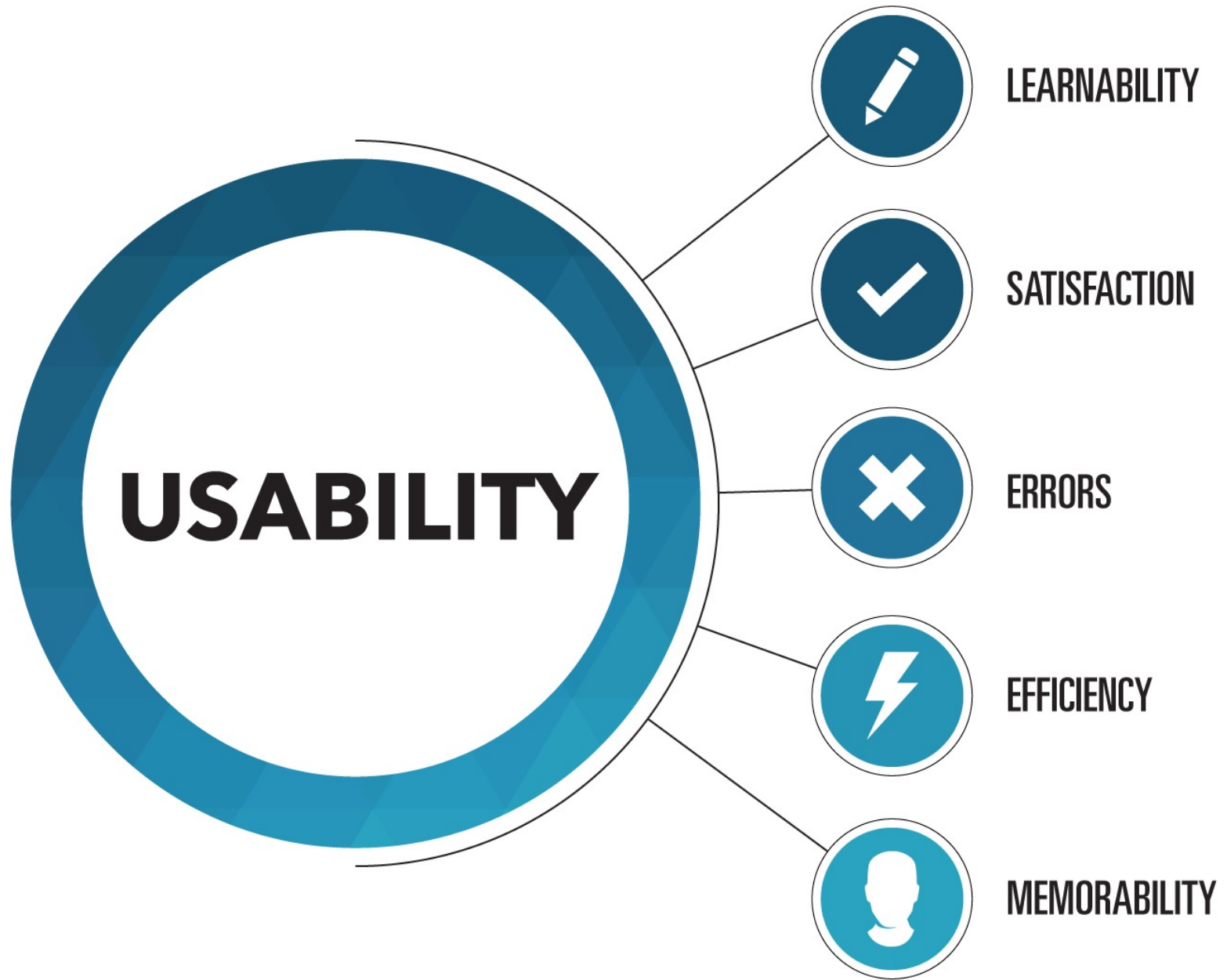






**\$300B**



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## HOW WILL THE MONEY BE USED?

### MEDIA

We create films to document LRA atrocities, introduce new audiences to the conflict, and inspire global action.

### MOBILIZATION

We mobilize massive groups of people to support and advance international efforts to end LRA atrocities.



### PROTECTION

We work with regional partners to build and expand systems that warn remote communities of LRA attacks and encourage members of the LRA to peacefully surrender.

### RECOVERY

We work to rehabilitate children directly affected by the LRA and invest in education and economic recovery programs in the post-conflict region to promote lasting peace.

