SVP

Society of St.Vincent de Paul

Online & Media Report 2020

EDITORIAL

An overview of the work carried out by the Communications Department during the year of 2020.

Over the last number of years the Communications team has grown the Society of St Vincent de Paul's online presence and brand massively. Back in 2007 the organisation made a conscious decision to develop a new website as previously it had little or no online presence both in terms of an active website, and social media platforms.

What will become apparent from reading this report will be the growth in terms of engagement, from those looking for help, to those wanting to help, both with their time and financially.

From 2007 the website began to gradually grow and increase its numbers in terms of visits, users, online donations and people asking for assistance. In 2014 the website was developed and again the figures shot up as we now had a more detailed understanding of our key audiences. In 2014 we had 291k users and the website was taking approximately €1ML online and 6,000 requests for assistance. By the close of 2020 users had gone to over **642K** users, revenue had reached approximately **€5ML** and request for assistance through the website had grown over **126%** with almost **60K** people looking for SVP's assistance.

Social Media has played a huge part in driving traffic to the website but also in raising the awareness of what the Society does, how it can help and how the public in turn can help the organisation. But this doesn't necessarily happen naturally and takes time, resources and strategical planning to ensure these results. Following is a report on all the works of the Communications team during 2020 with a further subdivision of how it operated during one of the busiest and most demanding Annual Appeals in years.

ONLINE & MEDIA TEAM

Bruno Charneski
Online & Media Executive
bruno.charneski@svp.ie

SOCIAL MEDIA REPORT

SVP
Society of St.Vincent de Paul

OVERVIEW

We all know that Social Media has become the most important channel to communicate and engage users with the SVP brand and its key messages to the wider public. Below is an overview of how SVP's online channels have performed and improved in 2020 compared to 2019.

Facebook
Followers: 38.4K
Impressions: 8.3M

Best for:
Mobile & PC
Sharing
Connecting

Engagements
2019   143.8K
2020   359.6K (+150%)

Instagram
Followers: 4.6K
Impressions: 896.6K

Best for:
Mobile
Sharing
Visual

Engagements
2019   8.1K
2020   14.7K (+83%)

Twitter
Followers: 13.8K
Impressions: 2.8M

Best for:
Sharing
Visual
Connecting

Engagements
2019   24.9K
2020   58.1K (+132%)

LinkedIn
Followers: 4.3K
Impressions: 220.8K

Best for:
Network
Sharing
Connecting

Engagements
2019   10.2K
2020   24.9K (+11%)

YouTube
Subscribers: 383
Impressions: 128.0K

Best for:
Mobile & PC
Sharing
Visual

Views
2019   36.0K
2020   58.0K (+62%)

FACEBOOK CAMPAIGNS REPORT 2020

Facebook is the world's largest social network, with over 1.11 billion users. Setting an SVP page on the channel has been a great opportunity to keep a close relationship with those who need help or want to help.

Facebook has always been an important channel for SVP but even more so over the last year due to all government restrictions it has provided the Society with the opportunity to reach and and engage with people, giving them a chance to be heard and supported by the organisation as well as support us.

Through our daily and interactive content, it became an important channel to reach new donors and also encourage those who have contributed to do so again. The platform also gave our retail shops the opportunity to reach people who wanted to purchase or donate goods through click-and-collect as

178%
■ POST LINKS LIKES

31.1%
■ IMPRESSIONS

150%
■ ENGAGEMENTS

Impressions: number of times a post was visible in user timelines or feeds.

Engagements: number of times people have engaged with anything from likes, to comments, to shares. posted on your Facebook Page.

SVP - Society o...
Wed 5/6/2020 2:30 am P...

Are you missing searching for hidden treasures in our SVP Vincent's Charity shops? Wel

Total Engageme...	10,753
Reactions	346
Comments	211
Shares	124
Post Link Clicks	3,114
Other Post Clicks	6,958

they were unable to do it in person due to the restrictions.

In 2020, the SVP Facebook page performed by increasing online donations and reached **38,400 followers**, the highest online results to date.

Organic Impressions **4,388,326 (63.72%)**
Paid Impressions **3,877,609 (6.87%)**
Daily Impressions (Page) **22,795,15 (31.28%)**
Daily Reach (Page) **15,105.8 (31.50%)**
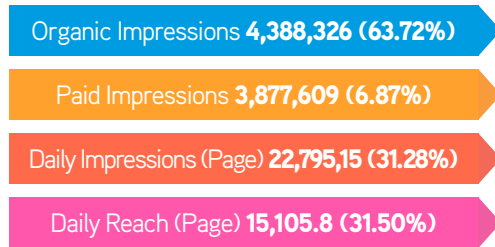
Important, Videos have become another relevant tool to engage with people. The strategy behind these campaigns is to reach those who need help and how to ask for help. Those videos can be used as a boost to attract potential donors to make a difference in peoples' life.
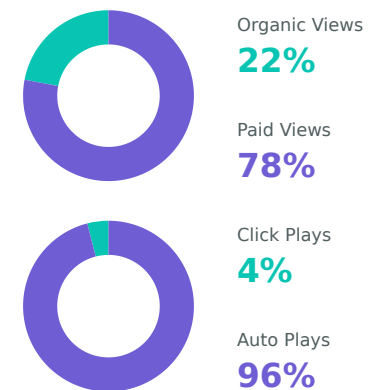
Videos Performance

View Metrics

634.3k
Total Views
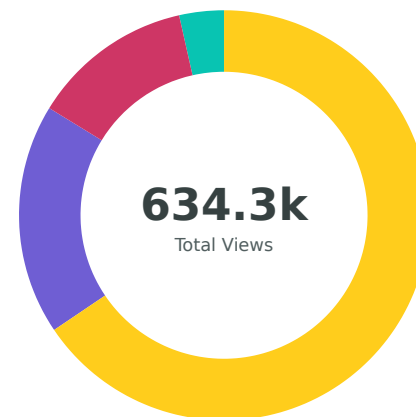
Organic Full
22,345

Organic Partial
115.5k

Paid Full
80,717

Paid Partial
415.8k

Viewing Breakdown

Organic Views
22%

Paid Views
78%

Click Plays
4%

Auto Plays
96%

FACEBOOK ENGAGEMENT

Engagements Comparison, by month

Likewise, an important metric to mention is the total number of engagements SVP Facebook pages got in 2020. It demonstrated how relevant and important all the strategies and campaigns developed were in assisting different departments such as Social Justice, Fundraising and, Shops were in order to reach their goals.

The table below illustrates the impressive numbers and growth SVP achieved in 2020 compared to 2019.

Facebook fundraisers brought in over €67,000 in 2020.

Corporate Ecards at Christmas brought in approx. €25,000. These are manually created by the Comms Team for Corporates.

