



# CURE

## Strategy Report

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# Executive Summary

**Purpose:** To engage more people, convey what they do more clearly, and reach a younger audience as well.

## **Recommendations:**

- Use short-form video to reach a younger audience
- Focus on giving the user information up front on their website
- Prompt users for email information with a popup to increase engagement
- Amplify your message by using Facebook and Google Ads and create a Facebook group to encourage conversation
- Revamp the welcome letter and newsletter to be more engaging and relevant

# About CURE

CURE is a Minnesota-based non-profit whose mission is to empower rural Minnesotans to engage in the active improvement of their communities and future through environmental awareness, education, and activism.

**Mission Statement: CURE protects and restores resilient communities and landscapes by harnessing the power of people who care about them.**

## Users

- Rural Minnesotans who care about the future of their community
  - Gen Z
  - Millennials

# Methods

- Know/Don't Know/  
Assume
- Deep Dive  
Secondary Research
- Strategy Synthesis
- Touchpoint Strategy  
Map

# Project Goals

- Help CURE effectively  
communicate what they do
- Help CURE reach a younger  
audience
- Strategize via key touchpoints:  
website, email, social media, and  
advertisement
- Increase social media engagement
- Decrease bounced emails
- Increase email list sign-ups



# Secondary Research

# Secondary Research | Website

- Users spend an average of **56 seconds** on CureMN's Website (CureMN Website Analytics - GA4 Report)
- When switching from a static sign up form to a popup, average **email sign up rates double** (Upscribe)

# Secondary Research | Email

**Email marketing** is the **most effective** way of nurturing leads. 31% of businesses cite newsletters as their highest performing tactic in this area.  
(Content Marketing Institution)



# Secondary Research | Email

The **top 3 reasons** people unsubscribe from email lists is:

- Too many emails-**86% of customers** prefer a monthly newsletter
  - Info is no longer relevant
  - They don't recognize the brand
- (Optim Monster)

# Secondary Research | Advertising

- **98%** of searchers **click** a result on page 1 of Google, making the Google ad grant a great way to drive more clicks (Nonprofits Source)
- **84%** of Facebook users **share** to show their support for a cause and highlight issues that are important to them (Nonprofits Source)

# Secondary Research | Social Media

- **93%** of social media marketers say **video is a vital component** of their social media strategy (SproutSocial)
- Consumers say **short-form video is 2.5 times more engaging** than long-form video (SproutSocial)



# Research Synthesis



# Touchpoint Map



# Touchpoint Map - CureMN

**Phase of the Journey**

**Actions**

What does the user do?

**User Goals**

What does the user want to accomplish?

**Touchpoints**















What part of the product/service the user interacts with?

**Thoughts**

What is the user thinking?

**Feelings**

How is the user feeling?

|                    | Awareness  | Evaluation   | Contribution/Engagement  | Follow Up   |
|--------------------|--|--|--|---|
| <b>Actions</b>     | <ul style="list-style-type: none"> <li>Finding causes users are passionate about</li> </ul>  | <ul style="list-style-type: none"> <li>Deciding trustworthiness of organization</li> <li>Determining how to help</li> <li>Estimating time, energy, and cost</li> </ul>   | <ul style="list-style-type: none"> <li>Writing public officials and newsletters</li> <li>Volunteering</li> <li>Signing petitions</li> <li>Engaging in town halls and meetings</li> </ul>   | <ul style="list-style-type: none"> <li>Interacting with social media</li> <li>Reading newsletters</li> <li>Reviewing metrics for success</li> </ul>   |
| <b>User Goals</b>  | <ul style="list-style-type: none"> <li>Contributing to community and planet</li> <li>Gain a sense of connection</li> <li>Learn about causes to support</li> </ul>  | <ul style="list-style-type: none"> <li>Learn if CUREMN is worth engaging with</li> <li>Learn ways that they can individually contribute</li> </ul>   | <ul style="list-style-type: none"> <li>Make a difference in community</li> <li>Become educated in civics</li> <li>Help maintain longterm sustainability movements</li> </ul>   | <ul style="list-style-type: none"> <li>Return to volunteer again</li> <li>Celebrate successes</li> </ul>  |
| <b>Touchpoints</b> |   |   |   |    |
| <b>Thoughts</b>    | <ul style="list-style-type: none"> <li>What cause do users want to contribute to?</li> <li>How do they want to contribute?</li> </ul>  | <ul style="list-style-type: none"> <li>Should I engage?</li> <li>Do I have time to think about these issues?</li> </ul>  | <ul style="list-style-type: none"> <li>How can I take action?</li> <li>How will my actions make an impact?</li> </ul>  | <ul style="list-style-type: none"> <li>How can I contribute more?</li> <li>Where can I engage more?</li> </ul>  |
| <b>Feelings</b>    | <ul style="list-style-type: none"> <li>Excited </li> <li>Empathetic </li> <li>Curious </li> </ul> | <ul style="list-style-type: none"> <li>Hesitant </li> <li>Discerning </li> </ul> | <ul style="list-style-type: none"> <li>Compassionate </li> <li>Empowered </li> </ul> | <ul style="list-style-type: none"> <li>Accomplished </li> <li>Enthusiased </li> <li>Optimistic </li> </ul> |


**Touchpoint Key**



Social Media



Email



Website

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# Strategy Statement

All user experience touch points for CURE's email, social media, and website will help rural communities to feel connected and empowered so that they are able to improve their community and ecosystem's health.

We will do this by focusing on improving the hierarchy of website and providing recommendations on social media engagement.



