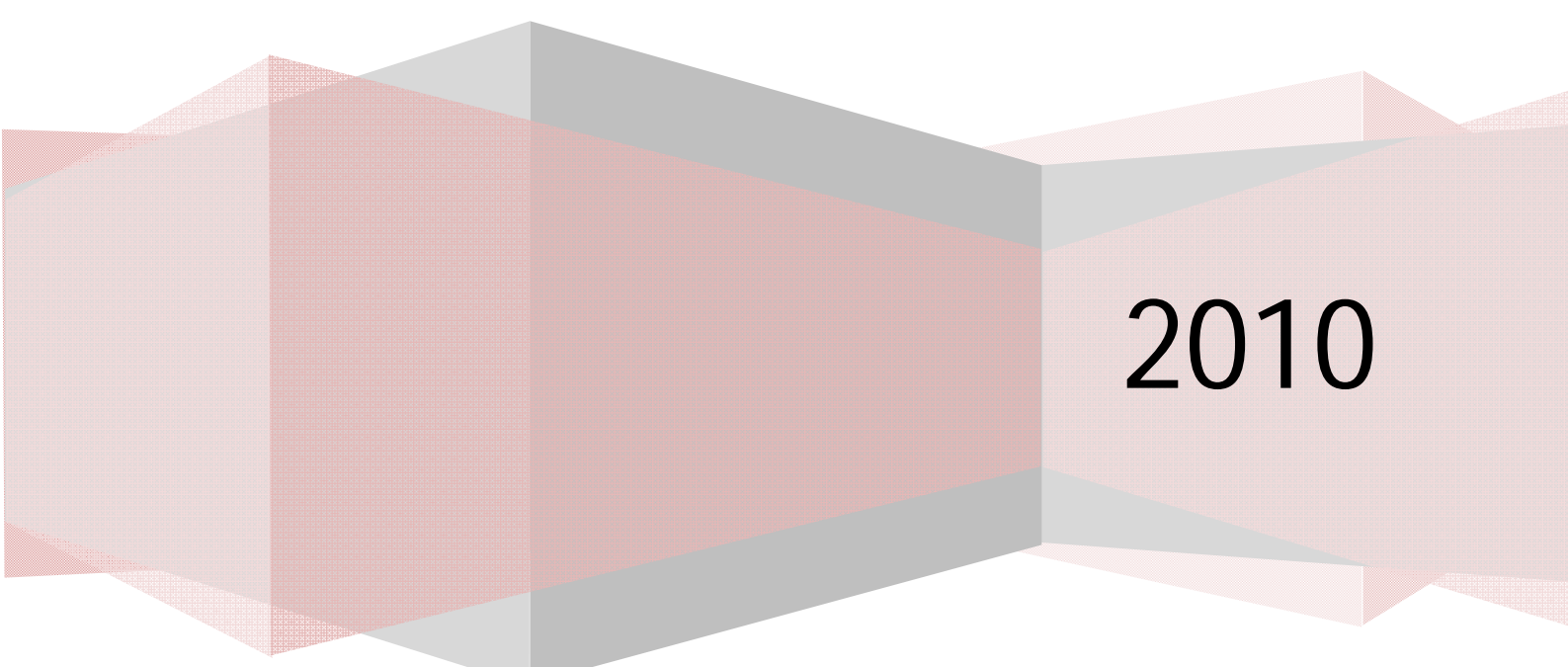




# Email Marketing Case Study

## Compassion in World Farming

An abstract graphic consisting of several overlapping, semi-transparent, 3D rectangular blocks in shades of red and grey, creating a layered, architectural effect.

2010

## Navigating the Recession Using the Internet.....Effectively

*In this report you will learn:*


How a UK charity achieved nearly 300% of a fundraising target from a single well designed email campaign.

### Outcome

Compassion in World Farming (CiWF) sent out an email campaign to raise £3190.37 in 3 days. They raised over £8000.

