

The purpose of this document is to be a working document where we write down stuff around the campaign planning and optimisation that does not belong in any of the other general docs such as the campaign brief, the email plan etc.

EOS25 REFLECTION (DATA)

- **What happened?**

Time passed: 28 days in total

- 3 days inner phase
- 6 days soft phase
- **2 days pause (fur ban mobilisation)**
- 15 days public phase
- 4 days extended deadline.

Goals:

- Inner phase: 16
- Soft phase: 91
- Public phase: 215 (increased from 213)
- Extended deadline phase: 55 (increased from 40)

By channels:

- 70 from telefundraising (19,4%)
- 230 from emails (63,8%)
- 60 from social media and ads (16,6%)

Results:

- Inner phase: 14 (**2 short**)
- Soft phase: 81 (**10 short**)
- Public phase: 243 (**28 more**)
- Extended deadline phase: 82 (**27 more**)

By channels:

- 106 from telefundraising (**24,54%**) - telefundraising brought more donors than expected
- 210 from emails (**48,61%**) - emails brought less donors than expected
- 110 from social media and ads (**25,45%**) - social media brought more donors than expected

Processes:

- During inner phase: telefundraising (+call-a-thon), comms with the activists in FB, inviting TN people in Slack
- During soft phase: telefundraising (+call-a-thon), emails to “warmest” contacts

- During public phase: ads, social media posts and stories (TN and Gabrielè), emails to all contacts, reminder emails at the end of every day to those who clicked, 3 “you didn’t read” emails, telefundraising, post in the activists' FB group and chat
- During extended deadline: emails to all contacts, social media posts and stories (TN’s and Gabrielè’s), telefundraising.

EOS25 ANALYSIS

- **What is happening?** Make an overview of how the campaign is going, regarding the timeline, goals, results and processes. Define (name) the indicated issues.

Time passed: 10 days in total

- 3 days inner phase
- 6 days soft phase
- **2 days pause (fur ban mobilisation)**
- 1 day of public phase (launch).



You attract what you fear



EOS25 being alright

Omg I'm so scared of ~~\$10 Billion~~

Goals:

- Inner phase: 16
- Soft phase: 91
- Public launch day: 20

By channels:

- 70 from telefundraising (19,4%)
- 230 from emails (63,8%)
- 60 from social media and ads (16,6%)

Results:

- Inner phase: 14 (**2 short**)
- Soft phase: 81 (**10 short**)
- Public launch day: 9 (**11 short**)

By channels:

- 48 from telefundraising (**43,2%**) - bigger part of the regular donors now are coming from telefundraising (twice the planned)
- 49 from emails (**44,1%**) - emails are not bringing as many donors as expected
- 2 from social media and ads (**1,8%**) - social media is not bringing as many donors too

→ The spoken message of the campaign works very well, the written channels are struggling. We need to focus on the texts for emails and social media.

Processes:

- During inner phase: telefundraising (+call-a-thon), comms with the activists in FB, inviting TN people in Slack
- During soft phase: telefundraising (+call-a-thon), emails to “warmest” contacts
- During public launch: ads, social media posts (TN and Gabrielè), email to all (segmented into two groups - wrote and didn’t write to politicians about the fur ban), telefundraising, post in the activists' FB group and chat

Problems:

- During inner phase:
 - the day of call-a-thon was Saturday and Greta said not many people picked up and had a conversation with the telefundraisers
 - We didn't call the reserve volunteers, Elia didn't check on that earlier
- During soft phase:
 - the emails we were sending had very low clicks and opens, meaning that they were probably ending up in spam or promotions
 - some mistakes were made with sending the letters: on the first day, regulars received an EOS25 letter (then an apology one), on some other day people who clicked the previous day received a reminder on the next day as well (which might have triggered spam filters)
- During public launch:
 - emails sent today had the following opens and clicks:

● Sent on Wed, Sep 17, 2025 11:37 AM EEST EOS25 email 2.1.2 (wrote) Edited Wed, Sep 17, 2025 11:37 AM	119	66	6	0	⋮
● Sent on Wed, Sep 17, 2025 11:25 AM EEST EOS25 email 2.1.1 Edited Wed, Sep 17, 2025 11:25 AM	49,145	6,168	58	29	⋮

