# The Red Cross Member Network

*Will Red Cross Members be willing to engage, connect, and collaborate with other members in a digital environment?*

*"Despite common generalisations about technology being a barrier for this cohort, there is strong evidence indicating the willingness of Red Cross members of this cohort to engage with a digital platform."*

## Client

the power of humanity
AUSTRALIAN RED CROSS

## Key findings

• Red Cross Members are willing to use a digital platform to build an online community and engage in meaningful discussions, despite the average age of participants being over 50.
• Our digital community provides Red Cross members a place to engage, access support, and represent their branch, regardless of geographic challenges.
• Our digital community helped Red Cross better understand of member behaviour, gain member feedback and improve organisational reputation.
• Members conversed on the topics of brand initiatives, requests for feedback or ideas, community administrator-facilitated discussions, and casual conversation.
• Community admins played a key role in encouraging member engagement, especially in beginning stages.

## Suggestions

• With technology-use in an older cohort, there's a lag time that must be considered, so the administrator's role is crucial during recruitment and engagement periods.
• For long-term community sustainability, more time is needed to identify highly-engaged volunteers to pass off administrative roles, i.e. champions.
• Communicating with members via email was an effective method of incentivising their engagement with the platform.
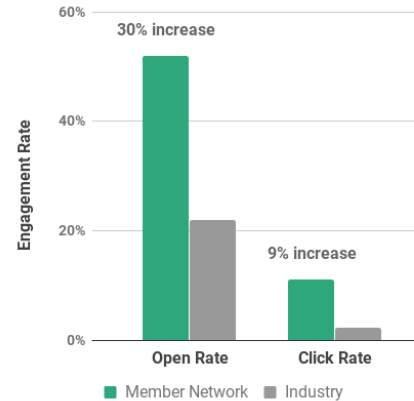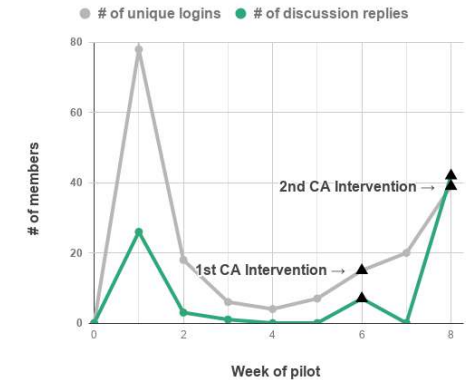
## Outcomes

| 74 | 17 % | 100 | 3.2 |
|---|---|---|---|
| TOTAL MEMBERS | POSTED AT LEAST ONCE | WORDS AVG POST LENGTH | UNIQUE LOGINS PER DAY |

communiteer

• Selected **Red Cross** members were invited to join this eight-week pilot program.

• 36 volunteers were already in the community before this pilot. During recruitment, 38 new users completed sign-up. There were 74 members in the digital community by the end of the pilot period.

• There were **3.2 unique logins** per day.

• 17% of members posted at least once in the discussion board and 7.5% posted at least twice.

• Volunteer posts averaged 100 words per post.

• 45% of the discussions were created and led by volunteers, with a median of 4 volunteer replies. 42% of the replies were between volunteers.

• Email open rate was **52%** (**22.2%** industry average).

• Clickthrough rate was **11%** (**2.2%** industry average).

## How do members respond to emails, compared to the industry average?



30% increase

9% increase

Engagement Rate

Open Rate  Click Rate

■ Member Network  ■ Industry

## How does Community Administrator intervention influence user engagement?



● # of unique logins  ● # of discussion replies

2nd CA Intervention →

1st CA Intervention →

# of members

Week of pilot

## 45% of the discussions and 76% of total replies were by volunteers.



Discussions created by...

45.5%  54.5%

Replies posted by...

24.1%

75.9%

● By Administrator  ● By Volunteer

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