# Recommendations





# Marketing Strategy

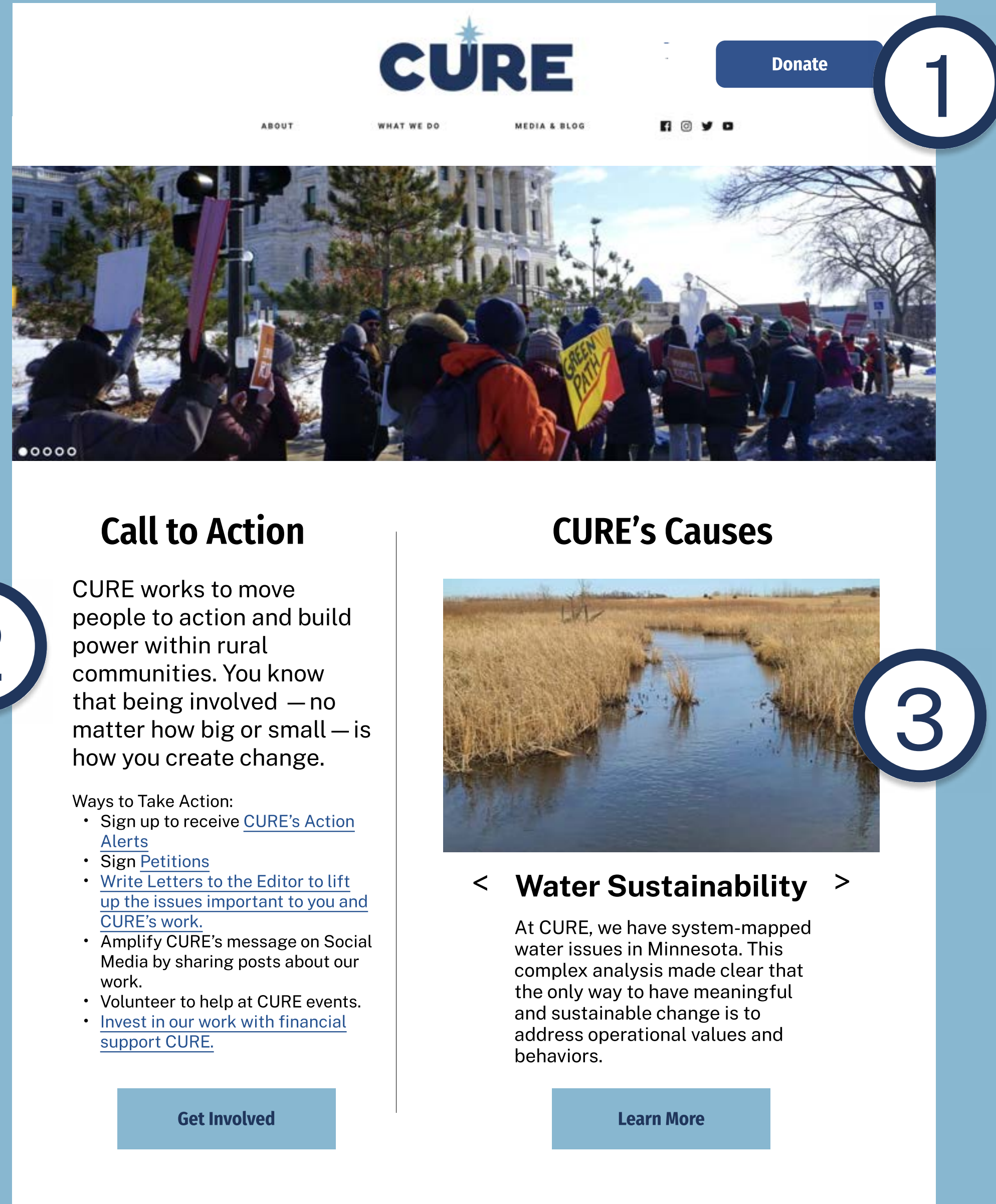


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# **Touchpoint: Website**



# Home Page

1

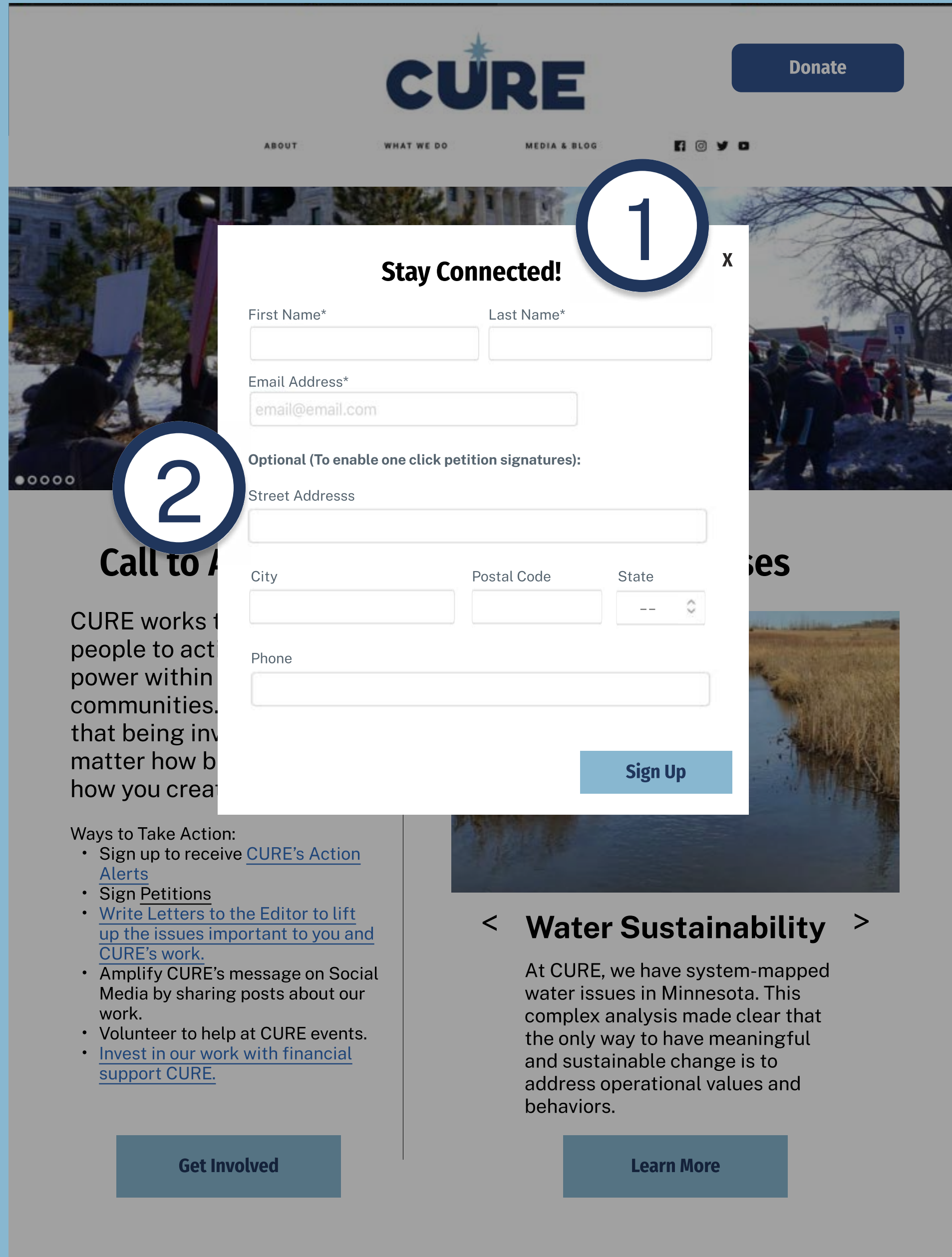
The **Donate button** has been relocated to make it accessible for individuals visiting the page and wishing to contribute.

2

**Get Involved** moved to show actionable steps on the front page. Guides visitors on how they can support immediately.

3

Causes are showcased through an interactive **automatic slideshow** with accompanying information and direct access to related pages.



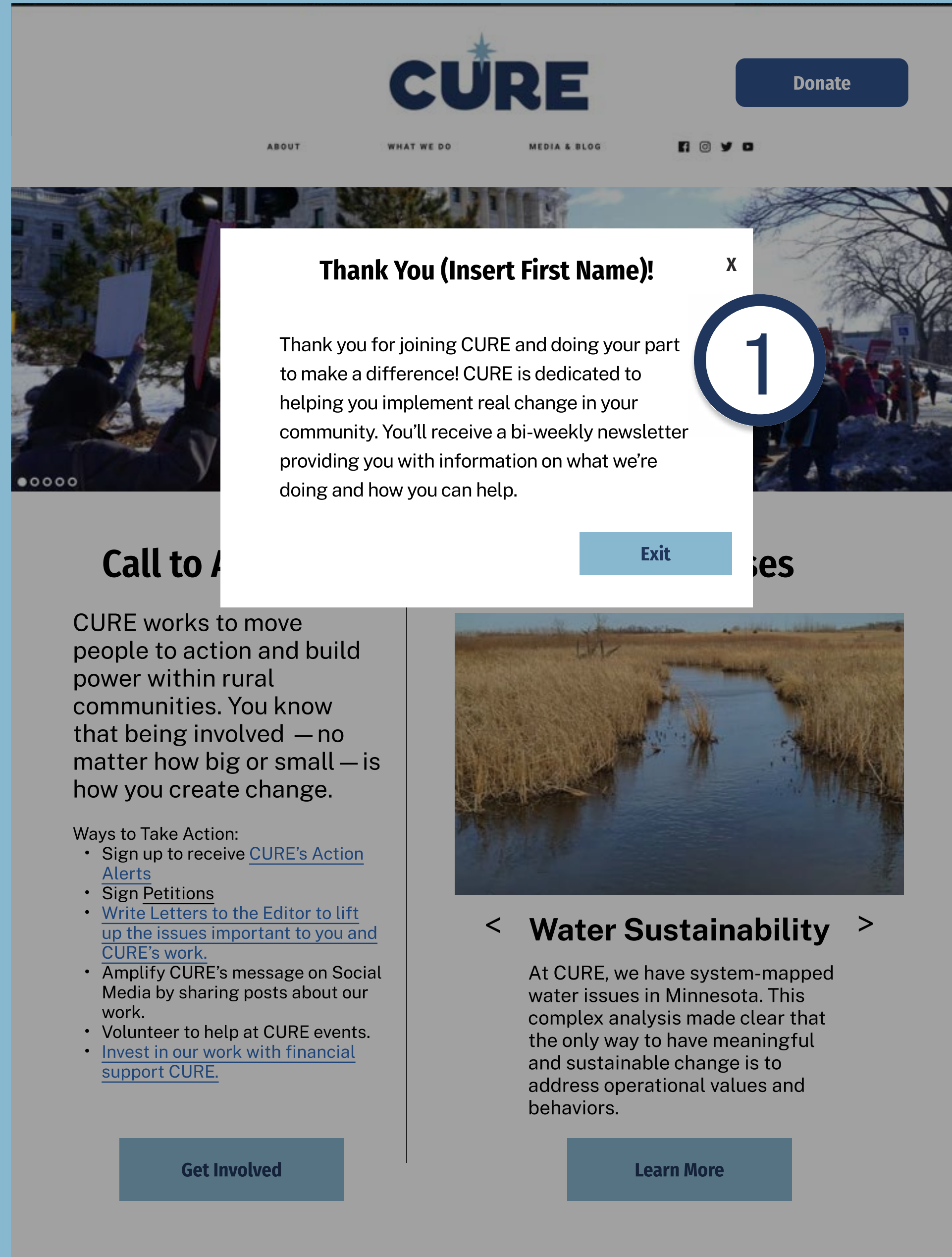
# Email Sign Up

1

Data shows that prompting in this way can **increase email sign ups**. Popup should show up after 30 seconds of page exploration

2

**Required user input** is changed to only name and email, enhancing simplicity. Optional fields provide the option for future petition form autofill.