- for email 2.1.1: opened/sent rate: 12,6% (**below the average for EOS24**), clicked/opened rate: 0,94% (**below the average for EOS24** but above the average for EOY24), donated/opened: 0,05% (**below the average for EOS24 and EOY24**) - people are not opening the letter, not clicking and not donating. Might be an issue with the subject line (not being catchy and relevant) letters going to spam or promotions, or/and content issues as well (the message not resonating).
- for email 2.1.2.: opened/sent rate: 55,5% (above the average for EOS24), clicked/opened rate: 9,1% (above the average for EOS24), donated/opened: 0% (**below the average for EOS24**) - people are opening and clicking, but not donating; might be an issue with the website - something not working, the phrasing there not being convincing and in synch with the narrative in letters, or else.
- the high open and click rates on email 2.1.2. might be explained with this segment of people being active recently - those are the people who sent letters to politicians regarding the fur bar. So the fact that *they* are opening and clicking, does not cancel the hypothesis that the message doesn't resonate, and/or sub lines and content aren't well phrased.

- the social media post about the launch didn't bring any new donors, which Kamilé commented is "a bit strange" and "usually works and more people come from that"; she also suggested thinking about the messaging, "maybe something got lost there".
- the data from the website suggest that a big part of the people who are opening the website are not continuing with donations, therefore it might be something on the website that is not convincing enough or might be discouraging those who end up there from placing a donation.

Daily stats				
	Day	Unique visits	Clicked on donation	Donated
Sat	2025-09-06	37	8	4
Sun	2025-09-07	30	5	3
Mon	2025-09-08	37	10	7
Tue	2025-09-09	256	43	20
Wed	2025-09-10	129	33	23
Thu	2025-09-11	56	8	7
Fri	2025-09-12	56	22	10
Sat	2025-09-13	5	1	4
Sun	2025-09-14	0	0	5
Mon	2025-09-15	31	4	6
Tue	2025-09-16	135	10	6
Wed	2025-09-17	572	36	14
Thu	2025-09-18			2
Fri	2025-09-19			0

✓ How to test the hypothesis that the messaging doesn't resonate with people?

- Take a look at how the messaging performs in the different channels of communication - for example telefundraising, emails, social media, etc. If only one of the channels isn't working well, and the others are super effective, then it's unlikely to be the messaging in general.

I asked Greta for her thoughts and observations on how it is going with telefundraising, as well as Kamilé about how the ads and the social media post are performing.

It was not the first time I'm asking Greta this, since the telefundraising department has been communicating about EOS25 since the very beginning (inner launch).

Her response was just like before: that the messaging resonates with people a lot, conversion rates from the calls are very high, telefundraisers are motivated and enjoy the calls. She said that "from telefundraisers' perspective I have nothing wrong to say about eos25 or the campaign's message".

Kamilè, on the other hand, expressed concern about the messaging regarding the fact that 0 donors came from the social media post today.

The results from letters and the journey of people through the website also suggest to me that the problem is related to (written) phrasing.

? *How can that be?*



Both social media and email are *written* channels, unlike telefundraising, which is a *spoken* channel.

It is possible that a message sounds good when spoken but doesn't resonate so well when read. That would explain the differences in letters, social media and telefundraising effectiveness, seen from the different percentages of regulars coming from these channels.

- **Why is this happening?** Suggest explanations of why things are this way, basing your reasoning on the experience from previous campaigns, observations, data and logic.
 - maybe the messaging is too complex, therefore not so intuitive and easy to engage with, especially in written form; since when speaking, we usually simplify and emphasise only the most crucial parts, this might explain why telefundraisers are having positive experience with the message, while the channels with written communication are struggling.
 - might be that the sentiment of the main message resonates, but the phrasing of it and the surrounding text in letters and posts doesn't "hit home"; we need to hold the reader's hand and guide them to what we want to convey, and if we're failing to create this sense of shared, meaningful and comprehensible journey, then a person might feel that the message is distant, unclear, complicated or not emotionally engaging.
 - might be that messages in the social channels (letters, website, social media) are not consistent enough with each other, so that instead of completing one another, they make one another seem chaotic, complicated and unclear.
- **What to do?** Suggest ways to resolve the indicated issues and improve the work on EOS25, as well as the results, consequently.
 - Simplify the main and supporting message, as well as the general way of speaking for the campaign. Try to use the exact same phrases in the website, social media and letters.

