

DoSomething.org

Customer Experience Analysis

The consumer's perspective. It's a piece of the marketing puzzle that can get lost in the shuffle of crafting the perfect lifecycle journey for your brand. In our Customer Experience Analysis series we take a look at marketing from the consumer's point of view to identify customer experience growth opportunities and strengths from some of today's leading brands.

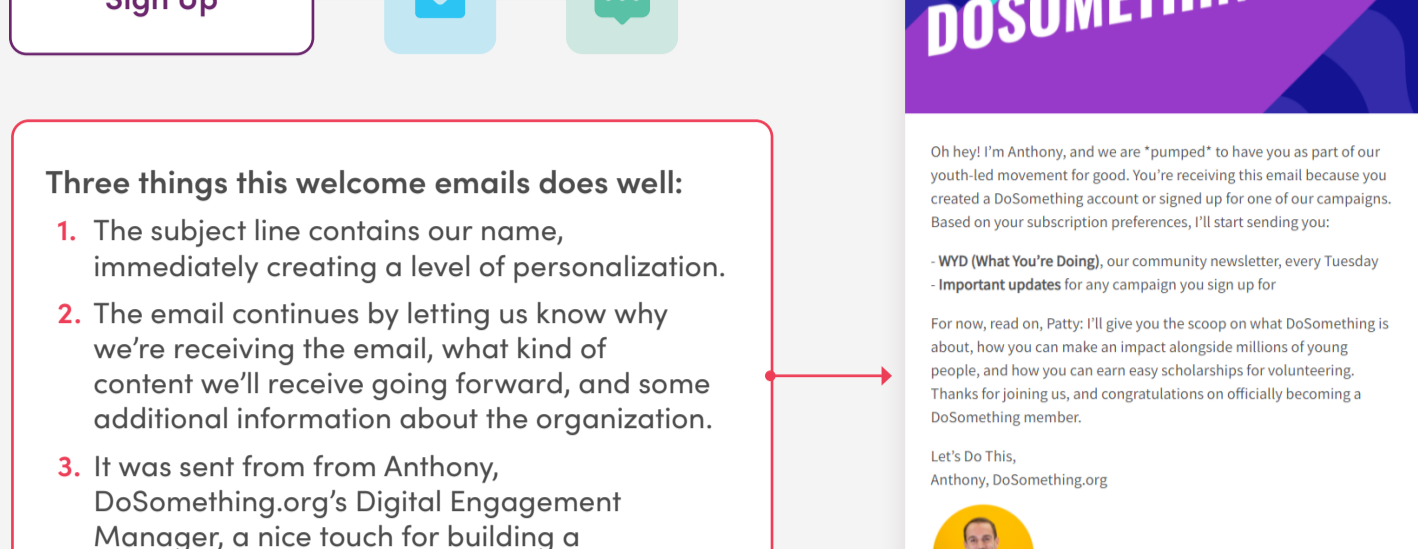
Over the course of three weeks, we commit to a variety of actions—such as creating a profile, browsing the site, and making a donation—that trigger behavior-based marketing communications. From there, we identify every message—across mobile and desktop channels—to capture a comprehensive view of the customer experience. The following consists of our observations and recommendations for the [DoSomething.org](#) user experience.

A Bit About the Brand

Founded in 1993 by Andrew Shue and Michael Sanchez, [DoSomething.org](#) is the largest non-profit organization specifically designed for young people to create social change. Members of the non-profit can sign up to volunteer and make real, tangible differences for social causes they care about.

The Timeline

LEGEND



Day 0: Sign Up

Three things this welcome emails does well:

1. The subject line contains our name, immediately creating a level of personalization.
2. The email continues by letting us know why we're receiving the email, what kind of content we'll receive going forward, and some additional information about the organization.
3. It was sent from from Anthony, DoSomething.org's Digital Engagement Manager, a nice touch for building a customer relationship.