● Reactions ● Comments ● Shares ● Post Link Clicks ● Other Post Clicks
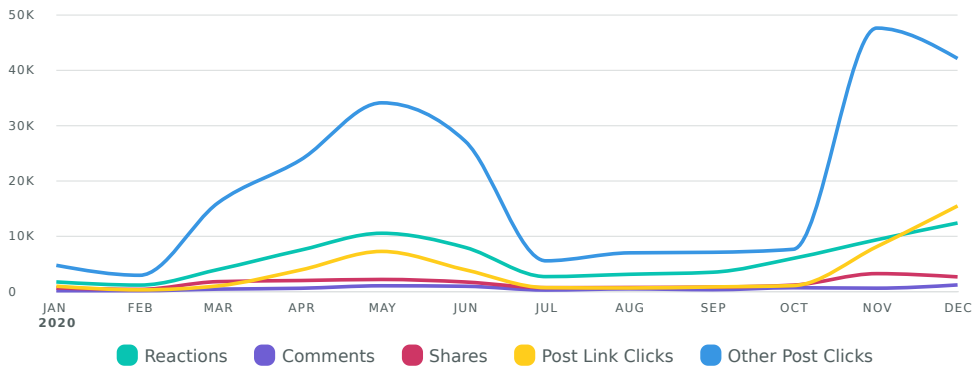
Engagement Metrics	Totals	% Change
Total Engagements	**359,636**	↗ 149.98%
Reactions	68,890	↗ 218.38%
Comments	5,823	↗ 132.55%
Shares	16,943	↗ 115.15%
Post Link Clicks	43,158	↗ 177.74%
Other Post Clicks	224,822	↗ 133.43%
Engagement Rate (per Impression)	**4.3%**	↗ 90.42%

FACEBOOK CAMPAIGNS REPORT 2020

During 2020, the Comms Team implemented many online campaigns to support the different areas and functions within the Society, which in turn strenghtened the SVP's brand and online presence.

Over the year 2020, the Communication Team ran seven different campaigns on Facebook to encourage people to help SVP as well as reach as many people as possible.

Below is an overview of those campaigns and the results reached by Communications Team compared to 2019.

All strategy developed was in line with Social Justice and Fundraising areas, and shops around Ireland and Northern Ireland to achieve their goals, bringing excellent results to the Society.

Likewise, below is a snapshot of the acquisitions and conversion results reached through the SVP National Facebook page in 2020.

Acquisitions and Conversions

| | 24869 |
| REACH | 21880 |

IMPRESSIONS: 24869 / REACH: 21880
IMPRESSIONS: 108175 / REACH: 40288
IMPRESSIONS: 9891 / REACH: 6848
IMPRESSIONS: 103515 / REACH: 37488
IMPRESSIONS: 69281 / REACH: 21724
IMPRESSIONS: 137907 / REACH: 68896
IMPRESSIONS: 95346 / REACH: 56352

■ **IMPRESSIONS**   ■ **REACH**

	Growth vs 2019	Results 2020
Sessions	341,27%	81.181
New Sessions	8.17%	76.63%
New Users	377.31%	62.213
Ecommerce Conversion Rate	119.23%	0.55%
Transactions	867.39%	445
Revenue	€1,205.95%	15,149.16
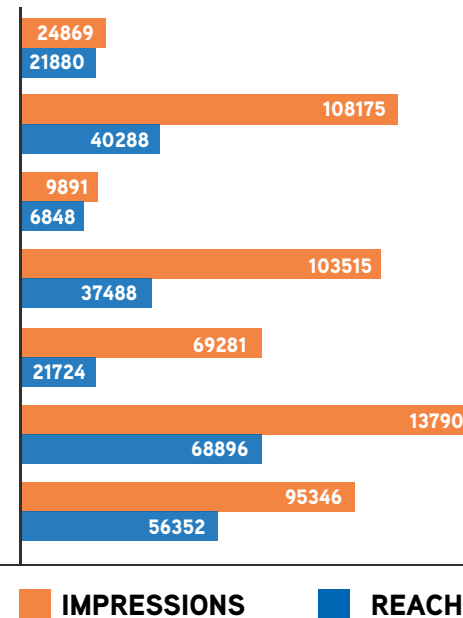
It is evident that these campaigns helped to create engagement between the SVP and people around the country, encouraging people to contribute to SVP as a donor, volunteer, or seek assistnace.

INSTAGRAM CAMPAIGNS

The platform has around 1 billion monthly active users and from these users, 71% are under the age of 35.

Profile ▲	Followers	Net Follower Growth	Published Posts & Stories	Engagements	Engagement Rate (per Impression)
Reporting Period Jan 1, 2020 – Dec 31, 2020	**4,565** ↗103%	**2,316** ↗89.8%	**1,336** ↗138%	**14,751** ↗82.7%	**1.6%** ↗314%

Instagram is a social network that allows businesses to upload via mobile app inspirational images and videos to build relationships with potential customers and influences.

In a year, where people were more connected, the page delivered relevant results in promoting all retail shops and their products.

And under the restrictions along the year due to the Covid-19, the platform boosted the many local Vincent's shops brand.

In 2020, the performance of the page was considerable, which strategically gave the organization new ways to fund resources for those who need help.
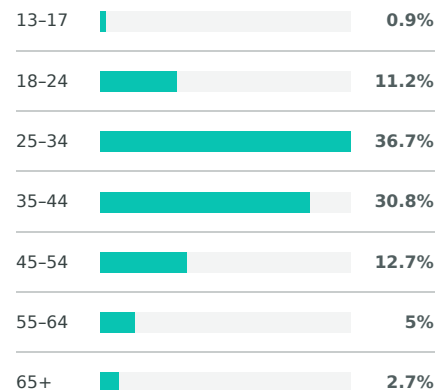

● Likes ● Comments ● Saves ● Story Replies
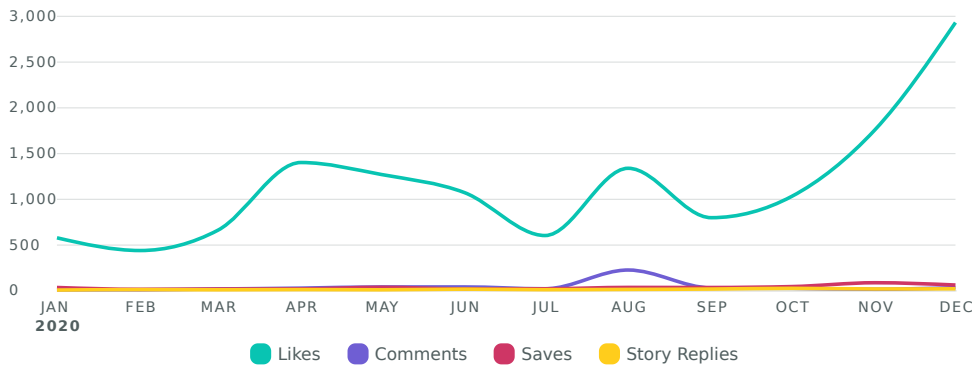
Engagement Metrics	Totals	% Change
Total Engagements	**14,751**	↗82.67%
Likes	13,820	↗78.21%
Comments	443	↗240.77%
Saves	371	↗109.60%
Story Replies	117	↗800.00%
Engagement Rate (per Impression)	**1.6%**	↗314.01%

