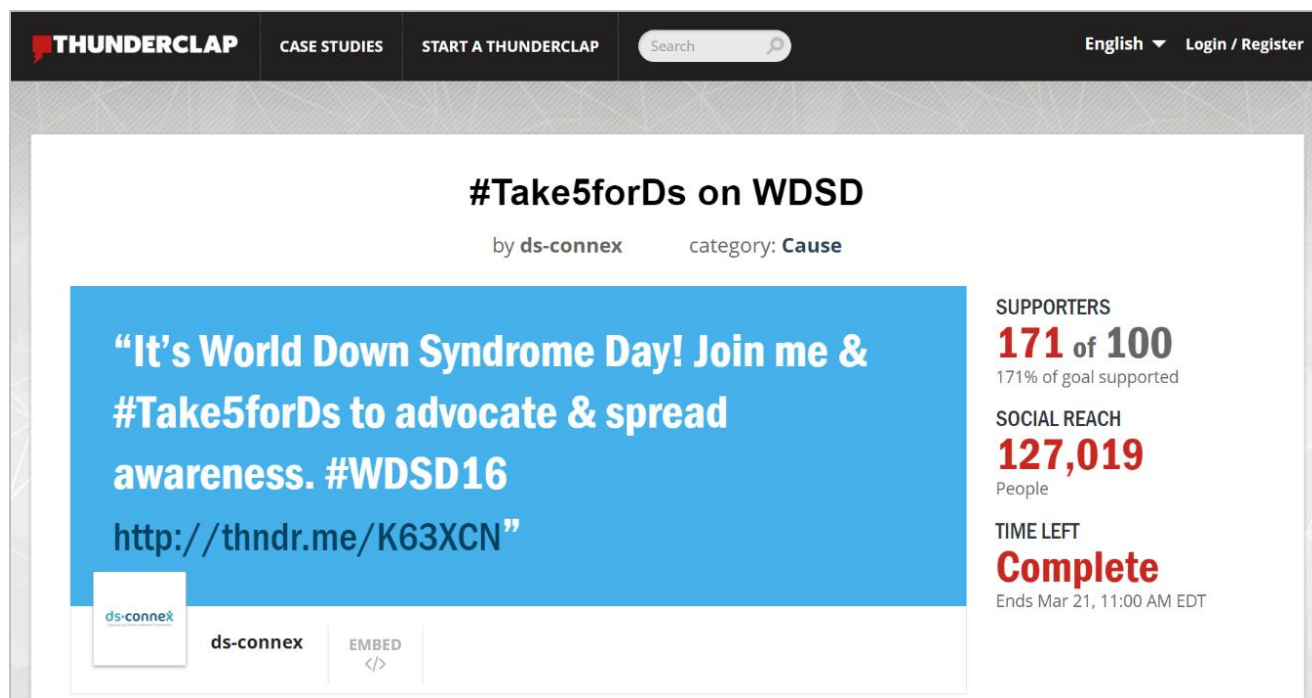


World Down Syndrome Day #Take5forDs 2016 Thunderclap Campaign Overview



The screenshot shows the Thunderclap website interface. At the top is a dark navigation bar with the Thunderclap logo, links for 'CASE STUDIES' and 'START A THUNDERCLAP', a search bar, and language/registration options. The main content area features a campaign titled '#Take5forDs on WDSO' by 'ds-connex' in the 'Cause' category. A large blue box contains the campaign message: "It's World Down Syndrome Day! Join me & #Take5forDs to advocate & spread awareness. #WDSO16" and the URL 'http://thndr.me/K63XCN'. To the right, statistics show 171 of 100 supporters (171% of goal), a social reach of 127,019 people, and the campaign is 'Complete' with an end time of Mar 21, 11:00 AM EDT. At the bottom left of the campaign box are 'ds-connex' and 'EMBED' buttons.

About Thunderclap

Thunderclap is a crowdspeaking platform that helps people be heard by saying the same thing together on social media. It allows a single message to be mass-shared, all at once on a specific date/time, so it rises above the noise.

Over 2 billion people have been reached to date by at least one Thunderclap. With users as famous as the White House, the UN and Beyoncé, it's the go-to platform for amplifying messages that matter. *Each Thunderclap campaign has to reach its goal of social media supporters for the message to launch on the chosen date.*

About #Take5forDs

#Take5forDs was the call to action for the 2016 ds-connex World Down Syndrome Day campaign. The concept was to encourage people to take 5 minutes on World Down Syndrome Day to educate friends, co-workers and family members on what Down syndrome is and the importance of advocacy/inclusion for those with Down syndrome in society.

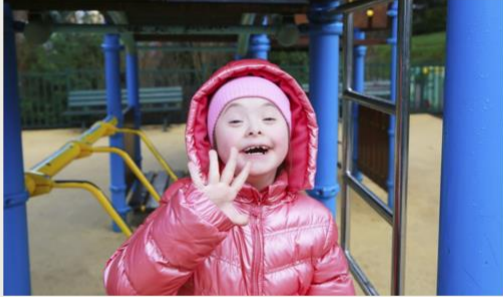
Ds-connex used Thunderclap to encourage people to help us spread the word to #Take5forDs on World Down Syndrome Day. When individuals signed up their Facebook, Twitter and/or Tumblr for the Thunderclap, the message "It's World Down Syndrome Day! Join me & #Take5forDs to advocate & spread awareness," was scheduled to post at 11:00 a.m. EST on their profile(s).

