

Sample Program | Activate Supporters

Description

Engagement Period: 3 months
 Avg. Monthly users: 3,000

Program:

One week-long challenge takes place every other week for three months. A “challenge” is a one-week engagement where users compete to win the most points, and the winners are awarded at the end of the week. This Sample Program consists of seven challenges spread evenly over three months of user engagement, with another three months added for development, setup and reporting. This ongoing engagement program includes over 30 individual deliveries of content: including educational information and marketing messages. These deliveries are micro-interactions in the form of quiz questions (“Qs”) – incentivized, measured and gamified. The content is aimed to **activate a support base of users to take desired actions, including evangelizing and recruiting other supporters.**

Price Options

DIY:

\$14,416

PREMIUM:

from **\$24,731** to **\$136,646**



Over the course of many Ringorang programs, I've seen and heard participants having a great time playing... all the while not realizing that they were learning key information. I've seen players leap for their phones at the sound of the Ringorang chimes... I've tracked the data to see real learning and real retention over long periods of time. There is no doubt it is a powerful tool and a fun one to boot.



Jay Dysart, President, JLOOP Rich Media

Scope

Seven Weekly Challenges Spread Over Three Months

- 6 days engagement per Challenge: 4 weekdays of Live Qs (Tues – Fri), 2 weekend days of Solo Mode (where users can catch up on unplayed Qs).
- 12 Live Qs delivered per Challenge (avg 3 Live Qs/day for 4 weekdays)
- Basic Incentives Package*:
 - Give away \$10 giftcards each day, awarded at random, to 10% of users
 - \$60 combined value in giftcards to top three on leaderboard in each Challenge
 - \$100 value sweepstakes awarded each Challenge
 - \$150 value grand prize sweepstakes awarded once per month
- **6 months total project period:** 8 weeks development/setup + 13 weeks user engagement + 5 weeks reporting and recommendations.

**Basic Incentives Package is assumed for a DIY program. Premium Incentive Packages increase the volume and value of prizes and are assumed in the range of Premium package prices.*

Value

Target Goal: Activate a Support Base to Act, Evangelize and Recruit

- Push engagements instead of waiting for supporters to engage
- Develop responsiveness and persistent interest from users
- Capture ongoing data on users knowledge, skills and attitudes -- in real-time
- Educate supporters on updated information, requirements and results
- Drive actions until they are habits, using a fun format of repetition

Engagement Value:

84 questions

28 in-app notifications

14 emails

126 engagements with each of **3,000 users** over 3 months

Pricing Options

	DIY	Premium (range)	
User Fees*	\$10,496	\$10,496	\$10,496 <i>*25% NonProfit discount</i>
Services	\$700	\$9,350	\$40,050
Incentives/Prizing	\$3,220	\$4,885	\$86,100
	\$14,416	from \$24,731	to \$136,646

*The differences in pricing include variations in hourly rate of service provider, number of hours of services provided in strategy, integration, writing, enrollment marketing, program management and reporting/analytics, as well as the value and volume of prizing/incentives. [Connect with your Ringorang Rep](#) to learn more, or [Generate an Estimate](#).

Who Buys This?

- Marketers
- Activist Orgs
- Outreach

Use Ringorang to...

- Cut above the clutter and [Topstack](#) your key messages
- Get into supporters' mobile devices and engage them in real time!
- Make the experience fun and also relevant to the supporter's passion
- Drive actions and incentivize recruitment with rewards
- Capture data from supporters on levels of awareness
- Ensure recall of the most important information

Recommendations

Hot tip! **If you're in charge of activating and updating supporters**, why wait for them to find you? Engage them with the content of their passion using Ringorang's compelling "push" format. Reward them for proving their level of awareness and ensure their recall of the information. Then drive them to take desired actions.

Set goals that leverage Ringorang's habit-building format:

- Month #1 target critical levels of awareness.
- Month #2 target users taking prescribed actions and verify that they were taken.
- Month #3 reinforce and deepen awareness, while driving more complex actions.