Instagram top Posts & Stories

Audience by Age

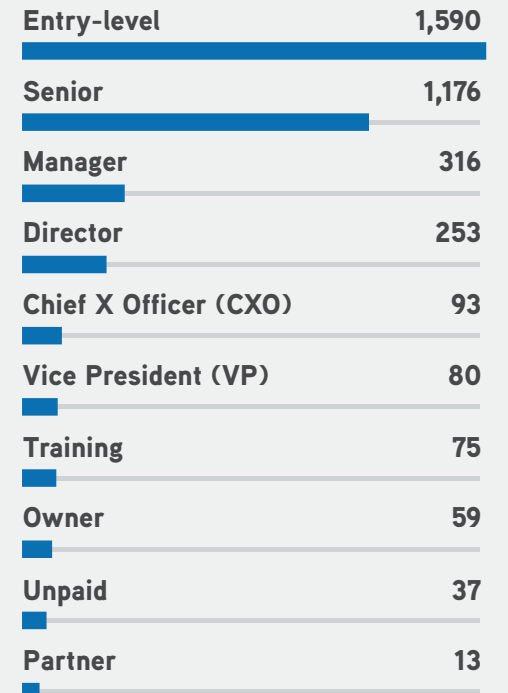|	
13–17	0.9%
18–24	11.2%
25–34	36.7%
35–44	30.8%
45–54	12.7%
55–64	5%
65+	2.7%

LINKEDIN CAMPAIGNS

Specifically designed for career and business professionals to connect, LinkedIn has over 722 million professionals who use the channel to make contacts and promote their business.

Day after day, Our team has focused on connecting with professionals who may be the mediator between SVP and the corporates.

Audience By Seniority Level

Entry-level	**1,590**
Senior	**1,176**
Manager	**316**
Director	**253**
Chief X Officer (CXO)	**93**
Vice President (VP)	**80**
Training	**75**
Owner	**59**
Unpaid	**37**
Partner	**13**

Engagement on LinkedIn

Below shows how people engaged monthly with SVP's posts on the channel.

Legend: ● Reactions ● Comments ● Shares ● Post Clicks (All)
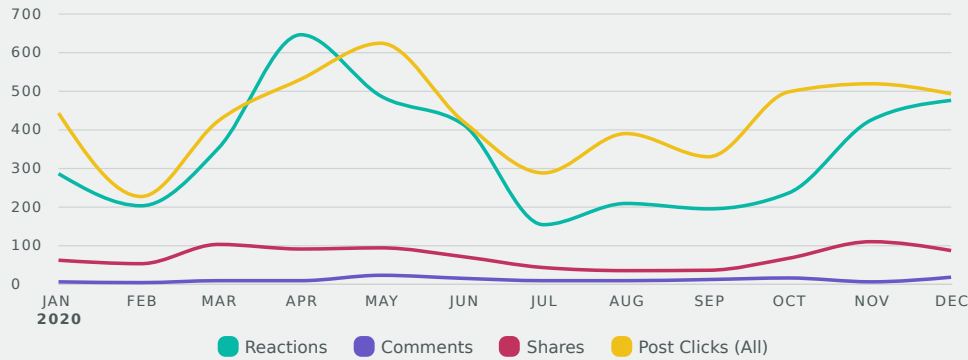
Engagement Metrics	Totals	% Change
Total Engagements	**10,209**	↗ **11.1%**
Reactions	4,070	↗ 47.3%
Comments	124	↗ 85.1%
Shares	840	↗ 60.9%
Post Clicks (All)	5,175	↘ 11.3%
Engagement Rate (per Impression)	**4.6%**	↘ **5.5%**

The strategy is to promote content that engages and encourages corporates,businesses and professionals to create social responsibility and and in turn make a difference in the world and people's life.

This page goes beyond promoting jobs or sourcing professional talents. It works to find the right audience that may help SVP at a corporate level and make a difference in people's life.

| Page	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Clicks (All)	Engagement Rate (per Impression)
Reporting Period Jan 1, 2020 – Dec 31, 2020	**4,268** ↗38.2%	**1,231** ↗4.1%	**696** ↗44.4%	**220,793** ↗17.6%	**10,209** ↗11.1%	**5,175** ↘11.3%	**4.6%** ↘5.5%

TWITTER CAMPAIGNS

Twitter is an online micro-blogging platform where users share their thoughts, news, and real-time information in 280 characters of text or less.

The strategy behind the channel is to promote and highlight all the social justice and advocacy work the Society and the difference it has made and attempts to change for those in need.
The channel has been useful specifically in sharing press media content and presenting reporting news of the organization. It allows those who follow our page to have access to our public documents, submissions and reports, bringing transparency from all SVP's activities.

Engagements by month

Legend: ● Likes ● @Replies ● Retweets ● Post Link Clicks ● Other Post Clicks ● Other Engagements
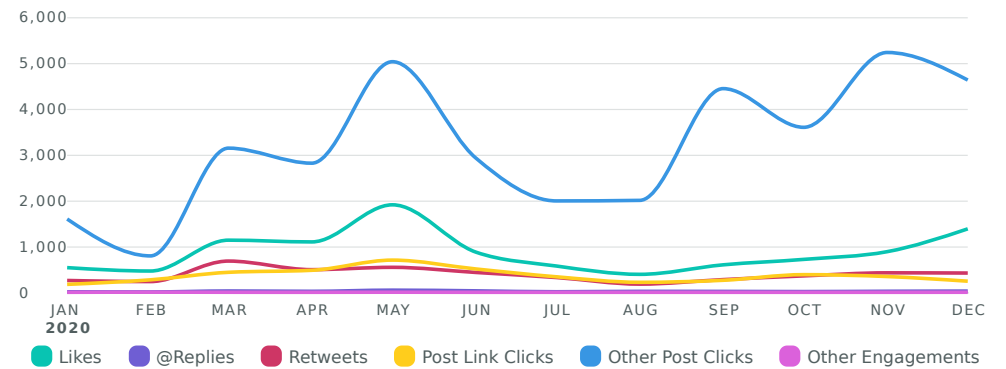
Engagement Metrics	Totals	% Change
Total Engagements	**58,042**	↗ **132%**
Likes	10,575	↗ 46.9%
@Replies	268	↗ 74%
Retweets	4,625	↗ 41%
Post Link Clicks	4,361	↗ 92.2%
Other Post Clicks	38,207	↗ 217%
Other Engagements	7	↗ 40%
Engagement Rate (per Impression)	**2.0%**	↗ **11.6%**

GOOGLE ADS REPORT

SVP
Society of St.Vincent de Paul

GOOGLE ADS PERFORMANCE

Google Ads is a paid advertising platform that falls under a marketing channel known as pay-per-click (PPC), As a charity SVP receive $10k in kind per month to run these types of Ads.

