

Rethinking supporter growth in a changing consent landscape

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Care2



What is the Care2 Community and what do we do?

Care2 is a social network of millions of people around the globe, dedicated to building a better world.

We use our proprietary technology to unite our members with nonprofits, charities, mission-based brands working on the causes they care about.

Amplify Your Impact



care2services.com





Some of our amazing UK clients

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End the illegal pangolin trade. Now.

by: Fauna & Flora



11,096 SUPPORTERS 12,000 GOAL

care2 PETITIONS



Help stop octopuses from suffering on cruel factory farms

by: Compassion in World Farming



5,186 SUPPORTERS 6,000 GOAL

Octopuses are sensitive creatures who could become the next victims of factory farming, causing them immense suffering as they are confined to environments that would cause them stress and pain.

Will you sign the petition now to prevent octopus farming?

care2 PETITIONS



Make Sustainable Change Happen at the Flick of a Switch

by: SolarAid



769 SUPPORTERS 1,000 GOAL

Will you support people and planet, by standing with SolarAid?

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Stand with Iranian Survivors of Torture

by: Freedom from Torture



1,383 SUPPORTERS 2,000 GOAL

Harrowing reports of detainees being tortured by Iranian authorities are emerging. Since protests swept across the country in December the authorities mounted and brutal crackdown. Forced disappearances are mounting and the internet blackout is helping the Iranian regime hide atrocities.

Over the last 3 years, Freedom from Torture's expert psychologists have supported more survivors from Iran than any other country.

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ARTHRITIS MUST BE TAKEN MORE SERIOUSLY. SIGN NOW IF YOU AGREE

by: Arthritis UK



1,578 SUPPORTERS 2,000 GOAL

Over 10 million adults, young people and children in the UK live with arthritis.

That's one in six of us living with the pain, fatigue, disability, mental and financial strain it can cause. Many more live with arthritis but remain undiagnosed, untreated and unsupported.

The impact of arthritis can be huge, affecting the ability to work, care for family, move free from pain and live independently. Yet for a condition affecting so many, it's majorly understood or dismissed as an inevitable part of ageing, and far too little is done. At Arthritis UK, we don't think this is OK.

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Animals Are Not Here for Our Entertainment

by: Freedom for Animals



537 SUPPORTERS 1,000 GOAL

care2 PETITIONS



Act now: Save the UK and Ireland's largest lake

Help save the UK and Ireland's largest lake

by: Friends of the Earth UK



419 SUPPORTERS 1,000 GOAL

care2 PETITIONS



Stop wildlife trafficking. Save the wild.

by: TRAFFIC



5,151 SUPPORTERS 6,000 GOAL

Irreplaceable animals are being ripped from the wild to fuel a ruthless, billion-dollar criminal industry. TRAFFIC is on the frontlines of the fight, and we can win. But we can't do it alone.

Help defend nature at every stage of the wildlife trafficking chain.

Your support strengthens frontline enforcement agents, powers investigations against organised crime, helps bring traffickers to justice, and toughens global protections for animals under attack.

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Beyond Consent:

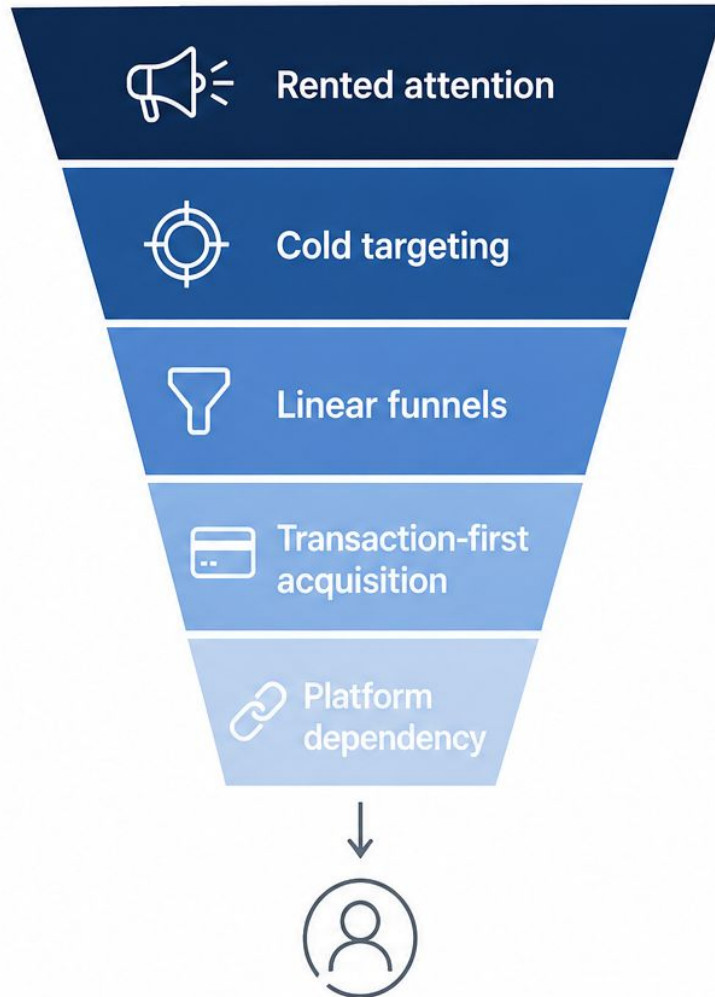


Rethinking supporter growth in a changing consent landscape

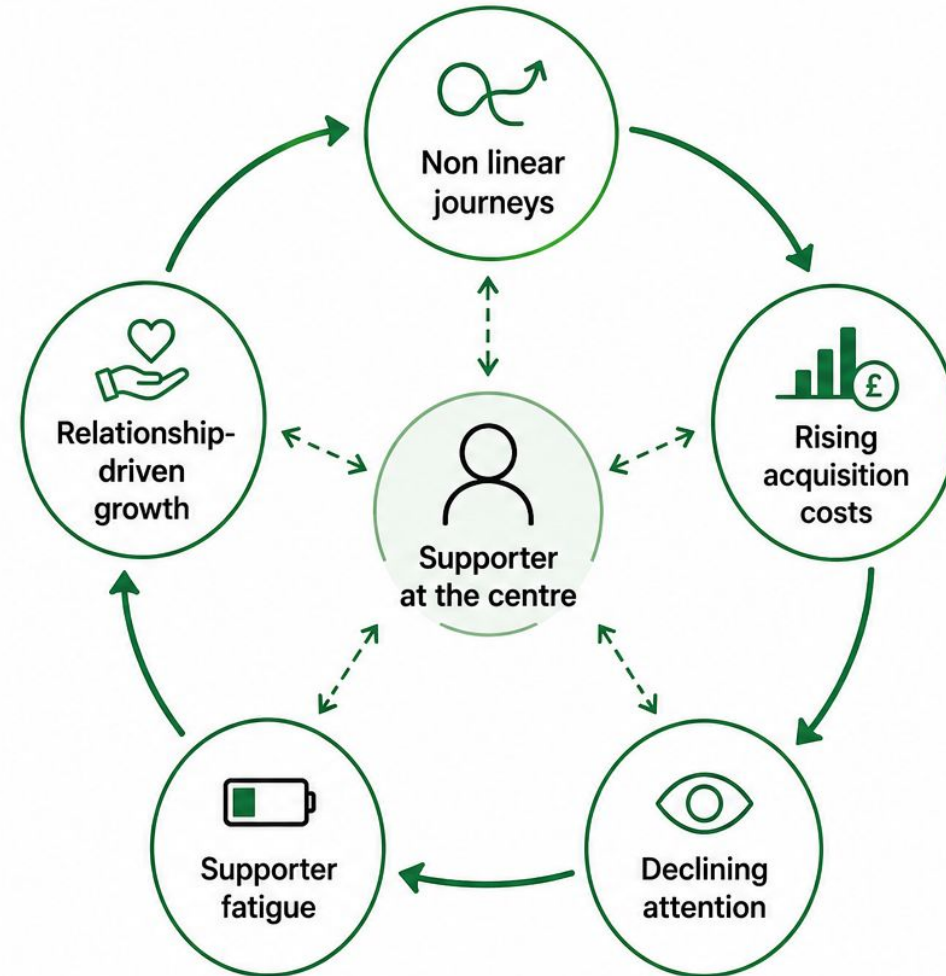




