

Sandy Hook Promise helps pass the Bipartisan Safer Communities Act + quadruples fundraising with Bonterra



[Sandy Hook Promise](#) (SHP) is a national 501(c)(3) nonprofit organization founded and led by several family members whose loved ones were killed at Sandy Hook Elementary School on Dec. 14, 2012. Based in Newtown, Connecticut, their intent is to honor all victims of gun violence by turning their tragedy into a moment of transformation. By empowering youth to “know the signs” and uniting all people who value the protection of children, SHP and their supporters take meaningful actions in schools, homes, and communities to prevent gun violence and stop the tragic loss of life. To date, their evidence-based programs have engaged over 21 million participants at more than 23,000 schools. Their 501(c)(4) sibling organization, the [Sandy Hook Promise Action Fund](#), writes and champions common-sense policy to prevent gun violence and support mental wellness.

The situation

Sandy Hook Promise, their associated Action Fund, and their supporters take regular advocacy action together to advance policy that aligns with their mission of preventing gun violence. After the May 24, 2022 mass shooting in Uvalde, TX, Sandy Hook Promise and their supporters took action together to advocate for **legislation to reduce the risk of such tragedies happening again.**

The tactics and best practices

A customer of [Bonterra Fundraising and Engagement](#) and [NGP VAN](#) since 2018, SHP had established a culture of using several best practices within their digital presences. This foundation of best practices allowed them to meet and retain more supporters, track all of their supporters’ activity and information in their constituent relationship management (CRM) platform, and use their software to contact their audiences, mobilize advocates, and raise funds to power their work.



The goals

- 1. Run a rapid response campaign** around passing the Bipartisan Safer Communities Act.
- 2. Capture supporter energy and channel it** into this tangible policy outcome.
- 3. Build on their success** by identifying what worked and using those best practices across their other digital programs and campaigns.

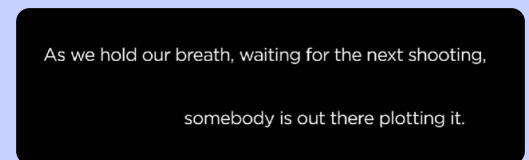
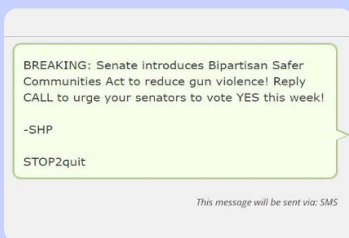
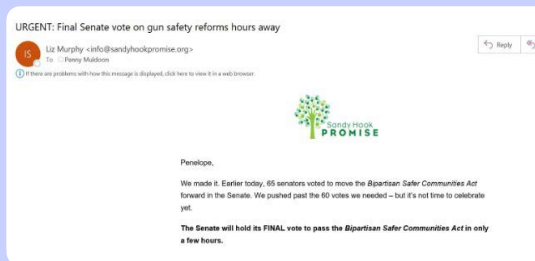
Laying the foundation

The tactics and best practices

Sandy Hook Promise regularly runs tests on subject lines, messaging, and other details that go into their digital communications. This helps them have confidence that they're sending the right messages to their supporters. They then use the analytics in their Bonterra software to choose the winner and shape their strategy over the course of a campaign. The organization also regularly runs "temp checks" on every message using analytics for email and digital programs. SHP also uses analytics to measure fundraising and email performance rates. Easy-to-use dashboards, reporting, and marketing automation in their Bonterra solution helps them make the most of these practices.

Throughout all their messages to supporters, SHP creates content marketing journeys that lead to actions and conversions using Bonterra tools, like signing a petition, making a donation, or sending an advocacy message to a decision-maker. These data-based decisions help them give supporters a smooth experience, whether they're making a donation, sending a targeted advocacy message, or taking a different action.

With these best practices in place, SHP ran a rapid response campaign that included digital ads, videos, emails, and mobile messages — and one important piece of their campaign infrastructure was their Bonterra toolset.



SHP was able to refine messaging and targeting to put pressure on key districts. Bonterra's ability to refine segmentation by likely action takers in priority districts was mission critical for the campaign's success.



Rapid response campaign outcomes

The Bipartisan Safer Communities Act passed

As a result of this rapid response campaign and pressure from Sandy Hook Promise and their allies, President Joe Biden signed the Bipartisan Safer Communities Act into law on June 25, 2022. The Act “expands vital mental health services and provides additional support for States and districts to design and enhance initiatives that will promote safer, more inclusive, and positive school environments for all students, educators, and school staff.”