20% CLICK-THROUGH RATE	193K IMPRESSIONS	4.45K CONVERSIONS	1.7K PHONE CALLS

The tool has been an effective way to raise the SVP brand and drive qualified traffic, or good-fit customers to SVP's website while people are searching for products and services.

Through Google Ads, we have boosted our website traffic, received donations directly from the Ads **(€89.4K)** and phone calls, and increased our shop visits around the country.

Most-shown Ads

Donate online | Support SVP | Society of St Vincent de Paul
Ad www.svp.ie/Get-Involved/Donate (01) 8848200
There are many ways to donate to SVP and help support people in your community. Help a family with education costs. Help provide food for a struggling family.
Donate · Volunteer Stories · Helping Self-sufficiency · Promoting Social Justice
Shows: Louise's Story, David's Story, A mother's dream.
Donate to our shops   Become A Volunteer
Regular donation

Resuls	Impressions	Clicks ▼	CTR ▼
	21,597 ↑ 13,922	4,038 ↑ 2,921	18.70% ↓ 20.98%

OVERVIEW OF DEVICES

As you may see below, last year, computer devices were the top device used, but similar to the previous year, the number of people using smartphones increased further. Those users represented almost 47% of all conversions SVP ads got through the tool.
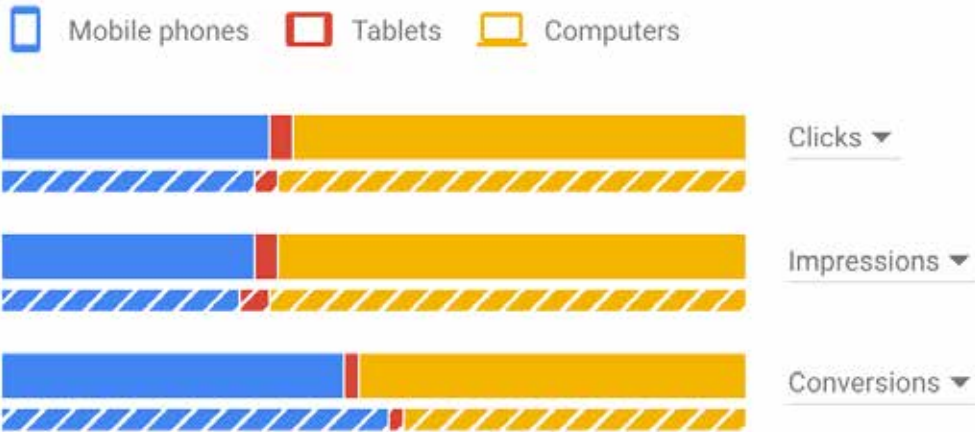

Over 2020, Google Ads allowed SVP to create and share well-timed ads (via both mobile and desktop) among our target audience. The Communications Team strategically set up different campaigns like Charity Shops, Get involved, Donations, Fundraiser, Volunteer, to increase the number of interactions with its various existing and potential audiences.

Demographics
Age

18-24	25-34	35-44	45-54	55-64	65+
9.38%	15.01%	18.14%	21.76%	18.99%	16.71%
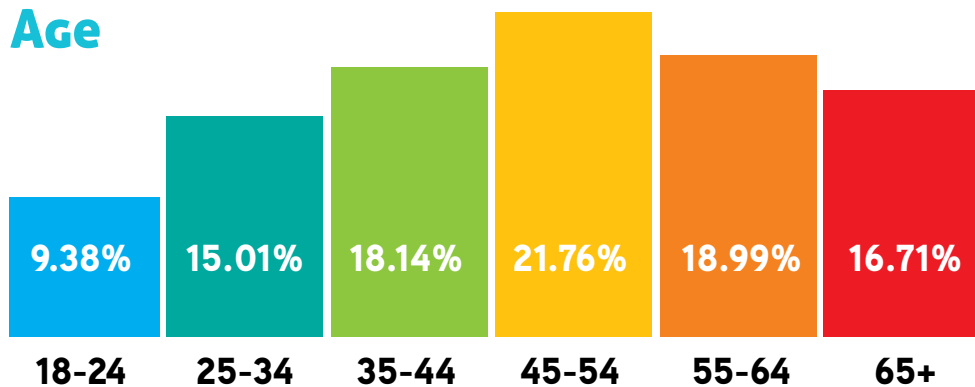
As you may see in the graph, We showed up on the search engine results page (SERP) at the moment people were looking for the kind of services, products, donations, and more than SVP is promoting online via Google Search and Google Maps.

Most Popular Ads Group

	Clicks ▼	Impressions ▼	Conversions ▼
● Donate	4,383 ⬆ 138	23,965 ⬆ 1,530	650.00 ⬆ 153.00
● Get Help #2	3,362 ⬆ 2,233	15,628 ⬆ 9,878	431.00 ⬆ 251.00
● Get Help - vincent de paul	3,262 ⬆ 1,151	11,564 ⬇ 4,893	463.00 ⬇ 297.00
● The difference you've made	1,906 ⬇ 952	9,093 ⬇ 6,117	201.00 ⬇ 77.00
● SVP Charity Shops #2	1,554 ⬆ 1,202	9,360 ⬆ 6,792	52.00 ⬆ 33.00

Certainly, for users who are ready to convert, engage or donate, these paid ads on Google get 65% of the clicks, so, it is very important to develop a keywords plan and regularly monitor and adapt these ads as this makes a huge difference in the results.

Keywords

	Clicks ▼	Impressions ▼	Conversions ▼
● svp	2,299 ⬆ 479	8,803 ⬆ 105	393.00 ⬆ 201.00
● vincent de paul help	1,325 ⬆ 1,066	4,928 ⬆ 4,084	194.00 ⬆ 134.00
● vincent de paul number	1,171 ⬆ 733	4,249 ⬆ 2,702	174.00 ⬆ 93.00
● st vincent de paul phone number	1,050 ⬇ 2,677	3,577 ⬇ 10,227	168.00 ⬇ 471.00
● vincent de paul	1,002 ⬆ 467	3,869 ⬇ 3,191	141.00 ⬇ 58.00

GOOGLE ANALYTICS REPORT

SVP
Society of St.Vincent de Paul
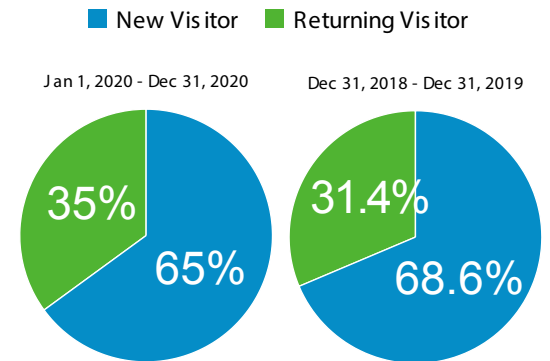
ANALYTICS CAMPAIGNS

Google Analytics is a tracking and statistics software that provides SVP with vital insights on how visitors find our website, what they do when they get there, and information such as eCommerce and lead conversions.