MAIN MESSAGE ANALYSIS

Key message:

Become a Guardian of animal laws - support the fight for the animals every month. As politicians are returning from vacation and the new government is stepping in, ensure that no matter who decision-makers are, your demands for better animal protection will be voiced clear and loud in their offices.

Supporting message:

As politicians are returning from vacation and the new government is starting its work, those who will be shaping the future of animals in Lithuania have just stepped into their offices. Soon, they'll click their pens open, sit down in meeting rooms and plan what to work on for the upcoming year.

You have the power to ensure that no matter who they are, from this day and ahead, decision-makers will be hearing your call and feeling your pressure to protect animals every day. Become a Guardian of animal laws - support the fight for animals monthly.

- **Main idea** (with simple words)

Politicians are just starting their work, so now is the right time that they start hearing what you want and expect from them - to create better laws for animals.

- **Phrasing** (readability score) - can be improved for simplicity and readability

The image displays two screenshots of the Hemingway Editor's readability checker interface, comparing the readability of two different versions of a text.

Top Screenshot:

- Text:** "Become a Guardian of animal laws - support the fight for the animals every month. As politicians are returning from vacation and the new government is stepping in, ensure that no matter who decision-makers are, your demands for better animal protection will be voiced clear and loud in their offices."
- Readability checker:** Grade 14 (Poor). Aim for 9.
- Feedback:** 1 of 2 sentences is very hard to read. 0 of 2 sentences are hard to read.

Bottom Screenshot:

- Text:** "As politicians are returning from vacation and the new government is starting its work, those who will be shaping the future of animals in Lithuania have just stepped into their offices. Soon, they'll click their pens open, sit down in meeting rooms and plan what to work on for the upcoming year. You have the power to ensure that no matter who they are, from this day and ahead, decision-makers will be hearing your call and feeling your pressure to protect animals every day. Become a Guardian of animal laws - support the fight for animals monthly."
- Readability checker:** Grade 12 (OK). Aim for 9.
- Feedback:** 2 of 4 sentences are very hard to read. 0 of 4 sentences are hard to read.

- **Theory of change** (how do we suggest helping animals)

1. Those in power make decisions that determine the faith of animals
2. If you support the fight monthly, they will hear your demands to protect animals
3. When they hear your demands to protect animals, they will work for it
4. As a result of people in power hearing your demands and working for what you want, animals will be protected.

- **Assumptions we make when we use this message** (which might be wrong)

1. People trust that the government is reliable, meaning that politicians can be trusted, they are listening to the wants of the citizens, and acting accordingly to the best interest of the country and people.
2. People think that politics is a reasonable instrument for social change, meaning that they don't "avoid" politics, but rather see it as a necessity and a force that is shaping their lives and is worth paying attention to.
3. Generally, people understand and agree with our theory of change, that includes influencing those in power to make legal, systemic changes according to the voice and demands of the citizens and in the best interest of animals.

- **How can we check if these assumptions are true**

1. Understanding what distinguishes the message conveyed in speech rather than in text - telefundraising vs. written social channels such as social media, emails, website, etc.

For example, Monika is "indirectly creating the feeling for them that they are not only fighting for animals rights but also resisting the authorities", mentioning that "I think you'll agree that there are concerns about the current situation in the government". This kind of emphasis is almost like crafting a narrative "we together for the animals and against the unreliable politicians", rather than presenting the politicians as like-minded and working for the cause. Such nuance might determine a different perception of the message and therefore different reactions to it.

Rūta is communicating that "this is such an important moment because politicians are changing and animals' voice could easily be shut down if we don't keep pushing", underlining the conflict and the need for pressure rather than collaboration with politicians.

Ieva as well shared a similar angle of her communication: "recently started to talk about that incident when they wanted to delay fur farming ban and people love to hate on politicians lol --> ask them to take 2nd step in this fight - to become a regular - because we just saw we need their help now more than ever".