### CONTACT US

Meet the members of our support team



- JILL



- JUSTIN



- JESSIE



- SARAH



- CORAL



- ANGELICA

### BY PHONE

General - (619) 562-2799

TRI/Legacy - (619) 562-2799 x218

### BY EMAIL

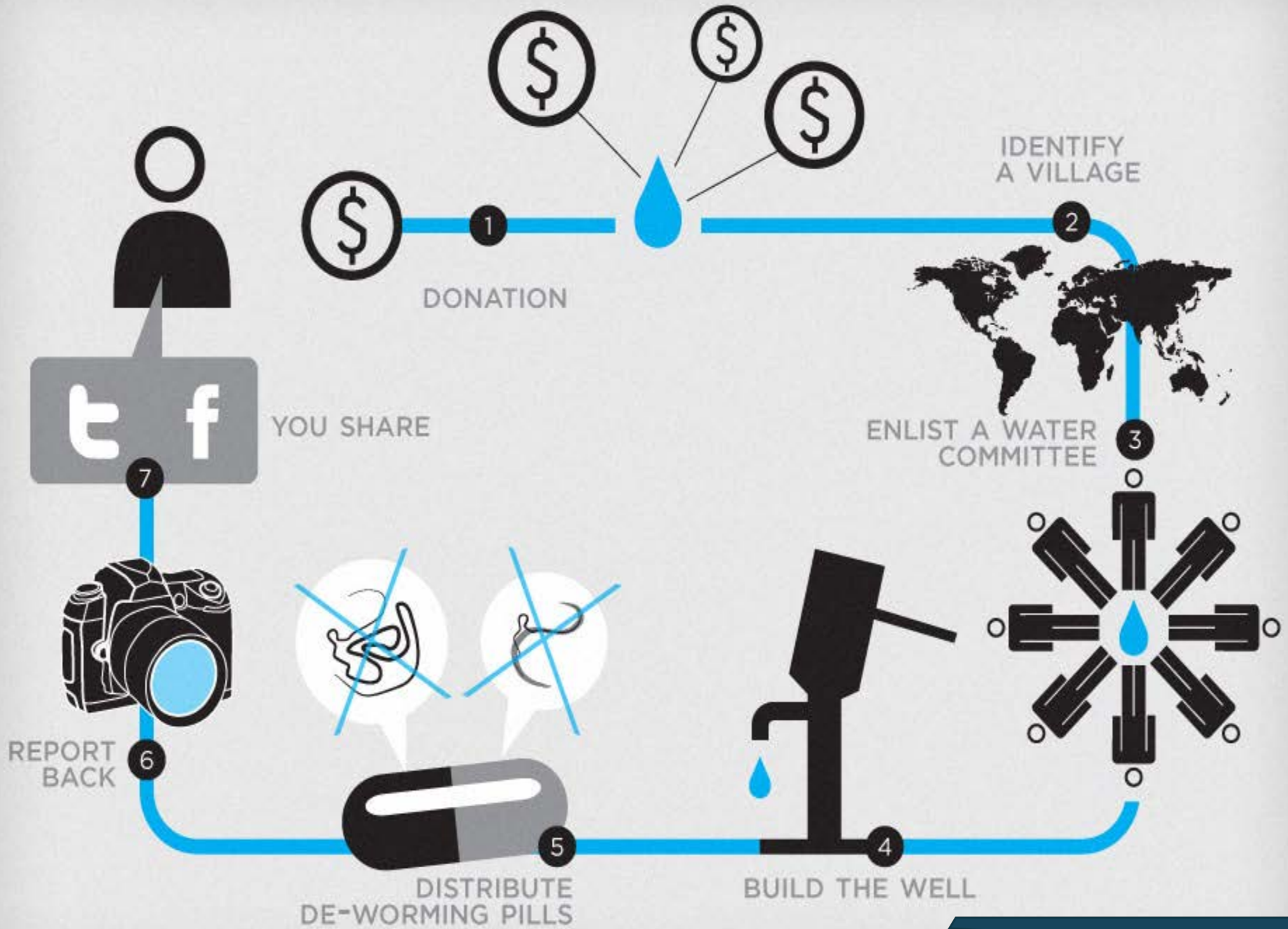
[Click Here](#)