This tool is probably one of the most vital tools to monitoring online activity and very useful in discerning all paths users take through our website pages. So, for a better understanding of all

our achievement in 2020, and to make analyze more easily, let's split the tool into four parts. Audience, Acquisition, Behaviour, and Conversions.Behaviour, and Conversions.

AUDIENCE

This is where everything about users is analyzed, from demographics to interests. All this information is grouped together based on any combination of attributes that is meaningful to the business. All this data helps us to improve our content or navigation on our website, and consequently, increasing the chances of them converting by looking for help, volunteering or donating or how they can help SVP achieve their goals.
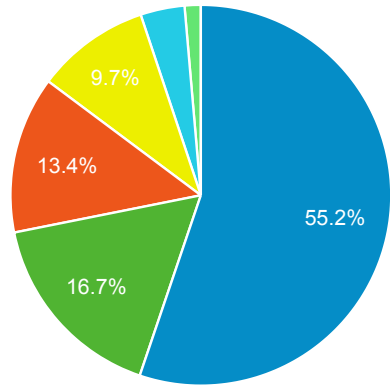
■ New Visitor   ■ Returning Visitor

Jan 1, 2020 - Dec 31, 2020

35%   65%

Dec 31, 2018 - Dec 31, 2019

31.4%   68.6%

■ 2020   ■ 2019

Sessions	976,378 / 597,248	63.48%
Users	642.319 / 416.484	54.22%
Pageviews	2,666,306 / 1,691,243	57.65%
AVG. Sessions Duration	00:02:13 / 00:02:01	10.34%
Bounce Rate	45.71% / 50.00%	-8.58%

ACQUISITIONS:

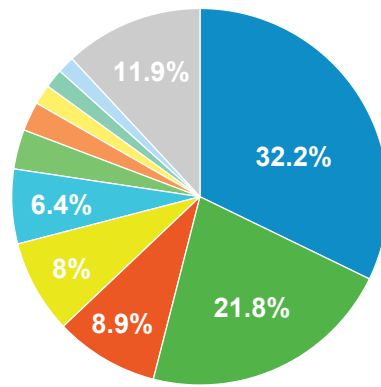This section tells us where SVP visitors originated from, such as search engines, social networks, or website referrals. As you will see on the graphs below, this section determined which online marketing tactics brought the most visitors to the SVP website.

Top Channels

- Organic Search — 55.2%
- Direct — 16.7%
- Referral — 13.4%
- Social — 9.7%
- Paid Search
- Email
- (Other)

Top Campaigns

- Get Involved — 32.2%
- SVP dynamic Ads — 21.8%
- Newsletter — 8.9%
- Charity Shops — 8%
- SVP General — 6.4%
- Launch Post
- Spring Bulletin
- Virtual Gifts
- (Other) — 11.9%

BEHAVIOR:

Here, our team worked focused on individual pages of our website, as opposed to the entire site. It helped us to understand how visitors interact with our pages, giving an overview of page views, average time spent, bounce rate, and forth. Also, the section assisted us to review how the content was performed by page URLs, search terms, or events.

Top Campaigns

	2020	2019	Change
Pageviews	2,666,306	1,691,243	57.65%
Unique Pageviews	1,824,961	1,183,922	54.15%
AVG. Sessions Duration	00:01:17	00:01:06	16.79%
Bounce Rate	45.71%	50.00%	-8.58%
% Exit	36.62%	35.30%	3.73%

Top Landing Pages
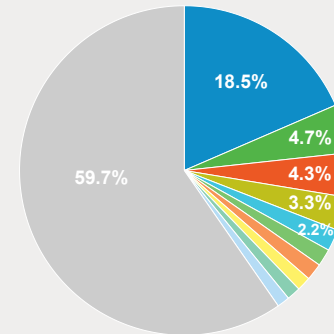
- /others — 59.7%
- /home — 18.5%
- /get-involved/donate/single-donation — 4.7%
- /get-help/request-help-online — 4.3%
- /donate — 3.3%
- /get-help/contact-your-local-office — 2.2%

CONVERSIONS:

This area helped us to know how our website is performing and how it supported us to achieve our overall business objectives. Briefly, a conversion took place when our visitors took an action on our website in line with our goals. Like, Filling out a form, completing a donation, or simply engaging with our website.

Results: 2020 vs 2019

2020	GOALS	2019
59,647	RFA	26,442
1,743	VOLUNTEER	1,438
90,679	SINGLE DONATION	13,952
606	SHOP VOLUNTEER	282
572	REGULAR DONATION	195

2020	GOALS	2019
448	OTHER VOLUNTEER	177
994	ME2YOU	N/A
158,122	GOAL COMPLETIONS	46,787
16.19%	GOAL CONVERSION	7.83%

2020	GOALS	2019
56.32%	ABANDONMENT	84.07%
159	GOOGLE DISPLAY AD 3	29
1,341	CREATE EVENT PAGE	430
159	GOOGLE DISPLAY AD 2	29

OTHER ONLINE TOOLS REPORT
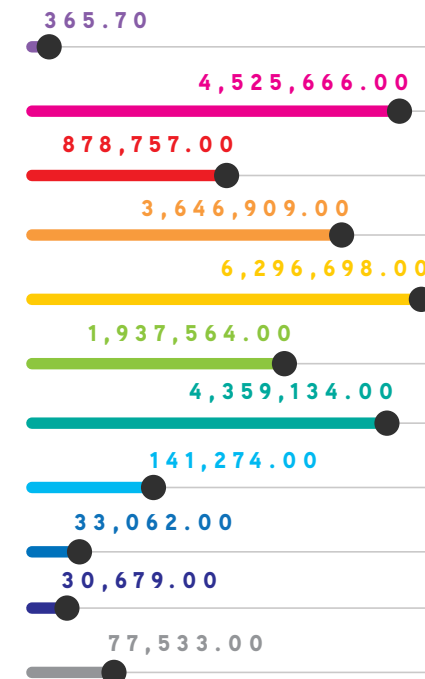
SVP
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GOOGLE MY BUSINESS REPORT

GMB provides a fast and easy way for businesses, products, brands, and organizations with phyiscal buildings or stores to manage their online presence with Google.

Over the past year, GMB assisted our team to manage how SVP brand appeared on Google Search and Maps. Our job included adding all 230 SVP shops' information such as Shop name, location, hours, photos, and a link to the website or Facebook page; monitoring and replying to customer reviews, helping us to understand where and how users were searching for SVP online.

This tool is a great place for customers to search for a product or service near them, It makes their search easier. So, it is important the content showing up when people search Google is accurate, complete, and optimized as possible. It has been proved that users who are searching for something online, are usually very close to making a donation or contribute to SVP organization.

