

FY24 SojoAction Digital Communications Mobilizing Overview

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Digital Community Manager

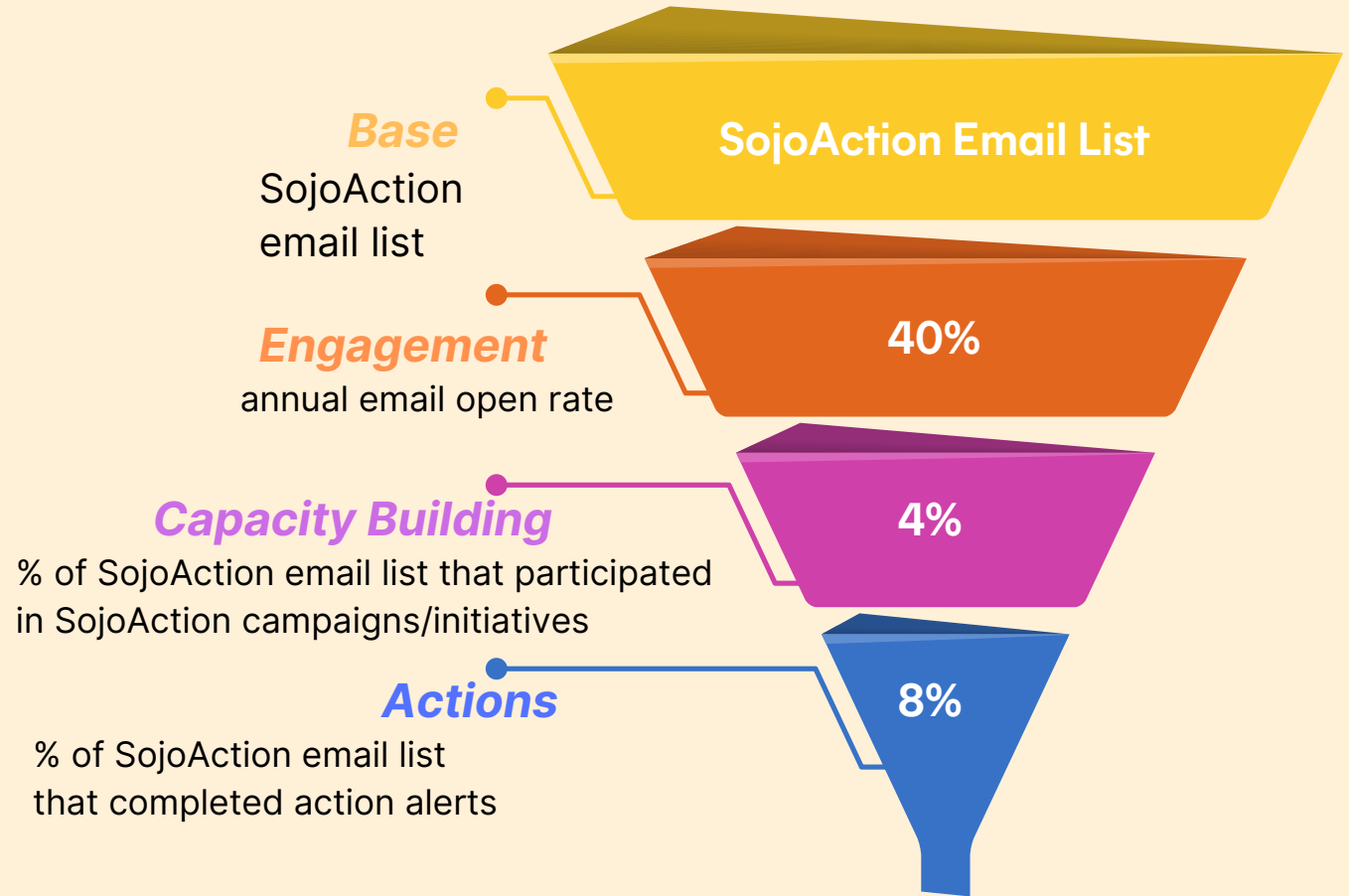


The funnel on the following page will share the mobilizing results of SojoAction during the 2024 fiscal year. Please familiarize yourself with the definitions of each category involved in the legend below:

- **Base:** consists of the SojoAction email list (53K).
- **Engagement:** consists of our annual email open rate for all emails sent by the SojoAction team during the fiscal year.
- **Capacity Building:** this percentage is calculated by dividing the sum of our campaigns sign ups, event attendance number, and training/program enrollment number by our base (SojoAction email list). **Note these efforts also include external factors that contributed to the sum of our campaign sign ups and/or event attendance number through social media and direct recruitment efforts outside of our email campaigns. The percentage still gives a good estimate on how many folks are participating from our SojoAction email list.*
- **Actions:** consists of the email response rate by our SojoAction email list. This percentage is calculated by the number of SojoAction subscribers who completed an action alert (presented by our email campaigns) divided by the number of SojoAction email recipients during the fiscal year.

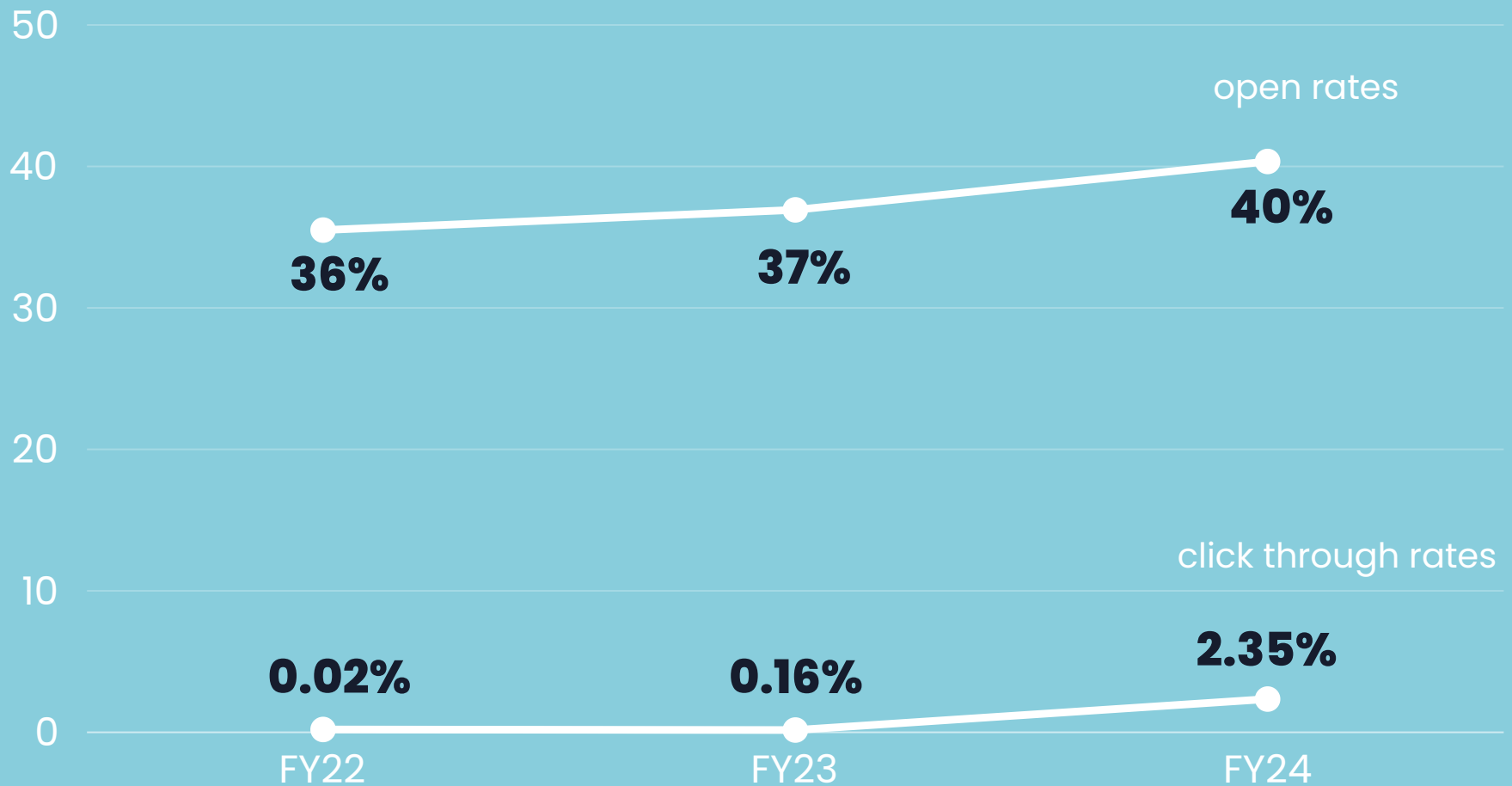


This funnel shares the mobilizing results of the SojoAction email list during FY24.



FY22-24 SojoAction Email Results

Click Through Rates and Open Rates for all emails sent by SojoAction per fiscal year



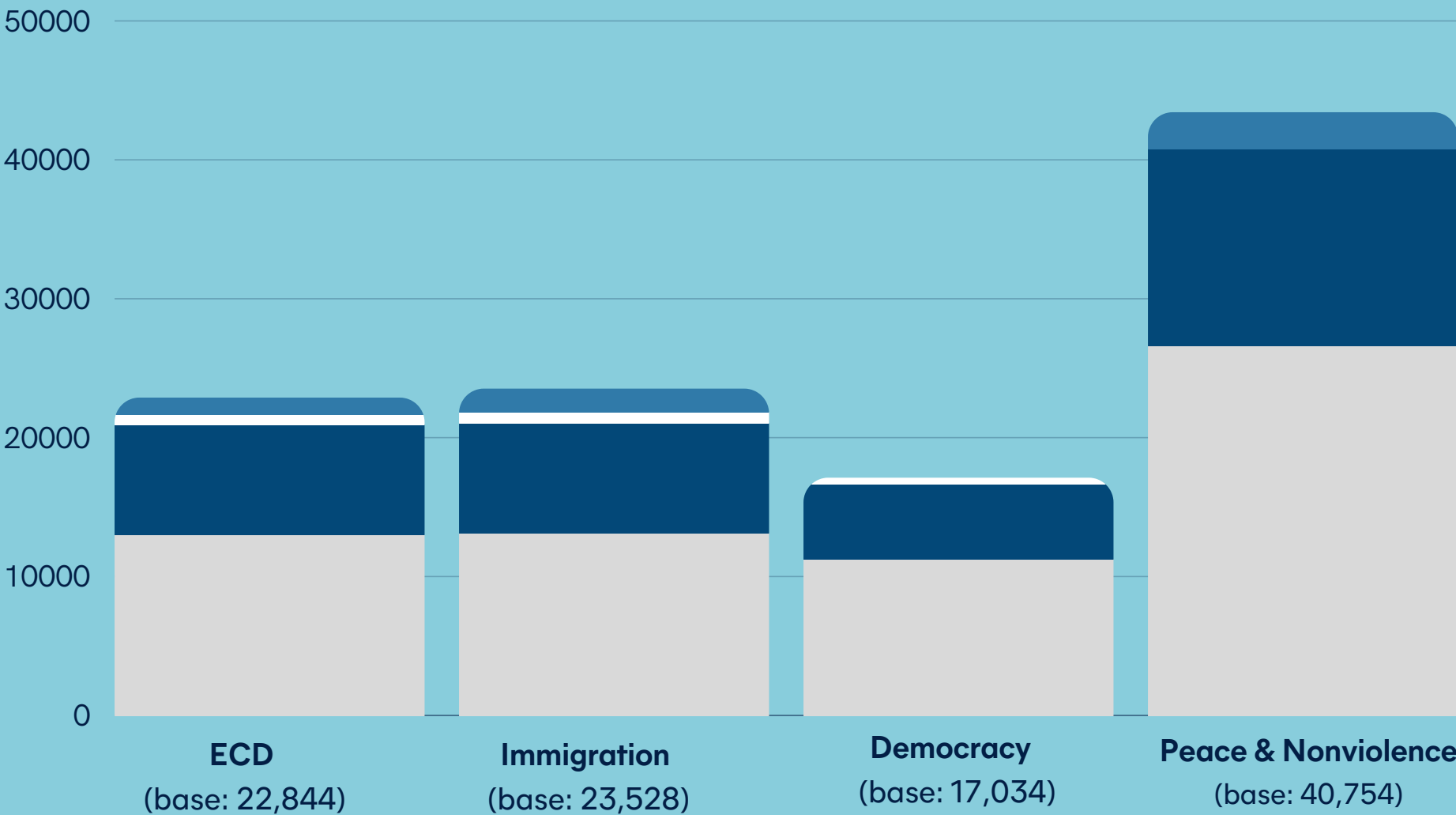
The bar chart on the following page will compare the mobilizing results between four main issue areas that SojoAction engaged with during the 2024 fiscal year. Please familiarize yourself with the definitions of each category in the legend below:

