

How to use interactive content to boost online donations

Claire Kerr, Sr. Director, Care2



In this session ...



01

Discover how
interactive
content boosts
conversion

02

Learn the
research behind
compelling
messaging

03

Review
fundraising
results from
SPCAI & AWF



What do you think tigers and tapirs have in common?

- They share certain forest habitats
- They face the same threats from humans
- Both of these are commonalities

**Fauna
& Flora**

Skip Survey

✕ **Good Pair Days**

You've been given a magic everlasting bowl of fruit, but you can only choose three types to fill it. Which 3 do you choose?

Dark Plum & Blackcurrant 	Cherry & Red Plum
Peach & Apricot 	Pineapple & Lychee
Lemon & Lime 	Fig & Prune

☰ 🔍 **IL MAKIAGE** NEW YORK

○ — 1 — 2 — 3 — 4

What's your skin type?

DRY
Married to my moisturizer

OILY
I live for blotting papers and powder

COMBINATION
Each part of my face has a mind of its own

BALANCED
Yeah, I'm blessed

Next

COFFEE AT HOME 🔍 ☰

For me a perfect day often includes

Select one to proceed.

BLACK COFFEE

FLAVORED COFFEE

DECAF COFFEE

LESS CAFFEINE

Feedback

What is interactive content?

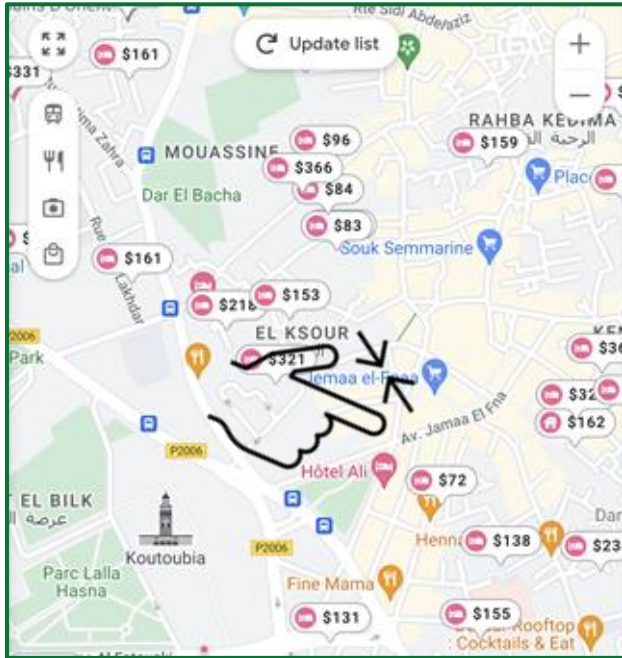
- ✓ Surveys
- ✓ Contests
- ✓ Quizzes
- ✓ Games
- ✓ Calculators
- ✓ Interactive Infographics
- ✓ Interactive Whitepapers

77% of marketers agree that interactive content has 'reusable value' resulting in repeat visits and multiple exposures.

-Content Marketing Institute

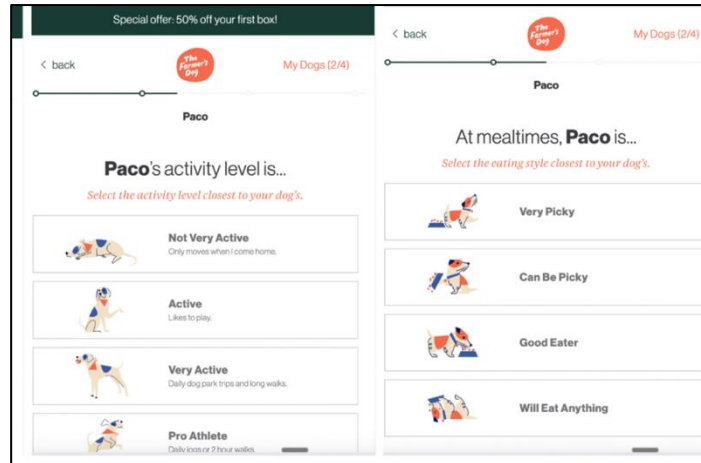


You probably feel this instinctively...



Interactive content
generates **2x more**
conversions than passive
content.

-Content & Buyer's Journey Benchmark Report

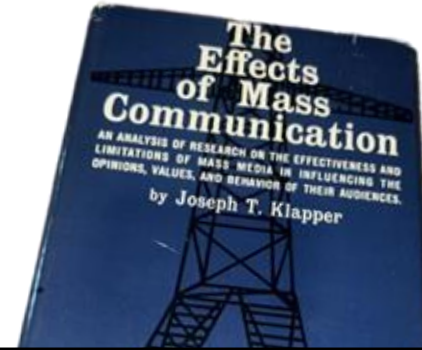


Why is it so popular?



Constructivist Learning Theory:

Turns learning or exploring a purchase into a hands-on experience aligned with a prospect's sense of identity.



Customers prefer content they perceive as customized, valued, and under their control.

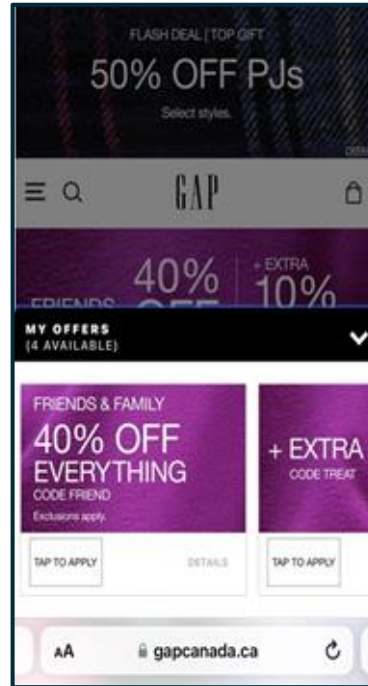
“People come to read, see, learn, and experience.”