2. Exploring the psychology of Lithuanians

Several articles point out that Lithuanians' trust in politicians, the government and the institutions is relatively low.

- [A Diagnosis of Corruption in Lithuania](#), 2010: “A survey conducted in 2009 indicated that only 19% of Lithuanian residents trust the Government, 10% trust the Parliament, and 8% trust the political parties.”
- [Lithuania Country Report 2024 - BTI Transformational Index](#): “Various surveys show that political parties are the least trusted institution, with between 4% (Vilmorus, December 2022) and 16% (Democratic Sustainability Barometer 2022) trust among the population. For example, according to Democratic Sustainability Barometer 2022, only 17% of the population agree that Lithuania’s state institutions properly serve the public interest (29% neither agree nor disagree and 53% do not agree). The level of trust in political institutions is also relatively low. According to the most recent survey by Democratic Sustainability Barometer (2022), 16% of the population trust political parties (71% do not), 20% trust in parliament (72% do not), 32% in government (61% do not) and 48 % in the president (43% do not). Only the executive institution has a higher level of trust than distrust.”
- [Vilmorus Survey](#), 2025: In Lithuania, only 24.5% of the population trust the government, 11.6% Parliament and 6.3% political parties. The vast majority of the population do not trust these institutions (respectively 34.1%, 58.3% and 64.9%).
- [The change in the perception of the state by students in Poland and Lithuania in the context of research on social Capital](#), 2019: In Lithuania, regardless of the year of study, the level of strong or very strong trust in the central government or the local government does not exceed 6.8%. However, it should be pointed out that fewer students in the third year than in the first year express their lack of trust in the authority, regardless of its level. In Lithuania, however, it can be presumed that this is a result of a generally low level of trust, since less than 40% of the respondents trust their friends.” “Research results show that in Lithuania, for first and third-year students, it is often difficult to assess the honesty of employees of central and local government institutions (about a half of the respondents has no opinion on this subject). However, it should be added that a very large proportion of students, regardless of their year of study, indicate that they are rather dishonest or very dishonest.”

Overall: it seems like the low trust in the government might play a role in people not resonating with the written forms of the main message. Read [this ChatGPT talk](#) as well for extended reasoning and alternative explanations.

- **Ways to change the main message**

1. Emphasising pressure rather than collaboration in the relationship between animal supporters and politicians (communicating a conflict)
2. Reducing the complexity in our theory of change (support → helping animals)
3. Turning the focus toward animals rather than politicians

- **Principles to keep**

1. Respond to the questions “Why you” and “Why now” (make the message person- and time-specific and relevant).
2. Try to use visual imagery rather than abstract wording.
3. “Cut” the distance between helping animals and donating as short as possible (make it as intuitive and obvious as possible).

- **Main message (drafts)**

Become a Guardian of animal laws - support the fight monthly. Ensure that animals will have their defenders, scientists and experts to speak up for them in any meeting where their fate is decided. Thanks to your support, politicians and directors of institutions will feel your pressure to protect animals every day of their term.

Become a Guardian of animal laws - support the fight monthly. As politicians are changing, the voice of animal defenders could easily be silenced. Ensure that no matter who politicians and directors of institutions are, they will hear your voice and feel your pressure to protect animals every day of their term.

Become a Guardian of animal laws - support the fight monthly. Ensure that animals will have a defence in every meeting where their fate is decided and that those in power will feel your pressure to protect animals every day of their term.

Become a Guardian of animal laws - support the fight monthly. Ensure that your care for animals is voiced out in any meeting where those in power decide their fate. Thanks to your support, politicians and directors of institutions will feel your pressure to work for better animal protection every day of their term.

Become a Guardian of animal laws - support the fight monthly. Right now, it is such an important moment because politicians are changing and animals' voice can easily be shut down. Ensure that no matter who politicians and directors of institutions are, they will feel your pressure to work for animal protection every day of their terms.

Become a Guardian of animal laws - support the fight monthly. As new ministers are taking their seats, the voice of animals is in danger of being silenced. Ensure that no matter who they are, politicians and directors will feel your pressure to work for animal protection every day of their terms.

Supporting message:

As new ministers are stepping in, the voice of animals is at risk of being shut down. Right now already politicians and directors of institutions are sitting down in meeting halls, drafting new policies and shaping the future of animals.

