In the first campaign of its kind for the coalition, Excellent Schools Now (ESN) marshaled $20,000 in 501(c)(4) funds, developed research and messaging documents, created a campaign brand guide, designed a series of display and social media advertisements, and set up digital infrastructure to collect petition signatures. While the campaign fell short of its signature goal, the overall effect of the coordinated effort was impressive and bodes well for future campaigns.

The Budget

The budget was provided by the League of Education Voters (LEV) and Stand for Children, which both contributed $10,000.

Of the $20,000 budget, half was spent with Resonate Insights to place four series of display ads designed by the coalition. Fifteen percent of the budget was spent on a full-page advertisement in The Olympian along with accompanying ads on the newspaper’s website. And approximately one-eighth of the budget was spent on social media advertisements, leaving $5,815 unspent. Not only was this campaign an experiment of sorts for the ESN coalition, but the budget also reflected a desire to try new ways to reach and activate education advocates in Washington. These tactics achieved varying levels of success.

While advertising on Twitter proved to be very successful, yielding relatively high impressions and clicks, the ad placements by Resonate Insights underperformed.

Resonate Insights

Resonate served an impressive 1,251,204 impressions but generated only 47 petition signatures. The display advertisements created for Resonate also performed well with a click-through rate of 0.11 percent, which is above industry standard. But of the 1,398 who clicked, just above 3 percent actually signed the petition.

Beyond metrics, the coalition also learned more information about its audience from Resonate Insights. The top performing sites were local, like SeattleTimes.com, KOMONews.com and SeattlePI.com; and women’s interest, like
Glam.com and TheCelebrityCafe.com. Recipe sites also performed well.

We can also make some observations about our audience by comparing the performance of the four different ad series. The best performing ad had more context than the others, outlining specific credits that would be added under the College and Career Ready Diploma. Adding the word “Washington” also appeared to make a difference, probably because it made the issue more applicable.

Overall, we were disappointed with Resonate Insights, chiefly because of the poor conversion rate.

**Facebook**

ESN steering committee members Stand for Children and the League of Education Voters each ran small campaigns through their respective Facebook pages.

The campaign run by LEV targeted Washington residents with interests in public education, parenting, STEM education and similar subjects. While the LEV campaign reached nearly 225,000 users with more than 2 million impressions, few people clicked through to the petition website, and the cost per click averaged at $1.13 with a click-through rate of 0.015 percent, well below industry average. LEV and Stand for Children both concluded that Facebook was not an effective method for driving traffic to the petition website.

**Twitter**

Through Twitter, the coalition delivered approximately 35,500 impressions and 1,150 engagements, which included 1,084 clicks, 37 retweets, 6 replies, and 22 new followers. The engagement rate was 3.24 percent, which is above industry standard.

The best performing message was a variation of the line regarding college readiness: “Just 4 in 10 graduating seniors meet the basic requirements for admission into a four-year university.” It should also be noted that placing images in tweets worked better than text-only tweets, although clicks for those tweets (as recorded by Twitter’s analytics) included clicks on the image and thus did not necessarily result in clicks to the petition website.

**BY THE NUMBERS**

**954**
Signatures on the petition, 728 of which were unique email addresses.

**5,500,000**
Approximate impressions delivered through display, newspaper and social media ads.

**138**
Diplomas delivered to legislators to thank them for supporting the College and Career Ready Diploma.
Report from
Resonate Insights
Stand for Children

Summary

**Tactics:**
Resonate audience targeting on safe site list.
GeoTarget: Washington State (heavy up in I-5 corridor).

**Audience:** Politically Engaged Individuals Concerned About the Quality of Education in Schools and Do Not Identify with the Tea Party or Belong to a Labor Union.

**Goals:** Increase site traffic, clicks, and drive petition signatures.

Top Performing Sites

**Local Sites**
Seattletimes.com
Komonews.com
Seattlepi.com

**Women’s Interest**
Glam.com
thecelebritycafe.com

Display Performance

**Impressions Served**
1,251,204 impressions served, which includes 1,504 bonus impressions.

**Clicks**
1,398 driven for a CTR of 0.11%

**Conversions**
47 conversions were generated.

**CR X1000**
3.8%

**Clicker CR**
3.4%
We delivered 100% of the display volume to Washington, with best performing creative concept being Science and Career. This concept gave good context on why an individual should care about this issue.
Though the 728x90 and 300x250 are the most common ad sizes, the 160x600 was the top performer with scale at a 0.37% click through rate.

The 300x600 was unable to achieve scale but the impressions were high impact.
Stand For Children: Landing Page
Analytics

March, 2014
Civic engagement is a marked feature of political life for many Americans. Understanding how active your audience is can inform how to best activate their support for your issue.

Those most engaged with the media are extremely active on behalf of issues important to them. They over-index most strongly on sharing their thoughts publicly and online, writing articles and volunteering for the causes important to them.
Not surprisingly, those engaging with the media are strong Democrats. These voters over-index significantly on affiliating as Democrats and Liberals and voting Democratic consistently.
Top Issue Areas

Knowledge of which issues are most important to your audience can inform Resonate targeting parameters, and your messaging.