# Confirmation



**Thank you message**, personalized with first name they just typed in, shows up after they complete the sign up page. This (alongside with a welcome email) shows that their action was completed.

# Example Cause

**CURE** Donate

ABOUT WHAT WE DO MEDIA & BLOG

## Carbon Pipelines MN

**ACT NOW**

**No USDA loan for fossil fuel gas plant NTEC!**

Details Messages

First Name Last Name

Street Address

Postal Code City

State

- State -

Email Mobile Phone (optional)

Yes, sign me up for email updates.

NEXT

**HOME**

RESOURCES

SIGN UP TO ACT

NEWS

SUPPORT OUR WORK

**Carbon Pipelines are not the answer to rural prosperity, vibrant communities, thriving ecosystems, or a livable climate. Rural Minnesotans need a say in the future of our land, water, energy, infrastructure, and the economic opportunities that will impact our lives, livelihoods, and communities.**

Two companies—Summit Carbon Solutions and Navigator Ventures—are separately proposing two Carbon Capture Utilization and Storage (CCUS) pipelines for Minnesota. These pipelines would carry carbon dioxide (CO<sub>2</sub>) “captured” from dozens of Midwest ethanol plants and other industrial facilities. CCUS is a complicated and largely unproven process, but the basic premise is that CO<sub>2</sub> emissions are removed at the industrial source, transported, and then stored underground or reused for industrial purposes.

The companies behind the CO<sub>2</sub> pipelines in Minnesota claim that all the CO<sub>2</sub> will be transported to underground storage sites. But in reality, the majority of the carbon captured today is used for more fossil fuel extraction in a process called Enhanced Oil Recovery (EOR). In EOR, carbon is injected into underground wells to help unearth even more oil and natural gas.

1

Each **petition** is under the relevant issue page, making sign up easy and quick. This should be autofilled if information was previously provided.

2

**Tabs** moved from top to the side so they remain fixed while user scrolls through.

2

# Petition Info

The screenshot shows a petition page for CURE. At the top right is a "Donate" button. A pop-up window is centered on the page, titled "No USDA loan for fossil fuel gas plant NTEC!". The pop-up contains two paragraphs of text. A blue circle with the number "1" is overlaid on the pop-up. In the background, there is a form with fields for "Last Name", "Street Address", "Postal Code", "City", "State", "Email", and "Mobile Phone (Optional)". A blue circle with the number "1" is overlaid on the "Info" button in the top right corner of the form. A mouse cursor is pointing at this button.

**CURE** Donate

**No USDA loan for fossil fuel gas plant NTEC!**

After years in development, Minnesota Power and Dairyland are now asking the United States Department of Agriculture (USDA) for a loan. **Please tell the USDA that taxpayers do not want to fuel the climate crisis with new fossil fuel infrastructure.**

We can't run from the smoke, but we can act on the crisis and reshape our energy system to be safer and more affordable. **Use this form to tell the USDA that it is time to stop subsidizing fossil fuels and the destruction of our health and future.** Federal money is available to build the future we need. Let's make the best use of our time and money and build an energy system that is better for everyone.

HOME  
RESOURCES  
SIGN UP TO ACT  
NEWS  
SUPPORT OUR WORK

Carbon capture  
ecosystem  
Minnesota  
land, econ  
lives,

Two companies—Summit Carbon Solutions and Navigator Ventures—are separately proposing two Carbon Capture Utilization and Storage (CCUS) pipelines for Minnesota. These pipelines would carry carbon dioxide (CO2) "captured" from dozens of Midwest ethanol plants and other industrial facilities. CCUS is a complicated and largely unproven process, but the basic premise is that CO2 emissions are removed at the industrial source, transported, and then stored underground or reused for industrial purposes.

The companies behind the CO2 pipelines in Minnesota claim that all the CO2 will be transported to underground storage sites. But in reality, the majority of the carbon captured today is used for more fossil fuel extraction in a process called Enhanced Oil Recovery (EOR). In EOR, carbon is injected into underground wells to help unearth even more oil and natural gas.

Street Address  
Postal Code City  
State  
- State -  
Email Mobile Phone (Optional)  
email@email.com  
 Yes, sign me up for email updates.

Messages  
Last Name  
NEXT

1

Click on **info button** to learn more. The pop up shows more information on what the petition is for and what specifically the user is signing.



