

How Sponsored Email and Podcasting Became a New Donor Acquisition Channel



Introduction

When Safe House Project set out to grow donor support, the goal was not simply to gain more visibility.

The goal was to find a new donor acquisition channel that could be measured, improved, and scaled.

Sponsored email and podcasting became that channel.

With Good Agency serving as Safe House Project's marketing partner and fractional revenue executive, the team approached the opportunity strategically. Rather than treating sponsorship as a branding gamble, they treated it like a growth investment.

That meant evaluating the audience, negotiating the buy, building the right landing page experience, clarifying the message, and making sure the campaign could actually be tracked from click to donation.

The result was early proof that sponsored email and podcasting can drive donor action when the campaign is built the right way.





The Challenge

Many nonprofits have been burned by sponsorships.

They spend money on a podcast mention, a newsletter placement, or a partner endorsement, only to find that attention does not automatically turn into results. Reach alone is not enough. Trust alone is not enough. Even a strong audience fit is not enough if the rest of the campaign is not aligned.

Safe House Project wanted to avoid that mistake.

The organization had already seen signs that its relationship with The Pour Over was generating awareness. Each time The Pour Over mentioned Safe House Project on the podcast, the team could see a noticeable surge in traffic and engagement. That was enough to justify a closer look, but not enough to scale spend blindly.

"The question became simple: Could sponsored email and podcasting become a true new donor acquisition channel, not just an awareness play?"

The Opportunity

Safe House Project entered into a broader sponsorship agreement with The Pour Over that included a **500k mid-roll podcast package for \$15,000**, a **TPO Pick on April 3 for \$7,500**, and a second **TPO Pick on May 15 for \$7,500**. The signed insertion order documents those placements and amounts.

That mattered for two reasons.

- 1. The Pour Over had already built trust with a large faith-based audience that aligned well with Safe House Project’s mission.
- 2. The email opportunity itself was meaningful in scale. The rate card shows the TPO Pick in the main newsletter reaching an average audience of roughly 1.59 million in Q1 and 1.70 million in Q2, with a published Q2 rate of \$10,000.

THE POUR OVER

RATE CARD

Channel	Ad Type	Open Rate	CPM	Q1		Q2	
				Avg. Audience	Price	Avg. Audience	Price
Main Newsletter (M, W, F)	Native Ad (Primary) + logo	50%	\$24.00	1,589,398	\$19,000	1,700,824	\$20,000
Main Newsletter (M, W, F)	TPO Pick (Secondary)	50%	\$12.00	1,589,398	\$10,000	1,700,824	\$10,000
TPO Explains (Saturday)	Native Ad (Primary) + logo	49%	\$20.00	1,589,398	\$16,000	1,700,824	\$17,000
TPO Explains (Saturday)	TPO Pick (Secondary)	49%	\$10.00	1,589,398	\$8,000	1,700,824	\$8,000
Decaf (Thursday)	Recommended	71%	\$16.00	52,601	\$600	55,821	\$630

Podcast: The Pour Over

Impressions	Mid-Roll	Post-roll
100K	\$40 CPM \$4,000	\$20 CPM \$2,000
250K	\$35 CPM \$8,750	\$18 CPM \$4,500
500K	\$30 CPM \$15,000	\$15 CPM \$7,500

The April 3 placement was secured at a discounted \$7,500, improving the economics of the test from the beginning. **This was not just a media buy. It was a chance to test whether borrowed trust from the right platform could open up a new path for donor growth.**



The Strategy

The success of this campaign did not come from sponsorship alone. It came from putting the right elements in place before traffic ever arrived.