- **Drives both immediate and long-term purchase intent.***

*Li CH, Chan OLK, Chow YT, Zhang X, Tong PS, Li SP, Ng HY and Keung KL (2022) Evaluating the Effectiveness of Digital Content Marketing Under Mixed Reality Training Platform on the Online Purchase Intention. Front. Psychol. 13:881019. doi: 10.3389/fpsyg.2022.881019

Marketers prompt your engagement frequently ...

- Customer Surveys
- Live Chat
- On-Site Quizzes
- Mobile Notifications
- Review Rewards



96% of users who started
Buzzfeed quizzes finished them.

Which Billionaire Are You? Quiz



Natalie Ravitz
@NFLNatalie

Follow

Dear @BuzzFeed, @rupertmurdoch took the quiz and confirmed that he is in fact Rupert Murdoch. Phew.






FIGURE 4
**REASON(S) FOR
INTERACTIVE CONTENT
USE IN CONTENT MARKETING**



Educating the audience.....	75%
Engagement	59%
Lead generation/top of funnel.....	58%
Create brand awareness	57%
Conversion.....	49%
Social media/community engagement.....	41%
Lead nurturing/mid-funnel	33%
Customer retention/loyalty	31%
Storytelling.....	31%
Sales/sales enablement	28%
Other reasons	4%

Note: Multiple responses permitted.

Is all interactive content used equally?



	Early Stage (Awareness/Discovery)	Middle Stage (Consideration)	Late Stage (Decision)
Assessments	47%	38%	15%
Calculators	25%	51%	25%
Configurators	19%	38%	43%
Contests	75%	15%	10%
Games	75%	20%	5%
Interactive eBooks	44%	50%	6%
Interactive Infographics	60%	36%	3%
Interactive Lookbooks	41%	48%	11%
Interactive White Papers	28%	51%	22%
Quizzes	69%	25%	5%
Wizards	33%	43%	24%

What kinds of messages work?



You're probably already targeting...

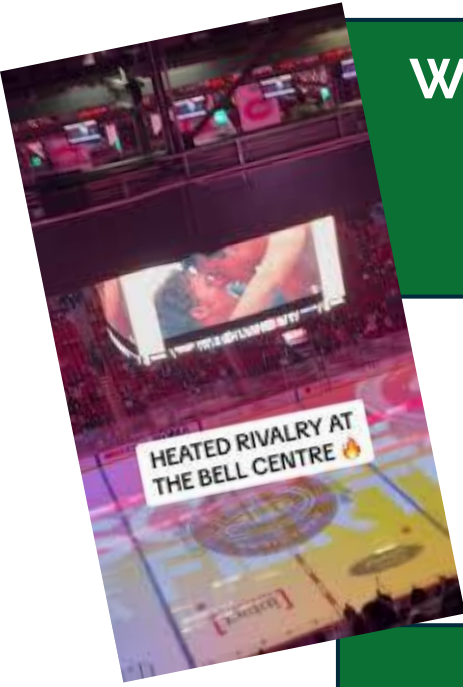


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CONFERENCE



Why does re-engaging your audience lead to more conversions?

The Marketing Rule of 7



"It takes an average of seven interactions with your brand before a purchase will take place."

This often means targeting people with TV ads, radio, billboards, direct mail, digital advertising, etc.

Islamic Relief Canada 6:09 AM
to me


ISLAMIC RELIEF CANADA // [Donate Now](#)

Eid Mubarak! ✨

▶ 0:00 / 5:10

Fill your heart, car and home with [the Takbeerat](#) today and recite it after every prayer this Eid. From our family to yours, Eid Mubarak!

If you have already donated your Qurbani and Eid Gifts, alhamdulillah, they are now beginning to reach hundreds of thousands of people around the world. Thank you for answering their call, providing high quality meat, and bringing joy this Eid.



← Reply → Forward

Islamic Relief Canada
tap here to add to contacts



Qurbani 2026 - Give Qurbani | Islamic Relief Canada
www.islamicreliefcanada.org

Eid Mubarak Claire! ✨

Fill your heart, car and home with the Takbeerat today and recite it after every prayer this...

[Read more](#)

Text STOP to opt out of WhatsApp Communication 6:47 AM

[Donate your Qurbani](#)

[Give from what your love](#)