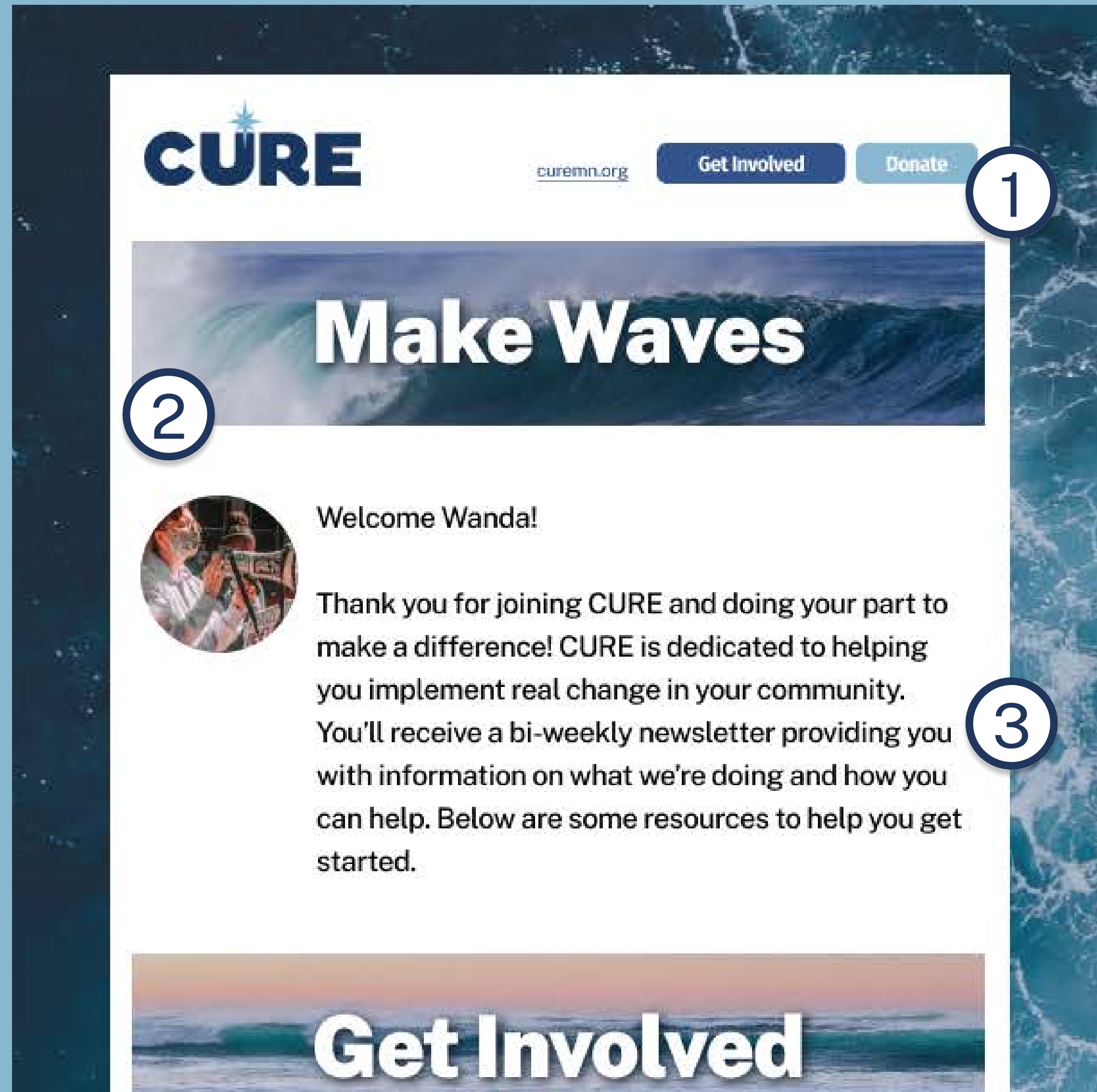
# **Touchpoint: Email**





# Email: Welcome Letter

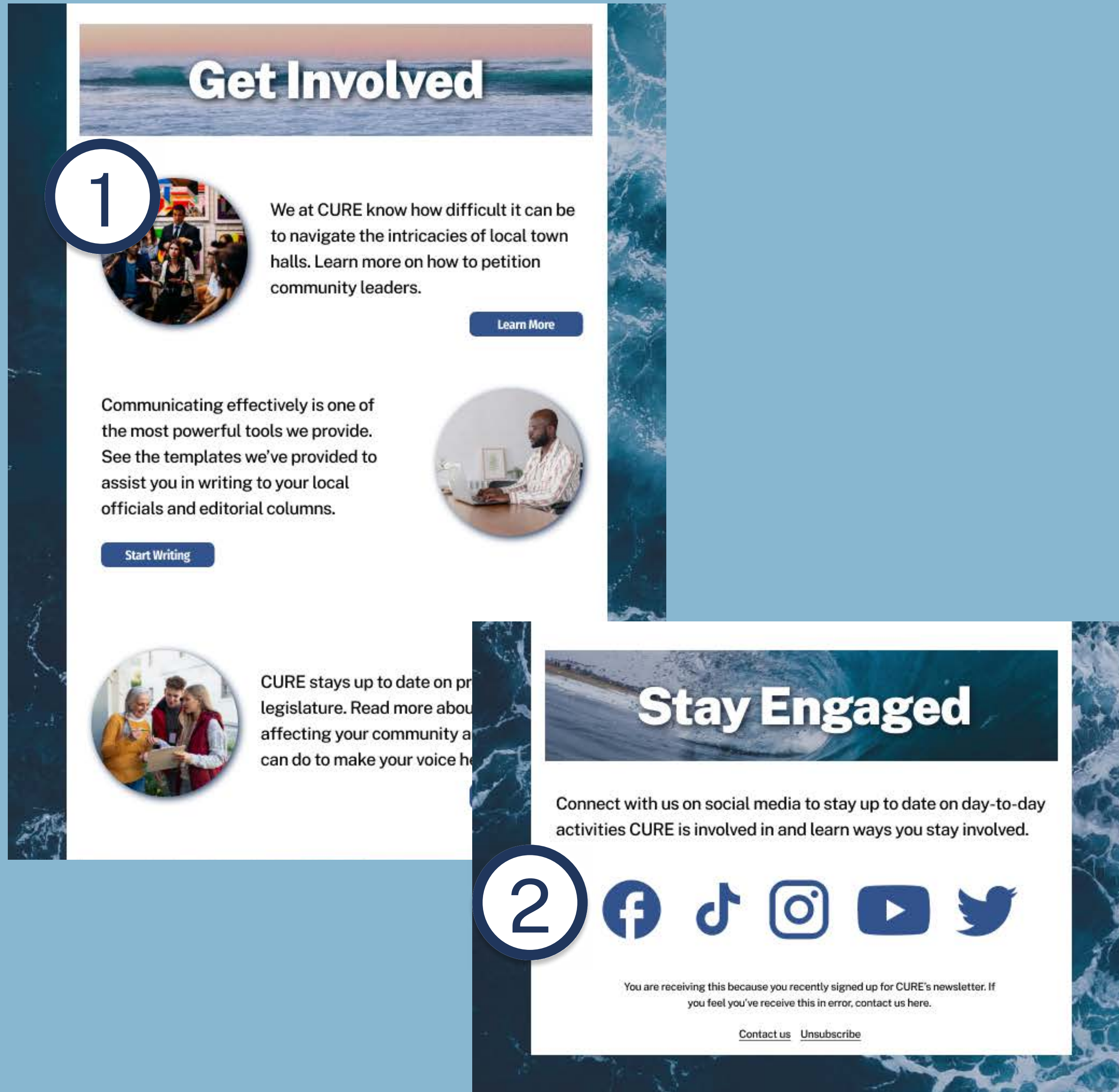
- ① Adding a **Call to Action button** in your emails instead of text can lead to a 28% increase in click-throughs. -Campaign Monitor
- ② **Segmented email campaigns** earn 100.95% higher clickthrough rates. -Mailchimp
- ③ Included a short body of text greeting user by name and informing users what emails they'll receive in the future will entail.



# Email: Welcome Letter

① Included a brief section of some services offered by CURE, adding Call to Action buttons to increase click rates.

② Including **social sharing buttons** social sharing buttons in your emails can increase click-through rates by 158%. -Disruptive Advertising



# Upcoming Events

## Rural Child Care Round Table & Public Forum

Wednesday, September 13

6 PM Free Meal | 6:30-8 PM Forum

Clinton Memorial Building | Main Street in Clinton, MN



We are currently at the "code red" stage of the childcare crisis in rural Minnesota. According to the Center for Rural Policy and Development, there is currently a shortage of more than 40,000 childcare spots across rural Minnesota. Please join us for this important evening of listening, learning, and sharing as we all come together to find childcare solutions.

Learn More

# Get Involved

## Get Involved

### Carbon Pipelines MN

Carbon Pipelines are not the answer to rural prosperity, vibrant communities, thriving ecosystems, or a livable climate. Rural Minnesotans need a say in the future of our land, water, energy, infrastructure, and the economic opportunities that will impact our lives, livelihoods, and communities. Take action now with CURE.



Take Action

### Connecting With Nature

Connecting people with nature is a fun way to bring like-minded people together and introduce them to our organization. CURE also helps hosts the [Minnesota Master Naturalist Prairies & Potholes Biome training](#) each summer at Lac qui Parle State Park. You will not find a better place on the tall grass prairie to learn about the Prairies and Potholes biome.



Get Connected

## Stay Engaged

Connect with us on social media to stay up to date on day-to-day activities CURE is involved in and learn ways you stay involved.



You are receiving this because you recently signed up for CURE's newsletter. If you feel you've receive this in error, contact us here.

[Contact us](#) [Unsubscribe](#)

# Email: Newsletter

1

Included a segment on upcoming events to get users more involved in their local communities.

2

Included resources with Call to Action buttons for added visibility.

2

3

Social media links at the bottom to improve connections amongst users.