289,000+ supporter messages and nearly twice the list size

Over the course of the month-long campaign SHP supporters sent more than 230,000 letters to the U.S. Senate and made 59,000 trackable phone calls in support of the Act’s passage for a total of more than 289,000 messages advocating for the legislation. Additionally, Sandy Hook Promise saw a 92% increase in their list size — meaning they nearly doubled the number of supporters they can now reach and mobilize in support of their work.

230K

letters to the Senate

92%

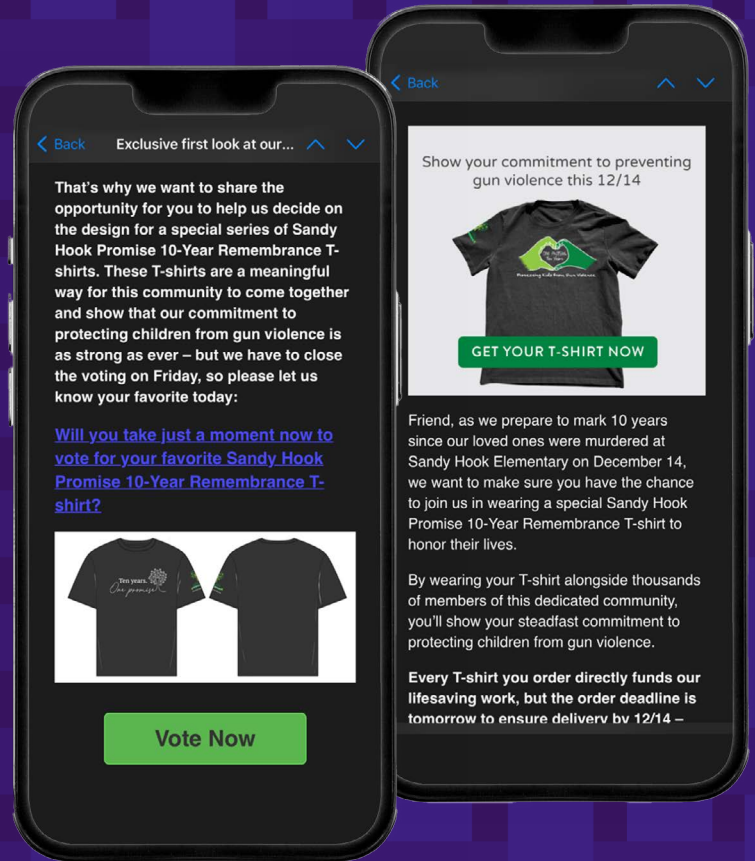
increase in list size

59K

trackable phone calls

The extended outcomes

Having dramatically increased their list size, Sandy Hook Promise relied on their Bonterra technology to store and track all the data about their newly acquired supporters, and then contact those supporters with the right messages, advocacy opportunities, and donation asks at the right times. This also meant they were better poised to track the effectiveness of their efforts and otherwise succeed in other campaigns.



Survey email helped raise 4x more funds year-over-year

Sandy Hook Promise sells merchandise to raise funds and promote their work. They used Bonterra Fundraising and Engagement's email capability to contact supporters and ask them to vote for new T-shirt designs, and **that email raised \$100,000 to support their work!** A key technology tactic that helped Sandy Hook Promise raise that kind of revenue from just one email was daisy-chaining their forms — or leading supporters from one form to another to encourage them to complete the form and click the call-to-action — and this smooth supporter experience was enabled by their Bonterra solution.

Ultimately, SHP sold **three times more product (by value)** than they had the prior year from their merchandise store, going from \$100,000 in sales to \$300,000 in sales. These tactics also helped SHP **quadruple the revenue they raised year over year.**

\$100,000
raised from one email!



Efficiency that makes a difference

On a different and deeply personal level, many SHP staff are survivors of gun violence tragedies themselves — and the work they do requires balancing crisis communications and rapid response with taking care of themselves. Striking this balance requires many different strategies and varies from person to person; just one piece of this toolkit is having a fundraising and engagement solution that helps make various work tasks as efficient as possible to help decrease staff mental load and increase visibility into the results of their urgent work.

With support from their Bonterra solutions, Sandy Hook Promise was able to put best practices into action, activate more advocates, and raise more funds to advance their mission. [Request a demo now](#) to see how the right technology can support organizations as they work with supporters to create change at critically important moments.