

Digital At Fenton

Digital Service Area Overview

2023

Fenton 

Fenton

Overview

We are the first national communications agency dedicated exclusively to advancing social issues and causes.

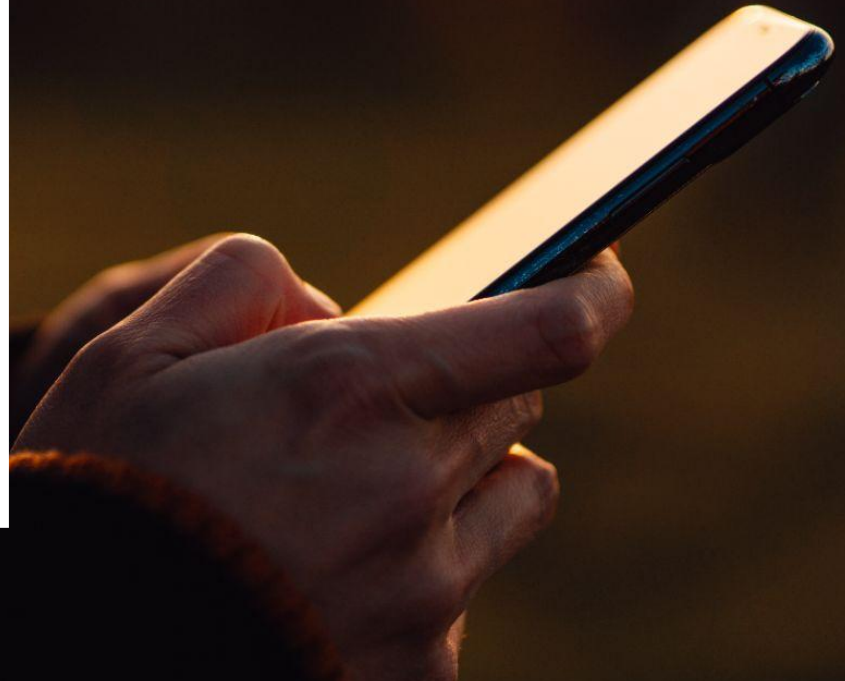
For more than 40 years, our team of experts has helped to shape national health policy, fight voter suppression, protect reproductive rights, advance racial equity, expand economic opportunity, liberate the LGBTQ+ community, demand climate action and more.

We partner with clients to spark movements, change minds, influence behaviors, advance policies, and support communities to create a more just, healthy and equitable world.



An Award-Winning Digital Team

Awarded Digital Team of the Year in 2022 by PR Daily, Fenton's Digital Practice group remains the premier agency team for developing strategic and impactful online campaigns. Our strategists specialize in multicultural and multilingual digital communications with expertise spanning across social media, website design, email, SMS and capacity-building.



Powered by passion. Driven by results.

In recent years, our team has spearheaded campaigns to advance pro-democracy, reproductive rights, gun safety, economic justice, healthcare, and climate action policies — among other issues — in both Congress and statehouses as well as ballot initiatives; beat Republican election denier candidates; and protect our elections from attacks aimed at sabotaging the results.

Past and present clients include All Voting is Local, the Democratic Association of Secretaries of State, Democracy for All 2021 Action, G-PAC, Green New Deal Network, MoveOn, National Nurses United, New Georgia Project, Progress GA, Science Moms, State Innovation Exchange, States United, State Voices, URGE, Wisconsin Democratic Party.



Core Competencies

At our core, our experts are deeply embedded into our clients' work and issues areas. As such, Fenton Digital offers a variety of services to support clients' needs.

- Digital organizing
- Strategy development
- Email marketing
- SMS marketing
- Online content creation (e.g., social media, website, blogs, emails)
- Social media advertising
- Website and product development
- Online executive presence
- User experience and User interaction strategy
- Testing and data analytics
- Capacity building and training
- Community management
- Experiential design



Issue Area Focus

Our digital strategists are social change experts with experience in the following issue areas:

- Domestic and global public health
- Corporate social good
- Climate change and sustainability
- Electoral behavior change
- Reproductive justice
- Gender rights
- Racial justice
- Animal rights
- Ballot initiatives



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Diversity, Equity & Inclusion at Fenton

Fenton is an anti-racist and intersectional organization that prioritizes the needs of those who have been historically marginalized or oppressed.