3



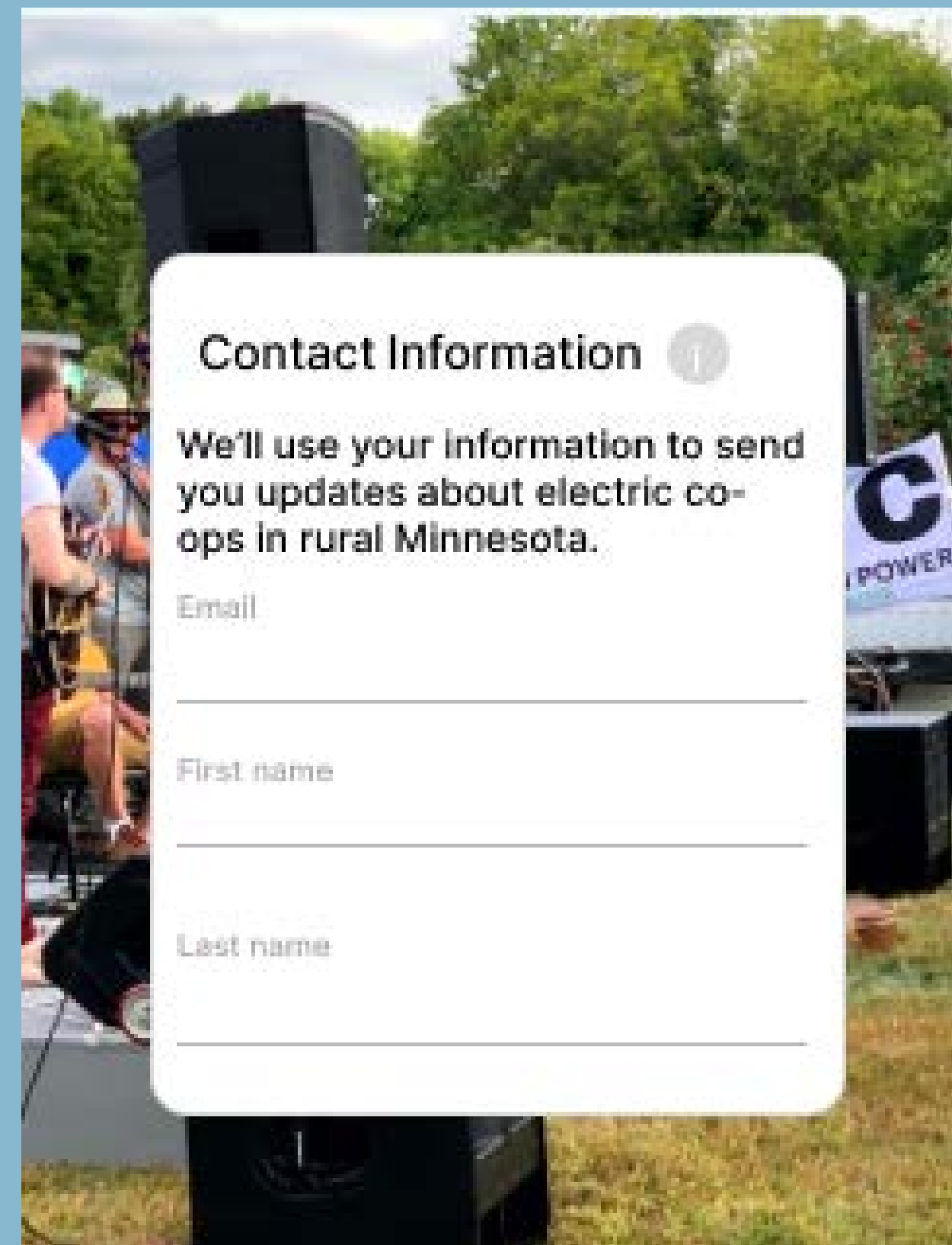
# **Touchpoint: Advertising**



# Facebook Form



Next →



Next

1

When a user clicks a CURE ad on Facebook they can stay in the know and fill out a form right away. This will help users take action for causes they care about.

1

CURE

Sponsored · 🌐



Carbon pipelines are not the answer for rural Minnesotans. Sign up to act against carbon pipelines.



CUREMN.ORG

Carbon Pipelines Not The Answer

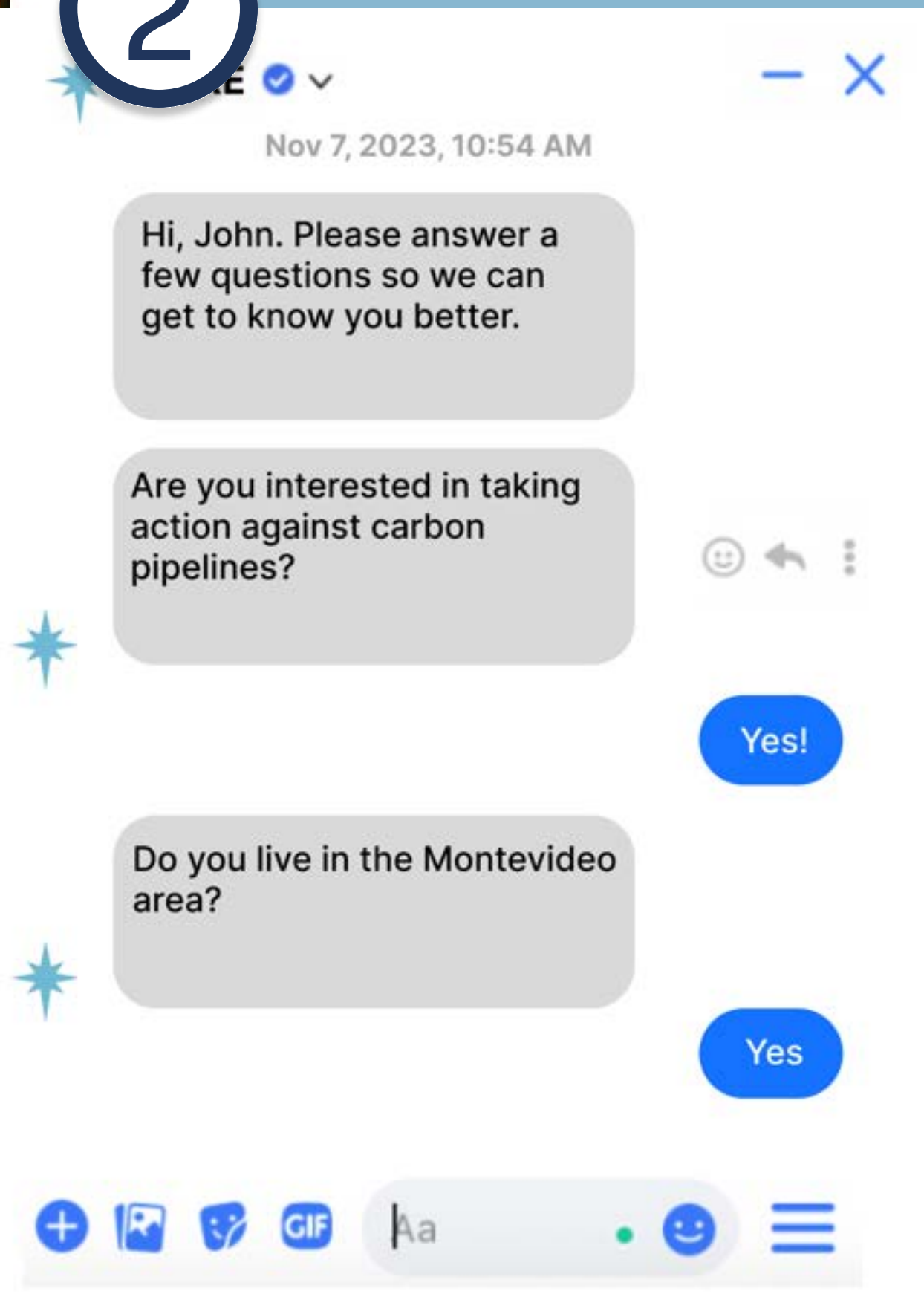
Find out why Carbon Pipelines are not...

LEARN MORE

👍 😮 😞 Joyce M... 69 comments 117 shares

👍 Like    💬 Comment    ➦ Share

2



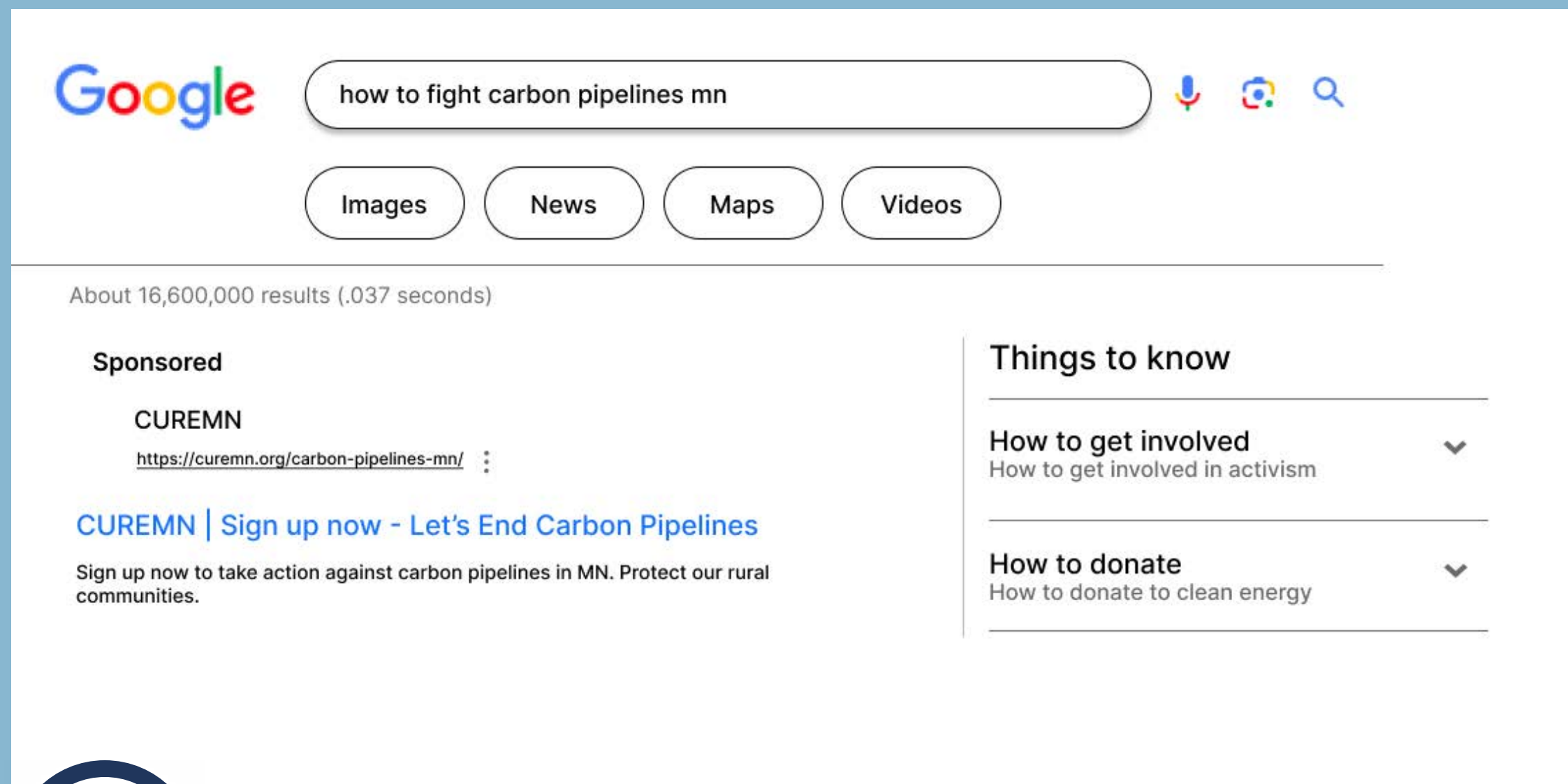
# Facebook Ads

1

A user can react to this ad they see on Facebook and share with others. This can help amplify CURE's message.