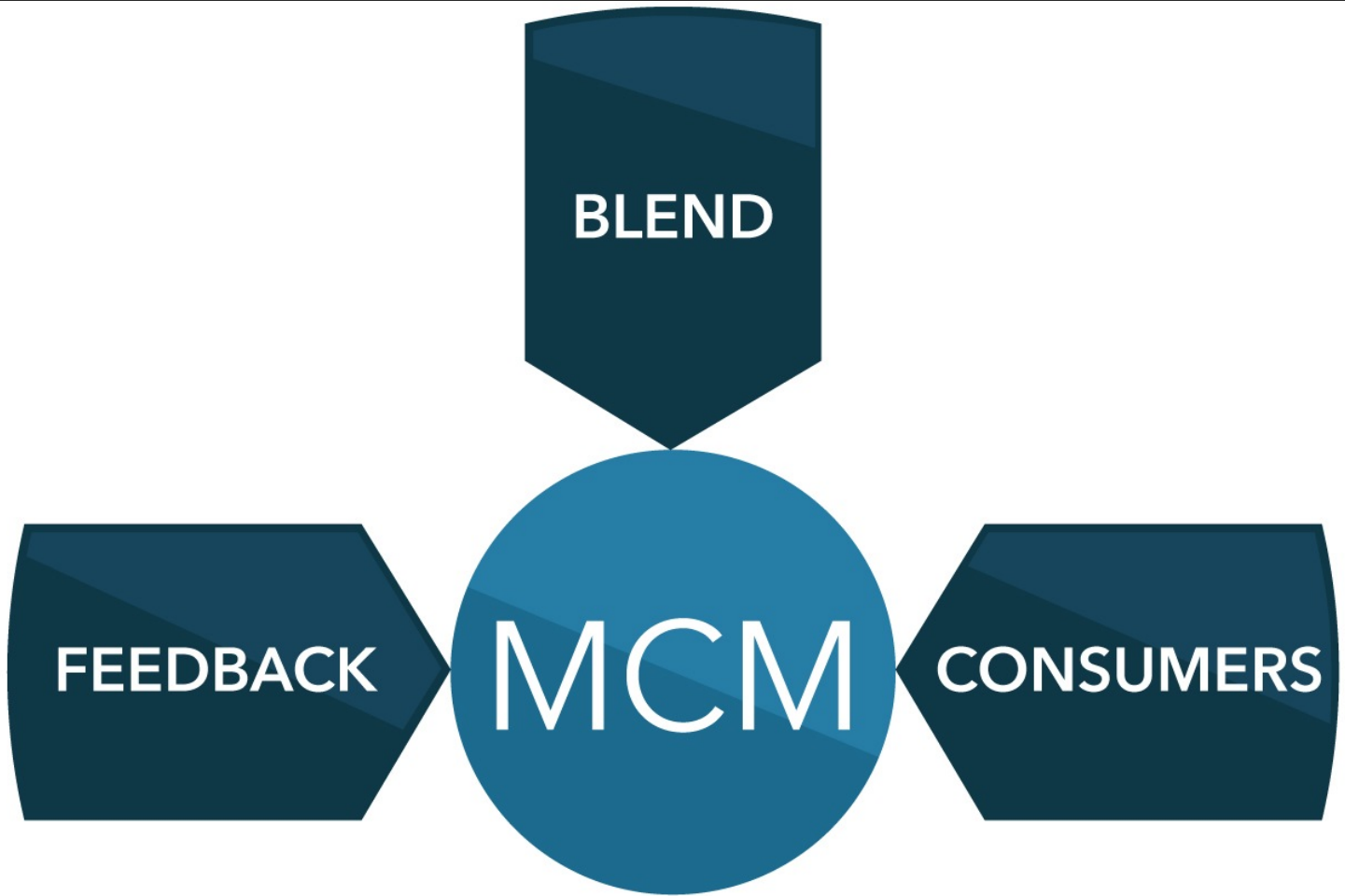
Invisible Children





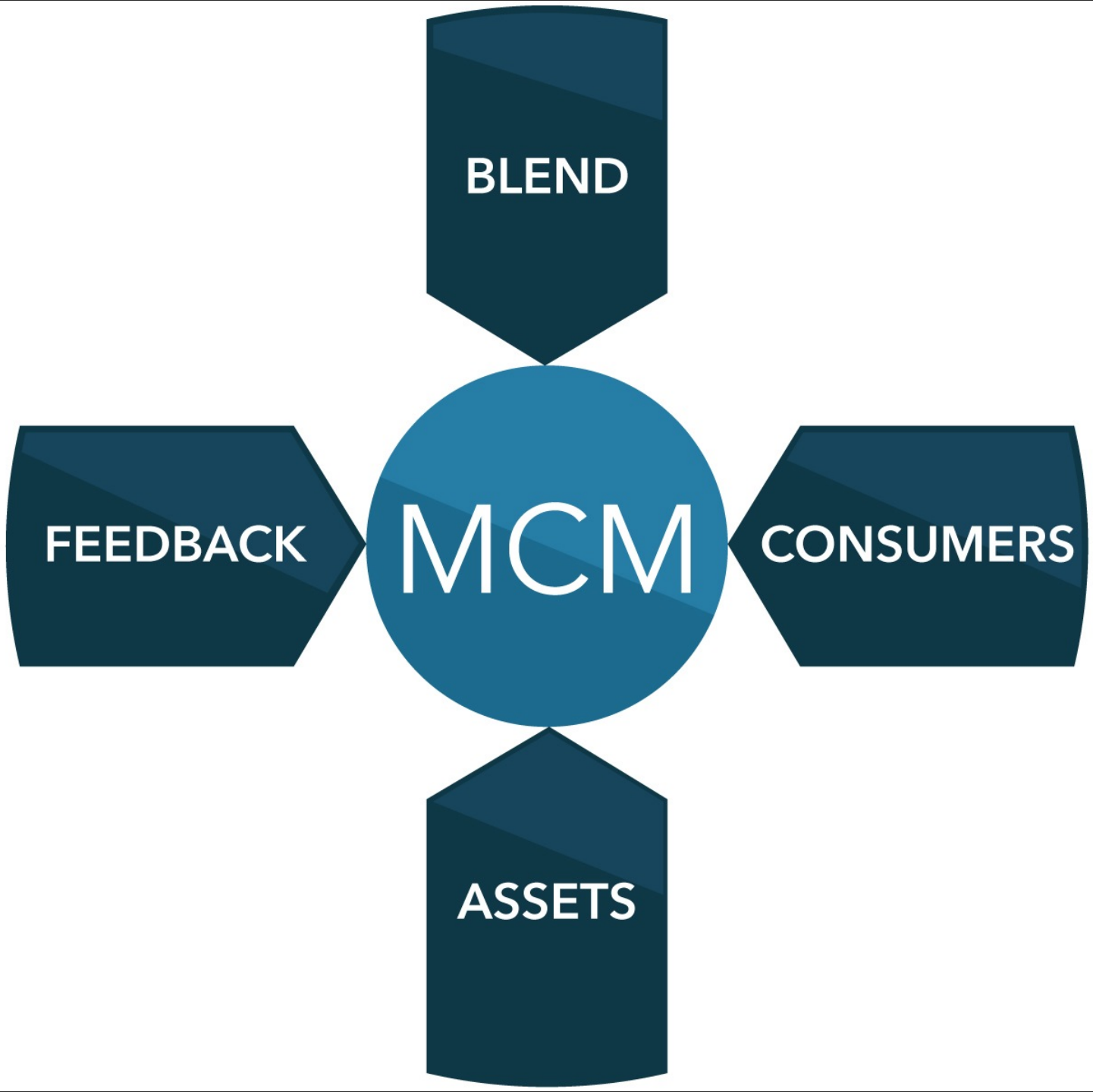








