



National Parks Conservation Association®  
Protecting Our National Parks for Future Generations®

## eCampaign Microsites

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July 24, 2008

## Protecting Our National Parks



National Parks Conservation Association®  
Protecting Our National Parks for Future Generations®

## Introducing ...



**Teddy Mather**



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## NPCA Campaign: Teddy for President



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## Teddy for President: Goals

- Primary goals
  - Candidates embrace Centennial Initiative
  - Keep Initiative alive beyond current administration
- Secondary goals
  - Add new subscribers
  - Engage new and younger audiences
  - Increase media attention



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## Why A Micro-Site For Teddy?



Is the campaign going to run long enough?	✓
Do we have funding to support a separate site?	✓
Is the content different from our main site?	✓
Will the features be different?	✓
Will the creative voice be different?	✓
Can we achieve the same engagement results other ways?	✓



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## Micro-Site Features

**Join the Campaign!**

Be a leading part of the effort to elect the most qualified, Teddy-bear candidate to the White House. Help us elect the most qualified candidate to the White House. Help us elect the most qualified candidate to the White House. Help us elect the most qualified candidate to the White House.

There are 4 ways to protect our national parks for future generations:

Please provide the following information:

Your name and contact information:

How would you like to receive information from us?

How would you like to receive information from us?

How would you like to receive information from us?

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## Micro-Site Features

**NATIONAL PARKS TRAVELER**

Secret Service View Teddy Mather As Prototype, Not Presidential Material!

By Peter Hinkley, National Parks Conservation Association

It is difficult to imagine the president-elect in the White House without the presence of the National Parks Conservation Association's Teddy Mather. Secret Service, however, did not see it that way. Instead, they saw a prototype for a future president.

Clearly, the message is important. For the president-elect to be the most qualified, he must be able to protect our national parks and preserve our natural heritage. Teddy Mather is the perfect candidate for the job. He is a bear, and bears are the most qualified of all animals to protect our national parks.

To make sure the message is important, the president-elect should appoint Teddy Mather as a prototype for a future president.

After receiving an e-mail from the National Parks Conservation Association, I went to the White House. The secretary of the White House told me that the president-elect had seen Teddy Mather and that he was very impressed with him. He said that he would like to see Teddy Mather as a prototype for a future president.



## Marketing Teddy for President

**THE DEBATE CANDIDATES DON'T WANT YOU TO SEE!**

**Teddy for President**

Check News to see Teddy and the campaign link.

But Teddy didn't want to go. He didn't want to go to the White House. He didn't want to go to the White House. He didn't want to go to the White House.

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## Marketing Teddy for President

**The Bobblehead Video**

**Teddy for President**

Debate This!

Check News to see Teddy and the campaign link.

But Teddy didn't want to go. He didn't want to go to the White House. He didn't want to go to the White House. He didn't want to go to the White House.



## Primary Objective Results

- All candidates responded with written statements and even video statements!
- They covered our key issues

**Questions to the Presidential Candidates**

**As a Petitioner:**

According to research by the National Parks Conservation Association, 1 in 2 national parks suffers the effects of global warming. What would your administration do to address these threats to our national heritage?

**Candidates' Answers:**

**Hillary Clinton:** Air pollution is a major threat not only to our health, but also to our wildlife, natural resources, and national parks. Air pollution is harming visibility in parks across the country.

**John McCain:** As responsible stewards of our National Park System, we are called to protect our national treasures — the land, water and air — for the benefit of this and future generations.

**Barack Obama:** As president, I will reduce the scope of the Clean Air Act, I will fight for continued reductions in smog and soot, and continue the leadership in controlling toxins that contribute to air pollution.



## Secondary Objective: Outcomes

Metric	ElectTeddy.org Results (Six Months)
Petitions	17,404 + 13,000 (Care2) = 30,404
New Sign Ups (Website)	282
Total New Sign Ups	282 + 13,392 (Care2) + 80 = 13,754
Donations	\$1,395
Pass Alongs	3,950 emails sent for 80 sign ups
Media Coverage	Several blog posts



## Secondary Objective: Traffic

Metric	ElectTeddy.org Results (Six Months)	NPCA.org (Six Month Months)
Total Visits	38,746	504,439
Total Page Views	58,622	1,300,027
Time on page	1.15	1.51
Bounce Rate	48%	54%
New Visitors	83%	76%



## Secondary Objective: Media

Metric	ElectTeddy.org Results (Six Months)
Teddy's Campaign Launch Video (Promoted on Care2.org)	228,000 Views
Teddy's Testimonial #1	3,168 Views
Teddy's Testimonial #2	1,100 Views
Teddy's Testimonial #3	1,199 Views



## Was the Microsite the Way to Go?

- Political objective was met
- Overall secondary objective results for [www.ElectTeddy.org](http://www.ElectTeddy.org) were disappointing
- Driving traffic to a new site devoted to an "unsexy" issue takes time
- Traffic would take off better with existing buzz to build on
- Traction? Starting from scratch?



## America's Heritage for Sale



## Campaign Goals

- Increase conversion of subscribers to members
- Convince lapsed members to renew their membership
- Draw media attention to the problem of underfunding the national parks
- Add new subscribers to the rolls



## Internal Landing Page



## Marketing FOR SALE Campaign

## Objectives: Results

- 257 Donations
- \$10,597
- 26,595 map views
- 22,161 signatures
- 839 new subscribers
- 5,699 tell a friend emails sent

Significantly higher engagement rates than a traditional approach

## Benefits of Landing Page

- Expedient use of design & systems
- Helps build, not diffuse brand
- Creates new "stickiness" to current site
  - Expands content
  - Diversifies actions
- Lower cost to launch & reusable