We do the work of creating positive social change as an act of repairing the harm done to those who have been and are currently disenfranchised and to build a workforce that more accurately reflects the vast diversity of our world.

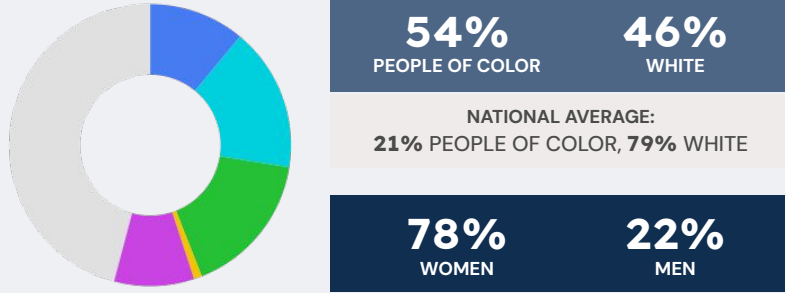
We believe to truly create change that dismantles white supremacy, racism, misogyny, xenophobia, homophobia, transphobia, heteronormativity, ableism, classism, religious discrimination and other forms of oppression, we must learn from the wisdom of those whose identities and experiences closely align with the problems we see today. And we honor the value of their lived experiences — domestically and globally — by continually building and sustaining a workplace that is inclusive and rooted in justice and equity.

We make this statement not as a concluding point of our collective journey. Rather, we have much to learn and are committed to the learning — and more importantly, the doing. **This statement enshrines Fenton's accountability to these words and this work.**



Our Racial and Gender Diversity

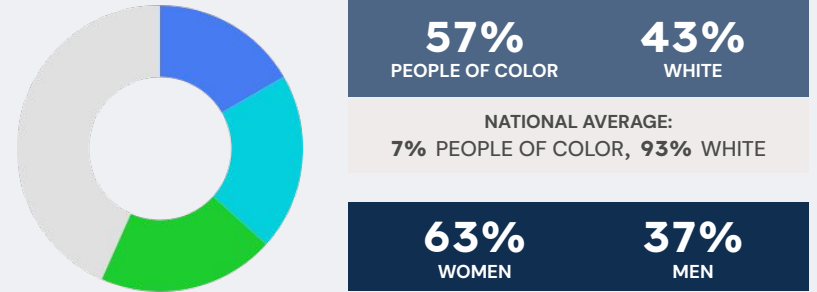
ALL STAFF



12 asian, 18 black or african american, 18 latinx,
1 native hawaiian & pacific islander, 10 two or more races, 50 white

NATIONAL AVERAGE:19% PEOPLE OF COLOR, 81% WHITE

LEADERSHIP



5 asian, 5 black or african american, 6 latinx, 13 white

Source: Diversity Action Alliance. 2020 & 2021 Race And Ethnicity. In Public Relations And Communications Benchmark Report.

DEI TASK FORCE

In 2019 Fenton created the DEI Task Force, a body of staff dedicated to ensuring our agency lives its values. The team includes a diverse mix of staff across all levels within the firm including our CEO and CPO. A DEI roadmap that we developed with staff input details agency goals and an action plan to operationalize inclusive practices. [Fenton's DEI statement is found here.](#)

ERGs

Fenton also supports five active staff-led employee resource groups (ERGs) which create community, provide programming and social events: **The Asiancy** (AAPI Staff), **BERG** (Black staff); **Palante** (Latine staff); **Prism** (LGBTQIA+ staff); and **WoOf — Women Of Fenton** (Women-identifying staff).



As longtime partners of the LA County Registrar-Recorder office, our campaign aimed to ensure residents had the resources and information to vote safely, early and vote by mail in the 2022 Midterm Election.

CLIENT SPOTLIGHT

Los Angeles County: Getting Out The Vote in LA

Our direct voter engagement program focused on a Make a Plan to Vote tool that allowed voters to indicate voting preferences and provided us with data that allowed tailored follow up communications via email or SMS. To maximize accessibility, the program was fully available in the six most spoken languages in LA County. The MAPTV tool was paired with 3 email programs with distinct goals:

- Autoresponder Program: Used remarketing tactics and focused on bringing users back into the tool and complete their voting plan, each email was triggered as they drop-off.
- Drip Marketing Program: Focused on providing voters with personalized resources, key dates and deadlines and other relevant information on their voting preference.
- Traditional Email Program: Direct outreach to registered voters in LA County who had an email associated with the voter file.

