

# A better way to help climate causes gain supporters & raise money

## The problem

Surprisingly, only 2% of all charitable dollars raised over the last few years went to environmental groups—less than all other issue areas.

This means their email and SMS programs have to punch dramatically above their weight to help fill in the gaps.

And even though email and SMS vastly outperform all other advocacy and fundraising channels, many groups don't see results because they're overpaying for ROI-negative Facebook leads or lack the expertise to operate the nuanced digital programs they need.

## The solution

To help them, we provide grantees with 30,000 opt-in supporters along with two full days of in-person training and ongoing support from the best digital practitioners in the industry, free of charge.

And since many groups overpay by up to 13X for Facebook leads at \$3-10 each, we've partnered with the Civic Shout acquisition platform for better leads at just \$0.75 each—a 40% discount from their base rate.

Coupled with the benefits of staff training, these more efficient opt-ins can 2-10X their cause's email fundraising ROI, which could lead to hundreds of thousands in additional revenue, per grantee—making this solution a true force multiplier.

## How your donation can help & next steps

We operate ten funds—each supporting groups focused on a different progressive issue. We're always fundraising for them, but this spring because extreme summer weather is right around the corner, we're making a particular push to raise \$500k for our Climate Change Fund by July 1st.

Your tax-deductible donation will provide these groups with more than just "fish", but critically, the training to "fish better". **Can you help?**

**Contact [josh@civicshoutfoundation.org](mailto:josh@civicshoutfoundation.org)** to start the conversation or visit [civicshoutfoundation.org](http://civicshoutfoundation.org) to learn more.

## Why the Civic Shout Foundation?

For over 15 years, members of our training team have been hands-on, optimizing email programs that send tens of millions of emails per month—frequently beating click-through benchmarks by over 450%.

This real-world expertise coupled with a proven training curriculum and access to the highest ROI opt-ins available is what makes our grantee program special.

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*Civic Shout Foundation operates as a project of Players Philanthropy Fund, a Maryland charitable trust recognized by IRS as a tax-exempt public charity under Section 501(c)(3) of the Internal Revenue Code (Federal Tax ID: 27-6601178, [ppf.org/pp](http://ppf.org/pp)). Contributions to Civic Shout Foundation are tax-deductible to the fullest extent of the law.*