- **Base:** consists of the issue area email list.
- **No Participation:** consists of the number of email subscribers within the base that did not engage or respond to our SojoAction mobilizing efforts.
- **Interest:** consists of the sum amount of email subscribers that opened our emails (in each issue area).
- **Capacity Building:** consists of the sum of our campaigns sign ups, event attendance number, and training/program enrollment number (in each issue area).
- **Actions:** consists of the total number of actions completed by email (in each issue area).



This bar chart compares the SojoAction email list mobilizing results between four main issue areas during FY2024.

No Participation Interest Capacity Building Actions



FY24 SojoAction Issue Area Mobilizing Results Breakdown

- **Early Childhood Development**
 - **Capacity Building (Participation) #:** 725
 - **# of Actions Completed in Issue Area:** 1,225
- **Immigration**
 - **Capacity Building (Participation) #:** 813
 - **# of Actions Completed in Issue Area::** 1,673
- **Democracy**
 - **Capacity Building (Participation) #:** 470
 - **# of Actions Completed in Issue Area:** 0 (no actions presented in this issue area)
- **Peace and Nonviolence**
 - **Capacity Building (Participation) #:** 0 (no opportunities to engage in capacity building)
 - **# of Actions Completed in Issue Area:** 2,673



FY24 SojoAction Campaigns



Every Child Deserves a Flourishing Future!

“Let the children come to me; do not stop them, for it is to such as these that the Kingdom of God belongs.”— Mark 10:14 Jesus made space for children to lead in their expression and growth. As

Sojourners / Jun 14



Flourishing Futures



FY24 SojoAction Campaigns



Journeying Together

An advent experience yearning for holy and social liberation as we pray, reflect, and act with immigrant communities across the nation for a just, humane, and common-sense pathway to citizenship.

Sojourners / 01:25 AM

JOURNEYING TOGETHER

An advent experience to pray, reflect, & act with immigrant communities for a just, humane, & common-sense pathway to citizenship.

sojo.net/journeyingtogether

@sojoaction

Journeying Together

Caminando Juntos

*A bilingual led campaign



FY24 SojoAction Campaigns



How to Talk to Young Children about War and Conflict

“Blessed are the peacemakers, for they will be called children of God” — Matthew 5:9 As you listen to the cry for peace and justice in this moment of war and conflict, we must also remember that

Sojo Sojourners / Jan 10

How to Talk to Young Children about War and Conflict

6 tips from UNICEF to comfort children in your life through conversation about global events and crisis.



@sojoaction

How to Talk to Young Children about War and Conflict



FY24 SojoAction Campaigns



Voting for the Generations



Embracing Mamas,
Embracing Life



FY24 SojoAction Campaigns



Black Maternal Health Week 2024 Social Media Toolkit


This toolkit includes key facts, messaging guidance, graphics and other information to help you engag...

38 Sojourners / Apr 3


'24 Black Maternal Health Week Toolkit



FY24 SojoAction Campaigns




CAMINANDO
JUNTOS
JOURNEYING
TOGETHER
ADVENT DEVOTIONAL



Journeying Together Advent Devotional

Download our Journeying Together Advent Devotional as a resource for you and your...

