

Content That Sticks

How Free Digital Downloads Build MoveOn Membership



Overview

MoveOn harnessed the power of digital channels, free giveaways, and easily-accessed content to acquire new members who are ready to fight for a world where everyone can thrive.



The Problem

How do we **increase MoveOn membership** and **inspire people** to speak up and express their values in their communities?



The Mission

We want to engage new members to join the progressive movement while:

- **Offering a new, visual way to engage with MoveOn**—digital downloads are different from the petitions, emails, and events members are used to seeing.
- Sharing valuable knowledge.
- Providing content that members can use to express themselves and their values as part of MoveOn and beyond.

Our Solution

Create digital ads offering free downloads to increase MoveOn's member base while harnessing existing resistance energy around the Trump administration.

Offering engaging educational content allows us to meet the moment and acquire new members who want to get involved but aren't sure how.

After Trump's Inauguration

As the realization sunk in that Trump would be our president for the next four years, we equipped people for the protests ahead with education about their rights and free protesting resources.

- **Fight the Good Fight** is a protest preparedness kit, including a guide on your rights when protesting, posters, signs, phone screen and Zoom backgrounds, and shareable social media images!

The Increase in ICE's Brutal Tactics

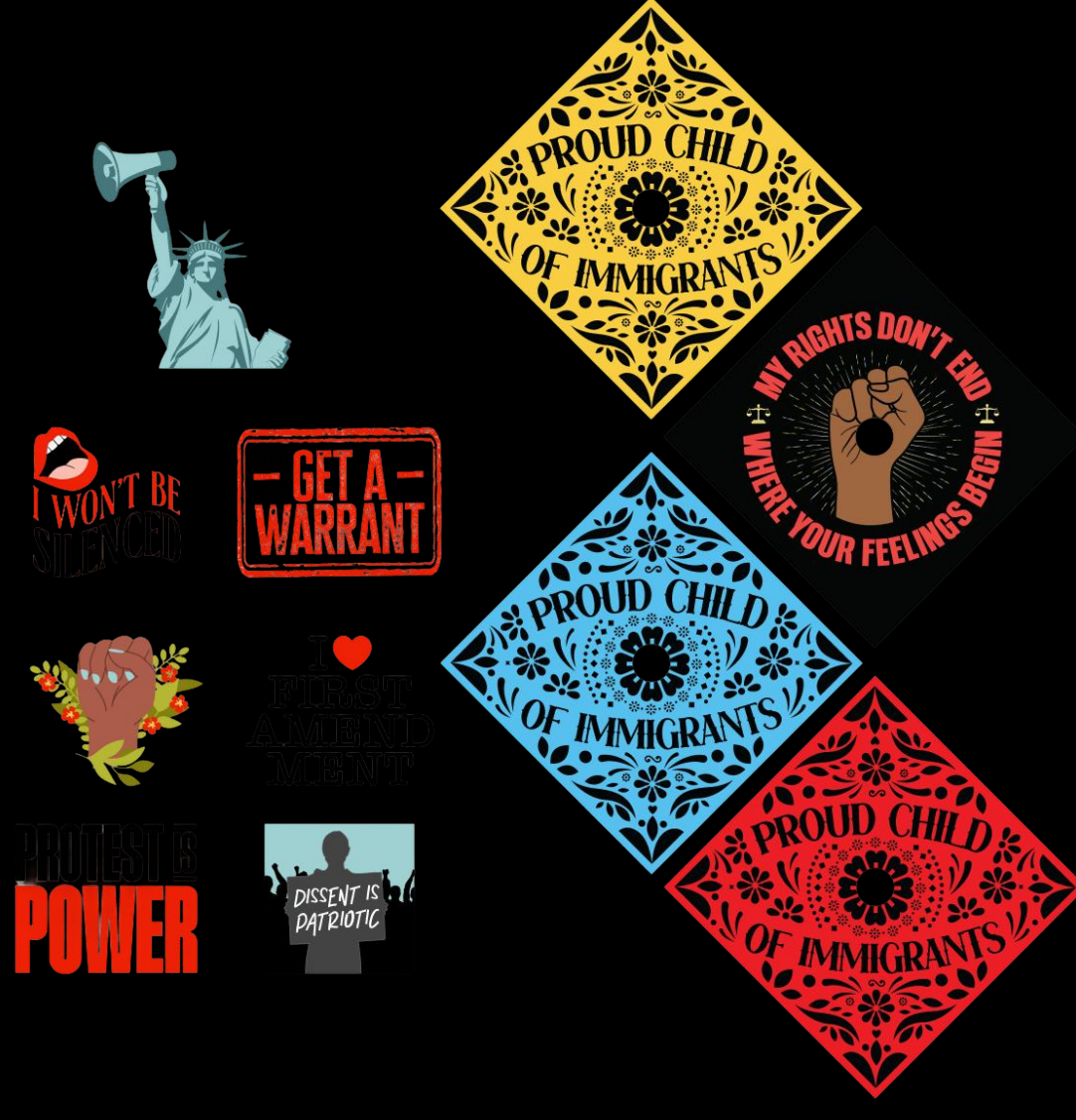
With ICE surging and disappearing people all over the country, we offered a way for people to show their support for immigrant communities.

