

# **Bringing Our Work to Life: The Midnight Mission**

# Organization: The Midnight Mission

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Founded in 1914 to help in and around Los Angeles and Southern California, The Midnight Mission offers paths to self-sufficiency to men, women, and children who have lost direction with:

- Emergency services
- 12-step recovery
- Family living
- Job training, education, and workforce development programs

The Midnight Mission offers a compassionate bridge to help people in this community achieve and maintain healthy, productive lives.



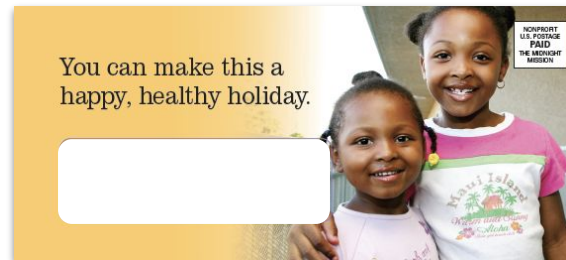
# Campaign Timing



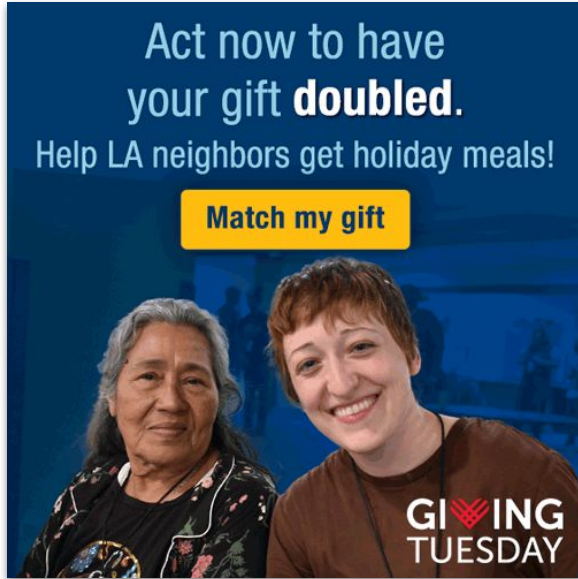
CAMPAIGN TOUCHPOINT			KEY DATES AND TIMEFRAMES															
			AUGUST				SEPTEMBER				OCTOBER				NOVEMBER			
			W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
<b>DIRECT MAIL</b>	<b>DROP DATE</b>	<b>IN HOME</b>																
SEPTEMBER: Introduce BOH	8/28/23	9/4/23																
SEPTEMBER: BOH Invitation to Major Donors	9/7/23	9/14/23																
OCTOBER 1: BOH Progress and Need	9/21/23	9/28/23																
OCTOBER 2: Introduce BOH Match, Urgency	10/9/23	10/16/23																
NOVEMBER: Thanksgiving and Final BOH Match	10/23/23	10/30/23																
<b>EMAIL</b>	<b>FIRST DATE</b>	<b>LAST DATE</b>																
APEALS: 14 over 10 weeks	9/18/23	11/30/23																
CULTIVATION: Two	9/28/23	10/17/23																
<b>PAID MEDIA</b>	<b>EVERGREEN</b>	<b>HYBRID</b>																
PAID SEARCH	EG	BOH/EG																
META	EG	BOH/EG																
SPOTIFY	EG																	
GOOGLE DISPLAY	EG	BOH/EG																
GOOGLE GRANT	EG																	

# Strategies: Offer and Messaging

- Expanded the Banquet of Hope offer beyond an in-person event; leveraged celebrity endorsement
- Banquet of Hope branding and messaging points from September – November, building urgency closer to deadline
- Crafted copy and selected imagery to reflect diversity, need, and impact
- Gradually built urgency as we neared the deadline and goal
- Testimonials/quotes from program participants, staff, and volunteers created authenticity and an emotional connection
- Tactics such as GIF heroes and ads, countdown timers, video, and intentional copy variations for key audiences enhanced engagement