 Sojourners / Dec 21, 2023

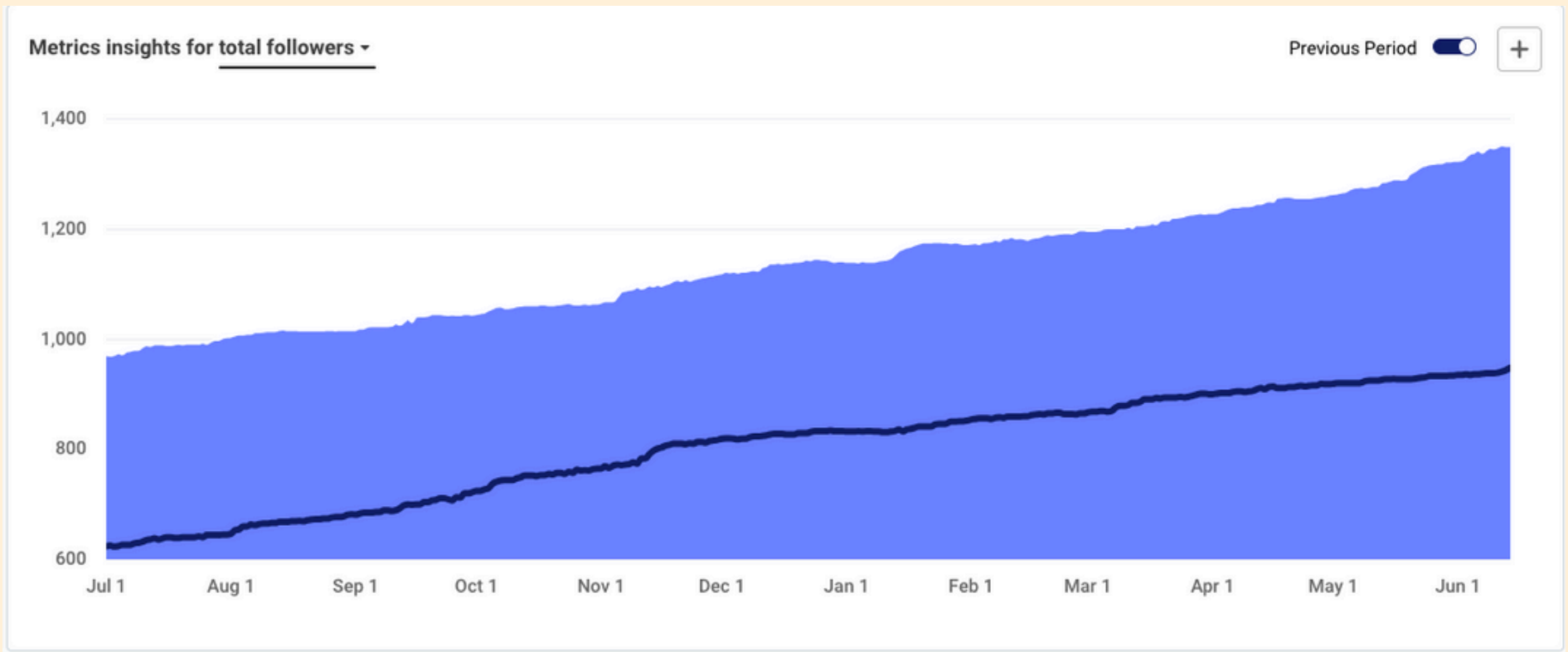
[Faith Rooted Activism Devotional](#)

[Faith Rooted Activism Devotional \(Spanish\)](#)

