

MEMBERSHIP & CHARITABLE GIVING · OKLAHOMA CITY, OK

Bourbon for the Cause

SOCIAL MEDIA MANAGEMENT

EMAIL MARKETING

BRAND CONTENT

20.86%GROSS REVENUE GROWTH,
AGAINST A 10% TARGET**75,300**FOLLOWERS GAINED ACROSS
TIKTOK, FACEBOOK, INSTAGRAM**\$1.2M+**RETURNED TO CHARITABLE
BENEFICIARIES TO DATE

THE CLIENT

Bourbon for the Cause is a bourbon media brand and membership club. Members get expert content, rare-bottle access, and entry into campaigns that fund 501(c)(3) nonprofits — veterans organizations, food security, animal welfare, first responders.

The model only works at scale. Every membership and every campaign entry feeds the pool that goes back out to beneficiaries, so audience growth is not a vanity concern here. It is the mechanism.

A bourbon giveaway is easy to scroll past. A bourbon giveaway that funds Folds of Honor is not.



THE CHALLENGE

The 2026 objective was straightforward: grow gross revenue 10% over the prior year.

Harder than it sounds. Bourbon content is one of the most saturated categories on social, the audience is skeptical of anything that smells like a sales pitch, and a giveaway brand has to clear a credibility bar before anyone hands over a card. Growth had to come from an audience that trusted the brand first.

What we **did**

SOCIAL MEDIA MANAGEMENT · EMAIL MARKETING · BRAND CONTENT



EARN THE AUDIENCE, THEN ASK

Content led with real bourbon expertise — reviews, collecting guidance, tasting fundamentals — instead of chasing trends. The brand added 75,300 followers across TikTok, Facebook, and Instagram. They came for the bourbon and stayed for the cause, which is the order that matters.



SEND LESS, LAND MORE

The email program was rebuilt around cadence and segmentation rather than volume. Through July, sends fell 8.9% year over year while unique opens rose 55.8%. Open rate moved from 9.0% to 15.4%, bounces dropped by roughly a third, and deliverability held at 99.9%.



SCALE THE WINNERS WITH PAID

Paid social ran alongside the organic program to push proven campaigns further. It is managed by the client's media partner under a separate reporting agreement, so those figures sit outside this document. Everything shown here is measured independently of it.

The **results**

CLIENT-REPORTED

20.86%

GROSS REVENUE
GROWTH
AGAINST A 10% GOAL

75,300

NEW FOLLOWERS
ACROSS
THREE PLATFORMS

15.4%

EMAIL OPEN RATE,
UP FROM 9.0%

883%

ORGANIC SEARCH
SESSIONS
YEAR OVER YEAR

\$1.2M+

GIVEN TO CHARITABLE
BENEFICIARIES TO DATE

The target was 10% revenue growth. **The brand finished at 20.86%, more than double the goal**, on an email program sending nearly 9% fewer messages than the year before. Organic search, which delivered almost nothing in 2025, is now the site's largest traffic channel. And the number this client actually cares about keeps climbing: more than \$1.2 million returned to beneficiaries.



A Design Thumbprint engagement for **Bourbon for the Cause**. Full metrics and methodology available on request.



DESIGN THUMBPRINT

Every industry has its own playbook.
Let's build yours.

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Paid social was managed by the client's third-party media partner; those figures are governed by a separate reporting agreement and are excluded here. Revenue, follower, and donation figures are client-reported. Email metrics from Mailchimp, Jan 1 – Jul 19 each year; site metrics from Google Analytics 4, comparable period. Results shown are actual outcomes reported by the named client for the engagement period described. Performance varies by market, budget, competition, and category. Prior results do not guarantee or predict a similar outcome for any other business. Client names and marks are used with permission and remain the property of their respective owners.