

## NONPROFIT — —

Nonprofits are businesses with a social purpose. We worked with Findhelp Information Services, a lead provider of information and referral services, to develop and rollout a campaign to support volunteerism in Ontario and drive traffic to Spark, an online aggregator of volunteer opportunities funded by the Ontario government. Working with the Findhelp team, we developed a promotional splash page, blog stories, digital ads and an online contest, supported by social media and digital ads.

### RESULTS:

A 90% increase in new website users during the campaign