Insights in 2020

Value	Category
365.70	OVERALL RATING
4,525,666.00	TOTAL SEARCHES
878,757.00	DIRECT SEARCHES
3,646,909.00	DISCOVERY SEARCHES
6,296,698.00	TOTAL VIEWS
1,937,564.00	SEARCH VIEWS
4,359,134.00	MAPS VIEWS
141,274.00	TOTAL ACTIONS
33,062.00	WEBSITE ACTIONS
30,679.00	DIRECTIONS ACTIONS
77,533.00	PHONE CALL ACTIONS

WEBSITE

Throughout 2020 and due to the Covid-19, SVP website was, without doubt, the most important online channel to SVP to launch its campaigns, spread its news, call to actions, and of course, receive donations.

In a year where people faced so many restrictions, changed their habits, and started to spend more time online to purchase any product or service, make business, and meet people, SVP's operations was also massively impacted by the pandemic, as people could not come in our shops, donate through the churches or even make any physical donation, the website became the most important tool to communicate, and receive donations, specifically during our first ever urgent appeal in May as well as our annual appeal.

It means that our Communication team came out and assumed the protagonist role, helping other areas as Membership, people looking for help, Fundraising, Social Justice, and shops to reach their goals.

Just to have an idea, the number of transactions on SVP website increased by 570% in comparison to 2019. Another impressive number was an over 227.50% increase in online revenue which makes 2020, the best year ever for SVP donations through its website.

See how important the website was to SVP to reach its goals.

Online Performance

2020   2019

Revenue	€4,385,283.78 / €1,290,420.36
Transactions	52,843 / 7,785
Sessions	976,378 / 597,248
Users	642,319 / 416,484
Pageviews	2,666,306 / 1,691,243
New visitors	634,319 / 409,900
Returning Visitor	342,059 / 187,348

EZINES

Ezines is an electronic magazine, whether delivered via website or email newsletter.

The Comms Team has strategically set up regular Ezines templates that are very useful to reach its subscribers both internally and externally as well as grow its mailing lists.
The goal is to attract the necessary audience of SVP through those templates and keep them (donors, employees, suppliers, and retails shops) informed about the organization and its business.
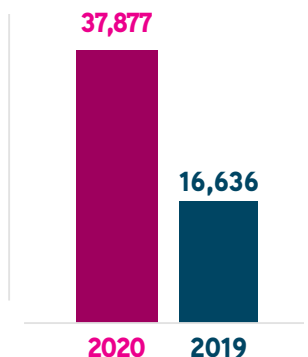After people get to subscribe or sign in, our team creates ezines templates with specific content according to what they are looking for. It assists SVP to promote its business, reach more people and get more subscribers.

Follow beside an overview of what was produced over 2020 by the Comms Team.

Ezines Sent

9 — SOCIAL JUSTICE

11 — INTERNAL MEDIA UPDATES TO OUR MEMBERS

24 — RETAIL AND SURVEY

46 — MEMBERS NATIONAL & REGIONAL

20 — FUNDRAISING RELATING TO AA APPROX

110 — TOTAL OF EZINES 2020

Donor Emails

37,877 — 2020
16,636 — 2019

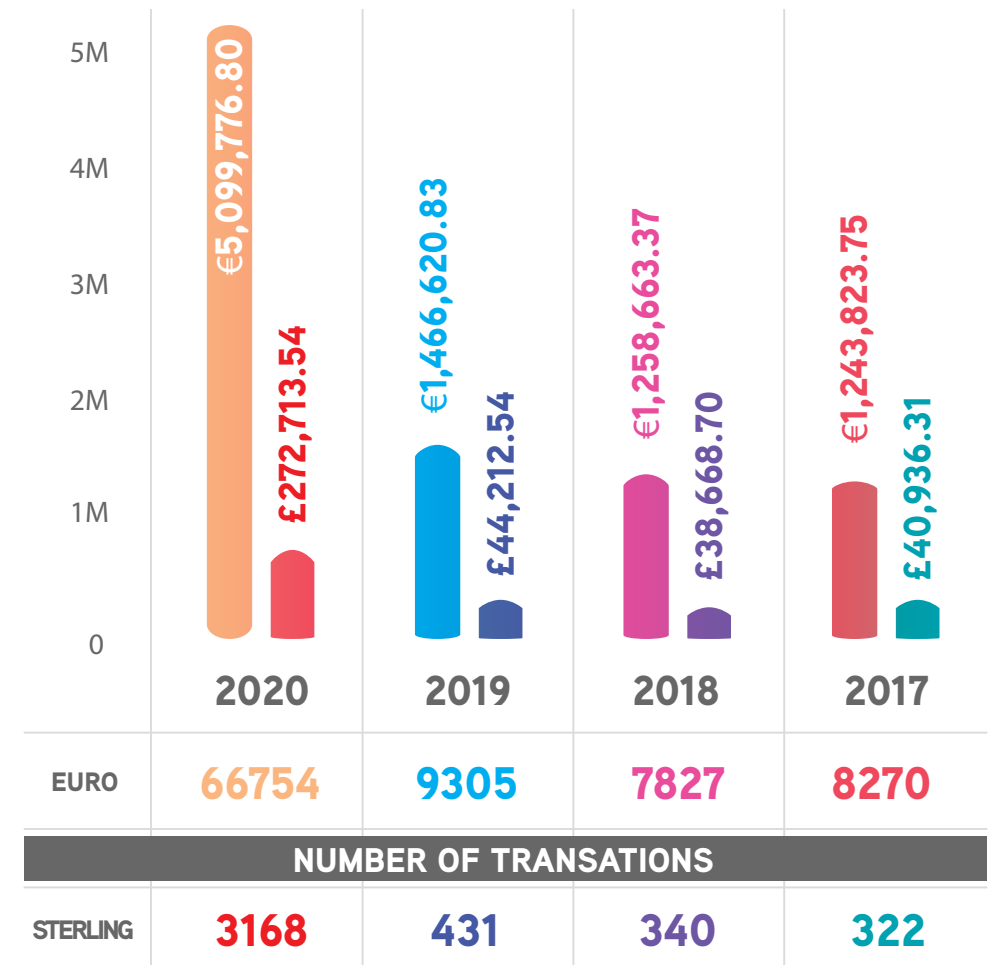# FUNDRAISING

REPORT

Society of St.Vincent de Paul

FUNDRASING CAMPAIGNS

We all know that Fundraising is the process of soliciting financial support and is an essential way for most nonprofits to bring in revenue for their organization's missions.

During 2020, SVP faced so many challenges to maintain or increase its revenue and online donations due to the Covid restrictions. So, SVP online channels, managed by the Comms Team, became still more important than ever to Society.

STATISTICS

	2020	2019	2018	2017
EURO	66754	9305	7827	8270
NUMBER OF TRANSATIONS				
STERLING	3168	431	340	322

Chart values:
- 2020: €5,099,776.80 / £272,713.54
- 2019: €1,466,620.83 / £44,212.54
- 2018: €1,258,663.37 / £38,668.70
- 2017: €1,243,823.75 / £40,936.31

SOME ONLINE FUNDRAISERS

As We can see, more people fund-raised online in 2020 than ever before, and the same will be true in 2021 and beyond. The restrictions for Covid-19 and the internet completely changed how people connect with each other, conduct business, and look up information. So, It is very important for SVP focuses its strategy on its website and online channels. Those channels are the most important and effective ways for a nonprofit organization to raise money for its cause.