Ensure that no matter who they are, those in power will hear your voice and feel your pressure to protect animals every day of their terms. Become a Guardian of animal laws - support the fight for animals monthly.

Animals' voice is in danger of being silenced, as new ministers are taking their seats. Politicians and directors are already sitting down in meeting halls, drafting new policies and shaping the future of animals. → shorter, portrays a conflict ("animals' voice is in danger"), is time specific (refers to the recent change of ministers in Lithuania), still has some nuance and is accurate (politicians and directors), starts with a focus on the animals rather than politicians

Ensure that no matter who they are, those in power will feel your pressure to protect animals every day of their terms. Become a Guardian of animal laws - support the fight for animals monthly. → shorter, “feel your pressure” rather than “hear your demands” - suggest a conflict relationship rather than collaboration, implies consistency (“every day of their terms”)

- **Polished** (with [Hemingway App](#))

➤ **Key message:**

Become a Guardian of animal laws - support the fight monthly. With new ministers taking their seats, the voice of animals is in danger of being silenced. Ensure that politicians and directors feel your pressure to protect animals every day, no matter who they are.

➤ **Supporting message:**

Animals' voice is in danger of being silenced, as new ministers are taking their seats. Politicians and directors are already meeting and shaping the future of animals.

Ensure that those in power feel your pressure to protect animals every day, no matter who they are. Become a guardian of animal laws — support the fight for animals monthly.

- **Readability:** good

Become a Guardian of animal laws - support the fight monthly. With new ministers taking their seats, the voice of animals is in danger of being silenced. Ensure that politicians and directors feel your pressure to protect animals every day, no matter who they are.

Write Edit Feedback

Readability ⓘ ⓘ

Grade 8

Good.

Words: 45

Show more stats ▼

Animals' voice is in danger of being silenced, as new ministers are taking their seats. Politicians and directors are already meeting and shaping the future of animals.

Ensure that those in power feel your pressure to protect animals every day, no matter who they are. Become a guardian of animal laws — support the fight for animals monthly.

Write Edit Feedback

Readability ⓘ ⓘ

Grade 9

Good.

Words: 57

Show more stats ▼

Pros and cons #4

Leaving the counter to be until midnight of 15th September to 16th (vs. making it count until the actual hour of public launch)

+ Pros:

- Why fix what works? We have used this way of counting the time left in the previous campaigns, and as far as I know, our supporters haven't asked why or commented that

they find it logically inconsistent (note: people might not be so affected from it to take action and tell us, so we should not only rely on their explicit feedback when evaluating if and how things work).

- Picking from the last (no one has asked or pointed it out), do we have evidence to assume that people (1) notice it, (2) think about it and (3) find it weird/illogical?
- Counting up to midnight seems intuitive and simple, even though we're not launching the next phase exactly at midnight. We also count birthdays from midnight, even though we're not born exactly at midnight. Yet, we don't wait for the exact hour to wish "happy birthday" to someone, because we have decided for the whole day to be "special" and to symbolise that event. Same with the launch - even though we're not launching exactly at midnight, we can generalise and make it "a day of launch", therefore counting it from midnight.
- Counter argument #1 for the con of that alternative: the laws of psycho-logic that we as humans apply and operate with in daily life, are sometimes different from the laws of formal logic. This means that even if something is formally and precisely correct, a slightly different way to approach it might be seen and utilised as more intuitive and convenient. The example with the birthdays.
- Counter argument #2 for the con of that alternative: counting hours might be not so counterintuitive to generalising the whole day to symbolise the event, since the exact same thing people do with birthdays - counting time until midnight, even though they weren't born exactly at midnight.
- Extra: thinking of human psychology and the timeline of sending the last urgency letters before the public launch, that's how I see it: if we measure until the midnight, we will send letters at the morning, noon and evening; if it measure until the exact hour of the launch, we will send in the morning/noon, evening and on the next day - morning. The main difference I see is in the last letter's time of sending - it will be either in the evening or in the morning. In the evening people are tired, therefore more emotional and less rational; tend to be more impulsive as well, compared to the morning when well-rested. Therefore, as we're relying on emotional reaction (respond to the urgency and emotional significance of the cause), it seems better to adress the reader when they would be more "susceptible" to such an influence.