↩ STOP

👍 👏

islamicreliefcanada
islamicreliefcanada · Original audio



👍 2 🔄 8

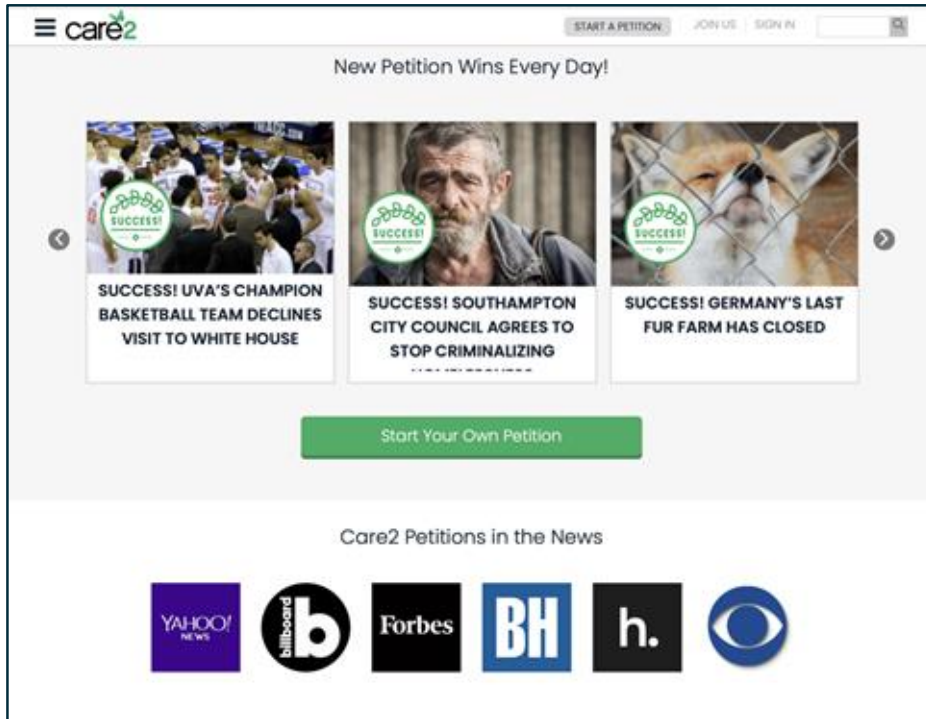
Liked by [alrashid_edmonton](#) and others



68% of people say they've unfollowed or hidden a brand **because of irrelevant content** in the past 12 months.

Hootsuite, [Social Media Consumer Report](#)

Care2 Community has 70 million members 20 years of marketing messaging across email, social, & SMS



The screenshot shows the Care2 website interface. At the top left is the Care2 logo. To the right are links for 'START A PETITION', 'JOIN US', and 'SIGN IN'. Below this is the heading 'New Petition Wins Every Day!'. Three featured petition cards are displayed, each with a 'SUCCESS!' badge and a photo:

- SUCCESS! UVA'S CHAMPION BASKETBALL TEAM DECLINES VISIT TO WHITE HOUSE** (Photo: Basketball game)
- SUCCESS! SOUTHAMPTON CITY COUNCIL AGREES TO STOP CRIMINALIZING** (Photo: A man's face)
- SUCCESS! GERMANY'S LAST FUR FARM HAS CLOSED** (Photo: A fox behind a wire fence)

Below the cards is a green button labeled 'Start Your Own Petition'. At the bottom, the section 'Care2 Petitions in the News' features logos for Yahoo! News, Billboard, Forbes, BH, h., and CBS.



Care2 Cultivate & Care2 Engage

- Nonprofits struggle with **inactive supporters and lapsed donors**
- Interactive content is **2x more likely to convert** supporters
- “Marketing Rule Of 7” asks **marketing messages to be repeated** across channels



Which of these African apes are threatened by poaching?

- Gorillas
- Chimpanzees
- Bonobos
- All of the above

AFRICAN WILDLIFE FOUNDATION

Skip Survey >



Have you noticed the surge in anti-LGBTQ+ hate motivated attacks in Canada this year?

- Yes
- No
- What kind of attacks?

AMNESTY INTERNATIONAL

Skip Survey >

Interactive engagement opportunities

Served up to anyone on a client charity's housefile.

Tracking segments like:

- Donor
- Non-Donor
- Active
- Inactive

Using the NPO's mission-focused content.



Did you know that some parents around the world are rationing meals for their children, facing the impossible choice of which are the most in need of food?

Yes, it's terrible

No, I had no idea

Wait, why?



Skip Survey ➔



How worried are you about plastic pollution that is choking our oceans?

Quite worried


A little worried

Not at all worried

GREENPEACE

What did we quickly learn?

care2 PETITIONS [START A PETITION](#) [BROWSE](#)



What is the Gestation Period For a Forest Elephant?

6 Months

12 Months

24 Months


AFRICAN WILDLIFE
FOUNDATION

The African Wildlife Foundation is leading the way in protecting Elephants! [Learn More](#)



Are there toxin-releasing facilities in the area where you live?

- Yes
- No
- I don't know, how do I find out?




Skip Survey 



How many puppies died on the notorious Ukraine International Airlines flight in 2020?

- 5
- 38
- None

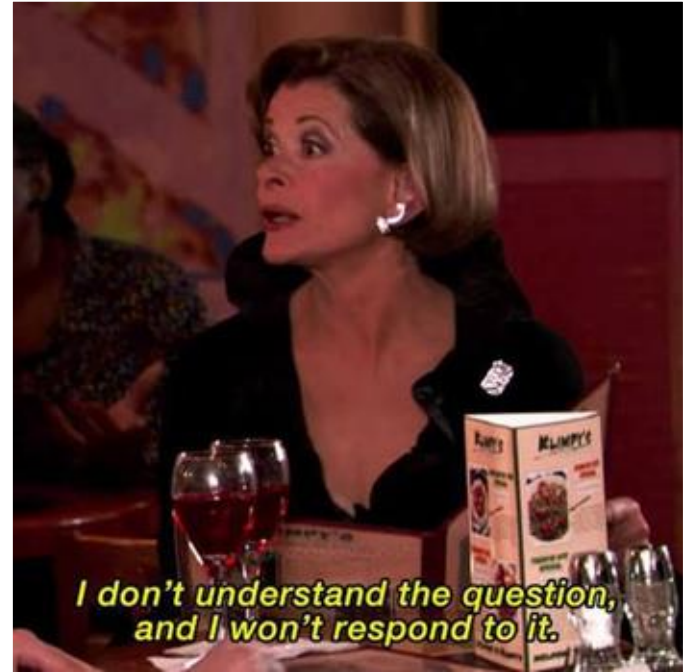


Skip Survey 

Confirmation Bias - Stanford Study

“(After being given research that contradicted their views) Those who’d started out pro-capital punishment were now even more in favor of it; those who’d opposed it were even more hostile.”