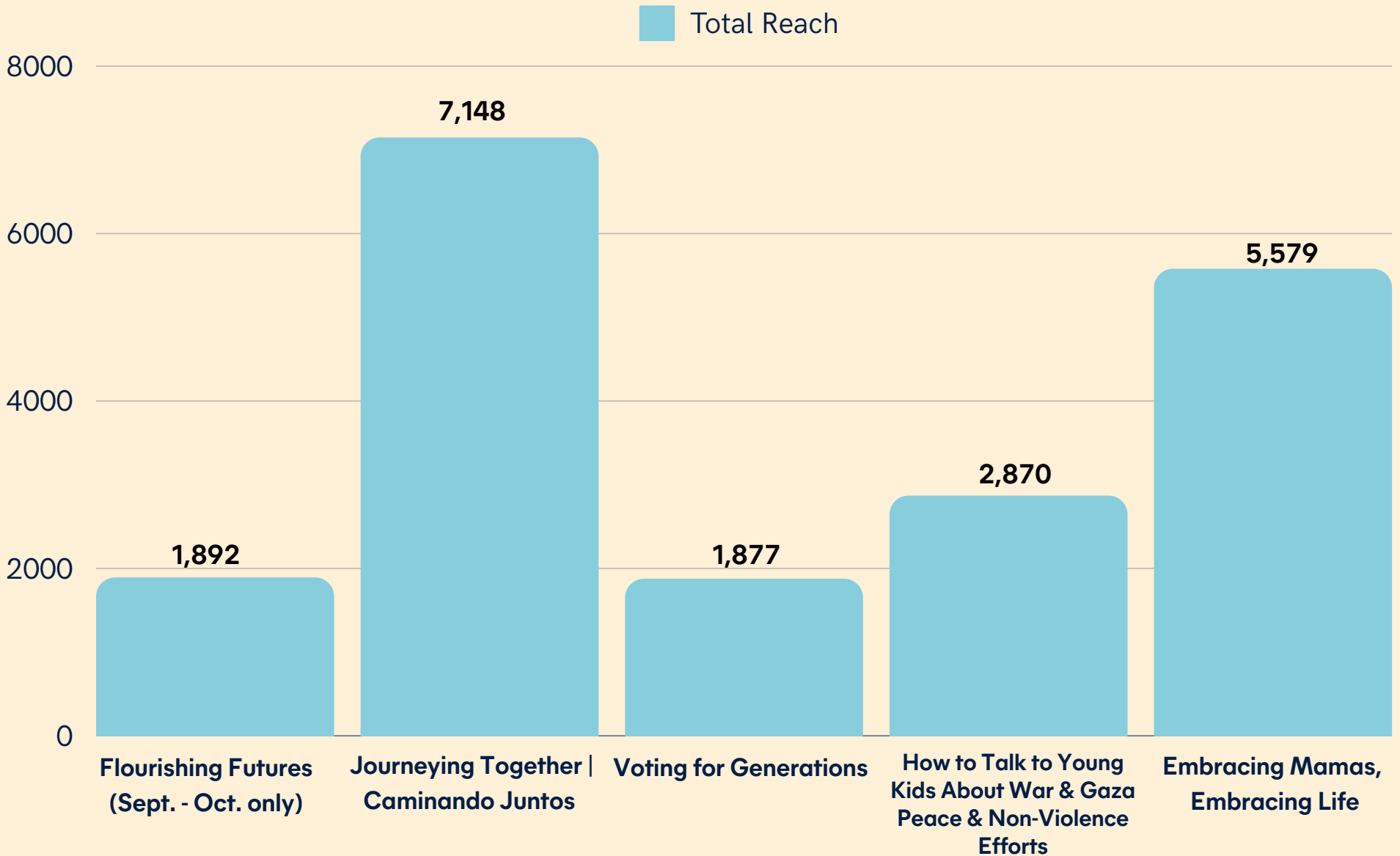


FY24 Social Media Following Growth

- Through our Instagram and Facebook accounts SojoAction grew by nearly 500 followers in the past fiscal year experiencing the most growth on Instagram with 380 new followers.
- @SojoAction Instagram Growth (the black line represents the FY23 growth):



This bar chart compares social media (Instagram, Facebook) reach achieved by each SojoAction campaign in FY2024. Our social media following account number for Facebook and Instagram is 8.6K.



FY24 SojoAction Baseline Report

- **SojoAction email list: 53,365**
- **SojoAction Instagram Following: 1,351**
- **SojoAction Facebook Following: 632**
- **Sojourners Immigration Facebook Following: 6.7K**
- **Total Social Media Reach (among five campaigns): 19,366**
- **Total Capacity Building (Participation) Number: 2,008**
- **Total Actions Completed: 9,978**
 - **Total Actions Completed by Email ONLY: 5,079**