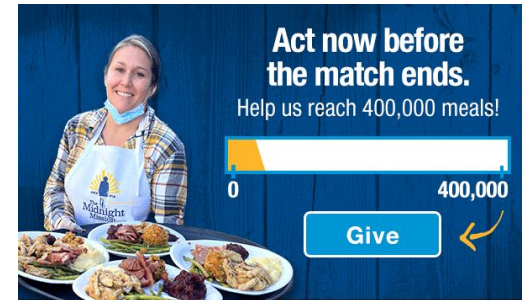
# TMM: Giving Week & Year End Creative



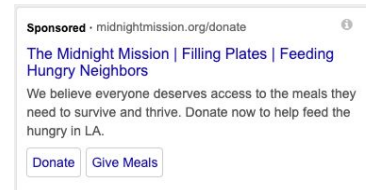
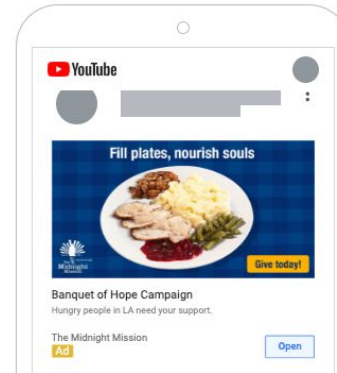
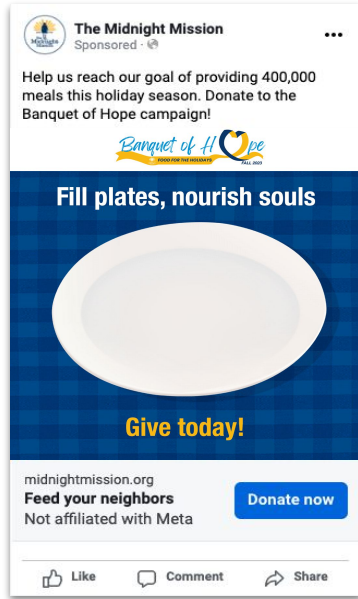
Lightbox



Email



# Digital Ads





# Digital Ads

GI<sup>VE</sup>INGTUESDAY

**2X** Your gift fills  
as many plates!



**Double my gift**



**The Midnight Mission**  
midnightmission.org

Your gift worth **DOUBLE**  
to help LA neighbors


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**\$25 = 12 MEALS**


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[Donate now](#)

# Emails



Donate Now



Match my gift

Act now to have your gift doubled

Dear Melanie,

Time is running out to [have your Giving Tuesday donation doubled](#).

Many people have already given to help our neighbors in LA who are hungry and homeless — [will you be the next?](#)

Double my gift

Your gift will help ensure that everyone coming to The Midnight Mission gets a nutritious meal to eat — and a sense of hope for the future.


As a volunteer Alessandra said, *"This is our neighborhood, so it's on us to give back and help."*

[Melanie, won't you please give today — before our match ends?](#)


With gratitude,

Your friends at The Midnight Mission

**P.S.** It's not too late to have your donation *doubled* through our generous match from Tim Allen... **but you must act now!** [Make your contribution today.](#)



Donate Now



Donate

Help your littlest neighbors in need

Dear Melanie,

As I write this, thousands of kids in Los Angeles County are without permanent homes, living in fear and uncertainty. And far too many of them are hungry.

I know firsthand that life can be unpredictable. So when families need a little extra support to feed their kids and get back on their feet, I **want to do everything in my power to help.**

If you feel the same way, [will you take your support to the next level by making your first donation to The Midnight Mission today? Anything you can give to our Banquet of Hope campaign will help ensure that kids in LA have meals today, at Thanksgiving, and all year long.](#)

In 2022 alone, our supporters helped us distribute almost 81,000 sack lunches, so kids experiencing homelessness would have food to take with them to school each morning.

The need in our community is so great that we hope to top that number of lunches this year...but **we can't do it without you.**

**Melanie, please help connect kids in LA with the meals they need by [making a generous gift](#). Even a small amount can make a BIG difference, so please act today!**

Warmly,  
David Prentice  
President & CEO



Join our Banquet of Hope

Help us get 400,000 meals to neighbors in need

Learn More ▶



Your kindness will be felt throughout the holidays!

See photos



CONCORD  
DIRECT



# TMM: Giving Week & Year End Creative – Activity Guide

## Winter Activities for Kids — and the Family!



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MidnightMission.org

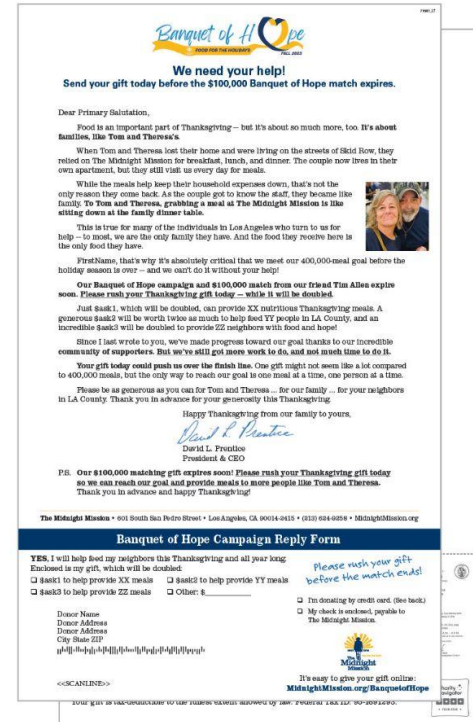


This holiday season, The Midnight Mission is bringing joy and hope to thousands of families facing homelessness with festive meals and a magical holiday toy village. Imagine the joy on the kids' faces!



**CONCORD  
DIRECT**

# Direct Mail Creative



# Performance Highlights

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**Overall Results:** Gross revenue yielded a 69% improvement and net revenue 88% over budget.

## Key metrics (compared to prior year) included:

- DM: 7% higher response rate; 9% more gifts
- DM: 58% higher average gift
- Total online (Sep–Nov): 121% increase in all online giving
- Email average gift: \$282.44
- Paid media average gift: \$113.92
- Lightbox average gift: \$120.44
- Increased market share impressions YoY: 17%