- **Community is Power:** Allies: Know Your Rights kit includes a guide on how to record and report ICE, posters, signs, phone screen and Zoom backgrounds, and shareable social media images!



Immigrant Solidarity

Dissent Is Patriotic kit includes printable designs for your graduation caps and a virtual texting sticker pack to show solidarity with our immigrant neighbors and send the message loud and clear: We know our rights, and we won't be silenced.



Pride

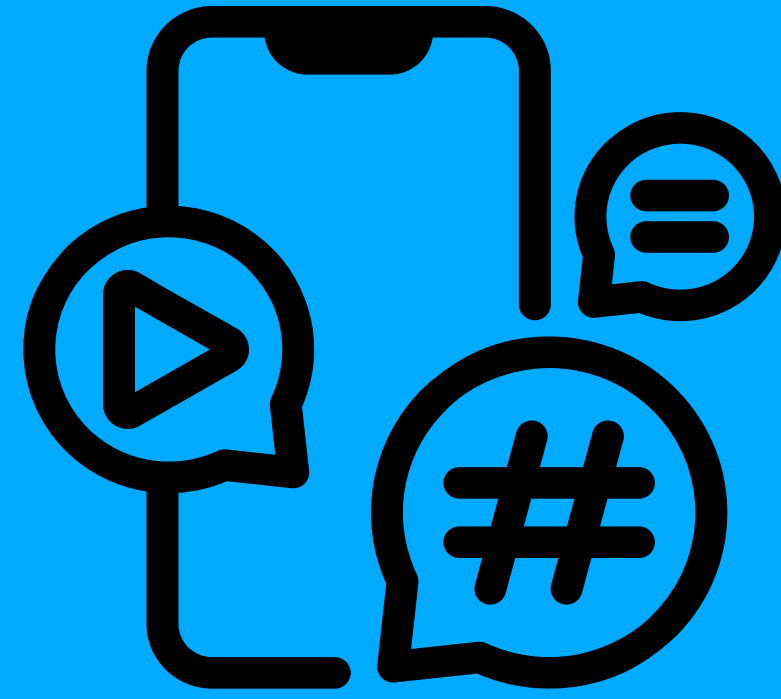
Pride Is a Protest kit includes digital stickers, photo frames, backgrounds, and graphics.



We continually test our digital ads and have found that there's a hunger for educational and engaging content about how to make the world a better place.

We promoted the Fight the Good Fight downloads for four months and distributed them over SMS and with ads.

- Over a thousand people downloaded our protesting guide.
- We garnered new members ready to take action and feel more prepared doing so.



Pride Is a Protest was our next-highest performer. It ran for over a month and was distributed over the website, through organic social sharing, and by way of growth and fundraising ads.

- Over three thousand people downloaded our Pride digital assets.
- We garnered new members who could proudly display their Pride graphics on their phones, laptops, and their social media accounts.

Our Commitment

Being a part of MoveOn means being a part of cultural movements that make an impact in our communities. Offering engaging educational materials about issues affecting all of us is an important part of creating a society where everyone can thrive.