All email programs leaned into accessibility, multilingual outreach and unique voter preferences. The tailored approach of the Autoresponder and Drip email programs ensured it highly relevant to users – with average open rates above 60% and click rates between 5 and 8% across all languages. In addition, to help direct organic traffic to the tool, we leveraged LAC RRCC's nearly comprehensive email list of registered voters in LA County and help them make a plan to vote by sending over 11.7 million emails with an average open rate of 46% and a click rate of 0.8%. Our approach to direct voter outreach through email went beyond the tried tactics in the GOTV space and maximized data for the benefit of voters across Los Angeles.

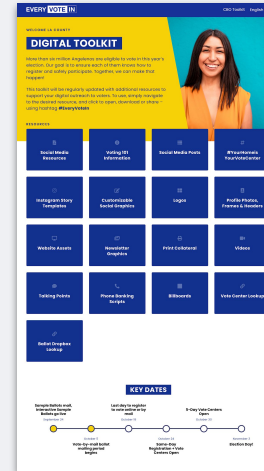
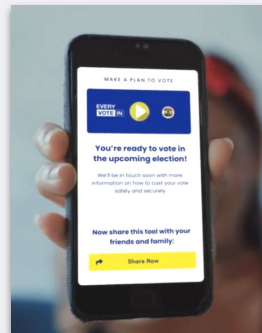
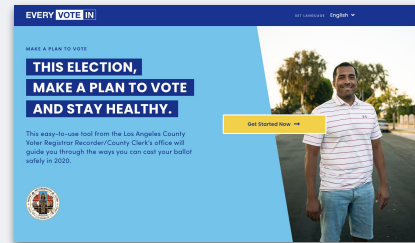




CLIENT SPOTLIGHT

Los Angeles County

WEBSITE, TOOLKIT & APP



VIDEOS



As longtime partners of the LA County Registrar-Recorder office, our campaign aimed to ensure residents had the resources and information to vote safely, early and vote by mail in the 2022 Midterm Election.





CLIENT SPOTLIGHT

Carton Council: Using Digital to Build Community and Encourage Carton Recycling

As a long-term partner of Carton Council, we've executed multi-channel digital education and engagement campaigns to grow the organization's digital footprint and online community so more consumers can gain access to information on carton recycling and ultimately help increase the number of people committed to recycling their cartons.

In order to increase awareness of carton recycling and build CCNA's online community, Fenton deployed a robust digital campaign to reach national audiences online with a steady drumbeat of social media content, emails, and through paid media efforts.

Fenton's multi-channel digital education and engagement campaigns successfully reached national audiences, growing CCNA's digital footprint and deepening engagement with online communities. Our organic social media strategy generated above industry-standard engagement rates across Facebook at 3.2% and Instagram at 3.7%. Most notably, on Facebook, CCNA now has over 47,000 page likes and almost 1,000 members in the Carton Recycling Champions Facebook group.

CCNA continues to have a highly engaged email program, generating 23% open rates and 9% click rates, which is on par with nonprofit industry standards.

Since 2014, Fenton has helped Carton Council North America build an engaged community online and raise awareness about why carton recycling is important.