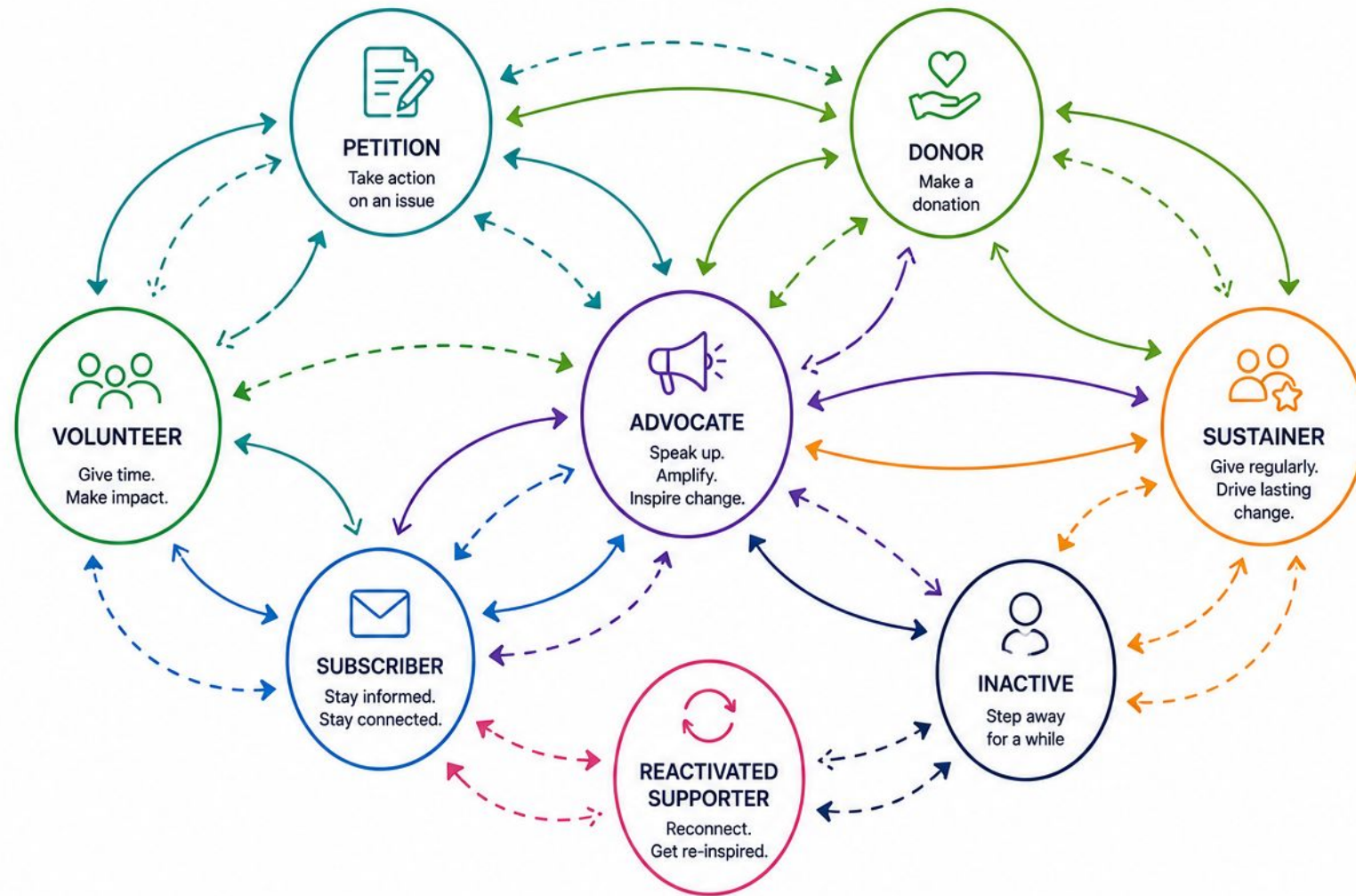
OLD MODEL



REALITY



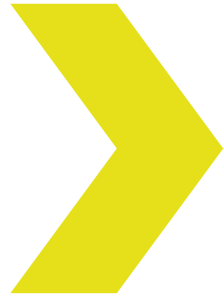
Supporter's actions are not linear.



