



Illinois 2024 -2025 FY Digital Wrap

Presented - looking at July 1, 2024 - June 30, 2025



Supporter Data:

- 16,715 subscribed email contacts.
 - Total who have opened an email:
 - Within the last 365 days: 10,033
 - Within the last 120 days: 7,591
 - Within the last 90 days: 6,916
- 17,512 general phone numbers
- 8,026 are listed as “verified cell” or “likely cell.”
- In FY 25, we acquired 2,734 new contacts
 - 2,067 of these have taken at least one action
 - 1,905 have opened at least one email

Messages to Lawmakers

6,779 Total Messages to IL lawmakers YTD via advocacy forms

- 27.89% or about 1,891 of these were customized
- 4,321 Total advocacy form submissions

37 TOTAL emails sent; 26 IL advocacy specific emails to supporters July 2024 - June 2025 (adjusted numbers to exclude coalition meeting reminder emails)

- Unique open rate - 13.5% adjusted - 14.05%
- Unique click rate - 2.21% adjusted - 2.51%
- 1,869 conversions - 1.08% adjusted - 1.21 %

July: 0; August: 0; September: 1; October: 1; November: 0; December: 3; January: 1; February: 5; March: 2; April: 7; May: 5; June: 2

Top month for conversions: January 4.55% (bill intro email w/ advocacy ask)

Events & Other Notable Actions/Forms

Total number of events: 5

- 395 total event sign-ups
- 67 new contacts

2024 - 2025 FY Session Email Averages

Full IL list sends (8,995 recipients total in wide engagement; 6,174 recipients total in narrow engagement; 253,592 recipients total across 37 emails)

- Unique Open Rate: 15.66% (avg.), 29.84% (total)
- Unique Click Rate: 2.86% (avg.), 3.38% (total)
- Unique Conversions: 2,430, at a conversion rate of 1.02%

FY 2024 - 2025 Top Emails for Clicks

1. 20240217 - A - IL EOLO Coalition Hearing info - CallieR - SL - Initial; 11.22%

- Email Subject: Alert:
End-of-Life Options Act
Hearing on February 21 !!
- CTA : (see screen grab)
submit witness slips and
use our form click to email
- Audience: IL EOLO
Coalition Member List

We are asking you, your supporters, and your network to [submit witness slips in support of the End-of-Life Options Act \(http://bit.ly/4jVPB5F\)](http://bit.ly/4jVPB5F). Please [contact Leslie Chinchilla \(lcinchilla@compassionandchoices.org\)](mailto:lcinchilla@compassionandchoices.org) if you need assistance with witness slips.

We do want to pack the hearing room with supporters. Please reply to this email to let me know if you or your networks are able to join us on February 21.

- **Location:** Michael A. Bilandic Building: 160 N La Salle St., Chicago, IL 60601.
- **Transportation:** There is a parking garage at 200 W Randolph Ave. (one block west of the building, on the north side of the street). There are also several bus stops and an L stop within walking distance.
- **Entrance:** Enter from W Randolph Avenue.
- **Other:** Be prepared to wait in line for a security check. Have your photo ID ready.

Grassroots pressure on lawmakers is more critical than ever. **If you have a membership, list, or other network engaged in this work, please have them call and email their senators and urge a yes vote on SB 9. [You can also use Compassion & Choices' convenient email advocacy form.](#)**

FY 2024 - 2025 Top Emails for Clicks

2.) 220241201- A - "I Want the Option" webinars FU - CallieR - SL - Initial; 7.56%

- Email Subject: Following up on "I Want the Option" webinars
- CTA: quite a few
- Audience: 10/22 & 11/7 IL I want the Option RSVPS

We know that not everyone who wanted to attend was able to do so, and we don't want you to miss out on the critical information we shared about Illinois' proposed medical aid-in-dying legislation and what you can do to help pass it. Here are the links to each webinar recording:

Session 1 with
Suzy Flack

Session 2 with
Ellen Tanner

Here are some ways you can get involved in our work to make this compassionate end-of-life option available to qualified patients.

