



OUA AD SUMMARY 2025



Campaign Summary: List Growth & Fundraising

Our two most recent campaigns focused on two core objectives: growing our email program and raising grassroots donations—using vivid, issue-driven creative.

1. **Qatar Email Acquisition** (Feb 26 – Apr 30, 2025): Leveraged bold creative around Qatari influence in U.S. higher education. Supporters were asked to sign a petition backing the Deterrent Act, adding their name—and email—to our growing base.
2. **Campus Antisemitism Campaign** (Oct 9, 2024 – Feb 28, 2025): Showcased disturbing real-world images of campus antisemitism, driving donations in support of the Antisemitism Awareness Act and the IHRA definition. The creative emphasized stripping funding from schools that enable antisemitism.


Email Acquisition: Qatar (Deterrent Act)

Performance Breakdown

- Total Spend: \$1,237.48
- Emails Acquired: 2,553
- Cost Per Acquisition (CPA): \$0.48
- Total Reach: 17,189
- Impressions: 72,206
- Frequency: 4.20
- Audience: Email list look-alike; donor list look-alike; Facebook audience look-alike

Key Takeaways

- The campaign successfully acquired 2,553 new email subscribers at a highly efficient \$0.48 CPA, well below industry benchmarks.
- Creative leveraging national security concerns and vivid imagery proved effective for both growth and sustained interest.
- Engagement is strong, with 732 users still active—a 29% 30-day engagement rate.
- These newly acquired contacts are now fueling our broader advocacy and exposed to our donor pipeline.

OU Advocacy Center
Sponsored · Paid for by UNION OF ORTHODOX JEWISH CONGREGATIONS... 

Hamas kills Jews while its biggest backer—Qatar—bankrolls U.S. universities, fueling antisemitism and radicalizing students. Sign the petition to BAN terrorist regimes from funding our universities →



 Confirmed organization

**BAN TERRORIST
BLOOD MONEY FROM
OUR UNIVERSITIES**

SIGN HERE »

support.ouadvocacy.com
**Stop Terrorist Funding in
Universities** [Learn more](#)

   2.3K 158 comments 642 shares

Email Acquisition: Qatar (Deterrent Act) – Creative



Top Performer
~ 1,000 signups

A screenshot of a web form for email acquisition. The form has a red header with the "ORTHODOX UNION ADVOCACY CENTER" logo. The main content area features a large image of a US dollar bill with the text "BAN TERRORIST BLOOD MONEY FROM OUR UNIVERSITIES" overlaid in white and red. Below the image are input fields for "First Name", "Last Name", "Email", and "Cell Phone". A small text block below the fields states: "By providing your cell phone number, you agree to the [terms & privacy policy](#) for recurring autodialed campaign & donation messages from Union of Orthodox Jewish Congregations of America to the phone number you provide. No consent required to buy. Msg&data rates may apply." At the bottom is a large red button with white text that says "SUBMIT HERE".

Direct-to-Donate: Campus Antisemitism

Performance Breakdown

- Total Spend: \$3,431.95
- Total Raised: \$5,048.31
- Return on Investment (ROI): \$1.47 (For every \$1 spent, we raised \$1.47)
- Total Reach: 39,078
- Total Impressions: 108,176
- Frequency: 2.77
- Audience: Donor list; donor list look-alike; Facebook audience look-alike

Key Takeaways

- This campaign outperformed benchmarks, delivering a 47% positive ROI.
- It raised over \$5,000 through emotionally resonant creative that featured images from real campus incidents.
- The messaging connected directly to urgent legislation—giving donors a clear sense of purpose and impact.
- Every dollar spent not only funded immediate advocacy, but helped market our brand in the fight against antisemitism in higher education.



Universities that enable antisemitism don't deserve a dime of federal funding. Click to help us defund schools that let antisemites run wild.



advocacy.ou.org

OU's Advocacy Works

What we do WORKS: Legi...

[Learn more](#)

You and... 139 comments 133 shares



Like



Comment



Share

Direct-to-Donate: Campus Antisemitism – Creative



Top Performer
~ 19 Results* (META TRACK)

Direct-to-Donate: Campus Antisemitism – Creative (Continued)



**DEFEND OUR
CHILDREN
DEFUND HATE**

HELP FIGHT ANTISEMITISM ON COLLEGE CAMPUSES »



LONG LIVE THE INTIFADA

**IF UNIVERSITIES WON'T
STOP ANTISEMITISM
WE WILL STRIP
THEIR FUNDING**

HELP KEEP JEWISH STUDENTS SAFE »



**UNIVERSITIES
THAT DON'T
PROTECT JEWISH
STUDENTS HAVE
NO RIGHT TO
TAXPAYER
DOLLARS.**

CLICK HERE: HELP US STRIP THEIR FUNDING »