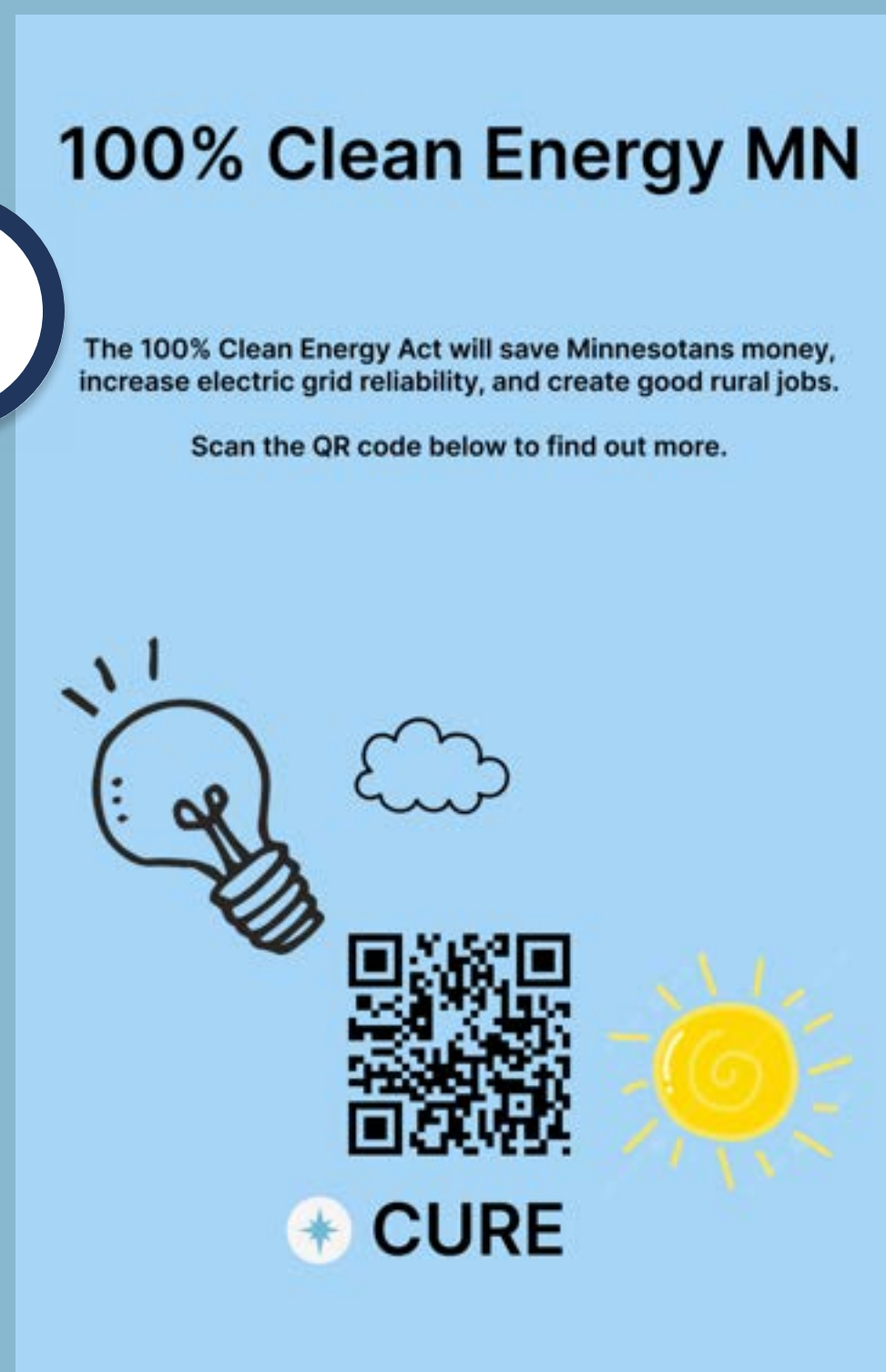
2

If a user clicks a CURE ad they can use Facebook messenger to get their questions answered by a CURE employee, or, if a third-party AI chatbot is installed, the chatbot can answer questions. This will let users get answers quickly.



1

2



# Google and QR Code

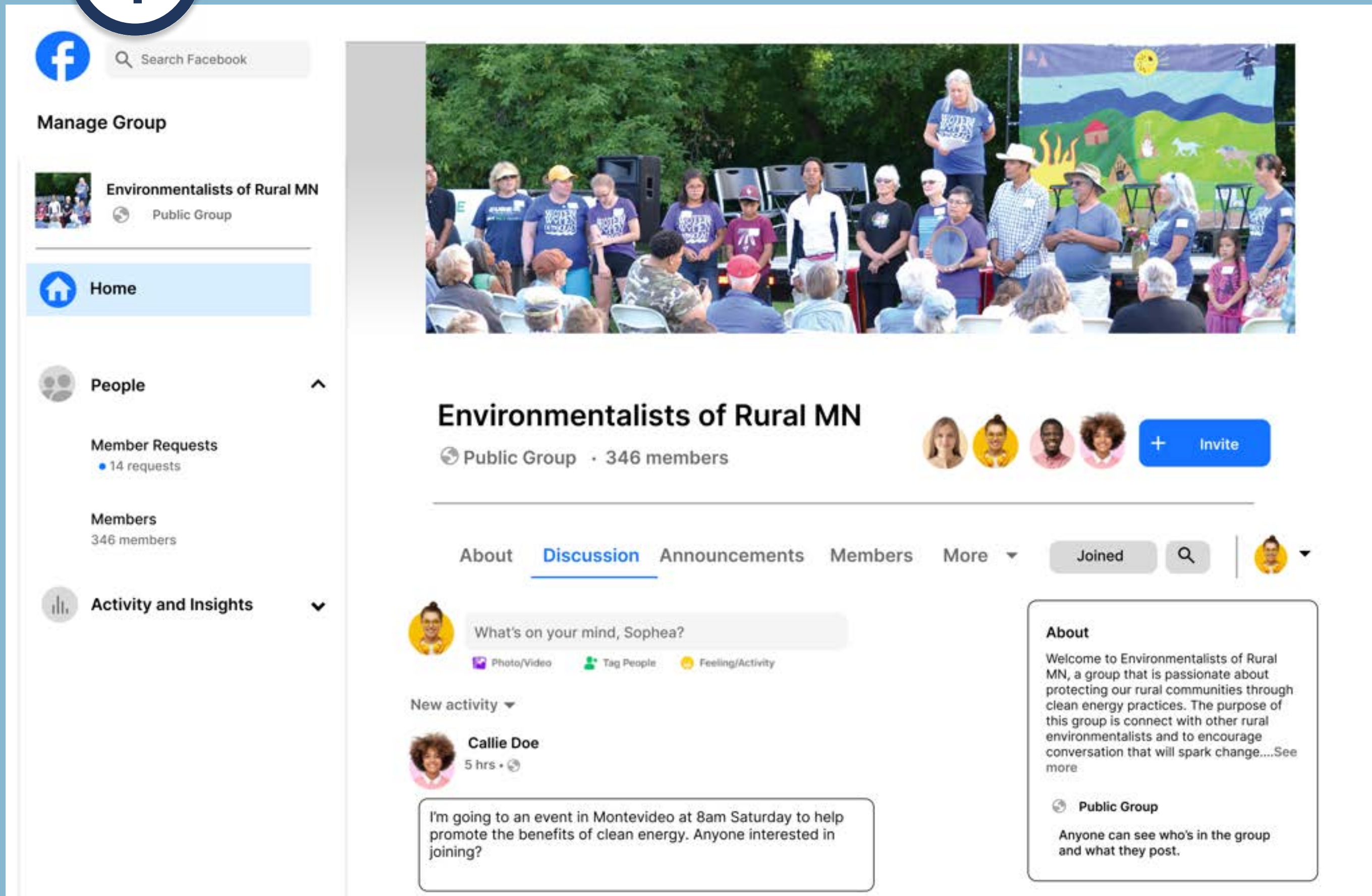
1

A user can see CURE when searching Google. This can be effective for improving CURE's visibility for those who want to get involved but don't know where to volunteer. Google also has a grant for nonprofits that is worth \$10,000 a month.

