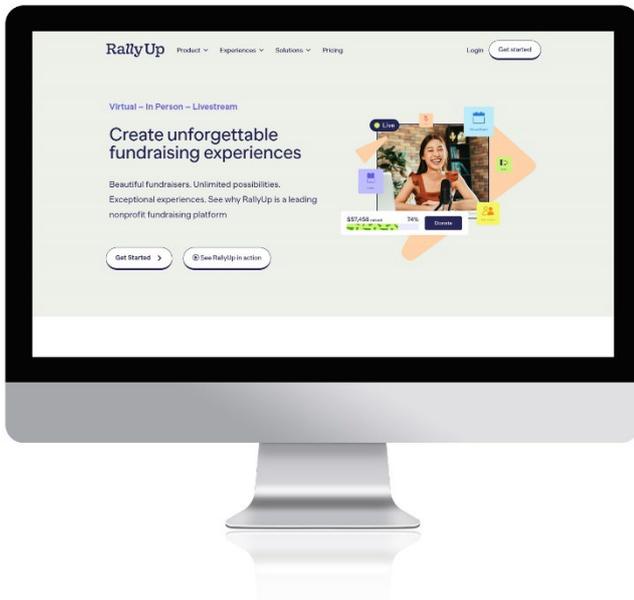


# CASE STUDY



## RallyUp.com

RallyUp is a SaaS nonprofit fundraising platform based in Tucson, Arizona. They built a robust platform that allows nonprofits to create unforgettable fundraising experiences. Users can mix and match fundraising components to create fundraising experiences their donors will love.

I worked with RallyUp between 2019-2021.

<https://rallyup.com>

## Challenge

RallyUp's goals were to start ranking their content organically, to gain visitors and users - and to position themselves as leaders in the fundraising space.

They had several specific pages and products they wanted to rank to increase user interest in their platform – most important among them their raffle page. I worked remotely with their cross-functional team on 2 website iterations over a 2-year period.

## Solution

- ✓ Create a website content strategy that attracts and converts users
- ✓ Create and edit optimized website content with high-impact messaging (SEO)
- ✓ Create strategic educational guides to help users succeed on the platform
- ✓ Create highly optimized blog posts to attract organic traffic

# CASE STUDY

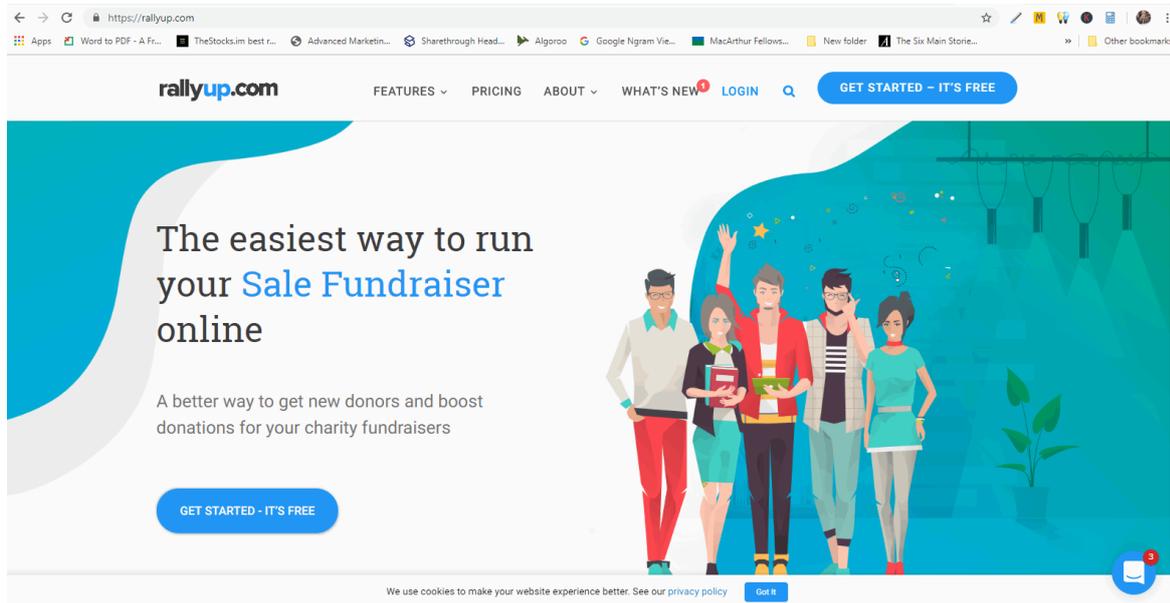


## Results

- ✓ 80% of RallyUp's organic traffic comes from their raffle page
- ✓ The raffle page gets 8400 visitors pm and ranks for 287 keyword phrases
- ✓ RallyUp's homepage ranks on page 1 for 'online fundraising platform'
- ✓ Blog posts rank on Google page 1 for dozens of high value keyword terms
- ✓ One 3000-word post attracts 390 visitors pm and ranks for 71 keyword terms
- ✓ Successfully improved organic traffic, unique visitors, and new users