- If you have a personal experience that motivates you to support our work, [sign up to become a storyteller](#).
- [Volunteer with us](#). Our success in improving care and expanding options for the end of life hinges on the generous participation of volunteers working in Action Teams across Illinois.
- Contact your lawmakers in Springfield today [using our convenient action tool](#), and tell them to vote YES on Senate Bill 3499. Then spread the word among your friends, family, and community.
- [Make a financial contribution supporting our critical work](#) to ensure every Illinoisan can access a full range of end-of-life options. We rely on grassroots support from donors like you to advance our mission.

FY 2024 - 2025 Top Emails for Clicks

3.) 20250115 - A - SB9 HB 1328 intro ask - CallieR - IL - Initial; 4.87%

- Email Subject: Introducing SB 9 & HB 1328: the 2025 End-of-Life Options Acts
- CTA: Take action/email your lawmakers
- Audience: IL - Full State - Wide Engagement

* This also had the highest conversion rate of 4.55%

We've got exciting news: **The End of Life Options Act** has been **re-introduced in the Illinois State Legislature under bill numbers SB 9 and HB 1328**. These bills are gaining momentum, and we need your help to tell lawmakers how important end-of-life care options are to Illinoisians.

TAKE ACTION

SB 9 and HB 1328 allow a terminally ill, mentally capable adult with a prognosis of six months or less to live the option to request, obtain and take medication — should they choose — to die peacefully in their sleep if their suffering becomes unbearable.

I am deeply grateful to Assistant Majority Leader Linda Holmes and House Majority Leader Robyn Gabel for continuing to champion this critical and compassionate legislation. This is our year to make a peaceful death possible for everyone in Illinois by authorizing medical aid in dying.

**EMAIL YOUR
LAWMAKERS**

I'll be in touch soon with more ways to take action and updates as the bills move through the legislative process. Thanks for all you do to ensure everyone is empowered to choose end-of-life care that reflects their values, priorities and beliefs.

