



CASE STUDY: SCI Phoenix – Community Growth That Converts

How Veracity Digital Helped SCI Phoenix Add 2,800+ Facebook Followers and 1,500+ New Emails & Phone Numbers in 6 Months

THE GOAL

SCI Phoenix wanted to grow their online presence and build a high-quality contact list they could use for raffles, banquets, and ongoing fundraising. Their two main objectives were:

-  Increase Facebook followers with real, engaged supporters
 -  Build a list of emails and phone numbers to use for outreach
-

THE STRATEGY

Veracity implemented a 3-part strategy to attract the right audience and convert attention into action:

1. **Giveaway Campaigns**
→ Used prizes like hunting gear to capture attention and generate leads
 2. **Targeted Facebook Ads**
→ Reached hunters, outdoorsmen, and local supporters using precise audience targeting
 3. **Optimized Lead Capture Forms**
→ Mobile-friendly email and SMS opt-in landing pages to maximize sign-ups
-

Continued on page 2

THE RESULTS (OVER 6 MONTHS)

Metric	Outcome
✓ Facebook Followers	+2,800
✉ New Emails & Phone Numbers	+1,500
✉ Raffle Email Open Rates	42%+ average

WHY IT MATTERED

With a larger, engaged audience and a fast-growing contact list, SCI Phoenix now has:

- A reliable supporter base for raffle and banquet promotions
 - An owned database (not just followers) they can reach anytime
 - Increased ticket sales and stronger event turnout
-

CLIENT FEEDBACK

“Johnny, you do excellent work, thank you!!

– Bobby Boido (Executive Director SCI - Phoenix”