Those engaged with the media over-index on being involved with several traditionally left-leaning issues. Top issues concern equality, stronger gun laws, transportation and infrastructure and alternative energy.
Takeaways

• The Concept that performed the best was the Science and Career
  • This concept gave good context on why an individual should care about this issue.
  • In a future campaign, we would recommend testing additional creative concepts that have strong context to help with educating the audience along with driving them to the site to sign the petition.

• Local sites were top performers for conversions
  • People visiting these sites have a local mindset and are likely more tuned into the issues in their state.

• We saw better performance from our new common core audience
  • This combined with the Science and Career creative contributed to a big boost in performance towards the end of the campaign.
  • We would recommend continuing with this audience in future campaigns.
Creative

Sign the Petition

to strengthen Washington's high school diploma with more science and career education!

Sign the Petition

to strengthen Washington's high school diploma with more science and career education!

Sign the Petition

to strengthen Washington's high school diploma with more science and career education!
The Bosnia List: A Memoir of War, Exile, and Return
By Kenan Trebincevic, Susan Shapiro
336 pages; Penguin
Available at: Amazon.com | Barnes & Noble | iBookstore | IndieBound

When the Bosnian civil war approaches the small town of Brčko, the life of 11-year-old Kenan changes overnight. His teacher holds him at gunpoint in the middle of the street, his Karate coach shuns him and his next-door neighbor loots his family’s belongings from their home. All the other Muslims have either fled, been sent to concentration camps or been killed. His family (“the last Muslim family in town”) eventually are forced to run for their lives.

Now, 20 years later, Kenan’s an American citizen living in Queens, New York, and honoring his aging father’s wish to revisit their homeland—but only because he seeks revenge against the people that wronged his family. With the assistance of writer Susan Shapiro, Kenan tells his harrowing story in two compelling narratives: One that captures his war-torn childhood, the other that traces his surprising journey home. Yes, Kenan searches to confront old enemies, but what he finds...
‘Redeployment’
BY PHIL KLAY
Reviewed by DEXTER FILKINS

In the stories in “Redeployment,” Phil Klay, a former Marine who served in Iraq, shows what the war did to people's souls.

Teju Cole: By the Book

The photographer and author of “Open City” and “Every Day Is for the Thief” says the novel is overrated. “The writers I find most interesting find ways to escape it.”

‘Motherland’
BY MARIA HUMMEL
Transcendence
Maria Hummel’s novel about middle-class Germans in the 1940s is inspired by her own family.

‘Blood Will Out’
BY  WALTER IRWIN
Translated by NINA KURLAND

Walter Irwin, who was duped by an impostor known as Clark Rockefeller, examines their complicated relationship.

Best Sellers

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- Fiction
- Nonfiction

Paperback
- Trade Fiction
- Mass-Market Fiction
- Nonfiction

All the lists

Search Book Reviews Since 1981

Sign the Petition

to strengthen Washington’s high school diploma with more science and career education!
Salmon Recipes
Baked salmon filets hot out of the oven, or sticky glazed salmon straight off the grill. Flaky salmon filets are a must for fish lovers.
gadgets

Where your tech gadget goes to die
Discarded electronics from wealthy countries end up in places like Agbogbloshie, Ghana, home to a huge e-waste dump
DAVID SHILLO, SCIENTIFIC AMERICAN
FRIDAY, JAN 10, 2014 08:48 AM EST
SUSTAINABILITY, SCIENTIFIC AMERICAN, TECH, WASTE

FAA OKs gadget use on planes
Passengers will be allowed to use devices to read, work, play games, watch movies and listen to music
ASSOCIATED PRESS
Olympian ad
Every Washington student deserves a 21st century diploma.

But right now, too many kids are graduating from high school unprepared for college or a career. The current Washington diploma is out of date—missing basic credits in science and other subjects that colleges and employers consider critical to success.

Just 4 in 10 graduating seniors meet the basic requirements for admission into a four-year state university.

58% of community college students enroll in at least one remedial course to learn skills they should have mastered in high school, costing the state $22 million.

Only 6 in 10 graduating seniors are considered “qualified applicants” by employers for jobs that require a high school diploma.

We thank lawmakers in the Senate for supporting the College and Career Ready Diploma and encourage lawmakers in the House to join us in supporting a 21st century diploma for all students.

Sign the petition to show your support!

Add your name at ExcellentSchoolsNow.org

Powered by the Excellent Schools Now coalition.

Excellent Schools Now is a statewide coalition of nearly 40 organizations that believe we can and must accelerate career- and college-readiness and success for all young people, especially for low-income students and students of color.

Afrique Service Center
Alliance for Education
American Legacy
Black Education Strategy Roundtable
College Spark Washington
Coalition for Success
Communities for Education Reform (Washington Chapter)
Employer Driven Education
Executive Council for a Greater Tacoma
Invest in Youth
King County Hispanic Chamber of Commerce
League of Education Voters
Parents for Student Success
Partnership for Learning
Powerful Schools
Rainier Scholars
Schools Out Washington
Seattle Breakfast Group
Social Venture Partners
Stand for Children
Stand for Education Reform (Whitworth Chapter)
State 100
Teachers United Washington
Teach for America Washington
Technology Alliance
The Parents Union
Treehouse
Umoja Peace Center
Vivid Arts
Washington Alliance of Black School Educators
Washington Biotechnology & Biomedical Association
Washington Global Health Alliance
Washington Roundtable
Washington State PTA
Washington Technology Industry Association

Powered by the Excellent Schools Now coalition.