-Why facts don't change our minds
(New Yorker Magazine)



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How can we improve content conversion?



care2 PETITIONS

START A PETITION | BROWSE

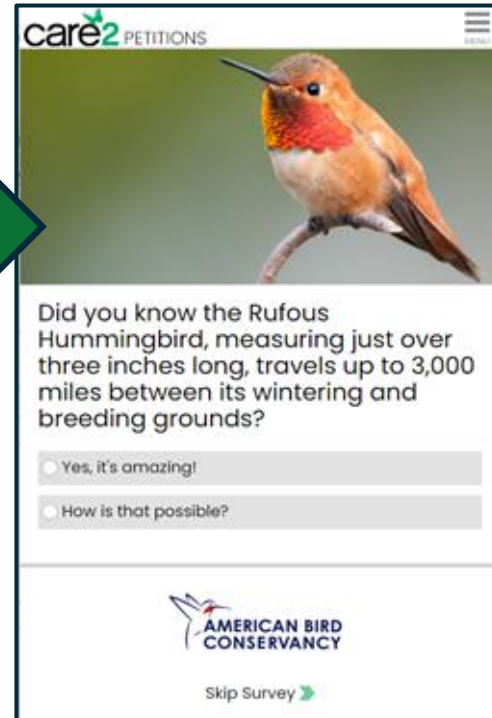
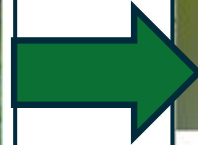


What is the Gestation Period For a Forest Elephant?


- 6 Months
- 12 Months
- 24 Months

 AFRICAN WILDLIFE FOUNDATION

The African Wildlife Foundation is leading the way in protecting Elephants! [Learn More](#)




care2 PETITIONS



Did you know the Rufous Hummingbird, measuring just over three inches long, travels up to 3,000 miles between its wintering and breeding grounds?

- Yes, it's amazing!
- How is that possible?

 AMERICAN BIRD CONSERVANCY

[Skip Survey](#)

How can we improve content conversion?



Do you think humans have an ethical obligation to treat other animals with kindness and respect?

- Yes, of course!
- No, they can't tell the difference
- I'm not sure

PETAUK

Skip Survey



Do you think it's okay to slaughter dogs for their meat?

- No, it's never okay
- Yes, it's part of some cultures
- I'm not sure

SPCA | GLOBAL ANIMAL RESCUE INTERNATIONAL

Skip Survey



Were you affected by the hundreds of Canadian wildfires this summer?

- Yes
- No
- Tell me more about the wildfires

AMNESTY INTERNATIONAL

Skip Survey

3 types of effective engagement

Experience Activity

Allows donors to answer based on what they know

Education Activity

Reveals facts or new information to the donor that aligns with their values

Opinion Activity

Asks the donor how they think or feel about an issue



Do you think optimism can help us in the face of the climate crisis?

- Yes, optimism motivates positive action
- No, optimism is foolish and won't help
- Unsure, the situation is a little too complex

GREENPEACE

Incorporating value matching

GREENHOUSE GAS GIANT



This big guy is full of hot air, mostly methane.

DANGER DEVIL



This trickster secretly causes havoc in the shadows.

FRACKENSTEIN



This ghoulish thinks they're the picture of clean fuel.

CHIEF MISCONCEPTION OFFICER



He'll cloud your vision with deception and lies.

Content with affinity matching and values mirroring centers the reasons why your audience supports your organization.

Identity drives selective exposure, and selective exposure drives identity.

www.thefrackingtruth.ca

ideas 42

Poverty Narratives Quiz

Choose how much you agree or disagree with each of the ideas presented.

You can work quickly; **your first feeling is generally best.**

NEXT

Back

ideas 42

Poverty is an inevitable outcome of society

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Back

povertynarrativesquiz.ideas42.org

ideas 42

Here is where you land on four common poverty narratives and how you compare to others in the U.S.

Choose a narrative to see your score:

Meritocracy Welfare Exploitation

Fatalism Paternalism

You seem to **strongly disagree** with the **Meritocracy** narrative.

1.0
Your score

National average

1 2 3 4 5

Strongly disagree Strongly agree

Data Summary >


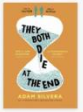




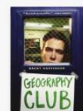
✔ **What is the Meritocracy narrative?**

This narrative suggests that poverty is the result of not working hard enough and that people can succeed through personal effort alone.

Does your audience *know* you share their values?

BANNED BOOKS QUIZ:
THE STORIES THEY'RE TRYING TO DECIDE WE CAN'T READ

Which of the following books have been banned in U.S. public schools?
(Choose all that apply.)

