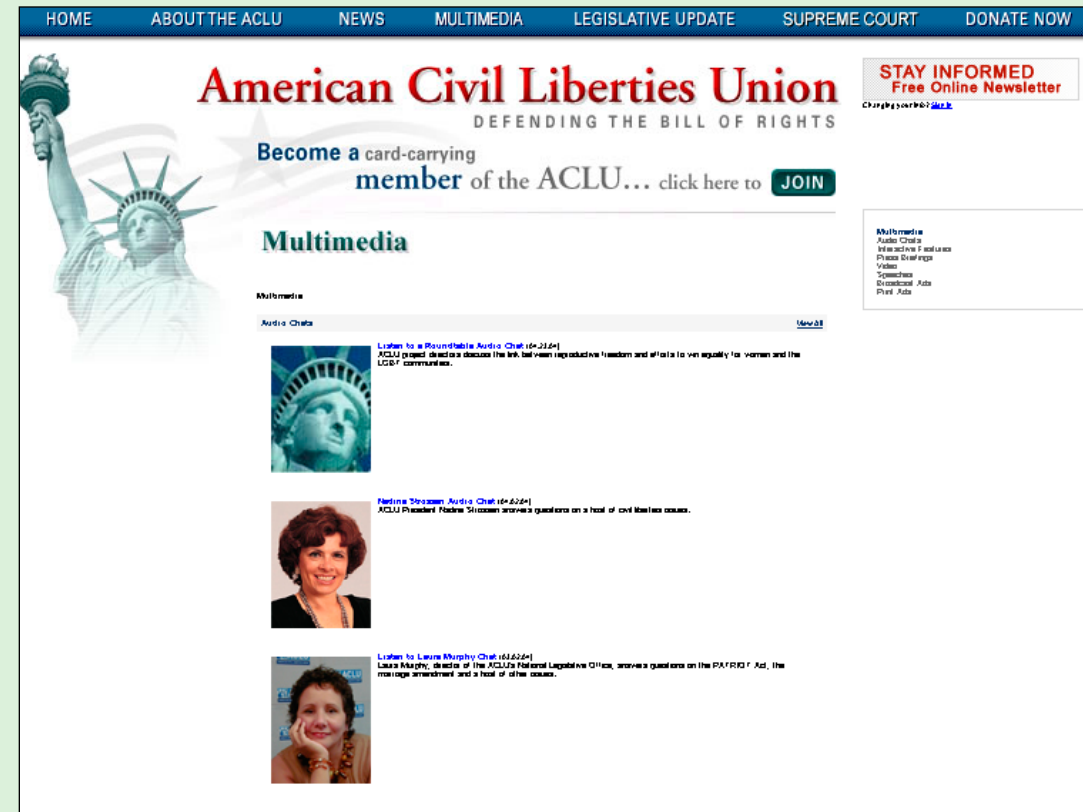
The cost to the ACLU was minimal and approximately 9,700 unique listeners have availed themselves of this service.

Other CMS recommendations included:

- Purchasing keywords
- Employing banners throughout the ACLU website
- Sending an email reminder on the day of the event.
- Providing an agenda so people can see what will be covered, and when. This information allowed participants to choose particular portions of the chat in which they wished to join.
- Provide a final list of questions for participant review before the event

Provided with the campaign were weekly/monthly reports of site interactivity as well as a review of how the functionality increased conversions and general site awareness. Ongoing efforts were monitored to continue to refine the strategy and direction of this feature of the site, and how it relates to the overall success of the ACLU site and campaign.

Whether it is disaster donors, potential activists, volunteers or those that are passed to the site from a friend, engaging and converting passive participants creates a potential revenue stream, but most importantly, another acquisition channel.





Join Matt Coles, Director of the ACLU's Lesbian, Gay Rights & AIDS Projects for a LIVE online audio chat Jan. 21st

Dear ACLU Online Subscriber,

Remember to mark your calendars and join **Matt Coles, Director of the ACLU's Lesbian, Gay Rights and AIDS Projects, on January 21st** for a live online audio chat.

Matt will answer questions about same-sex marriage, including the proposed Constitutional amendment to deny marriage to same-sex couples, parenting rights, discrimination and other LGBT issues.

The chat will take place this **Wednesday, January 21st from 4:00 pm - 5:00 pm (ET)** at www.aclu.org

[Click here](#) to submit a question for possible inclusion among those that Matt will answer during the chat.

Please forward this email to your friends and family and encourage them to join in this important online discussion.

Sincerely,

Geraldine Engel
Editor, ACLU Online
American Civil Liberties Union
125 Broad Street, 18th Floor
New York, NY 10004-2400
www.ACLU.org



Join Anthony D. Romero, ACLU Executive Director for a LIVE online audio chat Nov. 4th

Dear ACLU Online Subscriber,

Remember to mark your calendars and join **Executive Director Anthony D. Romero Tuesday, November 4th** for a live online audio chat.



The chat will center on the now two-year-old USA PATRIOT Act and the burgeoning nationwide movement to fix that Act and other excesses of President Bush and Attorney General John Ashcroft.

Anthony will take questions about where we've come as a nation since passage of the PATRIOT Act in October of 2001 and what it will take to repeal the civil liberties violations of the Bush Administration in the name of 'war on terror.' We encourage questions about any aspect of the USA PATRIOT Act as well as other policies that have eroded our civil liberties.

The chat will take place this **Tuesday, November 4th from 3:30 - 4:00pm (ET)** at <http://www.aclu.org>

[Click here](#) to submit a question for possible inclusion among those that will be answered during the chat.

Anthony's chat kicks off a vital year-end membership campaign. In order for the ACLU's message to have maximum impact, we must increase the number of card-carrying ACLU members who stand behind the ACLU and make our protection of the civil liberties of everyone across America possible. As part of the campaign, we look to our current members and activists to help us spread the word to others about the need to stand up and be counted.

Please forward this email to your friends and family and encourage them to join in this important online discussion. You can also [send them a postcard](#) to let them know about the chat.

Sincerely,

Geraldine Engel
Editor, ACLU Online
American Civil Liberties Union
125 Broad Street, 18th Floor
New York, NY 10004-2400
www.ACLU.org

Results:

- ✓ 9,700 online participants
- ✓ Converted warm prospects into donors/activists
- ✓ Engaged existing donors through an alternative channel

Specs:

This was an online campaign consisting of an external email campaign and an online chat hosted on the ACLU website.