As Safe House Project's marketing provider and fractional revenue executive, Good Agency helped guide both the investment decision and the campaign build. The strategy centered on a few key principles:

1. Start with the right audience

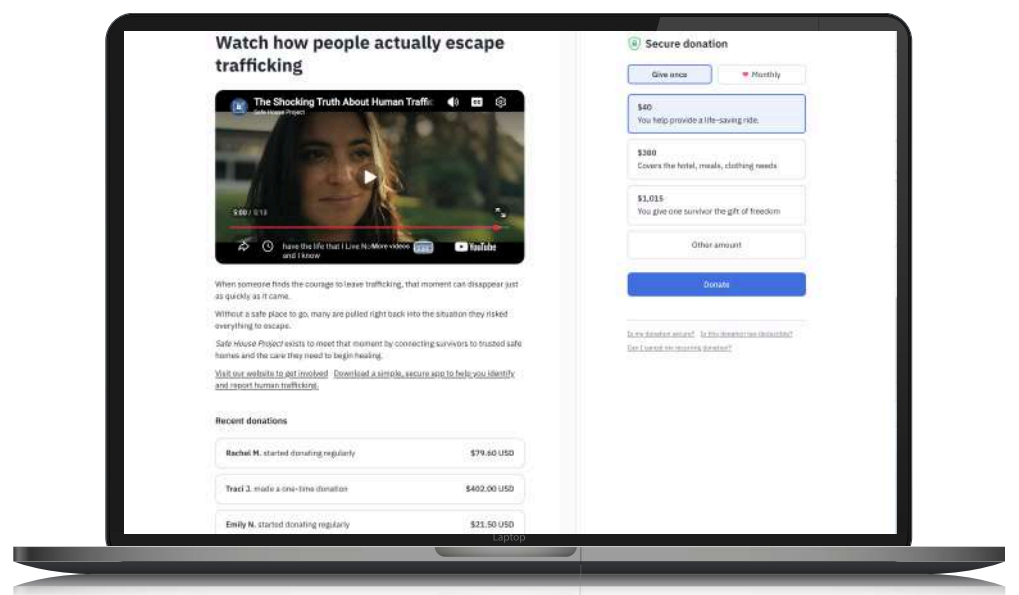
The Pour Over was not just a large platform. It was a platform with an audience likely to resonate with Safe House Project's mission, values, and call to action. That alignment made sponsored email and podcasting worth testing.



2. Lower friction on the first ask

Instead of asking a new audience to donate immediately, the campaign invited them to **watch a short video**. That choice reduced friction and let the story do the work before the donor was asked to give.

In the April 3 newsletter, Safe House Project appeared in **TPO Picks** under “**What We’re Supporting.**” The copy framed the issue clearly: many survivors do not simply need rescue. They need somewhere safe to go when they choose to leave. The email then directed readers to learn more by watching a short video.



The Strategy

3. Build a dedicated landing page

Instead of sending readers to a general website, the campaign drove traffic to a focused Fundraise Up landing page designed specifically for this audience and this story.

That page combined a clear video-first experience with a donation form and strong outcome-based giving options. Donors were not just shown amounts. They were shown what their generosity could do.

Outcome-based giving options:

\$40 covers the cost of a life-saving ride

\$380 covers hotel, meals, and clothing needs

\$1,015 gives a survivor the gift of freedom

This approach aligned closely with Safe House Project's broader message.

Safe House Project exists to move quickly, connect survivors to trusted safe homes, and help them begin the path toward healing and freedom.

4. Track what mattered

The team used dedicated landing pages and UTM tracking so the campaign could be measured clearly. That made it possible to evaluate not just donations, but actual donor behavior.

Instead of saying, "We think the sponsorship worked," Safe House Project could look at real traffic, opened checkouts, supporter counts, and donation activity within hours of launch.



The Execution

On Friday, April 3, 2026, Safe House Project launched the sponsored email placement through The Pour Over's TPO Pick feature. The campaign was part of a broader sponsored podcasting and email marketing effort, but this placement gave the clearest early signal of new donor acquisition performance.