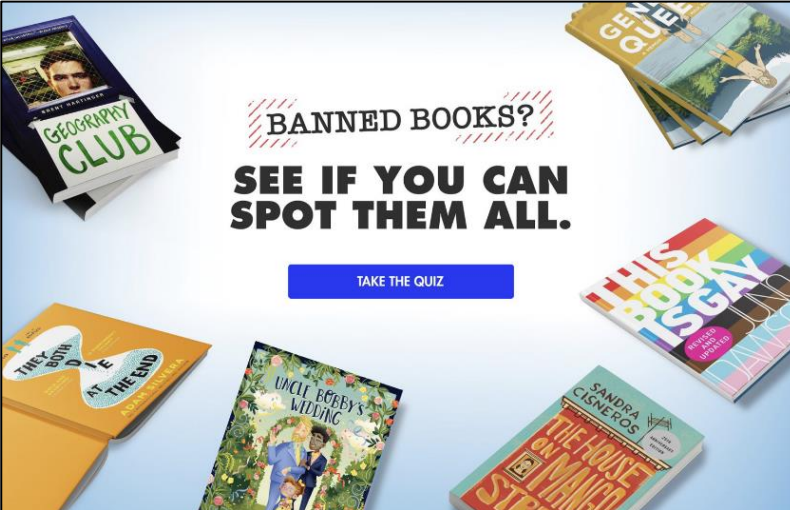
 Gender Queer by Maia Kobabe	 They Both Die at the End by Adam Silvera	 The House on Mango Street by Sandra Cisneros	 THIS BOOK IS GAY by Juno Dawson
 And Tango Makes Three by Justin Richardson & Peter Parnell	 Uncle Bobby's Wedding by Sarah Brannen	 All Boys Aren't Blue by George M. Johnson	 Geography Club Novel by Brent Hartinger

[SUBMIT YOUR PICKS](#)

BANNED BOOKS?

SEE IF YOU CAN SPOT THEM ALL.

[TAKE THE QUIZ](#)



Harrington Agency / GLAAD case study
Engaging Networks Conference Toronto 2026



Do you think racial justice and environmental justice have anything to do with each other?

- Yes, definitely
- No, I don't think so



Skip Survey >

The question here was too large.

Two concepts thrown together that overwhelmed users who shared these values.

How can you be more specific?

**How does this impact
fundraising results?**

SPCA International - Content

TOP ENGAGEMENT #1

76%
Interaction Rate



Do you think it's safe for dogs to be outdoors during the winter full time?

- Yes, they have fur coats
- No, it's dangerous
- Depends on the climate and the dog
- I'm not sure



TOP ENGAGEMENT #2

75%
Interaction Rate




Do you think that servicemembers should be allowed to take their pets with them when they are relocated?

- Yes, of course
- No, they'll be fine
- I'm not sure




TOP ENGAGEMENT #3

75%
Interaction Rate



Do you think dogs can be saved from dogfighting rings?

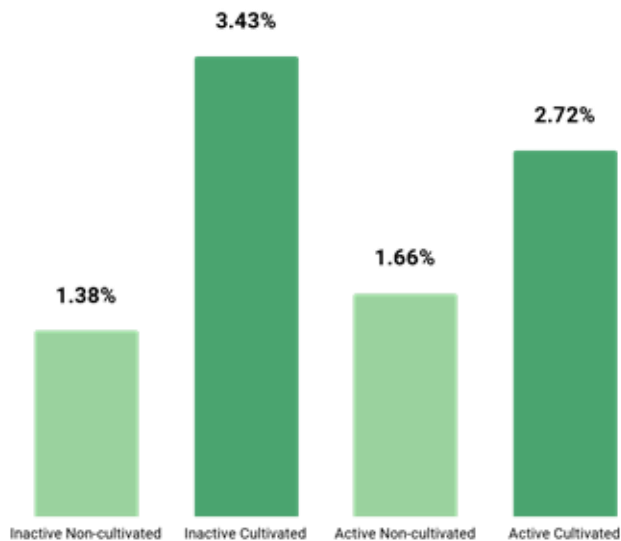
- No, they can't be rehabilitated
- Sometimes
- Yes



SPCA International - Results

<p>\$342,768 Donated After Cultivation</p>	<p>953 First-Time Donors</p>
	<p>3,009 Unique Donors</p>
	<p>13,360 Total Transactions</p>

SPCA International - Results



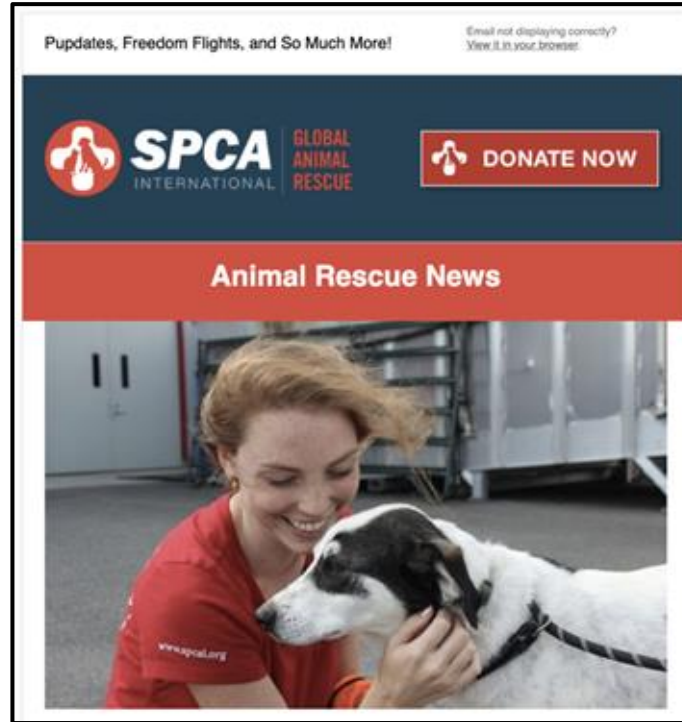
Boost in donation rate
after engaging with
content activities

Actives: **64%**

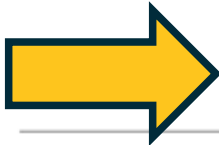
Inactives: **148%**

A result of more interaction ...

Cultivation **doubled**
engagement rates
for follow-up emails.



Remember the awareness stage?