■ Cons:

- More thoughtfully looked at, it makes logical sense to count time left until we will have actually launched the public phase.
- Just because we have done something in a given way, doesn't mean we have to keep doing it that way just because of "tradition", "habit" or "routine". Just because something works, doesn't mean we can't (and should not try to find, when possible) something that works better. Don't let "good" prevent you from doing "better".
- We're emphasising in the letters the exact number of hours *a lot*, which means we are trying to communicate preciseness and that every hour matters, therefore such "generalisation" (taking the day to symbolise the event, as with birthdays) might be counterintuitive here, considering the strategy of counting exact hours.
- If we count until midnight but then we actually launch at, let's say, 11:05 during the day, there were those hours as a "buffer" between the end of soft launch and the

beginning of inner launch, which might confuse our supporters and seem “empty” or not well planned.

Evaluation of both alternatives: neither of them is so “bad” that it should be avoided at all costs, so I’d say both are “good enough” and a decision between them that turns out to be slightly worse, will still not be a tragedy; I think that among those two, there is not really a “wrong” way, only different ways.

Conclusion: following a more conservative and “safe” approach, I’d suggest sticking to the counter ending at midnight. This is based on the previous (organisational) experience, the logic of measuring time and celebrating events in real life (e.g. birthdays), the “why fix what works” argument and a consideration from human psychology. I don’t think we have strong enough reasons to think this is a “bad” or illogical way to communicate about it, and that a change here would bring significant and worthwhile benefit.

Pros and cons #3

Problem: the word for “guardian” in Lithuanian is gendered, so it should be in feminine for women and in masculine for men; therefore, we need to make sure the phrasing is relevant to everyone who will end up on the website, no matter their gender.

Labels with “animal guardians team” levels

+ Pros:

- Reinforces the narrative about collective power and community with shared values, care for animals, goals and vision.
- Avoids labeling - and therefore, (mis)gendering - the individual, and instead labels the collective.

— Cons:

- Misses the change to reinforce the personal identity of the reader - as a special person for animals, answering “why you”.
- Might be confusing and not so clear if there are different “levels” of the team for guardians, and we have invited the person to join one general team in the emails.

Labels with “gold, silver, bronze”

+ Pros:

- Easily and intuitively understood ranking.
- Can be made visual - with different metallic colours and emojis.

— Cons:

- It is very general and commonly used, therefore doesn’t have direct association with animal protection.

- Somehow more focus on the size of donation, might make some people feel like their support is less significant or not enough, even if they're giving what they can.
- Creates a sense of differentiation and competition rather than together-ness, and therefore contradicts our narrative about "a team of like-minded people" and collective power.

Labels with "sergetojas/sergetojė"

+ Pros:

- Inclusive and leaves space for the person to decide their "label".
- Keeps the focus on the individual and their identity as a guardian for animal laws.

— Cons:

- Not personalised - looks like a mass template, and doesn't continue the narrative about "personal invitation" and "I know you".
- Sounds formal and bureaucratic, unlike normal everyday communication.

ABOUT LABELS ON THE WEBSITE

Description: in the beginning of the campaign, I decided that we will test out having different labels for the different amounts of monthly donation on the website. My idea was to encourage people to donate more by associating the suggested amounts with an identity that ranks from "guardian" through "super guardian" to "ultimate guardian".

Problem: in Lithuanian, "sergetojas" is masculine and therefore not inclusive for women. This is a problem only in the website labels, since the CTA elsewhere is "Join the team of Guardians of animal laws", and the gender issue is present only when referring to one person.

Final decision: not to use a labeling system on the website.

My final decision is based on what I consider to be a priority in the communication about the campaign: clear, simple and consistent narrative.

Reinforcing the individual identity by basing it on the amount of support might be contradictory to our general CTA "Join the Guardians" and the narrative about collective power. It might be seen as confusing, non-consistent, strange or distracting.

We want people to think about one thing: how to help animals, not how to decode our system of labeling; and we generally don't want to make people think more than needed - we want them to feel and act. So at this point, it seems like the linguistic complexity of the "sergetojas" is a strong argument against the labeling. To me, avoiding any complications and potential sources of confusion seems more important than testing out the labels.

