



Community Relations: Bullseye Gives Recap



Overview:

- Engaged the guest in Target’s 5% giving within the social media space; (167,000 unique guests engaged)
- Established authenticity in this space and opened up a conversation with guests (3,400 wall posts)
- Created advocates for the brand (115,000 new fans during the campaign - 62,000 new fans post campaign)
- Built the capacity of 10 select partners to use social media to further their missions (Nonprofits saw up to 10-fold increases in fans during the campaign and continued increased activity post campaign)
- Created buzz and awareness for Target (820,000 Facebook hits, 145M impressions, 142 media stories/ mentions)

Voting Results

Organization	# of votes	# of unique votes	% of votes	\$ donated
Kids in Need	9,190	6,678	3.2%	\$ 94,613
The National Parks Fdn.	9,553	6,642	3.3%	\$ 98,350
PTA	10,904	7,166	3.7%	\$ 112,259
Hands On Network	11,738	7,182	4.0%	\$ 120,845
Feeding America	15,574	11,361	5.3%	\$ 160,336
Breast Cancer Research Fdn.	19,264	14,912	6.6%	\$ 198,326
Operation Gratitude	22,627	11,771	7.8%	\$ 232,948
Salvation Army	38,004	15,495	13.0%	\$ 391,258
Red Cross	77,118	39,061	26.5%	\$ 793,942
St Jude	77,427	46,766	26.6%	\$ 797,123
Total	291,399	167,034	100%	\$ 3,000,000

VolunteerMatch: 2,250 visits, 80 new accounts, 78 referrals to nonprofits
Target.com: 3,800 clicks to the Community Tab
Voter Gender: Male 20% Female 63% Unknown 17%

820,000 visits to Target Facebook site

- 2009 Daily average pre campaign: 978
- Daily average during campaign: 51,000 (a 5,000% increase)

606,000 visits to the Bullseye Gives app - 406,000 unique visits - 370,000 votes - 291,000 successful votes - 167,000 unique voters

115,000 new Facebook fans during campaign and 62,000 new fans post campaign

- 2009 Daily average pre campaign: 788 fans
- Daily average during campaign: 7,410 fans
- Daily average post campaign: 6,200 fans

Jul '07	Jul '08	Oct '08	Jan '09	Apr '09	May 9 '09	May 25 '09	Jun 4 '09
0	50,000	100,000	150,000	200,000	231,000	347,000	409,000

Our nonprofit participants also enjoyed large increases in fans over the two weeks of the campaign. Examples:

- Operation Gratitude: 11-fold increase
- Kids in Need: 7-fold increase
- Feeding America and Salvation Army debuted on Facebook and garnered 4,000 and 5,000 fans respectively.
- Hands On Network: 8-Fold increase
- Red Cross: 10% increase

Nonprofits

Operation Gratitude: 21,000 care packages

Feeding America: 1.12 million meals

Kids in need: \$1 becomes \$25 in school supplies - \$2.3M worth of school supplies –105,000 children served.

Feeding America: *"{Facebook members were} posting messages on the board of how the other organizations had helped them. There wasn't one posting {for} Feeding America. We learned that our clients don't have a voice. "*

Operation Gratitude: *"This was an extraordinary and educational experience for us and opened our eyes to many new possibilities for using the social networking world to reach out to supporters and potential supporters.*