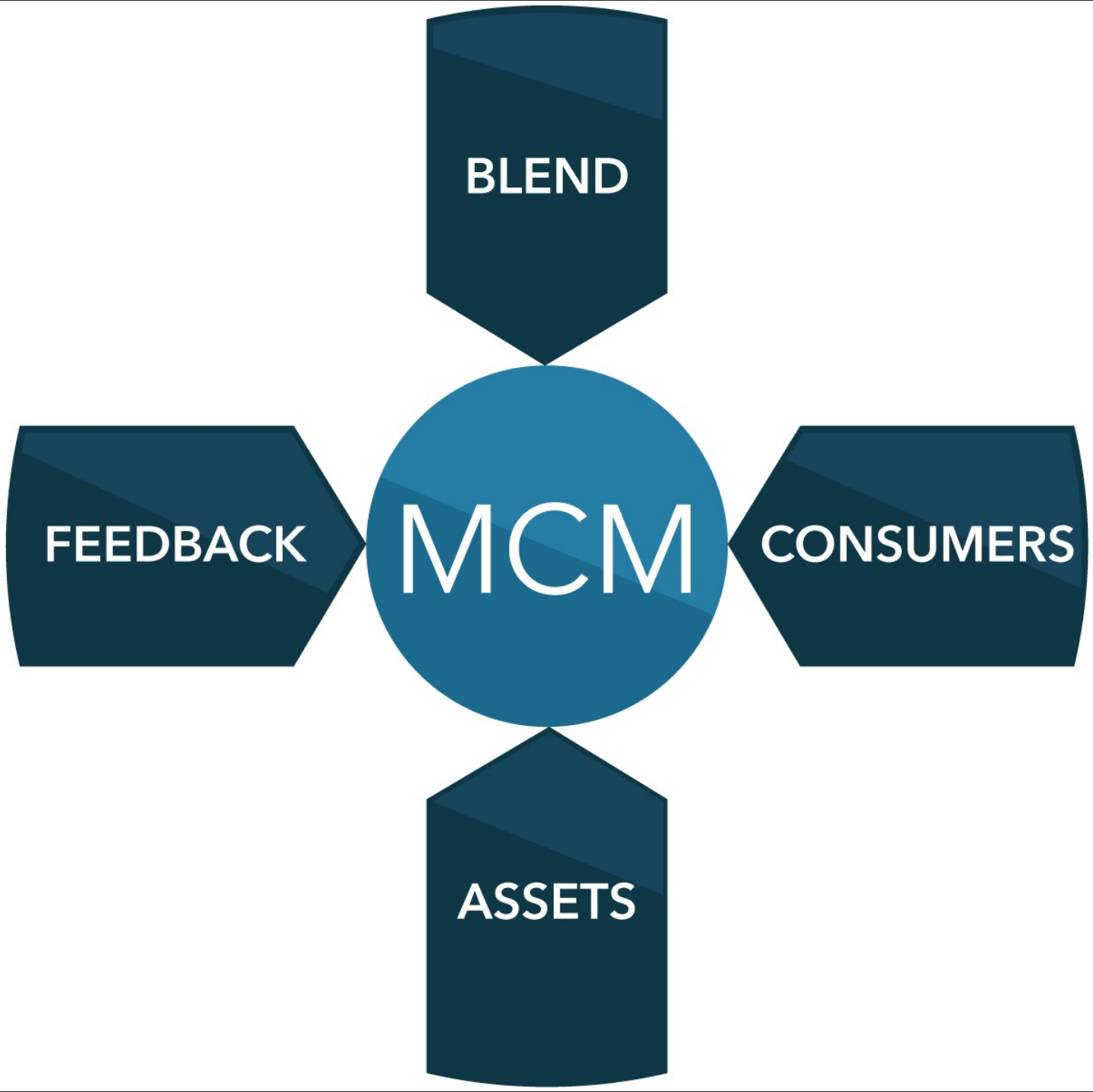
TOMS

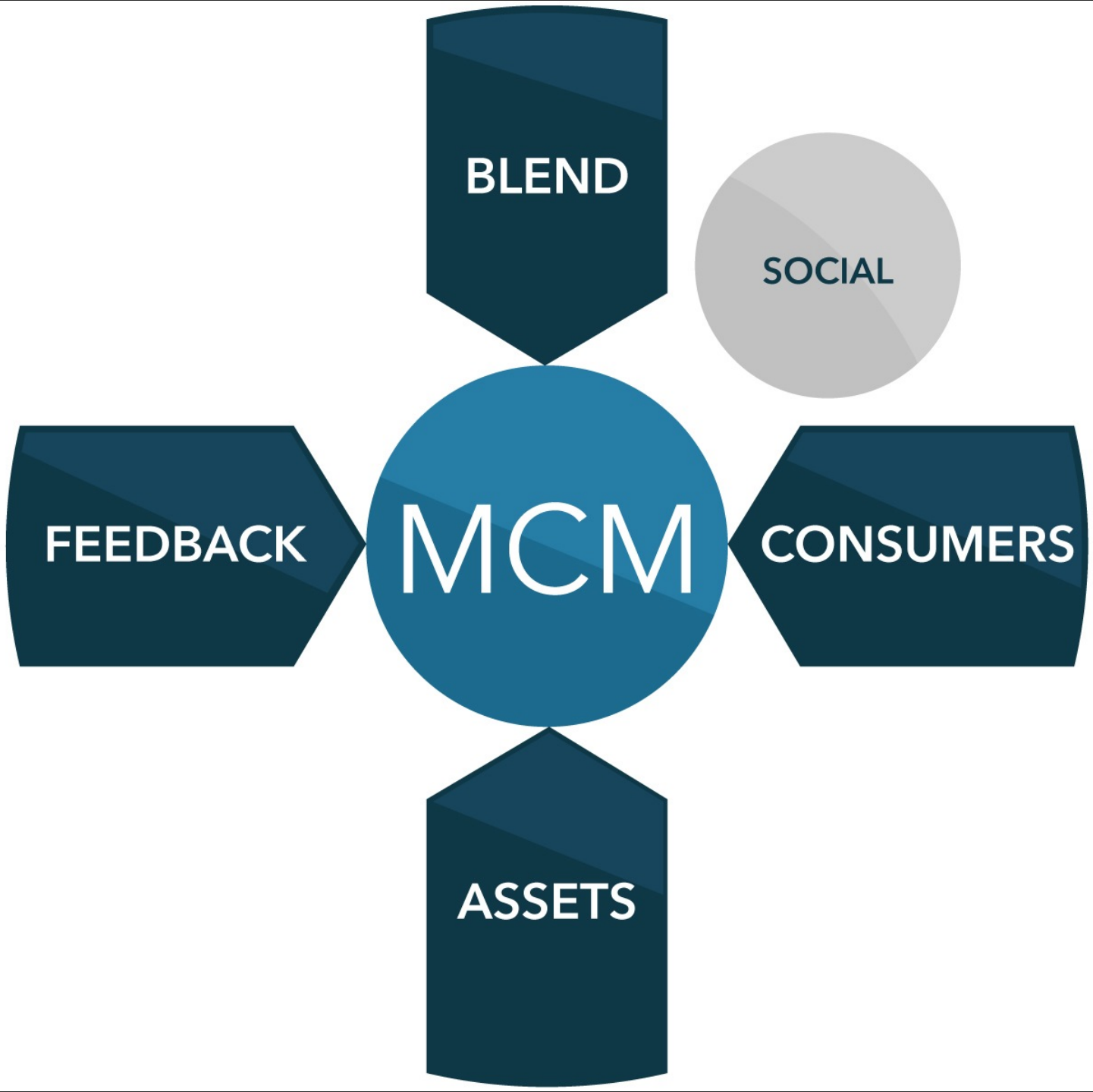


# Will You Join Us?

