

## WHAT ROGERS PROVIDED

Rogers Sports & Media supported a national radio campaign followed by TV PSA's and digital support for Indspire's giving campaign.

Radio Campaign Plan (October 28 – December 6)	TV Campaign Plan (November 16 – December 6)	Digital Campaign Plan (November 16 – December 6)
<ul style="list-style-type: none"> <li>• :30 audio doc style spots</li> </ul>	<ul style="list-style-type: none"> <li>• :30 Interstitial commercial Creative visual:</li> <li>• 3-4 stories featured</li> <li>• Run 3-5x/day on Citytv, OMNI Television and Sportsnet in programming time</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Ad Displays - Estimated 2 million impressions on Rogers Properties</li> <li>• 24-hour home page take over of Citytv, CityNews and Sportsnet nationally (December 1<sup>st</sup>, 2020 is currently reserved *)</li> </ul>

## KEY INDSPIRE STATS PROVIDED

- 500% increase in visits to Indspire website over the same period in 2019.
- 4000% increase in new users over the same period in 2019
- 46% decrease in bounce rate on donation pages
- 315 new donors
- Over \$50,000 in revenue
- The campaign also helped Indspire reach into Maritime provinces

## GIFT RESULTS ANALYSIS – DEC 2020

Oct 28 2020 – Dec 6 2020

### New online donors

Gift range	# of donors (OTG)	% of overall gifts	Total \$ from gifts in that range	% of overall revenue
Less than \$99	156	54%	\$5691	11%
\$100 - \$250	122	33%	\$13,375.08	25%
\$251- \$500	21	7%	\$8493	16%
\$501- \$999	2	1%	\$1380	3%
\$1000+	14	5%	\$24,212	45%
Totals	315		\$53,151	