



CASE STUDY: SCI Phoenix – Community Growth That Converts

*How Veracity Digital Helped SCI Phoenix Add 3,500+ Facebook Followers and **Increase Banquet Attendance 25% in ONE YEAR!***

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
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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
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THE RESULTS (OVER ONE YEAR)

Metric	Outcome
✅ Facebook Followers	+3,500
✉️ New Emails & Phone Numbers	+1,800
✉️ Raffle Email Open Rates	42% +average
👥 YOY Increase in Banquet Attendance	25%+



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
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CLIENT FEEDBACK

Johnny Caito [Veracity Digital Media] is the best when it comes to social media and websites.

– Bobby Boido (Executive Director SCI - Phoenix”