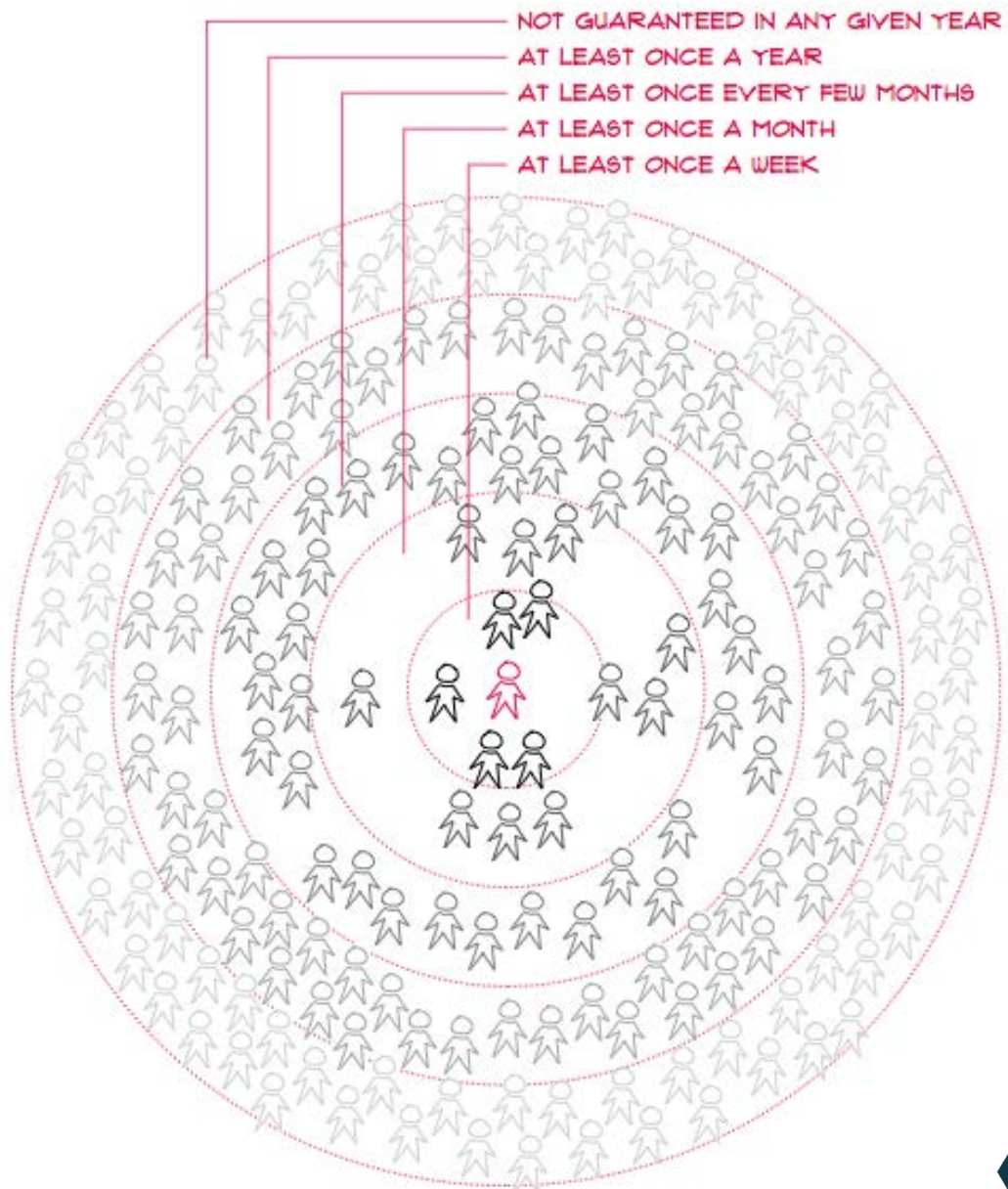
Donate your voice to help spread the word about the crisis and we'll post news and stories for you automatically. It's easy. Your voice really has the power to make a difference.

[JOIN](#)[GALLERY](#)[DONATE](#)