Pros and cons #2

Communicating about phases in SoMe posts

+ Pros:

- Making the campaign seem more specific instead of broad and abstract;
- Communicating smaller goals also means opportunities to communicate success and social proof (both on posts and stories).

— Cons:

- As each phase lasts 3 days, it means we need to have at least 1 post dedicated to the campaign every three days. So half a month of posting about this only.

Not communicating about phases in SoMe posts

+ Pros:

- The content doesn't have to be tied to the EOS25 campaign (1 post every 3 days), so more freedom to post about different things during that time.

— Cons:

- Less communication about the campaign → less engagement with it.
- Missing the chance to experiment for the first time with this and see if it works.

Pros and cons #1

Sending the same email daily to those who clicked but didn't donate

+ Pros:

- If it works, why change it? It makes sense to write a good email of this kind and use it as much as possible and reasonably, rather than try to "discover the warm water".
- It's a short and straightforward email, therefore it should take less time and attention than a general email (like a story one or focused on the reader one), and if it can be re-used (because the purpose, context and content will be the same each time), that sounds like a wise thing to do.

— Cons:

- If a person has clicked but not donated more than once, they will receive the same email. This will make it seem automatic and non-personal, which we would rather avoid. This can be solved if a person receives such an email only once, but then the point of sending such a reminder daily gets a little lost. The probability of someone clicking more than once but not donating is likely low, but since we cannot know, it's worth it to avoid the risk.

Sending a different email daily to those who clicked but didn't donate

+ Pros:

- Trying out different phrasing and versions of the same email, so we can gather some useful info about what works best. Might find a phrasing / perspective that does wonders and which we wouldn't have found if we didn't try out different versions.
- Feels personal and authentic to people who would receive this kind of letter more than once. Therefore the persuasion might "accumulate" in effect and be reinforced by the sense of "this is a real person writing to me personally every time".

— Cons:

- Need to invest time and energy to come up with around 20 emails rephrasing the same thing in slightly different ways.

In conclusion, it seems worth it to avoid the risk of appearing "automated" and "copy-pasted". So we should rather write 20 slightly different versions than send the same one 1:1 every day.

Pre-mortem

1. What do we do if things are not happening as we planned, the goals are not being achieved, the emails seem to flop?

1.1. Checklist on when to take action

- ☐ 2 days have passed (by Wednesday) and goals for the previous days are not achieved

1.2. Checklist to identify the problem + take action

- ☐ **Is the team excited?** Is everyone being proactive, taking opportunities, etc?
- ☐ **Is it an issue with emails?** Might be an email issue if people who we send emails to are not getting to the website at all.
- ☐ Is it a technical issue (that has to do with SendGrid, links, visuals, methods and times of sending)? Might be a technical issue if people are not receiving/opening the emails, the emails frequently go to spam or promotions, images or gifs are not appearing, etc. In that case, ask Akvilè or Justas for help.
- ☐ Is it a content issue (that has to do with subject lines and narrative)? Might be a content issue if people are reading the emails but not taking action. However, not opening emails might be a content issue as well - due to weak subject lines and/or content that makes the email go to spam or promotions. In that case, discuss with Akvilè and Evelina what to change.
- ☐ **Is it a website issue?** Might be a website issue if people are clicking on the button in emails but not finishing their donation.
- ☐ If it is a website issue, is it a technical issue? Ensure that all works properly, try out different devices. In case it's a technical issue, seek help from Akvilè or Justas.

- ☐ If it is a website issue, is it a content issue? Seek feedback for the website content and reflect if there is anything that might sound off, weak, not persuasive or not aligned with the narrative of emails. In case it's a content issue, discuss with Akvilė and Evelina what to change.
- ☐ **Is it an issue with social media ads?** Talk to Kamilė and see if she has any suggestions on why that might be.
- ☐ If it's an issue with ads, is it a technical issue? In that case, seek help from someone who has expertise on the matter.
- ☐ If it's an issue with ads, is it a content issue? Review the content of ads together with Kamile and see if there's anything that might sound off, weak, not persuasive or not aligned with the narrative of emails. Decide on which to keep and which to stop, and how to rephrase the content strategically.
- ☐ **Is it an issue with telefundraising?** Talk to Greta about what is happening and why might the issue be.
- ☐ Is it a technical issue with telefundraising (something about the systems not working)? Ask Akvilė for help.
- ☐ Is it a content issue with telefundraising (people not responding well to the narrative of the campaign)? If that's the case, investigate further (by talking with the telefundraisers about their observations and suggestions) which parts of the narrative do not resonate with people, and then discuss with Akvilė and Evelina how to change those.

