

HOW THE SUSAN G. KOMEN FOUNDATION

# Doubled its Click-Through Rate and Page Reach

The Results

-  **\$2M** RAISED IN DONATIONS VIA MESSENGER
-  **2X** CLICK-THROUGH RATE FOR RECURRING NOTIFICATIONS
-  **32.7K** FUNDRAISERS COACHED WITH MESSENGER

## Org Overview

**Susan G. Komen** has a robust, dedicated social community, with over **2 million** followers on Facebook. Members provide support for one another and raise funds for additional research as well as individuals who need help.

Since 2018, Komen has used Messenger to communicate with its supporters about breast health, resources and services, as well as volunteer and fundraising opportunities. “We want to help people live better and longer lives,” says Melody Boatwright, Vice President of Integrated Marketing at Komen. “And we want them to understand where they can go for help if they need it and how to help if they can.”

## The Challenge

When Komen’s fundraising met challenges in connecting with the right audiences, the foundation adopted Messenger as a way to communicate and connect in a more personalized way with its community. Through their partnership with GoodUnited, Komen was able to build group memberships, and once people register, ask if and how supporters want to maintain contact by signing up for Recurring Notifications on Messenger.



## The Impact

With GoodUnited’s help, Komen’s click-through rate and page reach doubled, helping the foundation raise **\$2 million**.

- \$2 million raised** in donations via Messenger
- 2x click-through rate** for Recurring Notifications
- 37.2 thousand** fundraisers coached

“ We have this amazing opportunity to get to know our supporters, tailor our messages to them personally, express our gratitude, and keep them informed through Recurring Notifications. ”

–MELODY BOATWRIGHT  
VICE PRESIDENT OF INTEGRATED MARKETING