# **ACTIONS**

## **COMMITMENTS**

## **TO THE CAUSE**

# SUPPORTIVE ACTIVISM



LIKE



COMMENT



POST



TEXT



MEET



CALL



EMAIL

# ORGANIZING ACTIVISM

# ISSUE

**THE GIRL DECLARATION IS  
HERE.**

**THIS IS THE MOMENT  
TO MAKE GIRLS  
IMPOSSIBLE TO  
IGNORE.**

**ARE YOU IN?**

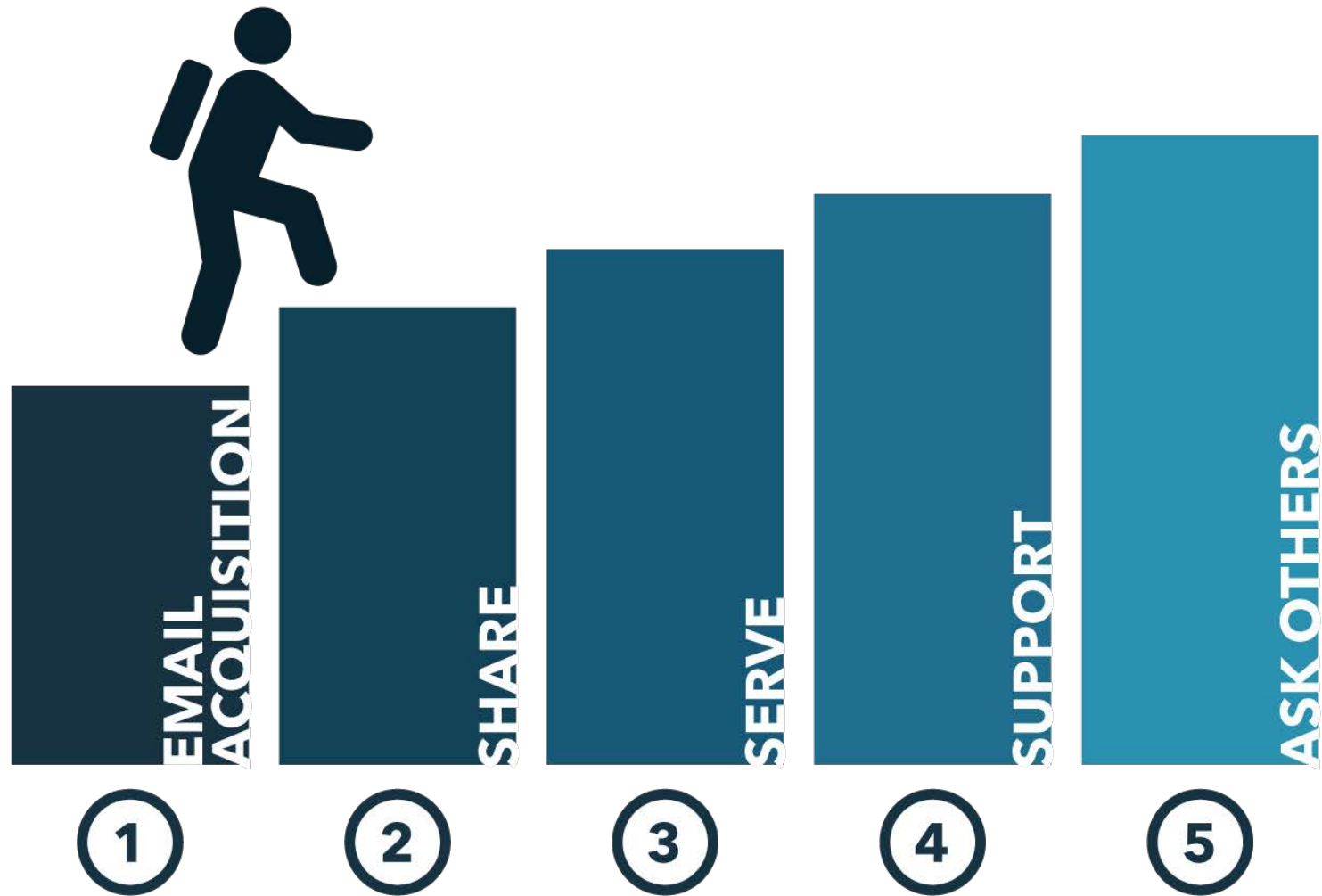


THE GIRL EFFECT





# BUILDING COMMITMENTS to LARGER ENGAGEMENT LEADING to DONATIONS









Charity Water

**COMMUNITY  
IMPACT  
SUSTAINABLE  
EMPOWER**







**\$1 SAVES A LIFE**



**ONE DOLLAR**

=



**ONE TREATMENT**

=



**ONE LIFE SAVED**

**Malaria No More**



HOME

LEARN

GIVE

MOBILIZE

THE BIG PICTURE THE REVOLUTION MORE RESOURCES FAQs

**THE WORLD COULD USE A  
GOOD KICK IN THE PANTS.**

**AGREE**

**DISAGREE**





## CREATE YOUR OWN FUNDRAISING PAGE

Rally your friends, family, school, or entire community to help build schools for children in need.