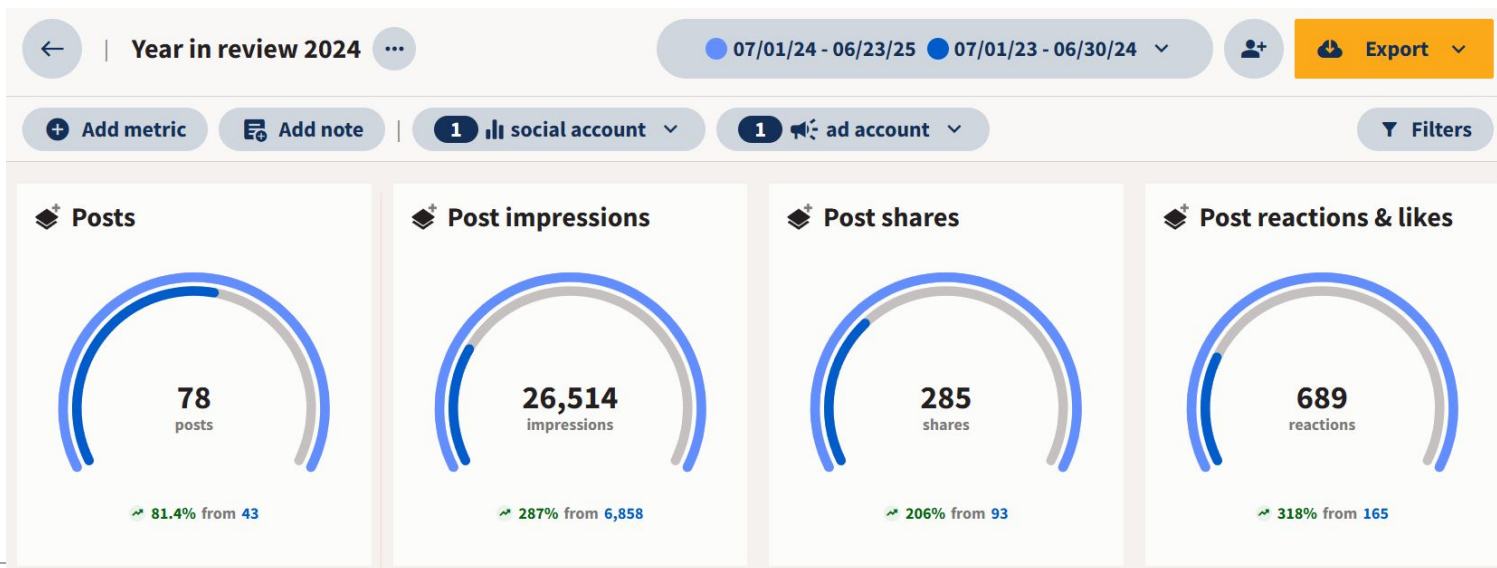
Email Recommendations

- Try to limit all (or most if that's unrealistic) emails to 1 CTA
- Ask people to share and spread the word
- Focus on more targeting/sends to smaller audiences and engaging our already engaged VIPs
 - Create a "narrow engagement" or other criteria "VIP" audience
 - "Upselling" asks to VIPs (people who've taken action; ex ask them to call next send instead of filling out email the lawmaker form again).
- Engage list more consistently between end-of-session and start of new session.

Facebook Page

Total page followers: 495

- Page followers increased by 77 folks or 18.4% during legislative session
- Engagement during session (Jul 1, 2024 - June 23, 2025):



Facebook Page

Post link ...



576

clicks

300% from 144

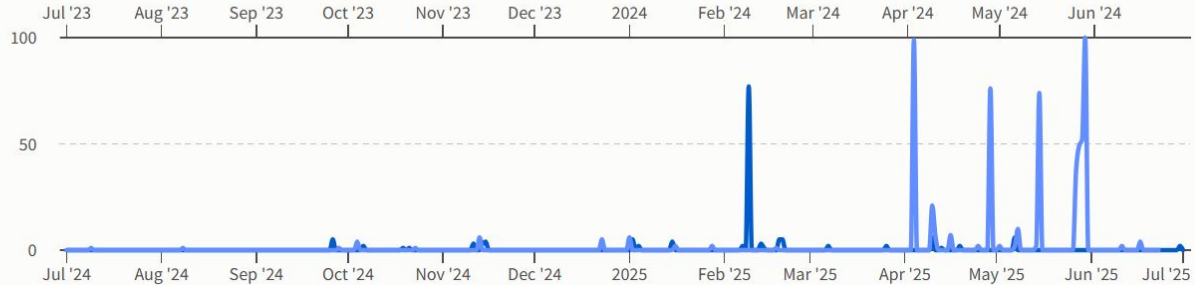
Average post engage...

13.69%

engagement rate

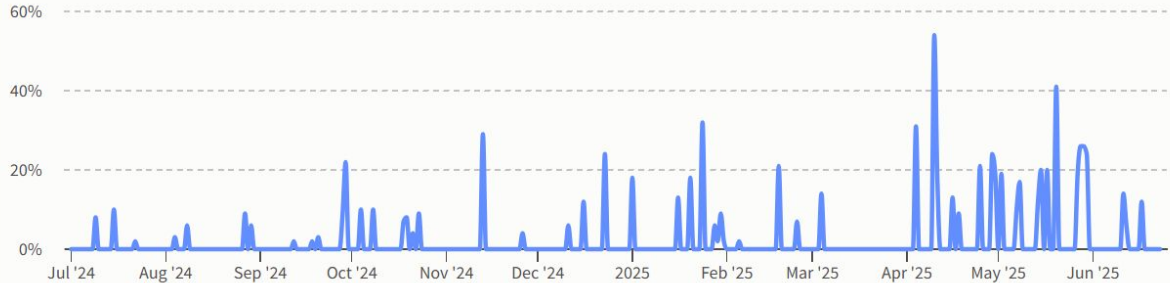
Post link clicks

Facebook Page



Average post engagement rate > Social network

Facebook Page



Facebook - Top Reaching Posts



Compassion & Choices Illinois

Published by Hootsuite

May 29 at 7:33 PM · 🌐

BREAKING NEWS: The End-of-Life Options for Terminally Ill Patients Act (SB 1950) AKA Deb's Law to authorize medical aid in dying in Illinois just passed in the Illinois House of Representatives with a 63-42 vote! We have until Saturday for the bill to pass in the Senate.

