



Big Day of Giving
MAY 5

Marketing Report 2022

Amount Raised For Our Kids

\$46,189

includes matching gift



Social Post Overview

Total of 35 posts & emails over 5 platforms with 14,371 impressions & reach

Social Media



6 posts, 6 Stories & 2 Videos

Reach: 1,428

Impressions: 1,302



6 posts, 6 Stories & 2 Videos

Reach: 3,369

Engagement: 302



2 posts

Impressions: 591

Engagement: 14

Website

- Event post: 24-hours to help our kids!
- Blog post: Make early Big Day of Giving gifts today!
- Blog post: Big day thank you

Newsletter

2 emails sent to a total of **7,378 subscribers**
2,346 opened for a **30% open rate**

- Email Newsletter 1
- Email Newsletter 2