

Peace Learning Center

Mission: "Peace Learning Center facilitates community learning that acts as a catalyst for peace, equity, and justice."



peacelearningcenter.org



Totals from 6 Months of Ads*

19K Pageviews

13K New Users

198% More Clicks

PROJECT GOAL

Peace Learning Center (PLC) sought accelerated, continual increases in subscribers for its newsletter, attendees for its workshops, donors, volunteers, and purchases from its online store in a way that would augment the already productive efforts of its existing marketing team. PLC also sought guidance on making the most of the several free offerings from Google for Nonprofits, in addition to assistance with the Google Ad Grant.

PROJECT SOLUTION

PromoterMotor applied for and won the Google Ad Grant for Peace Learning Center. This included filling out the entire several hundred step application process, finishing the necessary advertising knowledge exams, configuring the PLC website for Google Analytics and conversion tracking using Google Tag Manager, and setting up Google Voice. With the Google Ad Grant, PromoterMotor has assisted PLC in reaching a national audience and created opportunities to acquire more volunteers, create more racial equity programs, and expand on restorative practices programs.

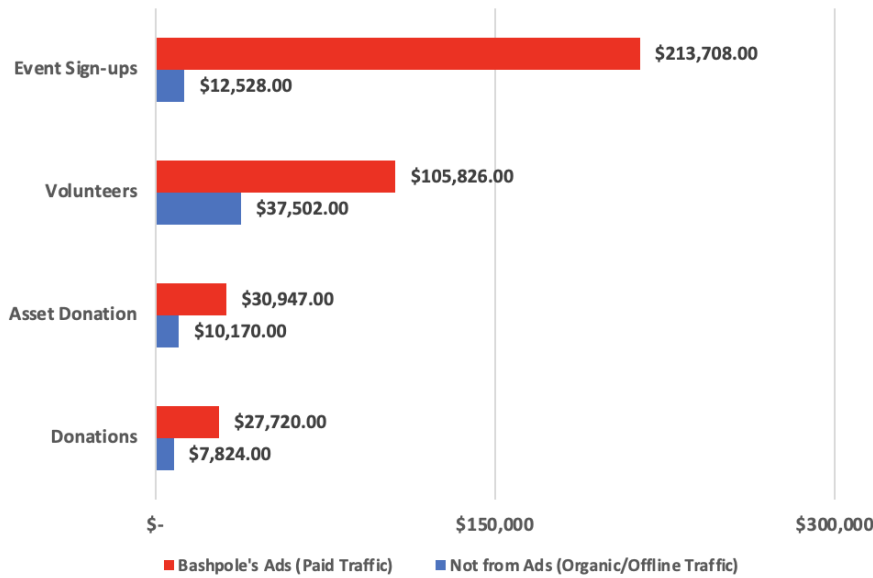
*"I have to say that I'm really impressed, especially with the conversion rate, for example, the 'everyday circles cards' are now **converted into more sales** than before, which is great."*

-Tim Nation, Cofounder and Executive Director of the Peace Learning Center

*Total from paid traffic (PromoterMotor's Ads). Dates for each metric range from 2021-1-11 to 2021-7-11, which spans a period of about 6 months.

† Numbers cited in this presentation come from a statistics spreadsheet provided and discussed in our monthly progress meetings.

Life-Time Value (LTV) Estimates



Life-Time Value (LTV) is a long-term estimate about engagement from supporters for the future years they typically will remain involved.

DIRECT IMPACT

With the help of PromoterMotor, the Peace Learning Center benefited from an increase in each of their four goals: donations, volunteers, event sign-ups, and contact.

With 6 months of PromoterMotor's services, PLC saw a total of **1,117** conversions across all goals with the ad implementation.

LIFE-TIME VALUE ESTIMATES

Event Sign-ups: The Peace Learning Center received more event sign-ups after implementing PromoterMotor's ads, reaching around **128 new attendees this year**. Taking into account the average profit of each event, the number of events held annually, and an anticipated 15 year engagement of one attendee, PromoterMotor created an estimated Life-Time Value of **\$175,867 from 1 year of new attendees** from our services.

Volunteers: From our paid traffic, the Peace Learning Center attracted more volunteers to join their team, reaching **17 new volunteers in just one month**. Based on a typical value of a volunteer's time at \$28.54 per hour and average activity with PLC 14.5 years, PromoterMotor created an estimated Life-Time Value of **\$213,708 with 1 year** of our services.

Asset Donations: With PromoterMotor's ads, the Peace Learning Center managed to acquire more asset donations from their newsletters, averaging around **32 new asset donors this year**. Based on the average monetary value of each asset donated (\$750), PromoterMotor created an estimated Life-Time Value of **\$30,947 with 1 year** of our services.

Donations: The Peace Learning Center attracted numerous newsletter subscribers from PromoterMotor's ads and many of them converted into donors. With a measured 5% donor conversion rate, the PLC will acquire about **81 new donors this year**. Taking into account both recurring and one-time donations, we created a Life-Time Value of **\$27,720 with 1 year of new donors** from our services.

Goal Completions

- 167%** Increased Attendance to Implicit Bias Workshops
- 53%** Increased Sales of Everyday Circles Cards
- 60%** Increased Clicks on Contact Links
- 54%** Increased Registrations for Workshops

Performance Indicators	First-Month Data*	Latest-Month Data*	% Change
Clicks	1,390	2,290	+65%
Impressions	18,000	33,800	+88%
Interactions	1,390	2,290	+65%
Goal Conversion Rate	0%	9.3%	

*First-Month data ranges from the start of our ad service in October 25 2020 to November 25, 2020

*Latest-Month data are recorded from June 19, 2021 to July 18, 2021

CONTINUED IMPACT

An increase in engagement with the Peace Learning Center creates a direct impact on the community and an overall positive mission impact. PromoterMotor has begun tracking the mission impact which new engagement can bring. This includes the support PLC provides for its own community – creating more racial equity programs, expanding on more restorative practices programs, and helping more local schools revise their suspension policies. With more people attending PLC workshops and subscribing to their newsletters, the PLC has managed to expand its learning community during their partnership with PromoterMotor. According to PromoterMotor’s social impact analysis, each month of additional engagement brought by the PromoterMotor Ads can lead to an annual increase of about **2,284** people joining PLC’s social support network.

Below is an example of a high-performing ad paired with a high-performing search term, followed by sitelink extensions that allow the user to go to other relevant webpages:

The screenshot shows a Google search for "implicit bias classroom activity". The search results include an advertisement for the Peace Learning Center. The ad title is "What is Implicit Bias? | Be The Change for Anti-Racism". The ad description states: "Peace Learning Center offers Diversity and Inclusion training perfect for workplaces. Sign up today to learn what you can do to fight systemic racism and implicit bias." Below the ad description are four sitelink extensions: "Parents And Families", "Workers And School Staff", "For Youth And Teens", and "Program Directory".

Merchandise: The PromoterMotor's ads aim to support Peace Learning Center by achieving long-term investment on Everyday Circles Cards and ensure a higher ROI.

Peace Learning Center attracted numerous newsletter subscribers and other website traffic interested in the store from PromoterMotor's ads. With a measured purchase conversion rate from both subscribers and non-newsletter subscribers, the PLC will acquire about **\$1,800 yearly in Everyday Circle Cards sales.**