

CUSTOMER SPOTLIGHT

The Southern Utah Wilderness Alliance



“Blackbaud’s solutions allowed us to amplify our voice to protect national monuments by giving us the tools to recruit 1,400 new advocates on Facebook®, who sent letters to demand their protection.”

—Mathew Gross, Media Director

The Southern Utah Wilderness Alliance (SUWA) is made up of concerned citizens from Utah and throughout the nation who share the common goal of preserving Utah’s remaining desert wildlands, known collectively as America’s Red Rock Wilderness.

Powering Agile Campaigns with Social Insight and Advocacy Capabilities

As the only non-partisan, non-profit organization working full time to defend Utah’s Red Rock Wilderness, SUWA’s power to protect the Red Rocks comes from the support of grassroots activists across the nation.

Saving the Red Rock Wilderness with Help from Blackbaud Solutions

When federal government plans to reduce the size of Utah’s Bears Ears National Monument were announced, SUWA needed a way to leverage their existing grassroots support to speak out against the rollbacks, while finding new supporters to join their campaign. With a very small budget and an urgent timeline, they needed to invest their efforts in mobilizing those most likely to raise their voices—a goal they were able to achieve with Blackbaud’s marketing, advocacy, and social engagement capabilities.

The Southern Utah Wilderness Alliance is powered by Blackbaud solutions for:

- ✓ Social Engagement
- ✓ Advocacy
- ✓ Analytics
- ✓ Fundraising
- ✓ Marketing
- ✓ Payment Services

SUWA took a multi-pronged approach, first leveraging Blackbaud’s advocacy capabilities to equip their supporters with the tools to send thousands of letters to decision-makers during the campaign. They were able to connect supporters to their elected officials and track message deliverability—giving them a consistent pulse on their campaign.

Driving Engagement with a Multichannel Social Campaign

They also leveraged Blackbaud’s social engagement to recruit new advocates, translating real-time passion into meaningful engagement through highly targeted ads driven by social mentions. Specifically, SUWA created a targeted multichannel social campaign by finding supporters in their own database who mentioned “Bears Ears” or “national monument” on Twitter, evidencing a strong connection to the cause. Empowered by this highly engaged and socially active list of supporters, they modeled a “look-alike audience” to find similar individuals and placed Facebook® ads targeting them.

With a modest Facebook ad budget of \$526, they linked campaign ads to a responsive advocacy petition calling on Interior Secretary Ryan Zinke to protect the Bears Ears National Monument—a workflow streamlined by the integration between Blackbaud’s social capabilities and Facebook Custom Audience.

After signing the petition, supporters were asked to take additional actions, such as attend events, write letters to the editor, and make donations.

The Result: Increasing Resources to Protect the Red Rock Wilderness

In two days, SUWA acquired 1,400 new advocates at a cost of only \$0.38 each—a dramatically lower cost than the \$2 per advocate they would have spent with an acquisition company. New donors were obtained at just \$0.23 per lead, and their initial donations covered close to half the cost of their Facebook ad budget.

While their efforts to protect the national monument are ongoing, their Blackbaud solutions are enabling SUWA to grow their base of supporters and amplify their message at a lower cost—helping them direct more resources toward their goal of protecting Utah’s desert wilderness.



81%

Acquiring new advocates cost 81% less than using an acquisition company

1,400

new petition signers

By targeting a Facebook® ad at a strategic audience identified through their Blackbaud solutions, SUWA gained 1,400 new petition signers for \$0.38 per lead in just two days.

Ready to find out how Blackbaud solutions can help you grow your organization?

[Learn more](#)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.