2

This poster can be put anywhere, such as a townhall, or places around town. Users can scan the QR code to go to CURE's website.

1



# Facebook Group

1

A Facebook group can bring together like-minded individuals and give them a place to share events they are attending and discuss ideas.

This can help drive user engagement and increase CURE's "take action network."





# **Touchpoint: Socials**

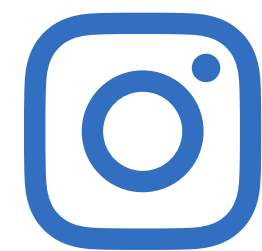
# Short-Form Videos

## Content Ideas

- Take action on an issue
- Education (solution or awareness)
- Anything fun or interesting that CURE is up to/has done
- Anything that aligns with CURE's mission and might intrigue viewers



Instagram Reel on iPhone



Instagram (Reels)



TikTok



YouTube (Shorts)

# Tips for Creating Short-Form Videos

- Try to post once per week
- Try adding a trending song/sound
- Use hashtags
- Try to keep short-form videos between 7 and 60 seconds
- Evoke empathy by using a persuasive yet authentic monologue
- Use auto closed-captions
- Pay attention to which of your posts get the most views

**Conclusion**

# Conclusion

In summary, CURE wants to engage more people, convey what they do more clearly, and reach a younger audience as well.

We recommend that CURE:

- Uses short-form video to reach a younger audience
- Focuses on giving the user information up front on their website
- Prompts users for email information with a popup to increase engagement
- Amplifies their message by using Facebook and Google Ads and creates a Facebook group to encourage conversation
- Revamp their welcome letter and newsletter to be more engaging and relevant

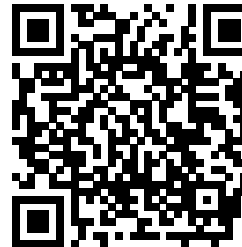
# Thank You!



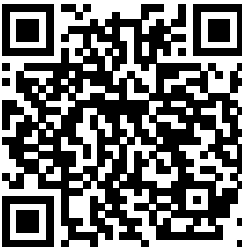
Walt  
Richard



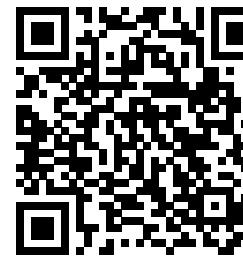
Hikma  
Muhammed



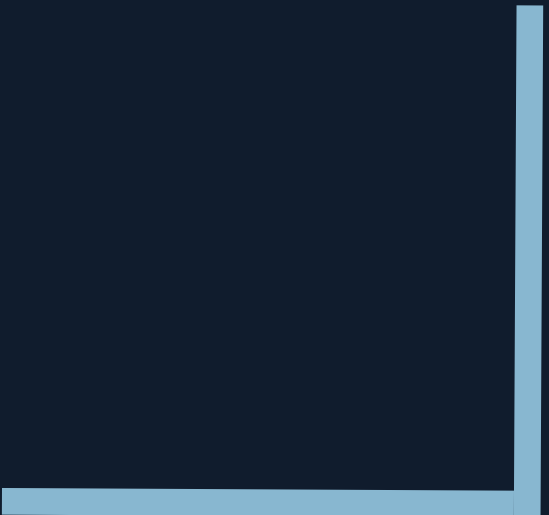
Raina  
Gravatt



Amber  
Ostergaard



# Appendix





# UX Strategy Guide





# UX Strategy Guide - CUREMN

Amber, Hikma, Raina, Walt



### Problem

- Lacking visible metrics of success
- Website organization could be improved
- Not engaged in person in the community
- More prominent call to action
- Social media presence needs improved
- High Email bounce rate
- Not connecting with younger audience
- language barriers

### Outcomes

- A happier mother earth :)
- Higher engagement on website and email list sign-ups
- Higher engagement in person (volunteer rates/event presence)
- Updated email listings with lower bounce rates
- Increased social media engagement
- Increased civic engagement

### Challenges

- fighting for attention in an oversaturated media space
- Getting people to care about environmental issues
- existing political climate
- millennial and zoomers have shorter attention spans
- time and financial constraints in the community
- effort to engage online can be too high- too many clicks
- complexity and interconnectivity of issues overwhelming to people
- language barrier

### Differentiators

- CURE sets itself apart by encompassing a larger scope of environmental issues
- CURE works with local tribes to actively include them in the work, and seeking knowledge from them

### Measurement

- 25% increase in online engagement a year after changes have been implemented
- Increase in social media engagement
- Decrease 6% in bounced emails
- Increase in email sign ups

### Solution Ideas

1. hiring an in-touch social media expert
2. Increase Advertisemen across all platforms
3. Show ke achievements on website to encourage engagement
4. Call-to-Actions easily visible in all touch points
5. increase short form videos
6. apply for google 501c(3) ad grant
7. Provide content in languages other than English
8. Weekly content creation for TikTok and Instagram
10. Host in person events on a regular basis
11. Pop up for email sign up on website

### Users and Customers

- zoomers who care about the future of planet
- millennials concerned about their children's future
- minority groups whose primary language is not English
- indigenous tribes (Anishinaabe & Dakota)
- Low Priority
- long-time existing members
- boomers who are concerned with their existing communities

### User Benefits

- energy efficiency - saving money
- creating rural jobs
- living in a clean and healthy community
- a sense of moral accomplishment
- connection with community
- A happier mother earth :)
- civic engagement/political power

### Hypotheses: We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]

- We believe that there will be a higher engagement on the website if users attain a sense of moral accomplishment with increased prominence of Call-To-Actions and CURE achievements
- We believe that higher in-person engagement will be achieved if all users attain connection with the community by attending regular events
- We believe that a higher online engagement rate will be achieved if zoomers attain educational resources through short form videos
- We believe that CURE will reach more people if they can be discovered online via an ad or short-form video
- We believe that civic and community engagement will be achieved if users whose primary language is not English attains information in a language they speak fluently
- We believe that CURE's message will be amplified if users can share impactful content with friends and family

### Riskiest Assumptions

- increased prominence of Call-To-Actions and CURE achievements will increase engagement (time, money and effort is wasted if not)
- If in person engagement does not increase and community members do not attend events (wasting time and resources)
- Online engagement from Gen Z will remain the same or decrease, wasting employee time on video creation
- If users overshare CURE's message, it may be perceived as political
- CURE is able to hire a social media expert

### Risk Management Experiments

- surveys to gauge interest in minority communities
- secondary research to see stats increases on social media engagement

### Go/No Go

- Yes, valid and resources available
- No, not valid/resources unavailable
- Needs more research

# Appendix - Social Media

## Example Videos

Here are some examples of short-form videos! These videos contain different kinds of subject matter than CURE, but the formats and methods used are good references and inspiration for CURE's short-form videos.