## Web copy

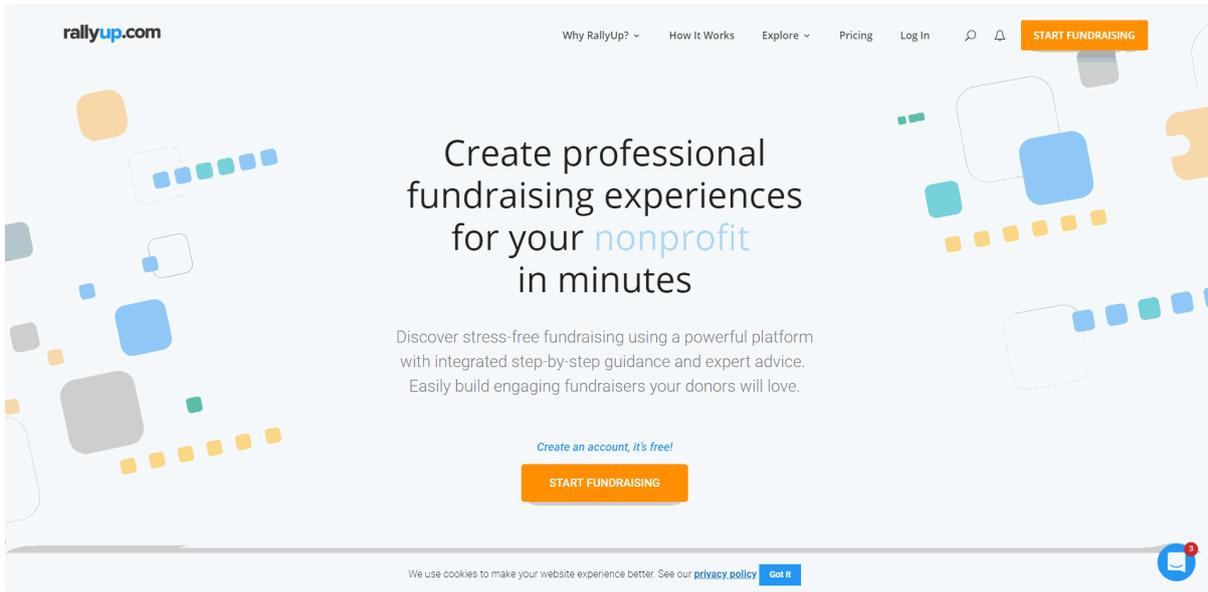
*(Old iteration before revamp)*



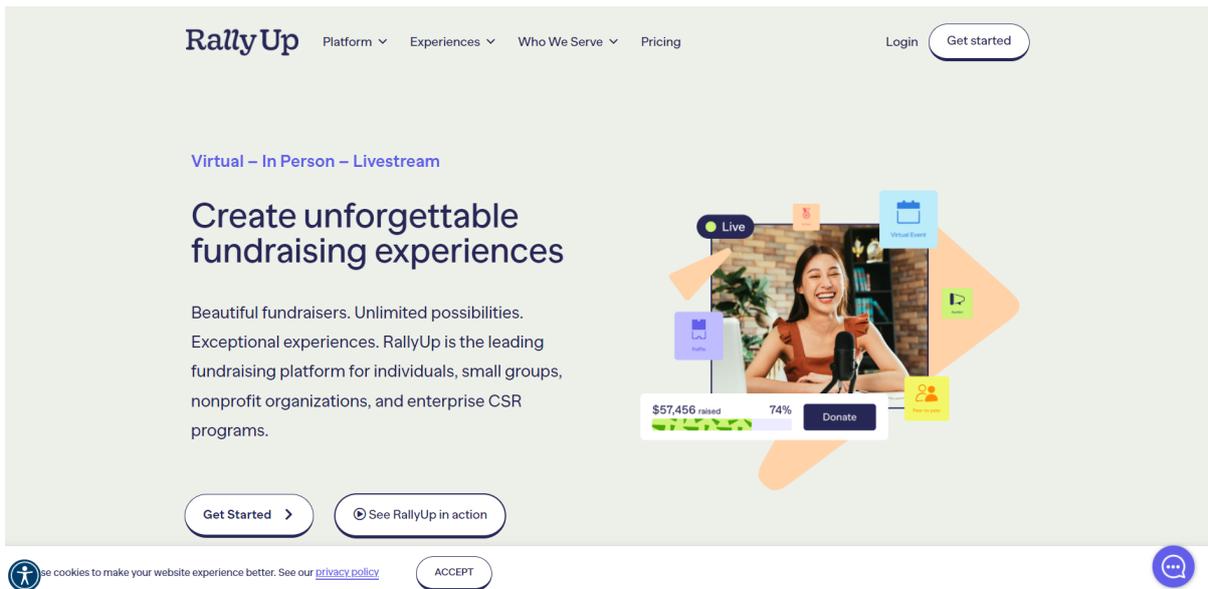
# CASE STUDY



(First website revamp)