DoSomething.org sent this after we opted in for SMS comms. The message states who the text is from, what the future content will contain, and offers clear opt-out instructions. This is a perfect first text to new customers.

Oh hey! I'm Anthony, and we are "pumped" to have you as part of our youth-led movement for good. You're receiving this email because you created a DoSomething account or signed up for one of our campaigns. Based on your subscription preferences, I'll start sending you:

WYD (What You're Doing), our community newsletter, every Tuesday

Important updates for any campaign you sign up for

For now, read on, Patty! I'll give you the scoop on what DoSomething is about, how you can make an impact alongside millions of young people, and how you can earn easy scholarships for volunteering. Thanks for joining us, and congratulations on officially becoming a DoSomething member.

Let's Do This, Anthony, DoSomething.org

Hi it's [DoSomething.org](#)! We'll send you updates about social actions & scholarship opps. Things to know: Msg&DataRatesApply. Txt HELP for help, txt STOP to stop

Day 1: The Breakdown

The Breakdown is DoSomething.org's weekly newsletter that features one full article and one action item related to the article topic. This week's email focused on becoming a mental health advocate. Unlike the previous emails we received, this email is not personalized to the individual user. We'd recommend continuing that level of personalization throughout all messaging to ensure you're capturing the user's attention, especially for a topic as important as mental health advocacy. Why personalize some when you can personalize all?

Hey DoSomething Members!

This is your daily reminder that **it's totally okay to not be okay**. Times are TOUGH right now - living through a global pandemic, extreme climate change, and political turmoil - and we know our mental health has suffered. Everyone, but especially young people, is experiencing pandemic-related trauma. Long story short: our brains are exhausted.

And while it's SUPER cool that folks like Simone Riley, Prince Harry and Naomi Osaka are championing global conversations about mental health, sometimes all you want is diverse resources and support right in your own community. So that's where you come in.

You don't have to be a sports legend or a royal prince to be a mental health advocate. The power to enact change starts with YOU! Our it's (NOT) all in your head campaign, powered by the Allstate Foundation, helps you promote and advocate for more mental health resources in your school and community. With one out of every four adolescents suffering from mental health issues—ranging from anxiety to depression—now is the perfect time to take action and help support your peers!

Read below for a story from our friend Madi, who shares their journey toward mental health advocacy and how they helped craft our current campaign! Then, share diverse mental health resources to your community and school—you'll even enter to win a scholarship.

Let's Do This! DoSomething

Day 4: When setting our user preferences, we had selected "animal welfare" as a cause we're interested in. DoSomething.org paid attention and sent us a campaign titled "Tusk Force" that works to stop elephant poaching. Not only did they send a relevant email, but it also contains our name in both the subject line and body copy.

Hey Patty,

Earlier this week, you told us that you're interested in taking action around animal welfare. Because DoSomething has literally hundreds of campaigns that span tons of different causes, we figured we'd make it easy and recommend the perfect campaign for you. We think your next campaign should be...

Elephant Tusk Force!

Did you know that every day, 50 African elephants are killed by ivory poachers? In this campaign, you'll flag ivory items on Craigslist to stop elephant poaching.

[Flag Items](#)

Day 6: WYD (What You're Doing) is another weekly newsletter that focuses on specific actions users can take to contribute to a cause. It's not super clear how this newsletter differentiates from The Breakdown, other than format. We'd recommend differentiating content to ensure users feel the need to subscribe to both rather than one or the other. And, again, we'd suggest personalizing the content as much as the non-newsletter emails.

Hiya DoSomething Members,

Looking for the perfect workout routine? Consider our favorite form of exercise: exercising your right to vote. Today is the **first Tuesday following the first Monday of November**, which means it's officially ELECTION DAY! And while only a few hours left, there is still time for you to get out and make your voice heard!

Here at DoSomething, we encourage all eligible, registered voters to take advantage of this awesome civil right and vote! And if you're not yet eligible to vote, consider encouraging your friends and family to do so. In 2020, young voters turned out at record numbers and helped to issue like climate change, mental health, and racial justice. You **UTERALLY** have the power to help create a better future!