**These examples are a good level of complexity to shoot for:**

<https://www.tiktok.com/t/ZPR779y1n/>

<https://www.tiktok.com/t/ZPR77y3DM/>

<https://www.tiktok.com/t/ZPR77g9Yy/>

**These examples are on the higher side of effort:**

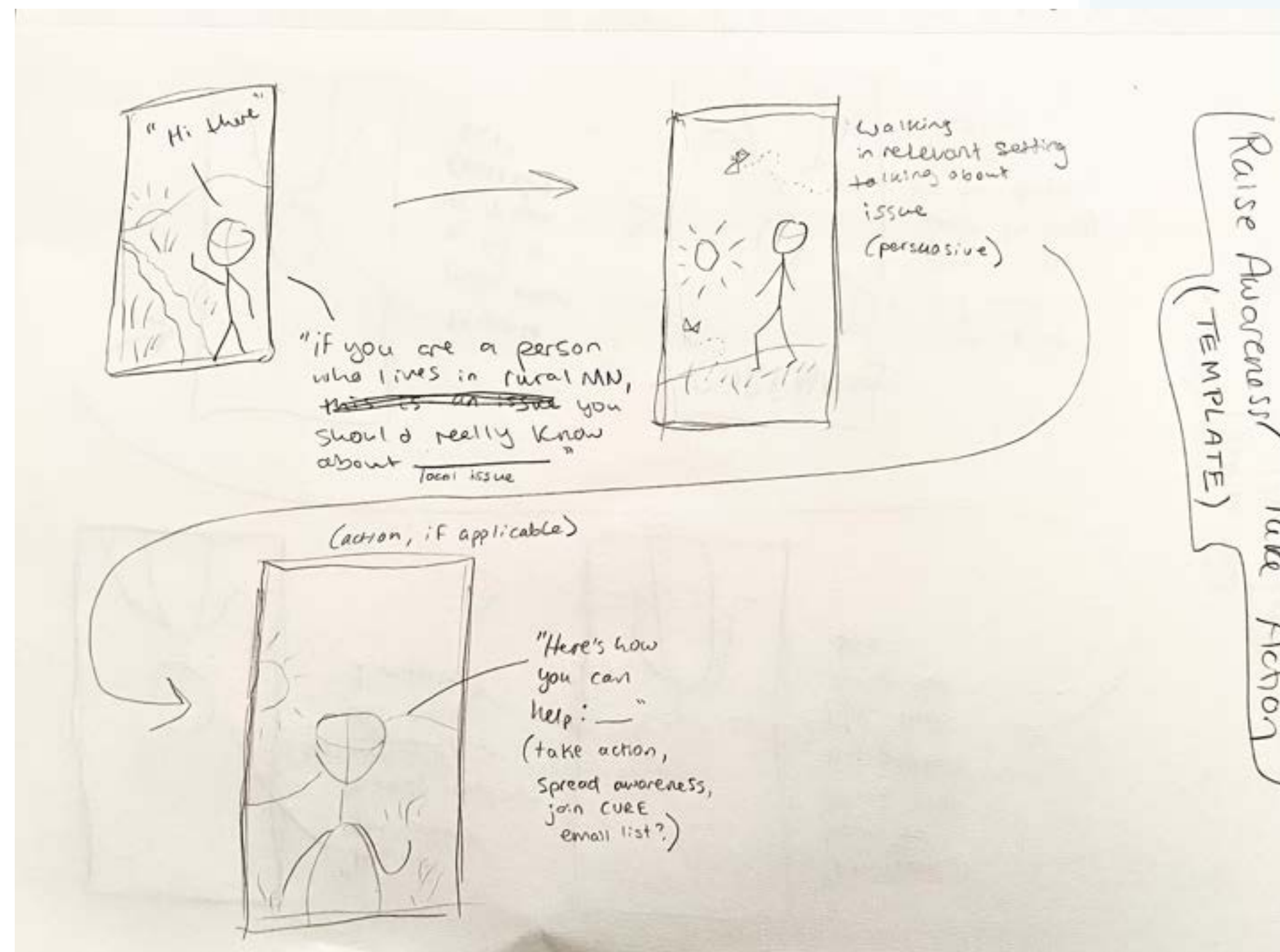
<https://www.tiktok.com/t/ZPR77gPX8/>

<https://www.tiktok.com/t/ZPR77CssM/>

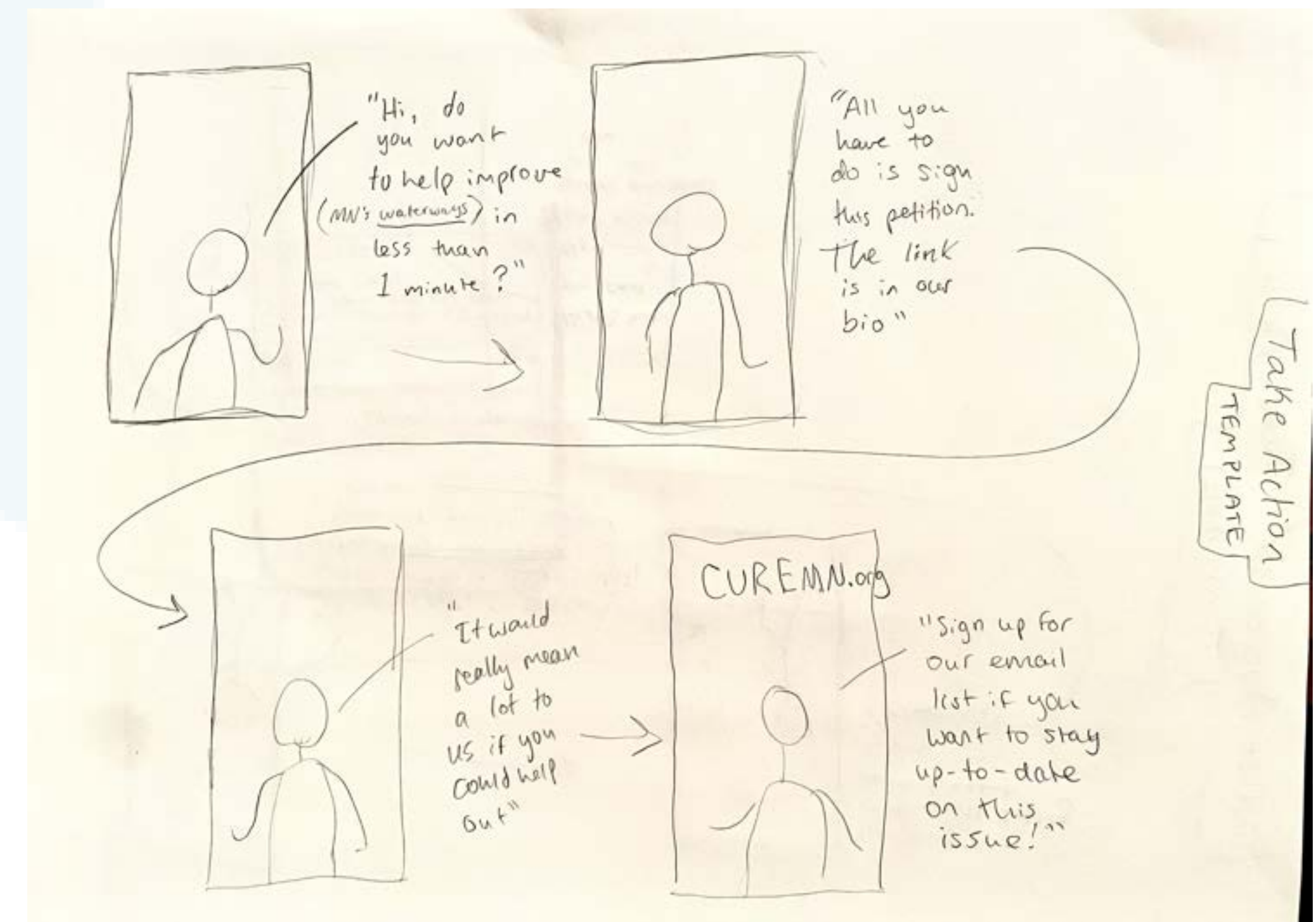
<https://www.tiktok.com/t/ZPR7793u8/>

# Appendix - Social Media Storyboards

## Raise Awareness & Take Action



## Take Action



# Appendix - Social Media

## further reading/sources

- Social Media Video Statistics: <https://sproutsocial.com/insights/social-media-video-statistics/#>
- Marketing to Gen Z: <https://www.searchenginejournal.com/marketing-to-gen-z/471784/#close>
- Marketing to Millennials: [https://www.searchenginejournal.com/marketing-to-millennials-generation-y/493808/?itm\\_source=site-search&itm\\_medium=site-search&itm\\_campaign=site-search#close](https://www.searchenginejournal.com/marketing-to-millennials-generation-y/493808/?itm_source=site-search&itm_medium=site-search&itm_campaign=site-search#close)
- Why User-Generated Content is Winning: <https://www.forbes.com/sites/forbesbusinesscouncil/2023/03/13/why-user-generated-content-is-winning/?sh=4fec6bee6e94>

# Appendix - Email

**Tuesdays at 10 AM** is the best time to send a marketing or promotional email.

-CoSchedule

**Mobile devices** account for 41.9% of all opened emails.<sup>3</sup> -Litmus

# Appendix - Email

47% of email recipients will open your email based solely on **the subject line.**

-Optin Monster

Emails with a **personalized subject line** get a 26% boost in open rates, and including the **recipient's name** increases open rates by 18% -SuperOffice and Campaign Monitor

# Appendix - Email

Only sending emails to subscribers who have opened your emails **within the last 6 months** decreases the number of emails that end up in the spam folder. - LinkedIn

<https://backlinko.com/email-marketing-stats>