

## **Soles4Souls**

Since 2006, non-profit Soles4Souls (S4S), based in Nashville, Tennessee, has been helping distribute donated shoes and clothing in North America and around the world to help those in need. The problem is, not many people had heard of the non-profit, limiting their access to donations and critical funding to continue their important work. They needed a clear and concise articulation of what they do, and why they do it. And then they needed an awareness campaign to help spread the word, and make Soles4Souls a household name.

To make an impact, we needed to find the silence in a noisy non-profit category fighting for people's donation dollars nationally. So, we focused on areas with less non-profit proliferation; Nashville, Tennessee, St. Louis, Missouri, and Dallas, Texas.

The task at hand was to demonstrate how inaccessibility felt. If we could make our audience understand how a simple pair of shoes or clothing can positively impact those in need, we could create a personal connection. We found that point of contextual reference in a recognizable sign we've all seen at the entrance to a mall or a restaurant, and one that strikes at the heart of the issue: "No Shirt, No Shoes, No Service".

We changed the "No Service" outcome to those the non-profit identified as key areas of opportunity for those in need of proper shoes and clothing; "No Home", "No Employment", "No Future", and "No Opportunity". This approach communicated that lacking something as simple as proper shoes and clothing creates emotional and literal barriers to accessing the fundamentals in life. The message was supported by a contextual visual setting and a simple CTA: Help Turn 'No' into 'Yes'.

The "Door of Opportunity" campaign was a first-of-its-kind for Soles4Souls. The integrated campaign included wild-postings, print, OOH, social, PR, OLV, retail guerrilla tactics, and local influencers, including country singer Ashely Cooke. All in an effort to drive awareness, donation dollars, and open more doors of opportunity for those in need.

### **Brand Performance:**

- **+27.3% Lift** in Brand Awareness amongst key 35 – 44 demographic
- **+11.1% Lift** in Brand Awareness nationally
- Improved S4S's ranking amongst competitors from 5th to 4th

### **Business Performance:**

- **2,717% Increase** in Monthly Donor Lifetime Value YOY (an important fundraising metric estimating how much a donor will contribute over their lifetime)
- **273% Increase** in S4S's Average Monthly Donations
- **156% Increase** in Total Donation Dollars YOY

### **Campaign Performance (during Campaign period):**

- **964 Million** Impressions (90% Earned)
- **609** Publication Coverage

- **29K** Social Engagements
- **775% Increase** in Web Traffic (during campaign period)
- **620% Lift** in Share of Voice (vs. previous 42-day period)
- **369% Increase** in S4S Instagram Followers YOY
- **223% Lift** in Online Mentions (vs. previous 42-day period)