

Case Study

Center for American Liberty



Mission

Founded in late 2019, The Center for American Liberty is committed to defending the civil liberties of Americans left behind by civil rights legacy organizations.

In April of 2020, the organization had taken on critical religious liberty cases brought on by the unconstitutional COVID-19 lockdown orders. For many congregants the freedom of religious assembly was literally riding on these lawsuits.

Challenge

The Center was a brand-new organization with almost no name identification, and they needed to launch on Easter weekend while raising money to fund their landmark lawsuits quickly.

Solution

Leveraging its speed and agility, Blitz created e-mail appeals within just a few hours and deployed them to hundreds of thousands of conservative donors and activists on the night before Easter.

These messages were ultra-compelling and conveyed the seriousness of the lawsuit implications in light of the upcoming holy day.



Results

- Raised \$40,000 in the first 30 days.
- Cultivated an e-mail program that has now raised \$1.7 million with 20,000 unique donors in the first 18 months.
- Created an e-mail program for a brand-new organization with little name identification.
- Increased awareness among conservative donors for the organization and the lawsuits.