2. What to do if things are going better than expected & we hit the goals for the phases earlier?

2.1. Checklist on when to take action

- ☐ 2 days have passed (by Wednesday) and goals for the previous days are over-achieved

2.2. Notice and write down what has been done and how, and make suggestions on what and why it has worked so well. You're doing this in order to ensure that the things responsible for the success are not going to change until the end of the campaign (or until no longer helpful). Can involve Evelina, Kamilė and Akvilė in this reflection.

2.3. Come up with different goals for the next phases that seem realistic considering the available results up to that moment. Be ready to adjust those again if needed and according to how the campaign is going.

2.4. Communicate the great success with the supporters! This might mean changing the email plan a bit so that you prioritize sending emails that communicate the success & what does this mean for the fight for animals and for the reader.

2.5. Celebrate with the team & keep the spirits high 🎉

Creating a Trello board

Aims: to be simple, organised, to give a good overview of what is being done by who at any given moment, to indicate urgency and progress of tasks, to be visually nice and fun to use.

1. Ways to organise a Trello board:

1.1. By time periods - e.g. first week, second week, third week, or even by days - Monday, Tuesday, etc., and the tasks of everyone that need to be completed during the time period are put together in one box - **preferred**, I think it will be more clear and convenient to use

1.2. By theme - e.g. social media, newsletters, website, telefundraising.

1.3. By status - incoming, to-do, in progress, awaiting, completed.

2. Other things to do:

2.1. Create a “How This Board Works” Trello card that includes answer to the questions:

- What is the main purpose of this board?
- Who uses this board?
- What is the purpose of each list?
- How do you know when a task has been completed?
- Should certain labels be used, and what do they stand for?
- Who should I reach out to with questions?

2.2. Use card covers and colours to visually sort cards within each list

2.3. Add a list for congratulating people on a good job they did

2.4. Assign someone to be in charge of the board. This person will follow up on cards that haven't moved in a while, and make sure new cards are in the right place.

2.5. Add a list describing the role and responsibilities of everyone in the team briefly

2.6. Use labels to specify the status, urgency or other traits of the tasks

Sources: [1](#), [2](#)

Worksheet main message

Needs to include:

- The new government is starting its work;
- It doesn't matter who they are, they will hear your voice.

Need to be:

- Clear, visual and vivid.

Drafts:

Key message:

Become a Guardian of animal laws - support the fight for the animals every month. As politicians are returning from vacation and the new government is stepping in, ensure that no matter who decision-makers are, your demands for better animal protection will be voiced clear and loud in their offices.

Supporting message:

As politicians are returning from vacation and the new government is starting its work, those who will be shaping the future of animals in Lithuania have just stepped into their offices. Soon, they'll click their pens open, sit down in meeting rooms and plan what to work on for the upcoming year.

You have the power to ensure that no matter who they are, from this day and ahead, decision-makers won't go through a single workday without hearing your call and feeling your pressure to protect animals. Become a Guardian of animal laws - support the fight for animals monthly.

Key message:

Become a Guardian of animal laws - support the fight for the animals every month. As the new government is starting its work, ensure that not a single day will pass without your demands for better animal protection echoing clear and loud in the offices of decision-makers.

Supporting message:

Politicians and directors who will be shaping the future of animals in Lithuania have just stepped into their offices and clicked their pens open. Along with the new government members, they'll sit down in meeting rooms, draft new policies and plan what to work on for the upcoming year.

You have the power to ensure that no matter who sits at the ministers' chairs, from this day and ahead, decision-makers won't go through a single workday without hearing your call and feeling your pressure to protect animals. Become a Guardian of animal laws - support the fight for animals monthly.