	Early Stage (Awareness/Discovery)	Middle Stage (Consideration)	Late Stage (Decision)
Assessments	47%	38%	15%
Calculators	25%	51%	25%
Configurators	19%	38%	43%
Contests	75%	15%	10%
Games	75%	20%	5%
Interactive eBooks	44%	50%	6%
Interactive Infographics	60%	36%	3%
Interactive Lookbooks	41%	48%	11%
Interactive White Papers	28%	51%	22%
Quizzes	69%	25%	5%
Wizards	33%	43%	24%

- Interactive content typically used in “early stage”.
- You can expect conversions to come on other channels as a result of cultivation.
- Evidenced by donations through channels like email or phone.

African Wildlife Foundation

114k

reactivated individuals

\$327K

after cultivation

105%

increase in active donations

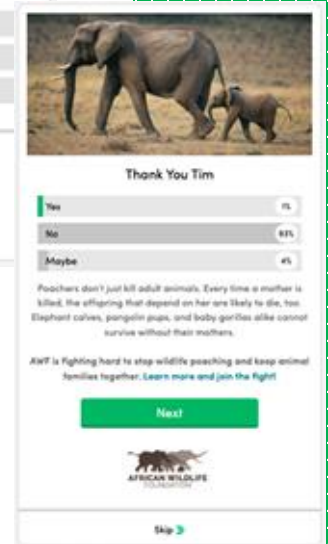
127%

increase in inactive donations

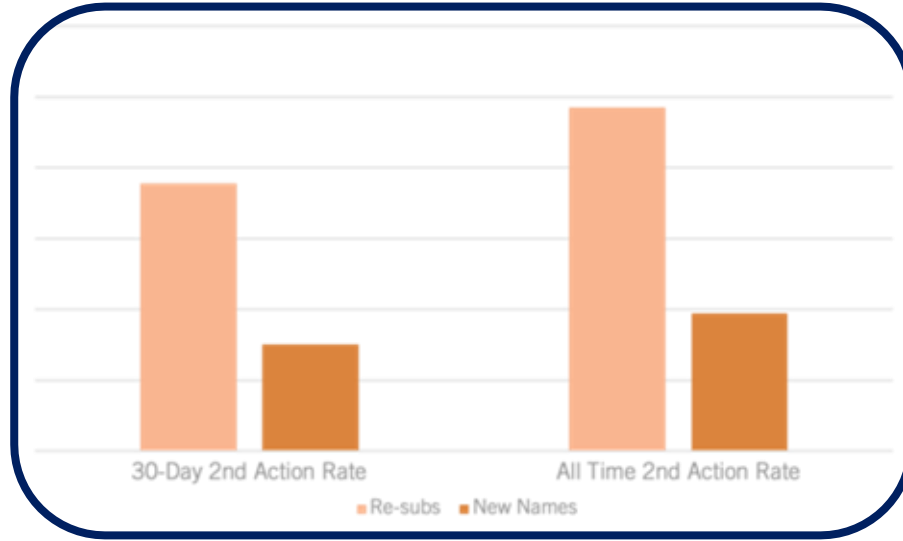


1.6 M

cultivated user
engagements




Credo Action – Resubscription



Resubscribed names took about **2.5x more second actions** than the brand new names.


Interactive content in donation flow

There is only one person to blame for abuse: the abuser.



It can be tempting to explain away patterns of abusive behaviour but there is no excuse for abuse. No amount of alcohol, drugs, stress, external circumstances, or victim-blaming make abuse okay, and no one is responsible but the abuser.

SPONSORED BY REFUGE



Refuge

For women and children.
Against domestic violence.

VS



Do you feel like police are helpful when it comes to handling domestic abuse issues?

Yes

No

I'm not sure

Refuge



For women and children.
Against domestic violence.

Skip Survey >



Thank You, Lauren

Yes	8%
No	40%
I'm not sure	47%

Across the UK, police are failing to protect women and girls. Cases of police perpetrated abuse are on the rise and Refuge is calling for root and branch reform of police forces across the country.

Police perpetrators of domestic abuse have the power and influence to threaten, coerce and control women and girls using their position, the system and specialist equipment and resources. Learn more here.

Refuge



For women and children.
Against domestic violence.

Skip >

This fundraiser had a stellar 77.6% interaction rate!



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Interactive content in donation flow



Thank You, Lauren

Yes	11%
No	40%
I'm not sure	47%

Across the UK, police are failing to protect women and girls. Cases of police perpetrated abuse are on the rise and Refuge is calling for root and branch reform of police forces across the country.

Police perpetrators of domestic abuse have the power and influence to **threaten, coerce and control women and girls** using their position, the system and specialist equipment and resources. [Learn more here.](#)

Next

Affinity matching and values mirroring center the reasons why your audience supports your organization.

Why do people support you?


Surveys to segmented lists



How important is it to you to hear about the impact of the petitions you sign?

- Very important! I want to know when we make a difference
- Somewhat important. I want to hear about wins when possible
- Not important. I sign because I care, no matter the outcome
- I'm not sure

care2
Skip Survey >



Thank You, Lauren

Very important! I want to know when we make a difference	75%
Somewhat important. I want to hear about wins when possible	16%
Not important. I sign because I care, no matter the outcome	6%
I'm not sure	1%

Your response helps us understand how to keep you informed and inspired – especially when your signature helps fuel real change.

Next

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Images & the Care2 audience



Experts Say 'Trump Is Aiming for a Dictatorship,' As He Attempts to Restrict Voting and Revoke News Broadcast Licenses

by Care2 Team
recipient: U.S. Congress



Assault, Forced Marriage, Unequal Pay. Women and Girls Still Aren't Legally Equal to Men Across the World, UN Report Shows.

by Care2 Team
recipient: United Nations Commission on the Status of Women Representative of the United States Dan Higgins



He Didn't Kill Anyone. Alabama Plans to Execute Him Anyway. Stop the Execution of Charles Burton!