### Background

CiWF founded in 1967, is a UK based charity that campaigns for farm animal welfare. They targeted dairy farming for this particular campaign.

**COMPASSION**  
in world farming 

# COWS BELONG IN FIELDS

DAIRY FARMING


- COWS BELONG IN FIELDS
- ABOUT NOCTON
- ABOUT INTENSIVE DAIRY FARMING
- ABOUT COMPASSION
- TAKE ACTION
- MORE INFORMATION
- DONATE TO THE CAMPAIGN
- LINCOLNSHIRE BUS CAMPAIGN
- CELEBRITY SUPPORT

## COWS BELONG IN FIELDS, DON'T THEY?

The future of UK dairy farming is under threat.

The looming threat of US-style 'mega-dairies' may take a terrible toll on UK communities through noise and pollution. The countryside will be changed forever, with huge sheds dominating the landscape and local roads blighted by lorries. These farms can also undercut smaller-scale farmers - the ones whose cows actually graze in fields. **We estimate that opening just one 8,000-cow unit could ultimately lead to the closure of up to 100 traditional dairy farms.**

Nocton Dairies Ltd plans to build a 'mega-dairy'

16 shares  
Share   
13 tweets  
retweet  
print

### What happened?

CiWF designed an email campaign which had a relatively moderate fundraising target and a specific deadline of just 3 days. This deadline created a natural sense of urgency. Social media links in Facebook and Twitter were effectively used to quickly share details of the campaign.

The email campaign was launched and more than the total was achieved. Nearly 300% of the fundraising target allowing the action for this dairy farming campaign to go ahead.

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**THE 'MEGA-DAIRY' CAMPAIGN IS ON THE ROAD!**

We had an amazing response to our urgent appeal to help fight the looming threat of mega-dairies.

Thanks to the generosity of our supporters, our campaign against Nocton Dairies will now appear, for a whole month, on a fleet of buses in Lincolnshire. Together, we'll be standing firmly beside local campaigners to protect cows, and the countryside, from this shocking new wave of factory farming.

47 shares  
Share f  
6 tweets  
retweet  
print

SIGN UP FOR EMAIL UPDATES  
EMAIL:

COMPASSION in world farming  
COWS BELONG IN FIELDS. SAY NO TO THE MEGA-DAIRY.

How they did it

This is the email message that went out

**Subject:** Only 3 days to raise £3,190.37 – please help today!  
**Date:** Fri, 15 Oct 2010 07:36:13 -0400 (EDT)  
**From:** Compassion in World Farming <supporters@ciwf-alerts.org.uk>  
**To:**

[View this email in a web browser.](#)

**URGENT APPEAL**

**COMPASSION**  
in world farming

Dear

**Please help get our 'mega-dairy' campaign on the road!**

Compassion's campaign against plans for an 8,000 cow 'mega-dairy' in Lincolnshire is gearing up fast. As you may know, we are expecting the farm's backers to re-submit their planning application shortly. And we believe this huge, intensive farm would be a disaster – for cows, for people, and for the future of UK farming.

When the plans are re-submitted to North Kesteven council, local objections to the farm will carry huge weight. Hundreds of local residents objected to the initial 'mega-dairy' plans earlier this year. Now, in the face of a PR offensive from the farm's backers, we need to help local campaigners galvanise even more people into action.

[View larger image >>](#)

Please [help us raise £3,190.37](#) by Sunday, 17th October to get the campaign against Nocton Dairies on a fleet of buses in Lincolnshire. Our message will be loud and clear.

- An email service that allowed effective design of a newsletter type campaign.
- Targeted message that spoke directly to supporters on their contact list.

- Good use of visuals in email campaign. Seamless image matching from newsletter style email to website.
- Effective use of social media tools to allow easy sharing of campaign amongst friends and family.

**Look out for future reports from Safeserve as we explore how to best use Information Technology and the internet to support the aims of your charity.**