Email Senators today and urge them to vote YES: <https://join.compassionandchoices.org/.../il2025-sb1950...>

Paid for by Compassion & Choices Action Network



Overview

Views ⓘ

7,630

Reach ⓘ

3,566

Interactions ⓘ

118

Link clicks ⓘ

100

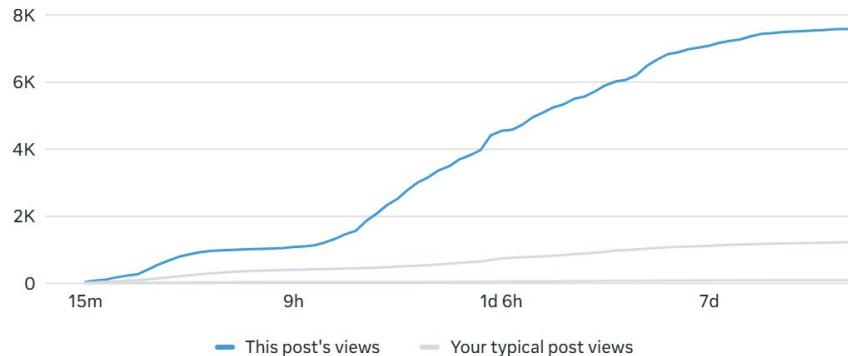
📈 This post received more views compared to your recent Facebook posts.

Views ⓘ

7,630

Total

Followers



Facebook - Top Reaching Posts

Compassion & Choices Illinois's post

May 15 · 🌐

The End of Life Options for Terminally Ill Patients Act (HB 1328) is scheduled for a subject matter hearing in the House Executive Committee on Friday, May 16!

We are asking you to submit a witness slip in support of the End of Life Options Act and to encourage other Illinoisans you know to do the same. Please don't wait. Submit a witness slip right now, and encourage other Illinoisans you know to do the same!

https://bit.ly/HB_1328

compassion
& choices
ACTION NETWORK

compassion
& choices
IL

HEARING ALERT!

- 1 Click the link above
- 2 Complete form with contact info
- 3 Select HB 1328 from dropdown and choose "Proponent" in Section III
- 4 Select "Record of Appearance Only" in Section IV
- 5 Select "Create Slip" and that's it!

Overview

Views ⓘ

3,763

Reach ⓘ

1,977

Interactions ⓘ

49

Link clicks ⓘ

65

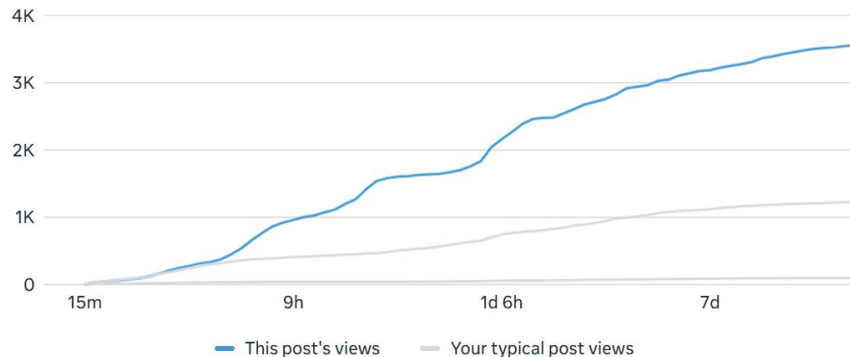
📈 This post received more views compared to your recent Facebook posts.

Views ⓘ

3,763

Total

Followers



Facebook - Top Reaching Posts



Compassion & Choices Illinois

Published by Izzy King

April 29 · 🌐

On April 9th, the Senate Executive Committee voted to move the Illinois End-of-Life Options Act - also known as Deb's Law - to the Senate floor, where it awaits a vote.

We need YOUR help to pass Deb's Law and bring Illinois one step closer to authorizing medical aid in dying. Together, we can make Illinois the first Midwestern state to authorize this compassionate end-of-life option. Contact your Senator at the link below:

<https://join.compassionandchoices.org/a/il-bills-intro>

Share this post to encourage your friends and family to do the same!