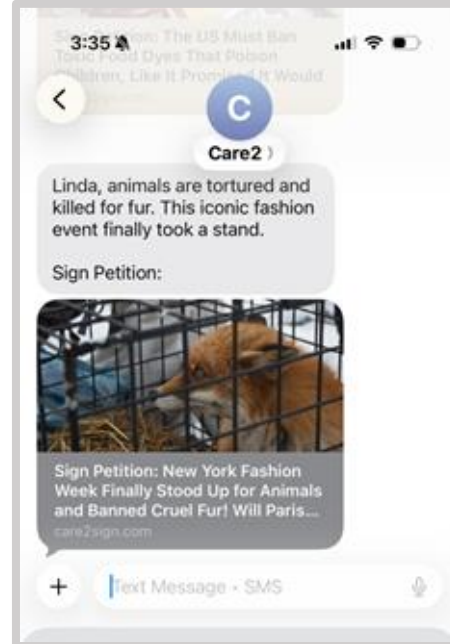
We are relieved to tell you that this petition was a success -- Governor Kay Ivey has commuted Charles Burton's death sentence and **he will no longer be executed for a murder he did not commit.**

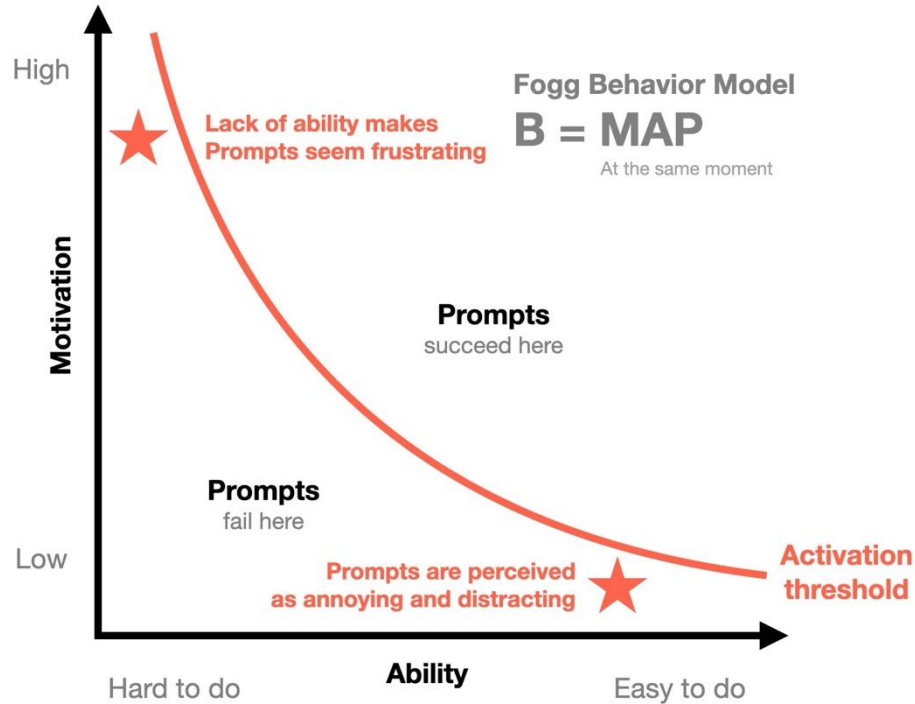


End the Fuel Blockade on Cuba That Is Harming Hospitals and Putting Millions of Lives at Risk

by Care2 Team
recipient: U.S. Department of State & U.S. Department of the Treasury

SMS & the Care2 audience





Actions online
take place when:

- **Motivation**
- **Prompt**
- **Ability**

... Are all present!

<https://www.behaviormodel.org>

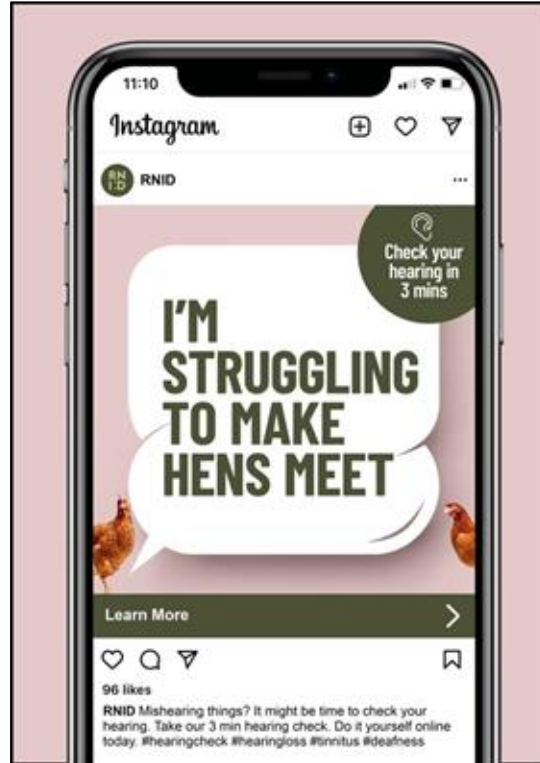
Every minute, a truckload of plastic enters our oceans

Ocean Guardian

Question 4 of 5

Which is the most effective way to reduce plastic waste?