## JOIN US

- I'm a Young Supporter
- I'm a College Student
- I'm a Professional
- I'm a Corporation
- Jobs and Internships



## SPEAK OUT

- Donate Your Voice
- Donate Twitter Status



## GIVE WHAT YOU CAN

- Donate Now
- Send Us a Check
- Shop to Empower



## GET UPDATED

[SUBSCRIBE](#)

# BENCHMARKS AND GOALS

**GOAL:** ACQUIRE EMAIL TO LEAD THE MILLENNIAL TO DEEPER CAUSE ENGAGEMENT AND EVENTUAL SUPPORT.

## CONTACT ACQUISITION CAMPAIGNS WITH 1,000 CONTACTS

**62%**

Social Shares

**48%**

Response Rates  
to the Next Level

**23%**

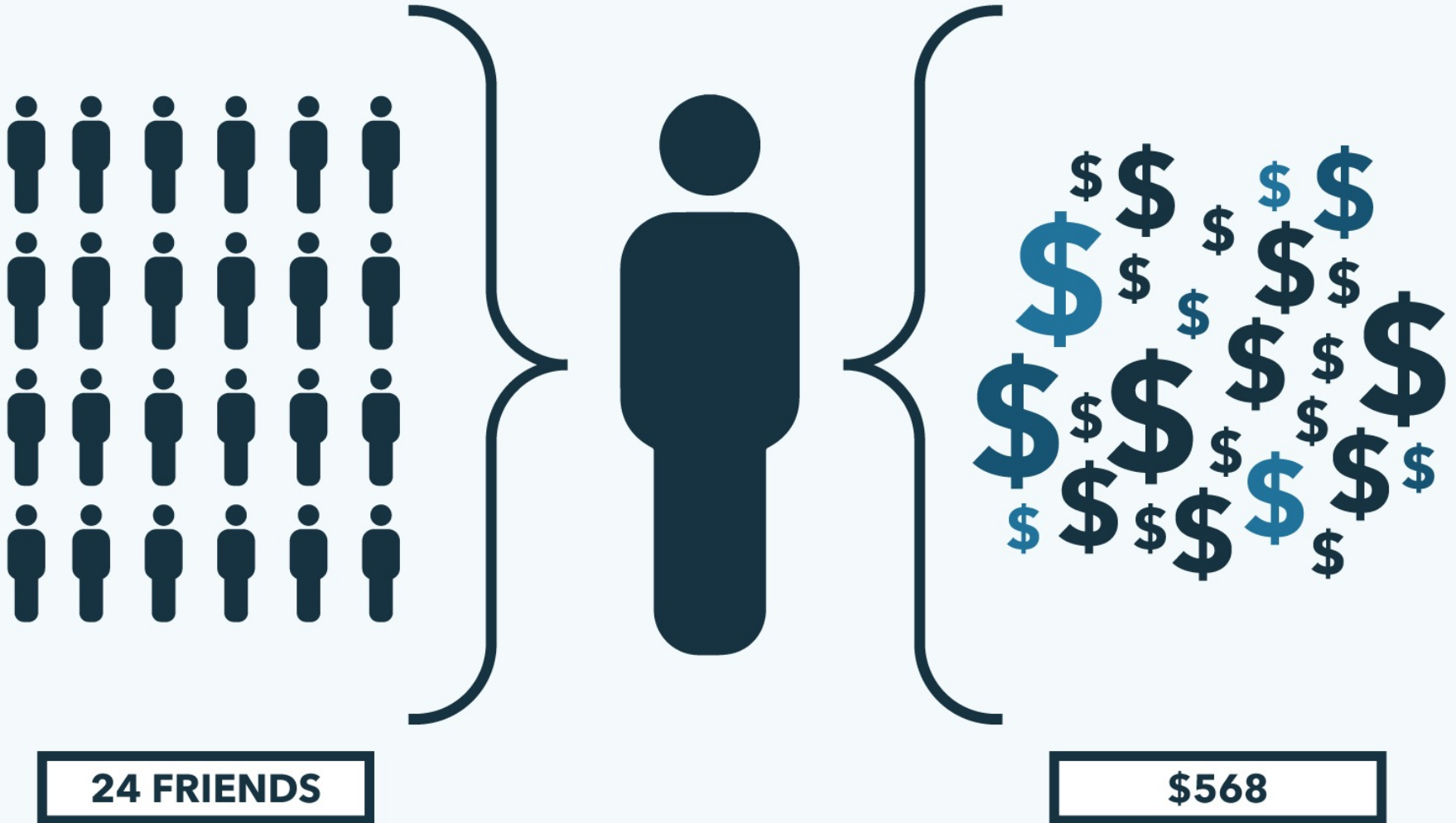
Response Rates  
to Deeper Level

**7%**

Response  
Rates  
in Giving

# BENCHMARKS AND GOALS

## GOAL: PEER CAMPAIGNS



# BENCHMARKS AND GOALS

**GOAL:** EMAIL FUNDRAISING CAMPAIGNS



# MILLENNIAL CAUSE MOTIVATIONS

**What motivates Millennials  
is a desire to affect  
their cause through  
your org with their friends.**





# QUESTIONS?

**DERRICK FELDMANN**

@DERRICKFELDMANN

DFELDMANN@ACHIEVEGUIDANCE.COM