Overview

Views ⓘ

3,963

Reach ⓘ

1,974

Interactions ⓘ

64

Link clicks ⓘ

76

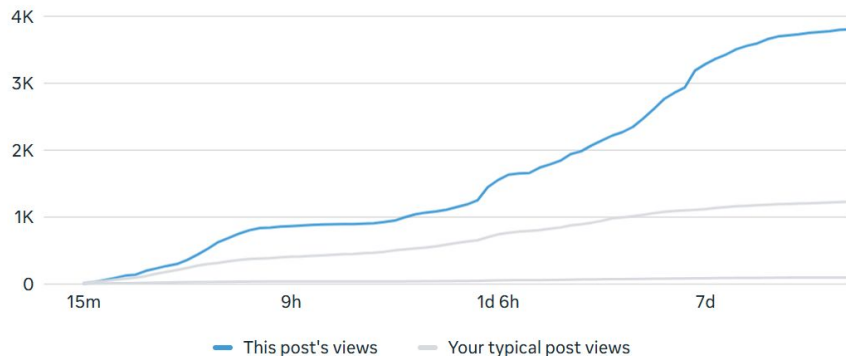
📈 This post received more views compared to your recent Facebook posts.

Views ⓘ

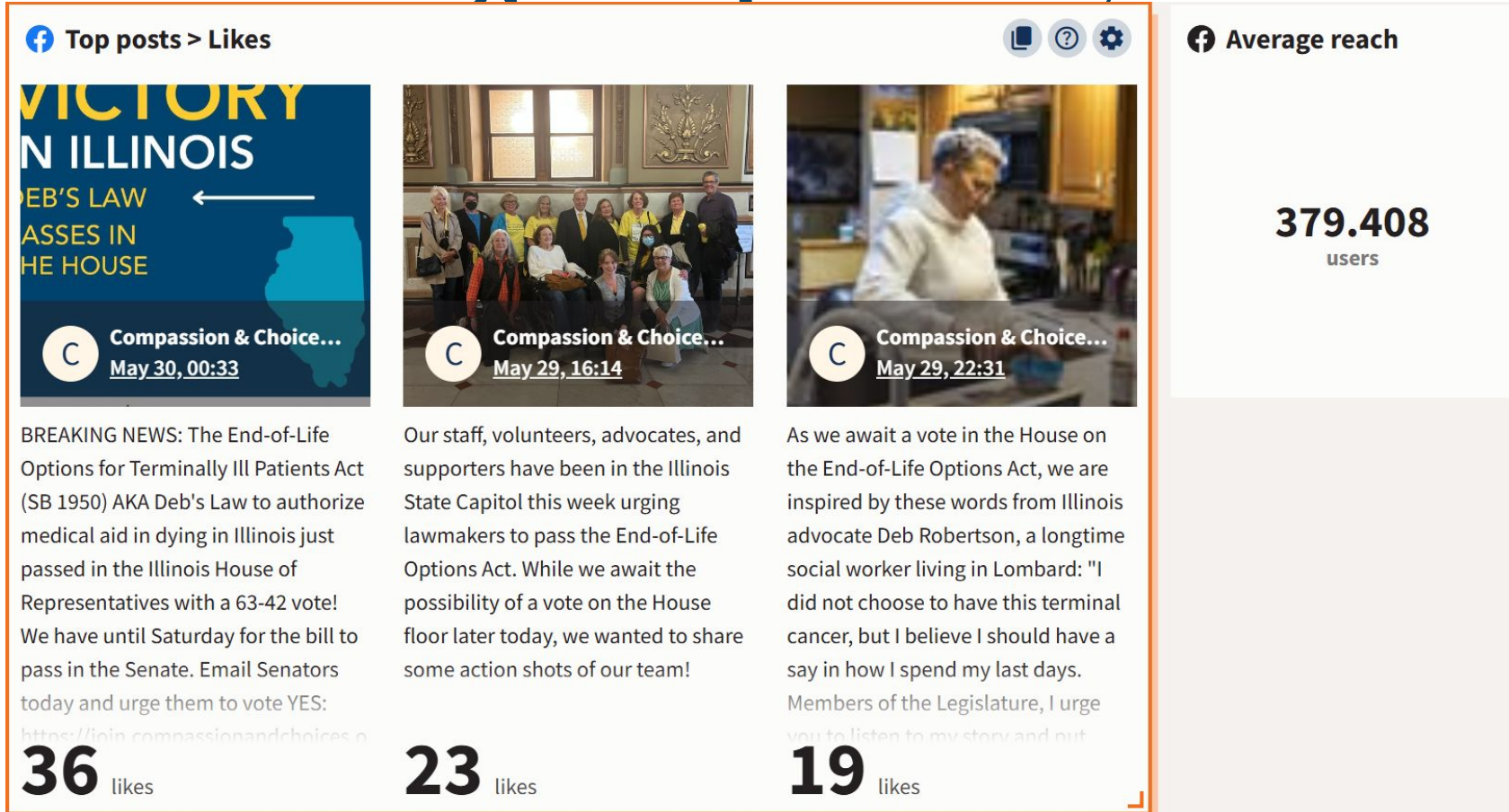
3,963

Total

Followers



Facebook Page - Top Posts by Likes



Facebook Recommendations

- Come up with a consistent posting strategy/create a plan
 - Keep up momentum that you've built with 1-2 posts per week avg. even in off time
 - Collaborative effort :)
- AND organic content shines, so find moments to grab content rather than writing content
 - Ex: organic videos and photos of advocates and staff
- Simple, engaging graphics do well with CTAs
 - Request templates from Frankie we can then easily update for bill milestones
 - Consistent branding, but unafraid to make posts fun too!
- Keep encouraging people to share this post/encourage others to take action! This is a great tactic that went far for us this year
- Make sure to use Hootsuite for posting which helps us track better

FY 2024 -2025 Acquisitions

Pre-session:

- 65 Care2 acquisitions (June 2024)

During session:

- July 2024 - January 2025: 2,472 Care2 acquisitions

Totals:

- Total: 2537 Care2 acquisitions
- Goal: 2500

Digital Advertising with Whole Whale

Meta Advertising

[This FY campaign ran between 10/1/24 - 10/23/24 and 11/18/24 - 11/30/24](#)

- Spent \$19,998.85 to generate 1,773 leads (as reported by META) at a \$11.28 cost per acquisition.
- 7,988 clicks
- 542,442 impressions.

The reason for the pause (as well as the comparatively higher cost per acquisition) is likely due to the heightened competitiveness around the election, as well as our specific geotargeting

[Previous FY \(prior to start of session\) very successful acquisition and MAID awareness campaign in June 2024 \(detailed report and insights by Whole Whale\).](#)

Text Campaigns (ThruText or EA MMS)

- None in this fiscal year, but archived older 2024 for reference:
 - April 2024 - IL text audience gen. action ask