More than just asking for a donation, SVP website, its social media channels, Google Ads, Business and etc, assisted different SVP areas/functions to build relationships, both internally and externally which brought in huge support, and attracted new donors that contributed massively to the Society, making 2020, the best year ever for online donations.

For example see the growth in SVP online fundraisers.

TOTAL FUNDRAISERS

2020	2019
A TOTAL OF FUNDRAISERS FOR 2020	**A TOTAL OF FUNDRAISERS FOR 2019**
230 €296,013.7 / £18,014.0	**35** €39,278.0 / £355
ANNUAL APPEAL FUNDRAISERS	**ANNUAL APPEAL FUNDRAISERS**
209* €234,332.03 / £15,230.0	**18** €31,947.0 / £265
CONFERENCE FUNDRAISERS	
***108** of 209 €99,422.16 / £13,060.0	N/A
28 CONFERENCE FUNDRAISERS RAISED NOTHING	N/A
OTHER FUNDRAISERS	**OTHER FUNDRAISERS**
21 €61,198.70 / £2,674.0	**17** €7,331.00 / £90

SYNOPSIS

WEBSITE

	2020	2019
SESSIONS	976,378	597,248
USERS	642,319	416,484
PAGEVIEWS	2,666,306	1,691,243
NEW VISITORS	634,319	409,900
RETURNING VIS.	342,059	187,348
TRANSACTIONS	52,843	7,785
REVENUE	4,385,283.78	1,290,42.36

SOCIAL MEDIA

ENGAGEMENTS

	FOLLOWERS	2020	2019
FACEBOOK	38,4K	359,6K	143,8K
INSTAGRAM	4,6K	14,7K	8,1K
TWITTER	13,8K	58,1K	24,9K
LINKEDIN	4,3K	24,9K	10,2K

ONLINE CAMPAIGNS

	2020	2019
RFA	59,679	26,442
VOLUNTEER	1,743	1,438
SINGLE DONATION	90,679	13,952
SHOP VOLUNTEER	606	282
REGULAR DONATION	572	195
OTHER VOLUNTEER	448	177

ANNUAL APPEAL REPORT

![SVP logo]
SVP
Society of St.Vincent de Paul

SOCIAL MEDIA REPORTS

FACEBOOK CAMPAIGN

Organic Impressions **1,018,344 (47%)**

Paid Impressions **2,912.263 (5%)**

Daily Impressions (Page) **87,709.51 (9%)**

Daily Reach (Page) **61,316.13 (2%)**

INSTAGRAM CAMPAIGNS
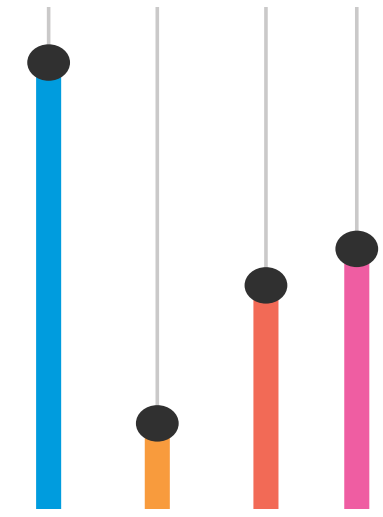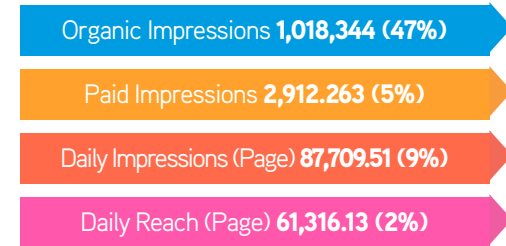
● Likes ● Comments ● Saves ● Story Replies
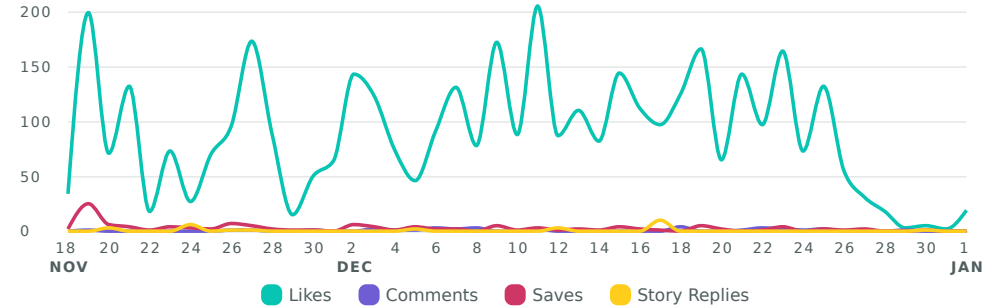
Engagement Metrics	2020	2019
Total Engagements	**4,170**	**3,150**
Likes	3,991	3,033
Comments	32	33
Saves	120	77
Story Replies	27	7
Engagement Rate (per Impression)	**1.6%**	**0.2%**

TWITTER CAMPAIGNS

Likes • @Replies • Retweets • Post Link Clicks • Other Post Clicks • Other Engagements
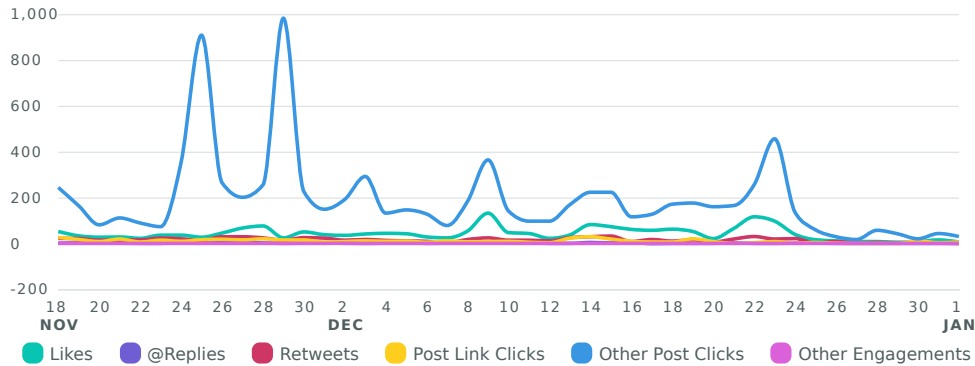
Engagement Metrics	2020	2019
Total Engagements	**11,714**	**10,273**
Likes	1,912	2,891
@Replies	46	48
Retweets	683	990
Post Link Clicks	446	771
Other Post Clicks	8,626	5,572
Other Engagements	1	1
Engagement Rate (per Impression)	**1.7%**	**1.8%**