What We're Supporting Safe House Project*

Most of us picture human trafficking ending in a dramatic rescue with doors being kicked in and victims being pulled to safety. But that's rarely how it works. More often, it ends in a single moment of courage—a decision to run or walk away. And in that moment, everything hangs on one question: "Where will I go?"

Leaving doesn't guarantee freedom. Without a safe place to land, many survivors are pulled right back into the situation they risked everything to escape from. Safe House Project exists for exactly that moment—connecting survivors with trusted safe homes, counseling, medical support, and a real path forward.

Learn more by [watching this short video!](#)

The campaign experience included:

- A trusted third-party endorsement through The Pour Over
- Strong mission-centered copy in the email
- A clear call to watch a short video
- A focused donation landing page
- Outcome-based donation framing
- One-time giving as the default, with monthly giving still available
- Campaign-specific tracking



That combination mattered. It turned sponsorship from a passive brand impression into an active donor journey.

The Early Outcome

Within the first three hours of the April 3 campaign, Safe House Project saw immediate response.

The campaign generated:

894

Visitors from TPO
newsletter

775

Checkouts opened

12

Supporters

1.5%

Conversion rate

\$3,955.30

Raised in the first three hours

Just as importantly, the giving behavior itself provided useful signal. Although the landing page defaulted to one-time giving, several people still manually chose recurring support. In the early results, the campaign generated both one-time gifts and the first wave of new monthly donors, showing that the message and experience were compelling enough to create deeper buy-in even from a first-touch audience.

This is what made the campaign valuable. The result was not just immediate revenue. The result was validation. It showed that sponsored email and podcasting were not simply producing awareness—they were creating measurable donor action.

Why It Worked

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This campaign worked because every part of the journey was built with intention.

Borrowed trust

The Pour Over already had authority with its audience. That trust helped Safe House Project enter the conversation with credibility instead of starting from zero.

Clear storytelling

The message focused on a very human moment. A survivor may find the courage to leave, but still needs somewhere safe to go. That is concrete, emotional, and easy to understand.

Strong conversion path

The campaign did not dump traffic onto a generic page. It matched the sponsor placement to a focused landing experience that carried the story forward.

