



DIGITAL MARKETING STRATEGY PROPOSAL

FOR SAVE THE SNAKES

Proposal by Caty Franco Consulting



CATY FRANCO



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EXECUTIVE SUMMARY

This proposal outlines a lean, high-impact digital strategy to help Save the Snakes grow its donor base, increase monthly giving, and make better use of existing tools like the website, WooCommerce store, and Action Network CRM.



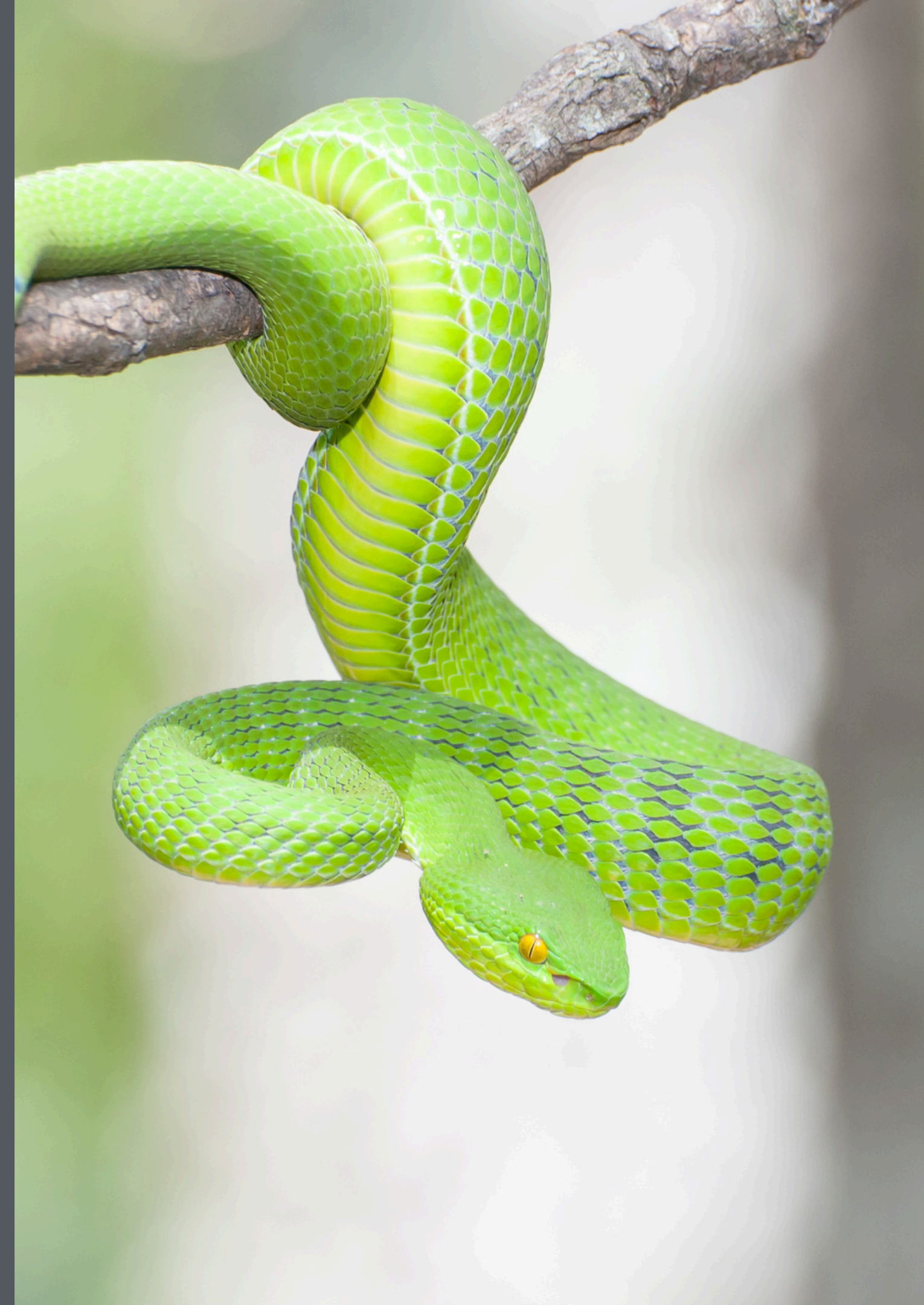
PROBLEM STATEMENT

Save the Snakes has built a strong foundation of mission-aligned supporters, but its existing digital tools—Action Network, WooCommerce, and the website—are underutilized. With over 4,000 email subscribers, nearly 900 customers, and hundreds of donors, the organization has untapped potential to deepen engagement and increase revenue.

Currently:

- Most subscribers have never donated
- Monthly donor growth has plateaued
- E-commerce and CRM systems are not fully integrated

Without a clear digital journey, new supporters aren't being nurtured, and existing donors aren't being retained as effectively as possible. This results in missed opportunities for growth, retention, and recurring revenue—all of which are critical for a small nonprofit.





CATY FRANCO

ABOUT ME

- Strategic Communications Specialist at California Native Plant Society & Freelance Contractor
- Rebuilt Save the Snakes website (2023) and launched WooCommerce store (2024)
- Specialty: nonprofit technology, digital strategy, fundraising
- Experience with RedRover, Save the Redwoods League, Power in Nature, Wolf Conservation Center, Queens Public Library Foundation
- Proud monthly donor to Save the Snakes
- **This project is offered pro bono in exchange for the opportunity to feature it as a case study in my consulting portfolio**



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CURRENT LANDSCAPE

- **4,006** total email subscribers
- **871** all-time donors (535 currently subscribed)
- **52** recurring donors
- **7** donors over \$500
- **890** WooCommerce customers (not yet in Action Network)
- **3,636** email-only subscribers who've never donated



STRATEGY OVERVIEW

- Maximize engagement, conversions, and retention with limited effort using existing systems.
- Website conversion improvements
- Action Network ladders to automate supporter journeys
- Social media content to drive email signups and giving
- WooCommerce integration & segmentation
- Emphasis on nurturing leads to become donors





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WHY THIS MATTERS

- Email subscribers = high-value leads
- 3,636 subscribers have never donated: untapped potential
- Nurtured properly, leads become monthly donors or advocates
- Ladders allow supporter journeys without extra staff time
- High ROI with minimal lift, especially for volunteer-driven teams



KEY DELIVERABLES

Deliverable	Hours	Value (\$90/hour)
Phase 1: Core Infrastructure		
Action Network Ladders (x4)	12	\$1,080.00
Customer Data Import	2	\$180.00
Zapier Integration	2	\$180.00
Website Review	7	\$630.00
Phase 2: Engagement & Conversion		
Lead Magnets (1-2)	5	\$450.00
Social Media Templates	6	\$540.00
Recurring Donor Ladder	6	\$540.00
Documentation	4	\$360.00
Total	44	\$3,960.00

Total Project Value: \$3,960 (44 hours @ \$90/hour)

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KPIS AND GOALS BY MARCH 2026

- Increase monthly donors from **52 → 75**
- Convert 2% of non-donor subscribers (~**73 people**) by Mar 2026
- Re-activate **10** lapsed donors
- Achieve at least a **30% open rate** on new welcome ladders by Q4 2025, establishing a strong engagement baseline





PROPOSED TIMELINE

Proposal Delivered: July 20, 2025

Kickoff: Aug-Sept 2025

Implementation Phase: Sept - Dec 2025

Final Deliverables: Dec 15, 2025

Performance Review: March 2026*

*(3-month analysis of ladder performance, open rates, and donor activity)



THANK YOU!

Excited to support Save the Snakes in
building a sustainable digital strategy!