And while advocacy at the polls is an amazing, don't forget you can take action **right now** to make changes in your community. Join our it's (NOT) all in your head campaign to help bring free and diverse mental health resources to schools and communities around the country. You'll even enter for a chance to win a \$2,500 scholarship.

Keep our democracy alive AND ensuring mental health resources for all? We're in!

[Find It](#)

Day 8: This week's "The Breakdown" features a list of top artists and the action item is to share art with those in your community for a chance to win a \$5,000 scholarship. Other interests we included in our profile are LGBTQ+ rights and women's equality. Instead of promoting a newsletter with pre-scheduled content, this newsletter could be tailored to contain articles related to the interests we specified. There are more opportunities created when the content is dynamic and custom.

Hey y'all—

Do you ever sit and think to yourself, "Hm, it'd be SUPER cool if there was a way for me to share my creative passions with my community AND potentially win a scholarship?" Well, guess what? You're in luck because we've partnered with Vans to launch **The Art of Community**—a campaign to encourage you to publicly share various forms of art, music, fashion, sports, and culture with your community. You'll even enter for a chance to win a \$5,000 scholarship!

It's no secret that times are tough right now. And, being stuck inside hasn't helped. While virtual gatherings have helped us feel connected to those we love most, there is nothing quite like the experience of walking around an art gallery, admiring street murals in your city, or attending a live concert in the park. We know that arts and creative expression benefit not only an individual's academic, physical, and mental well-being, but also are proven to uplift and improve communities, especially when shared in public spaces.

So, embrace your creative spirit and begin sharing art with your community. As Robert Rimeau once said: **"Creativity is contagious. Pass it on."**

Let's Do This! DoSomething

P.S. With Vans' Checkboard Day right around the corner, we're going to re-share our "Top Ten Favorite Artists of The Moment." Perhaps this list - featuring artists like singer/songwriter/producer Aum Rose, illustrator Banks, and skateboarder Tyson Peterson (a member of the Vans family!) - will spark your imagination and help get the creative juices flowing!

[READ THIS](#)

YOUR ART MATTERS: TOP TEN ARTISTS OF THE MOMENT

Day 9: This text message contains similar content to The Breakdown. The Breakdown email was sent around 2:30pm and the text around 4:00pm. While it's a great foundation for a cross channel experience, by keeping track of users' actions, DoSomething.org could have created a more tailored experience. With [A/B testing](#), for example, DoSomething.org could determine which channel resonates more with us and then, in-real time, change the [workflow](#) to only feed us content via that channel.

DoSomething here! Ever thought about using your creative passions to help build communities? Right now, communities are struggling as a result of COVID-19, and many are in desperate need of PDA: public displays of art! Share your creativity with those around you and enter to win a \$5,000 scholarship. Text Y to start.

Day 10: LEGEND

EMAIL: Welcome, Promotion, Transaction, Cart Abandonment

MOBILE: Push, In-App, SMS, Cart Abandonment

USER ACTION

Day 13: Browse Website

Day 14: CX Check-In

Two weeks after a customer subscribes, brands should consider doing a quick audit of the customer's experience thus far. Taking a look at emails and texts received, opened, and the level of customer engagement, brands can determine the next best options to continue providing the optimum experience. For example, we haven't interacted with any CTAs related to scholarships, so, based on our past actions, perhaps we are moved into a different workflow, where the content isn't scholarship-related.

Day 15: Donation

We donated to DoSomething.org and immediately recieved a transactional email containing the donation receipt, which is what customers would expect. The content of the email was straightforward, which is also important when sending transactional emails. However, the email was a paypal receipt—not friendly tone-of-voice or personalization like we were seeing in prior emails. While being straight-to-the-point is important for transactional emails, they don't need to be cold. Present the important information up front but don't lose the personality you've worked so hard to establish.

You donated to Do Something, Inc.