Outcome-based giving

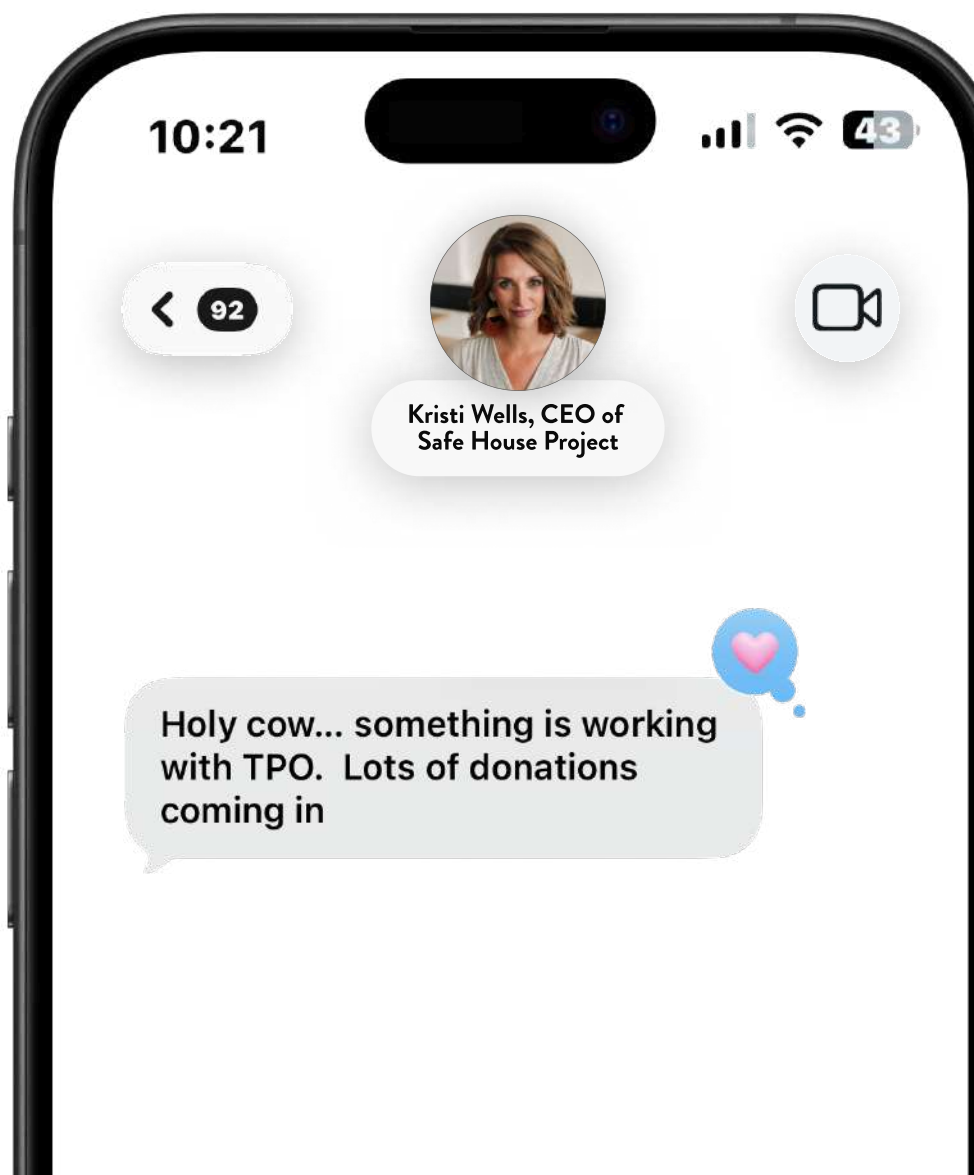
The donation ask connected generosity to tangible impact, helping donors understand what their gift would actually accomplish.

Smart campaign design

By asking readers to watch a short video first, the team created a softer entry point for a new audience while still moving them toward action.

Clean tracking

Because the campaign was built with tracking in place, Safe House Project could evaluate the strength of the channel quickly and use that data to improve future placements.



The Bigger Takeaway

Sponsored email and podcasting are often treated like risky bets. Sometimes they are.

But this campaign showed that when the audience is right and the campaign is built well, sponsored placements can become a legitimate new donor acquisition channel.

The breakthrough was not simply that Safe House Project bought a sponsorship.

The breakthrough was that the organization approached the sponsorship strategically, with the right story, the right offer, the right landing page, and the right measurement in place from the beginning.

For nonprofits exploring new ways to grow donor support, this case study offers a practical lesson:

Sponsored email and podcasting can work, but only when the full donor journey is built to convert attention into action.