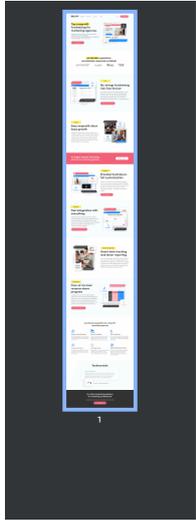
(Second website revamp)



# CASE STUDY



## Key technology positioning



**Data tracking and analysis**

Google Analytics Integration

facebook  
Facebook Pixel Integration

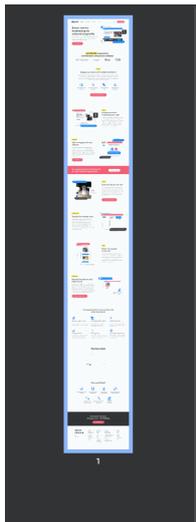
Compile reports

### Analytics & Reporting

## Smart data tracking and donor reporting

Learn what makes your client's donors tick and inspire them to give more. With native Google Analytics and Facebook Pixel integrations, you'll be able to accurately track your data, draw valuable insights, and compile detailed reports on your fundraising campaigns. Show clients incremental improvement over time.

## Key site CTAs



Fund more. Do more.  
Change more – with RallyUp

Start fundraising

rallyup.com



Address  
Tucson, Arizona

#### Product

How it works  
Watch the demo  
All features  
Integrations  
Partner Program

#### Experiences

Raffles  
A-Thons  
Auctions  
Events  
Sales

#### Solutions

Local nonprofits  
National nonprofits  
Corporate Giving programs  
Marketing Agencies  
Schools

#### RallyUp

About  
Careers  
Media Kit  
Contact us  
Knowledge Base

# CASE STUDY



## Key page results

Google online raffle

Volume: 5,400/mo | CPC: \$1.33 | Competition: 0.2

All News Shopping Images Videos More Settings Tools

About 77,700,000 results (0.40 seconds)

**Raffle Fundraiser: Run Your Fundraising Raffle Online | RallyUp**  
<https://rallyup.com> > raffles

Launch and run a fundraising **raffle online** with RallyUp. Create a free, customizable **raffle** fundraiser for your organization in minutes. Raise more money, in less ...  
[Pricing](#) · [Get Started](#) · [How It Works](#)

**People also ask**

Is it illegal to have an online raffle?	▼
Are Facebook raffles legal?	▼
How do you have a successful raffle?	▼
Can a non profit sell raffle tickets online?	▼

[Feedback](#)

**Raffle Creator - Promote and Manage Raffles Online**  
<https://rafflecreator.com>

Easy **online raffle** fundraising trusted by thousands. Sell tickets online and offline, promote, manage, and run your drawing. Run your raffle now!  
[How it Works](#) · [Log In](#) · [Pricing](#) · [The Raffle Creator Blog](#)

**Online Raffle | Fundraising Website for Charities & Non Profits**  
<https://chance2win.org>

**Online raffle** is unique and easy fundraising idea for non- Profits and Charities, chance2win is one of the best **online raffle** fundraising website. Visit Now!

# CASE STUDY



## Blog posts

The screenshot shows the top portion of a blog post on rallyup.com. The article title is "47+ Virtual Fundraising Ideas for 2021 [NEW]". The author is Ergeny Budjov. The post includes a collage of photos of people participating in virtual events. Below the title, there are several short paragraphs of text, including a sub-header "DESIGN & BRANDING, FUNDRAISING" and a byline "By Ergeny Budjov | 10 MIN READ".

The screenshot shows search engine results for the query "virtual fundraising ideas". The top result is from rallyup.com, titled "40+ Virtual Fundraising Ideas for Your Nonprofit [Updated 2021]". Below it are two more results: one from blog.fundly.com titled "40+ Virtual Fundraising Ideas for More Powerful Campaigns" and one from qgiv.com titled "Virtual Fundraising Ideas | The Complete Guide for 2020". A large "#5" is overlaid on the page, indicating the position of the rallyup.com result.

## Guides

A grid of 10 numbered thumbnails representing different fundraising guides. The thumbnails are arranged in two rows of five. Each thumbnail shows a preview of a guide's content, including titles like "Charity Car Raffle", "Table of Contents", "Car Raffle Day Practices", "Fundraising", "Virtual Fundraising", "Fundraising", "Fundraising", "Fundraising", "Fundraising", and "Getting started on RallyUp".

# CASE STUDY



## Client Feedback

***"Carla is truly an amazing writer and is exceptionally on-the-ball and easy to work with. We've worked with a lot of freelancers through the years, she's without question one of the best. Carla worked on website copywriting for an entirely new site for our SaaS company. She did an excellent job of understanding our offering and what we wanted to communicate and turning it into outstanding copy. We couldn't be happier in our choice to work with her, and we are already planning our next projects for her. We can (and do) give her our highest recommendation."***



Steve Bernat, CEO,  
RallyUp.com