All actions are entry points.

Every action can lead somewhere new.

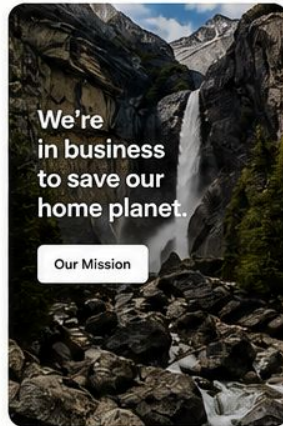
Every supporter has potential.



Different brands. Same principle.

They all meet people where they are—and **build lasting relationships** from there.

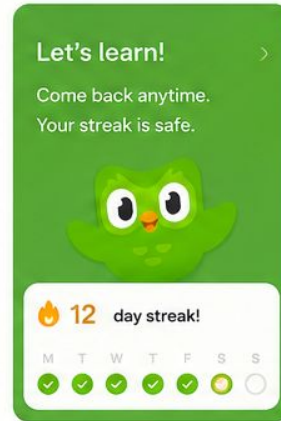
patagonia



Identity and values alignment.

People don't just buy products. They join a worldview.

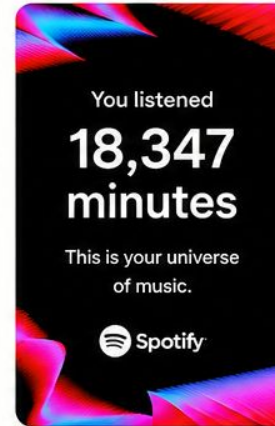
duolingo



Non-linear engagement and re-entry behaviour.

People jump in, drop off, and come back. The design expects it—and supports it.

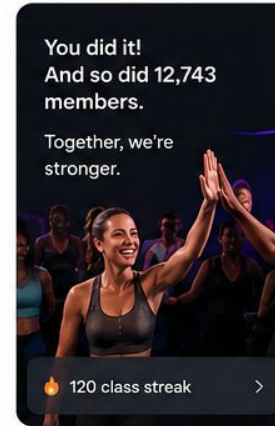
Spotify Wrapped



Behavioural data reinforcing identity.

Insights about their behaviour help people see themselves.

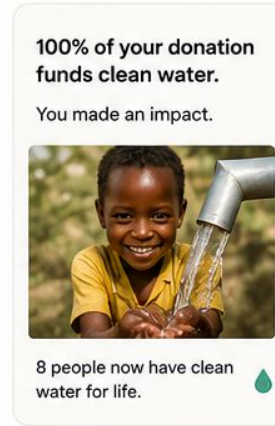
PELOTON



Belonging and community reinforcement.

People stay because they feel part of something.

charity: water



Emotional continuity post-action.

They close the loop and show ongoing impact—keeping the connection alive.



Different experiences. Same outcome.

They respect how people behave—and build relationships that last.