 - 3,644 contacts, 89% delivery rate
 - Notice an audience reduction from last campaign's optouts
 - 5% non-optout reply rate (8% total), 129 opt-outs
 - February 2024 - Bill drop
 - 3,973 contacts, 92% delivery rate
 - 8% total reply rate (16% total), 318 opt-outs

IL State Webpage

July 1, 2024 - June 30, 2025

- 5,372 users
- 6,315 views
 - 5009 unique views
- 613 engagements
- 1 min 2 secs average time spent

2024 - 2025 FY/ Session Takeaways

- Planning in advance of session helped us avoid “fire drills” and have time to produce better quality of content
 - Creating content calendar AND/or (combining it with) session planning calendar we utilized this past year
 - Early planning & transparency about budget possibilities and priorities allows can allow us to plan digital ads early and have them “ready to run”
- Virtual and in-person events were a great way to engage your audience and increase dedication to the movement.
 - Bonus: free content that gets high engagement rates
- Asking people to share and spread the word works!

2025 Special Session &/or 2026 Session Recs

- Planning in advance of session
 - Clarity about goals and priorities; find clear WHYs
 - Starting early and knowing about budget, leg. session possibilities and strategic priorities in advance
 - Communication as ahead of time as possible (both with each other AND audiences)
- Engaging audiences through EA text banks for most important asks.
 - Recommending instead of Thrutext for ease of tracking actions taken back
- Use the spread the word/bring a friend peer-to-peer model
 - Can audience pass on a CTA to others in their network
 - Can they ask a friend or loved one along to their webinar
 - Look-alike audiences for ads

2025 Special Session &/or 2026 Session Recs

- Run some more digital ads through Whole Whale
- What can I do to help empower y'all? :)
 - We can also ask our audience this! What do they want to see from us? I welcome your feedback on what worked and didn't





Care and Choice at the End of Life

CompassionAndChoices.org