LINKEDIN CAMPAIGNS

Published Photos • Published Links • Published Text • Published Videos
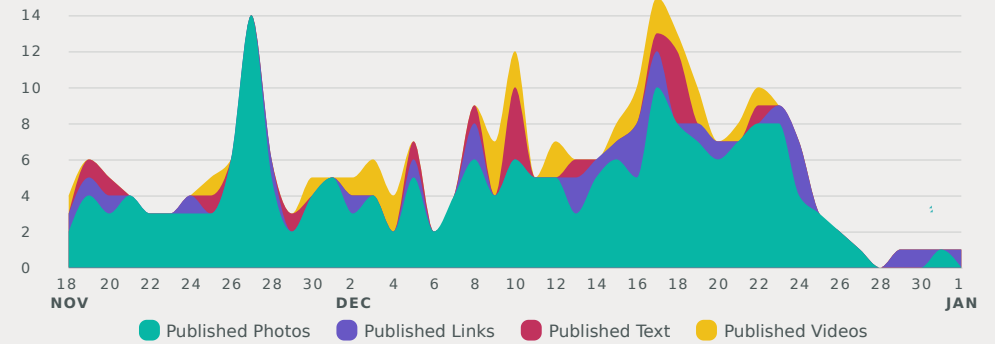
Publishing Behavior by Content Type	2020	2019
Total Published Posts	**260**	**183**
Published Photos	191	130
Published Links	27	22
Published Text	17	8
Published Videos	25	23

GOOGLE ADS PERFORMANCE

25.28% CLICK-THROUGH RATE +2.87%	**29K** IMPRESSIONS +3.59K
1.33K CONVERSIONS +288.00	**467** PHONE CALLS +103

WEBSITE PEROFORMANCE

■ 2020   ■ 2019

	2020	2019
Revenue	€2,350,379.01	€1,013,676.01
Transactions	19,464	5,757
Sessions	257,499	181,599
Users	169,849	138,386
Pageviews	692,767	443,642
New visitors	160,183	132,493
Returning Visitor	97,316	49,106

ANNUAL APPEAL REPORT

SVP
Society of St.Vincent de Paul
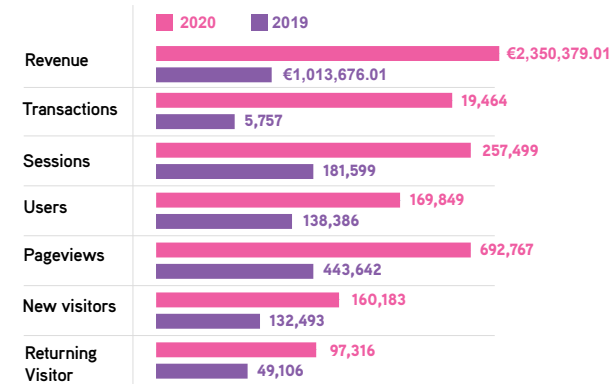
GOOGLE ANALYTICS

AUDIENCE

Jan 1, 2020 - Dec 31, 2020

37.8%
62.2%

Dec 31, 2018 - Dec 31, 2019

27%
73%

- New Visitor
- Returning Visitor
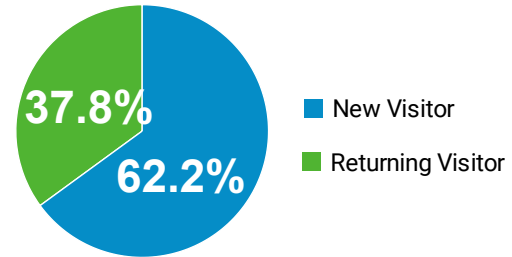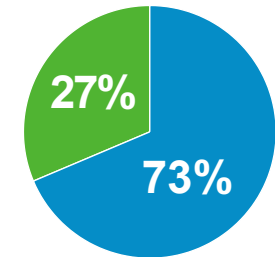
	2020	2019	
Sessions	257,499	181,599	41.80%
Users	169,849	138,386	22.74%
Pageviews	692,767	443,642	56.15%
AVG. Sessions Duration	00:02:15	00:01:39	37.10%
Bounce Rate	46.46%	57.40%	-19.06%

ACQUISITIONS:

Top Channels

47.4%
17.8%
16.4%
11.7%
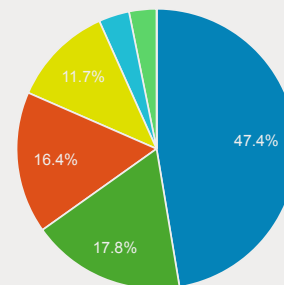
- Organic Search
- Direct
- Referral
- Social
- Email
- Paid Search
- (Other)
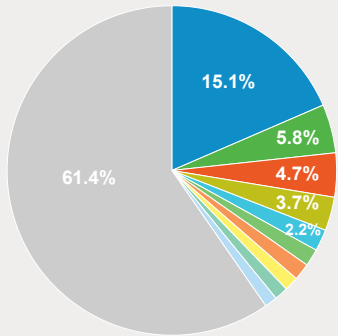
Top Campaigns

18.5%
15.9%
12.9%
9.8%
5%
17.8%
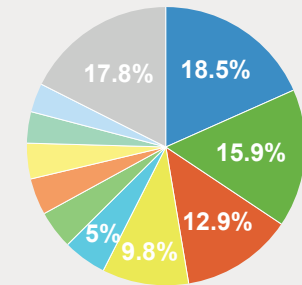
- Newsletter
- Get Involved
- SVP dynamic Ads
- Launch Post
- Virtual Gifts
- Ask Reminder Post
- AA Launch
- SVP General
- Homeless
- Aadec

BEHAVIOR:

Top Campaigns

	2020	2019	
Pageviews	692,767	443,642	56.15%
Unique Pageviews	473,962	319,575	48.31%
AVG. Sessions Duration	00:01:20	00:01:08	17.04%
Bounce Rate	46.46%	57.40%	-19.06%

Top Landing Pages

Pie chart: 61.4% /others, 15.1% /home, 5.8% /donate, 4.7% /get-involved/donate/single-donation, 3.7% /get-help/request-help-online, 2.2% /appeal-2020/virtual-gifts

- /others
- /home
- /donate
- /get-involved/donate/single-donation
- /get-help/request-help-online
- /appeal-2020/virtual-gifts

ONLINE FUNDRAISERS

TOTAL FUNDRAISERS

2020	2019
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CONFERENCE FUNDRAISERS	
*108 of 209 €99,422.16 £13,060.0	N/A

CONVERSIONS:

Results: 2020 vs 2019

2020	GOALS	2019
14,195	RFA	7,740
207	VOLUNTEER	365
32,331	SINGLE DONATION	10,437
64	SHOP VOLUNTEER	31
141	REGULAR DONATION	77

2020	GOALS	2019
124	OTHER VOLUNTEER	75
985	ME2YOU	N/A
48,811	GOAL COMPLETIONS	19,152
18.96%	GOAL CONVERSION	10.55%

2020	GOALS	2019
54.21%	ABANDONMENT	83.25%
48	GOOGLE DISPLAY AD 3	22
550	CREATE EVENT PAGE	92
48	GOOGLE DISPLAY AD 2	22