



# PKD FOUNDATION

Polycystic Kidney Disease

## PKD Awareness Day\* 2014 Report

### Goals and Outcomes

- Gain 300 new Facebook followers
  - Exceeded goal with **981 new Facebook followers** (this brings us close to 20,000 followers)
  - Gained **45 new Twitter followers**
- Reach 200,000 people on Facebook and 300,000 on Twitter
  - Exceeded goal with **1,222,500 reached on Facebook**;
  - **500,000 reached on Twitter**
- 650 graphics downloaded
  - Exceeded goal with **950 graphics downloaded**
- 2,250 visits to pkdcure.org
  - Exceeded goal **with 5,500 visits**

### Event Statistics

#### Facebook

- From Sept. 3 to Sept. 5, seven Facebook posts reached a total of **1,222,500 people**.
- Together, the posts had **33,866 likes, comments and shares**
- The most successful posts were two short videos
  - [Sept. 3 video](#) reached **545,792 people** and had **144,912 video views**
  - [Sept. 4 video](#) reached **447,872** (14,752 was paid) and had **132,629 video views**
- 981 new Facebook followers in one week (bringing us close to **20,000** total followers)

#### Twitter

- From Sept. 3 to Sept. 5, our tweets had nearly **500,000 impressions**
- We received **383 retweets, 129 favorites, 178 mentions and gained 45 followers**
- Our most popular tweet was our first tweet on the morning of #PKDAwarenessDay and it was retweeted **91 times**.

#### Pkdcure.org

- 5,500 visits were made on Sept. 4, the highest number for any single day in the last three fiscal years.
- The facts, photos and videos on the landing page were downloaded over 950 times, a 106 percent increase over last year.
- The #PKDAwarenessDay landing page accounted for nearly 50% of all visits.
- There were 2,428 visits directly from Facebook (144% increase)
- There were 83 visits directly from Twitter (32% increase)

## Donations

(Note: there was not a push or focus on fundraising during this campaign so all dollars raised were as a result of the heightened awareness facilitated by the promotional efforts of the campaign.)

- \$4,565 was raised and 66 gifts made
- Sept. 3: promotion email sent resulted in 10 gifts for a total of \$950
- Sept. 4: \$1,874 was raised through 34 gifts
- Compared to 2013 (\$350 raised from five gifts) this is a 435% increase
- There were 12 donations for \$610 directly from Facebook

|   | # of Gifts | Amount Donated | Average Gift |
|---|------------|----------------|--------------|
| Sept. 3                                     | 10         | \$950          | \$95         |
| Sept. 4                                     | 34         | \$1,874        | \$55         |
| Sept. 5                                     | 9          | \$1,185        | \$132        |
| Sept. 6                                     | 9          | \$406          | \$45         |
| Sept. 7                                     | 4          | \$150          | \$38         |
| Totals During<br>PKD Awareness Day Campaign | 66         | \$4,565        | \$69         |

## Awareness Day comparison to 2013:

- Sept. 3-5 Facebook post reach: **increase of 401%**
  - 1,222,500 vs. 244,000
- Facebook Likes, Comments and Shares: **increase of 260%**
  - 33,866 vs. 9,395
- Facebook page likes gained: **Increase of 356%**
  - 981 vs. 215
- Sept. 3-5 Twitter impressions: **Increase of 27%**
  - 500,000 vs. 393,000
- Twitter Retweets, Favorites and Mentions: **Increase of 212%**
  - 690 vs. 221
- Twitter followers gained: **Increase of 350%**
  - 45 vs. 10
- Visits to [pkdcure.org](http://pkdcure.org): **Increase of 136%**
  - 5,519 vs. 2,335
- Visits to Awareness Day landing page: **Increase of 201%**
  - 2,726 vs. 907
- Downloads of Awareness Day tools: **Increase of 106%**
  - 980 vs. 475

*\*Note: Numbers reflect activity from Sept. 3-5 to capture activity from promotions and momentum of the following day*