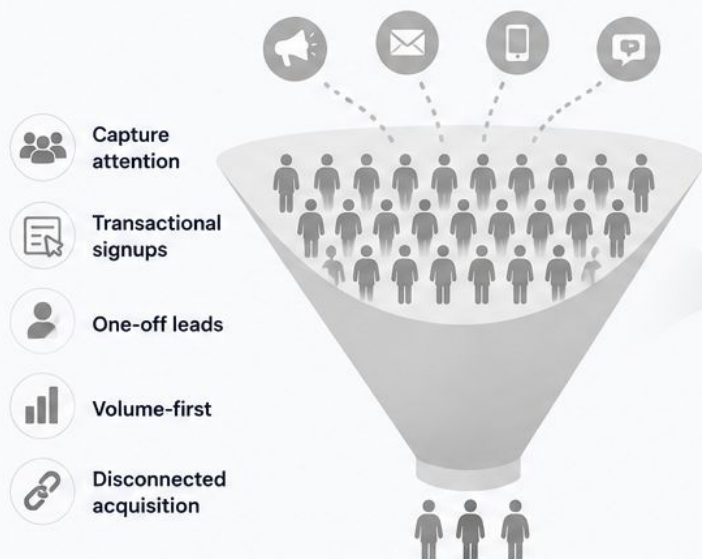


**It's about the audience,
not always the channel in
a changing consent world**

IN THE CHANGING CONSENT WORLD, VOLUME STILL MATTERS. BUT **AUDIENCE** MATTERS MORE.

OLD FOCUS: MORE IS BETTER

Cast a wider net. Capture as many as possible.



Lots of reach.
Limited relationships. Low retention.

NEW FOCUS: RIGHT IS BETTER

Identify intent. Build relationships. Deepen impact.



Stronger relationships.
Higher retention. Greater impact.



The organisations that grow strongest over the next decade won't simply be the ones with the biggest reach — they'll be the ones best able to **identify, engage, and deepen relationships with people already expressing values-aligned intent.**



**So, what does this look
like in practice?**

US Care2 examples using a 'soft opt-in' consent model

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**Tell the Fish and Wildlife Service:
Protect monarchs from extinction
and their habitat**

by: NRDC Action Fund



18,744 SUPPORTERS

19,000 GOAL

Just 30 years ago, millions of monarch butterflies migrated across North America each year. Today, their population has **plummeted by more than 95%**.

This beloved species – once a familiar sight in our gardens and fields – is at risk of disappearing forever.

Sign Petition

First Name

Last Name

Email

Country

United States

Street Address

City

State

Zip Code

☐ Share With Friends**Keep Me Updated**☒ NRDC Action Fund action alerts [more info](#)

Sign Now

care2 PETITIONS



Book Bans Cannot Stand

by: GLAAD



9,770 SUPPORTERS

10,000 GOAL

In schools and libraries all across the United States, books are disappearing from bookshelves.

Book bans primarily target the stories and voices of LGBTQ people, queer people of color and all people of color. A recent analysis shows how the majority of book bans are fueled by a handful of anti-LGBTQ activists challenging multiple titles.

Sign Petition

First Name

Claire

Last Name

Cares

Email

clairecares@care2services.com

Country

United States

Street Address

123 Main St.

City

Beverly Hills

State

California

Zip Code

90210

Comment

**optional*

Sign Now



Care2 UK case studies

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Stop wildlife trafficking. Save the wild.

by: [TRAFFIC](#)

TRAFFIC

5,151 SUPPORTERS

6,000 GOAL

Irreplaceable animals are being ripped from the wild to fuel a ruthless, billion-dollar criminal industry. TRAFFIC is on the frontlines of the fight, and we can win. But we can't do it alone.

Help defend nature at every stage of the wildlife trafficking chain.

Your support strengthens frontline enforcement agents, powers investigations against organised crime, helps bring traffickers to justice, and toughens global protections for animals under attack.

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Animals Are Not Here for Our Entertainment

by: [Freedom for Animals](#)



537 SUPPORTERS

1,000 GOAL



To summarise

Plan for and embrace inconsistency — supporter journeys are rarely linear, and neither will the evolving consent landscape be.

Meet people where they are — engage audiences through the issues, moments and channels where they're already motivated to act.

Move beyond the traditional ladder of engagement — people can donate, advocate, disengage and re-enter at different points and in different ways.

Create multiple points of entry and re-entry — make it easy for supporters to connect and reconnect with your organisation over time.

Know where your audiences are — sustainable growth starts with understanding who you need to reach and where you can meaningfully reach them.

Reduce friction where you can — make the journey from interest to action as relevant and straightforward as possible.

Think beyond consent alone — in a changing landscape, long-term success will come from combining responsible compliance with audience quality, relevance and strong supporter experiences.

Thank you!

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www.care2services.com