[Donation Details](#)

Hey y'all—

Not to sound like a broken record, but representation matters. Like **REAL** STEM. And it matters A LOT.

Here's a crazy fact: only 12% of scientists and engineers in the US are women, and only 20% are Black, Hispanic, or Native American. Now, how are you supposed to be a leader in STEM if you don't see people like you leading the way?

At DoSomething, we want to make sure you know that no matter where you come from—or what you look like—you can pursue a career in the things you're passionate about!

Love the earth, rocks, and gems? Consider STEM. Fascinated by the stars and planets? Pursue STEM. Love coding and building websites? You guessed it. Check out STEM!

It's why we've partnered with 3M for our year-long program—**STEM Works for Me**—to assist you with the knowledge and expertise on what STEM careers are out there and how they best match your interests. When we diversify the STEM field, we help diversify the innovations of the world!

In celebration of National STEM Day this past Monday (11/8), we chatted with 3M Applications Engineer, Ana Martinez, Ph.D., and Senior Research Specialist Maria Aponte, Ph.D. (yes, they're "get doctorates") to share their STEM journeys. Read on to be inspired by some real-life STEM superheroes!

[Enter to Win](#)

DoSomething here! Find out which STEM career fits your interests and by sharing your results with a friend, you'll enter to win a \$2.5k scholarship. Text Y to start.

Day 20: Unsubscribe/ Opt Out

TOTAL: 12 EMAIL: 9 MOBILE: 3

Key Takeaways

This time around, we specifically wanted to look at a non-profit brand instead of a retail brand. Not surprisingly, the marketing communication styles between the two differ greatly. One notable difference: the amount of messages sent. For example, while DoSomething.org sent a total of 12 messages over three weeks, [Bed Bath & Beyond](#) sent 46.

But, from the messages we did receive, we were able to put together three takeaways that could elevate the non-profit customer experience.

1. Weave Personalization Throughout

DoSomething.org started with great personalization, but this started to taper off as we began receiving newsletters. The welcome email was perfectly personalized with our name in the subject line *and* the body copy (love that). DoSomething.org is tapping into customer data right off the bat.

We subscribed to multiple newsletters and none of them had the same level of personalization as that first welcome email. Just because an email is scheduled and triggered to send, doesn't mean personalization needs to disappear.

[Dynamic content](#) fields would allow customer preferences to make their way into scheduled messages like newsletters.

2. Use Historical Data

DoSomething.org already has a leg up on other brands by taking advantage of [SMS messaging](#) but the messages could be optimized to encourage engagement. Looking at how users are interacting with past messages can influence the next marketing messages sent to that user.

We were sent multiple messages about entering to win a scholarship, but never engaged with the CTAs.

By segmenting their audience based on engagement behavior and preferences, DoSomething.org could send more relevant messaging, increasing the likelihood of engagement and donations.

3. Capture Attention

Like we mentioned above, based on our research, retail brands send far more marketing messages than non-profits. But, more isn't always better. For non-profit brands, less *can be* more if the content is tailored to the individual user.

We'd recommend DoSomething.org sends more campaign-based emails that are aligned with user preferences (like the Tusk Force campaign). And, within those emails, include eye-catching imagery to encourage [clickthrough](#). Sending more relevant emails, specifically related to user activity or actions completed on the site can improve user engagement and give you access to more pertinent customer data.

'Tis the season for giving. Non-profits should strive to give users a well-rounded customer experience by continuing to personalize when possible, use existing customer data to guide messaging, and send engaging, relevant content.

To learn more about how Iterable can help your non-profit improve customer engagement, schedule a demo today.

[Request Demo](#)

About Iterable

Iterable is a cross-channel platform that powers unified customer experiences and empowers marketers to create, optimize, and measure relevant interactions and experiences customers love. Leading brands, like Zillow, DoorDash, Calm, Madison Reed, and Box, choose Iterable to power world-class customer experiences throughout the entire lifecycle. Visit [iterable.com](#) for more information.