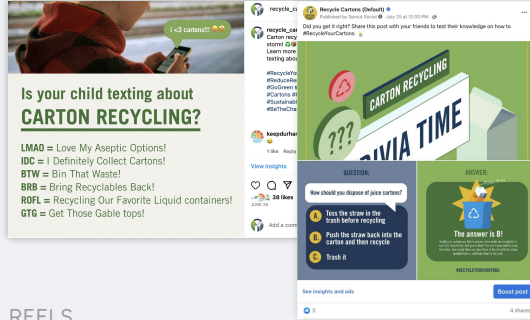




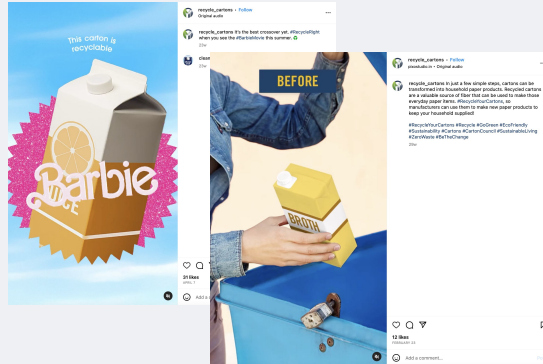
CLIENT SPOTLIGHT

Carton Council

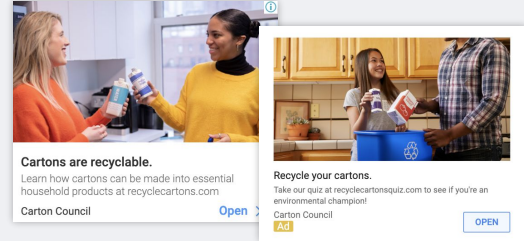
SOCIAL POSTS



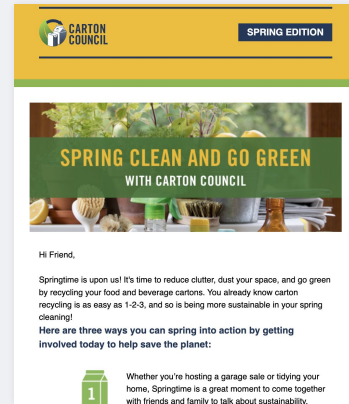
REELS



PAID ADS



EMAIL



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REPRODUCTIVE FREEDOM
LEADERSHIP COUNCIL

The Reproductive Freedom Leadership Council is the country's only network of state legislators who champion reproductive health, rights, and justice.

The State Innovation Exchange

The Reproductive Freedom Leadership Council

In the face of coordinated attacks on abortion across the country, the State Innovation Exchange enlisted Fenton to raise awareness of the fight for reproductive rights in the states and build support for its network of state legislators leading the charge to defend them.

Ahead of the Dobbs decision, we helped SiX mobilize nearly 900 state legislators in [urging the Supreme Court to uphold Roe v. Wade](#), and deployed legislators and SiX's experts in state and national media to raise the alarm around the undoing of Roe. We also laid the groundwork for an upcoming campaign to reclaim the narrative around faith and abortion access. This involved conducting deep research to produce a unique, multi-religion messaging framework to empower faith leaders and legislators with religious beliefs to mobilize allies on the issue.

As Roe fell, we continued our rapid-response and proactive media relations work while taking on the production of *Fractured*, a five-episode documentary series featuring state legislators in pro- and anti-abortion states. To date, we have secured more than 120 media hits from our partnership with SiX on reproductive rights.





Fenton developed dynamic digital activations to support enterprise-wide alignment on J&J racial health equity priorities to position J&J as a leader in the racial health equity space.

Johnson & Johnson: Our Race to Health Equity

Prompted by the nationwide racial reckoning that occurred in 2020, Johnson & Johnson launched Our Race to Health Equity (ORTHE), a \$100 million enterprise-wide initiative focused on closing the racial health gap. Fenton developed dynamic digital activations to support enterprise-wide alignment on J&J racial health equity priorities and collaborate with renowned and trusted partners in the field to position J&J as a leader in the racial health equity space.

Fenton utilized J&J corporate and Global Public Health social media channels for ORTHE's social media campaign. Engagement rates across the Global Public Health Twitter and Instagram channels increased exponentially, with a 156% increase year over year.

The social media campaign for "Black Entrepreneurs Day," spanned across multiple corporate and influencer channels, including: J&J corporate and Global Public Health, Black Entrepreneurs Day, Daymond John, and the Health Equity & Innovation Roundtable panelists' Twitter and Instagram accounts, garnering over 106.5 million impressions. "Making Black America" posts received the most engagement for ORTHE content in 2022, with an engagement rate of 4%.

The MLK Day social media campaign set the tone for 2023's social media strategy, receiving praise from J&J leadership and high engagement rates including over 5 thousand video views and an engagement rate of about 8%.



Contact Info

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Fenton 
Strategists
for Social Change