A link was included with the message directing individuals to a special World Down Syndrome Day page on the ds-connex website where there was a list of ideas/ways people could use their 5 minutes to support individuals with Down syndrome in their community.

#Take5forDS on World Down Syndrome Day

World Down Syndrome Day is Monday, March 21, 2016! It is a day where the world comes together to celebrate loved ones and individuals in their communities who happen to have an extra 21st chromosome (3-21).

On World Down Syndrome Day, we invite you to #Take5forDs! Take five minutes to educate yourself, friends, family, or community members on what Down syndrome is and the importance of advocacy/inclusion for those with Down syndrome in society.



Below is a list of ideas for how you can use your 5 minutes to support individuals with Down syndrome:

Education

- What is Down syndrome?
- What is it like for a parent to receive a Down syndrome diagnosis?
- What resources are available for parents?
- What are common misconceptions about Down syndrome?
- How do I find a Down syndrome organization in my community?

Campaign Promotion

We promoted the campaign by sending two emails to our current ds-connex partners asking them to support the campaign and encourage their networks to support as well. We provided them with social media language they could copy and paste to their social media profiles. Additionally, we also sent one Mail Chimp email to our team captains list from the 2015 walk season encouraging them to sign up and help spread the word.

Overall, we did five Facebook posts for the campaign between March 5th and March 21st. We boosted the initial announcement at \$10 and the remaining pre-campaign/day-of posts at \$5 each. We had one post-campaign post thanking everyone who participated and letting them know the final reach. This was not boosted. Additionally, we had 5 tweets promoting the campaign on Twitter that mirrored the Facebook posts listed above. We also reached out to 11 social influencers in the Down syndrome community on Twitter to ask them to support the campaign.

Lastly, we created a postcard promoting the campaign which we had readily available for participants at the DSAIA conference in Charlotte. We also had the homepage of the ds-connex website promote the campaign from March 1st – March 21st (with a link to the Thunderclap).

What were the Campaign Results?

Ds-connex had a goal of 100 supporters for the #Take5forDs Thunderclap. By March 21, we had passed the goal, with a total number of supporters at 171 social media accounts. Thunderclap tallied a reach for the #Take5forDs campaign at over 127,000 people.

Through Google Analytics, we were able to see that on World Down Syndrome Day, there were a few hundred pageviews of the special WDS #Take5forDs webpage. A large driver of traffic to this webpage, not surprisingly, was social media with 83% of the unique pageviews, followed by Direct at 16%, Organic Search at .7%, and Referral at .3%. Of the unique pageviews, 82% came from Facebook alone and twitter brought in almost 1%.

In addition to looking at page activity, we also looked specifically at landing page data. The reason why is related to the positioning of the campaign. Our goal was for the message with the link to our website to be mass shared on social platforms, setting up the likelihood that most traffic to the webpage would result in people coming to the page from clicking on the link, making it their point of entry to the ds-connex website. The landing page data paints a very similar picture to what is shared above. 84% of landing page sessions on the WDS page came from social media. Broken out, Facebook again lead the pack with 83% of those sessions coming from The Social Network.

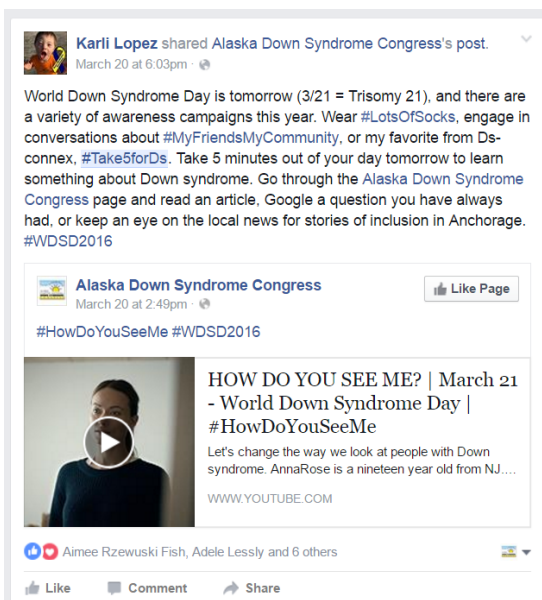
Overall, the campaign had a very positive impact on website traffic. On World Down Syndrome Day, ds-connex.org saw a 900% increase in website traffic from the week prior!

Campaign Takeaways

The goal of this campaign was for ds-connex and its social community to have a voice in the digital conversations on World Down Syndrome Day and to promote awareness/education for people who aren't familiar with Down syndrome.

The section below highlights some of the great social media activity we saw on World Down Syndrome Day.





Should you do a Thunderclap campaign?

Absolutely! Thunderclap is a great way to rally your local and online communities to support a message you want shared with the world. Organization anniversaries, announcements, celebrations, fundraisers, and awareness campaigns are all great opportunities to utilize Thunderclap. It's quick and easy to set up. The important piece to remember is to sell, sell, sell your campaign to your network. One social media post or email will likely not be enough to put you over the 100 supporter minimum. The more you promote your Thunderclap campaign, the more people it will reach when it launches.