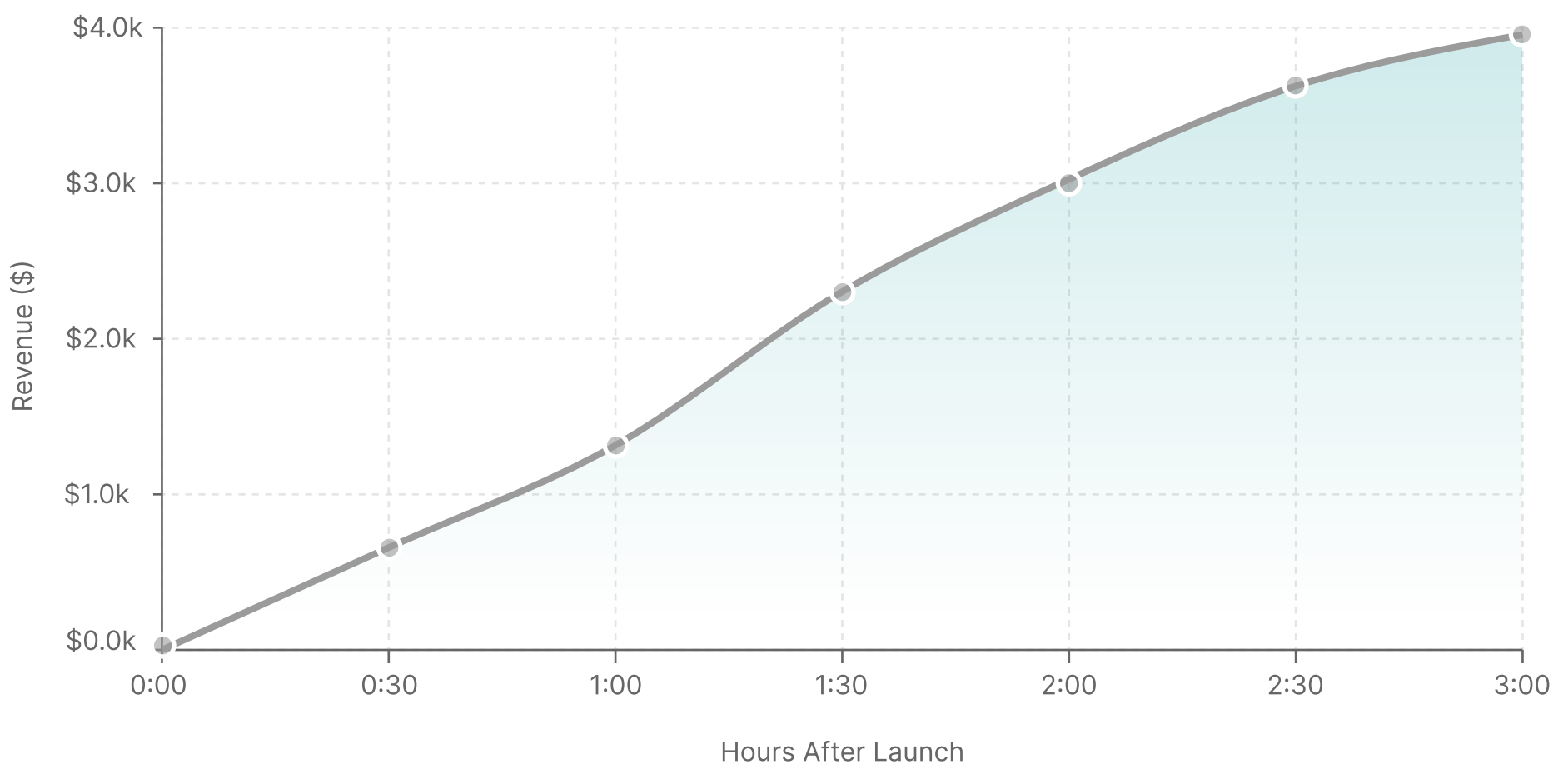
The Role That Good Agency Played

Good Agency helped make that possible by serving as both marketing partner and fractional revenue executive.

That included helping Safe House Project:

- Evaluate the sponsorship opportunity through a revenue lens
- Shape the donor acquisition strategy
- Align the messaging to donor psychology
- Negotiate the media investment
- Track the campaign so results could be measured and improved
- Build the landing page experience
- Structure the donation experience for action

In other words, the value was not just in placing the sponsorship. **The value was in building the conditions for the sponsorship to perform.**



Conclusion

Safe House Project wanted more than awareness.

It wanted a new donor acquisition channel that could be tested, measured, and grown. Sponsored email and podcasting became that channel.

By combining trusted sponsorship placement with strategic messaging, a focused landing page, compelling video, outcome-based giving, and clear measurement, Safe House Project turned a media investment into early donor momentum and a repeatable path worth expanding.

That is what made this campaign a win. Not just the dollars raised in the opening hours, but the fact that it proved the channel could work.