- A Recycling more
- B Using biodegradable plastics
- C Reducing consumption
- D Ocean cleanup



act.fcni.org



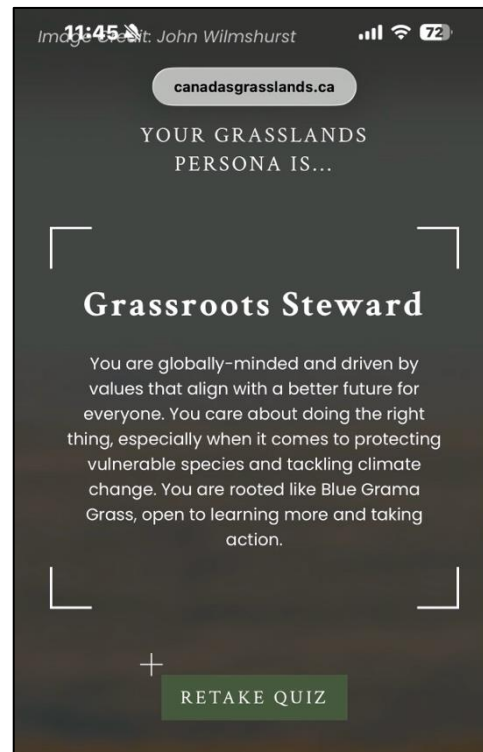
Sign up to get a weekly advocacy actions and updates delivered right to your inbox. Be a changemaker - let Congress hear your voice!

First name*

Last name*

Email address*

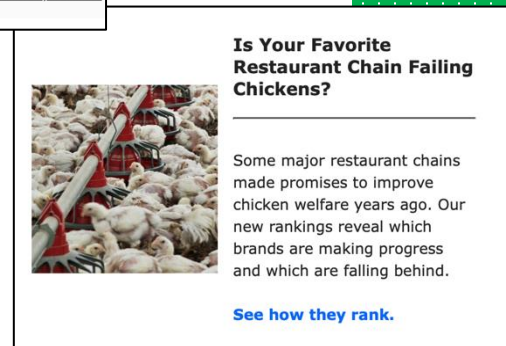
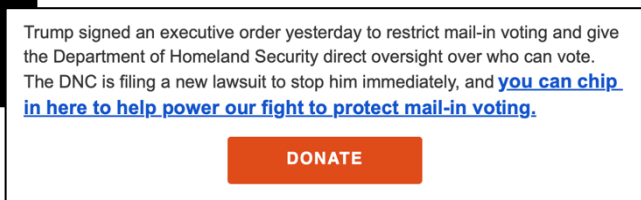
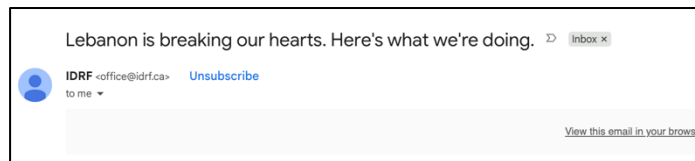
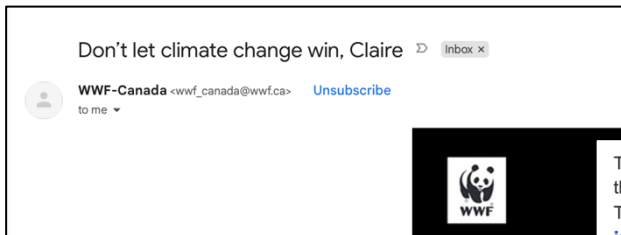
Engage *and* serve programmatic needs



Retributive Philanthropy?

Ethan Milne's three essential conditions:

- **Clear wrongdoing:** The injustice must be clear and relevant to your mission.
- **A visible wrongdoer:** Supporters can hold someone/something accountable.
- **The right donor base:** Works best with donors who value structure, rules, and moral clarity.



LeadFunnel AI from Playable

playable Platform Customers Pricing Company Learn [Take a demo](#)



Personality Test

The Playable Personality Test gives you exciting opportunities to activate your target audience. The Personality Test can be a fun and informal campaign that is also used as a product selector.

OUTGROW Why Outgrow Templates Resources Pricing [Watch Overview Video](#) Login [Free Trial](#)

Outgrow's Online Poll Maker

Fast, Easy, and Interactive

Try Outgrow's poll creator for free.

Create a poll to discover opinions, collect feedback, analyze voting action, and make smart business decisions.

[Easy and fast](#) [Beautiful designs](#) [No coding](#)

BUILD YOUR FIRST POLL

[Enter your email](#) [CREATE A POLL FOR FREE](#)

[No Credit Card Required](#) [Chat Support](#)




wyng Platform Examples Resources Company [Contact Sales](#) [Free Trial](#) Login

QUIZZES

Easily build beautiful quizzes to earn zero-party data and purchases.

[Get a Demo](#)



The Wyng platform includes pre-built templates and simple drag-and-drop components to create beautiful quizzes in moments. Product catalog integration increases purchase rate with intelligent recommendations. Our unique progressive personalization reduces friction by removing or replacing questions where the answer is known. Every user starts with unique quizzes and leads to specific features.

Typeform

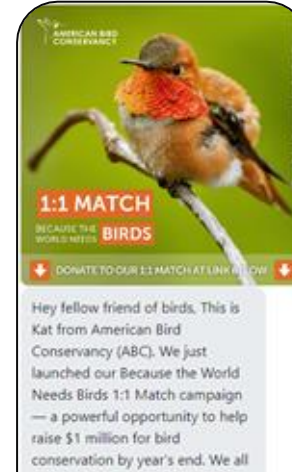
QUIZ MAKER

The remarkably fun quiz builder

Make quizzes that more people take.

[Create your quiz—it's free](#)

Takeaway: Strategic follow-ups





Claire Kerr
Care2services.com
Claire@care2team.com

Digital Strategies for Charities and Non-
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