

2020

RECURRING GIVING CAMPAIGN
"IT CAN BE BROKEN"

*Positive
Tomorrows*



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Message From The Team

Dear Positive Tomorrows,

Thank you for giving all of us at 2020 Creative an opportunity to work alongside the organization on this campaign. We have thoroughly enjoyed our time working on the campaign and learning more about Positive Tomorrows in the process. Our driving force behind the campaign is the same as the organization's purpose: to support, educate and help the children. We are committed to helping Positive Tomorrows achieve its goals through deliberate strategies to increase awareness and recurring donations. As a team, we believe these two components will be key in supporting Positive Tomorrows' mission to break the cycle of homelessness. The team at 2020 Creative has researched and designed a media plan that will not only be useful for the timeline given, but to refer back to whenever necessary. We wanted to give our campaign flexibility and long-standing relevance. The data we collected from our research was used to guide our creativity in composing an honest and tactical campaign that builds on Positive Tomorrows' success and charity. Again, we thank you for giving us the chance to see the beautiful things Positive Tomorrows does and will continue to do. It was a pleasure working with your staff and on this campaign. Feel free to reach out with any questions, comments or concerns. The team at 2020 Creative appreciates your time and generosity through this process.

Kind regards,
2020 Creative

Meet The Team



Josie Piccin

Account Executive

Strategic Communication

Minor: Marketing



Cassie Van Zee

Creative Director

Strategic Communication and Sports Media

Minor: Marketing



Caitlyn McDowell

Creative Director

Strategic Communication and Spanish

Meet The Team



Ida Coffin

Research Director
Strategic Communication
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Miranda Stiles

Production Director
Strategic Communication and
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Minor: Marketing



Sydney Harrison

Media Director
Strategic Communication



Executive Summary

Positive Tomorrows is a nonprofit located in Oklahoma City that focuses on providing education and stability to homeless children, while also helping and offering support to the family. Its mission is to partner with homeless families and provide a stable environment for the children to learn. Positive Tomorrows wants to aid in breaking the cycle of homelessness. The "It Can Be Broken" campaign focuses on increasing awareness and recurring donations to directly support the children and families at Positive Tomorrows. We believe through increased and strategic social media advertising, awareness will generate throughout the Oklahoma City area. After conducting research using a focus group, we discovered an efficient way of donating directly from a paycheck to the organization, which will guarantee an increase in recurring donations. We have broken down the timeline of the campaign, and utilization of the given budget within the plan book. The heart behind this campaign is for the kids and to help Positive Tomorrows in the fight to break the cycle of homelessness.



SWOT Analysis

Strengths

- Well-established nonprofit
- Decent audience and donations
- Partnered with United Way
- Strong base of support
- Good location in Oklahoma City area
- Recently moved into larger facility

Weaknesses

- Lack of recurring donors
- Lacking visibility on social media
- Weak advertising and branding
- Awareness of cause (homeless children)

SWOT Analysis

Opportunities

- Social media can be used to increase awareness
- Print ads to reach older demographic
- Encourage recurring donations by presenting to companies and businesses
- Allowing the above employees to participate in recurring donation by having a certain amount taken out of paycheck

Threats

- Other nonprofits in the OKC area
- Opportunities to donate elsewhere



Primary Research

Objective

The purpose of this study was to evaluate the level of awareness surrounding the homeless family population in Oklahoma City. Specifically, our goal was to understand the knowledge of charities dedicated to this cause and the likelihood of becoming a donor or recurring donor.

Methods

For our research we conducted a focus group on Sunday, March 1, at the Oklahoma State University-OKC library. We asked a series of questions, some broad and some specific. Responses were recorded on a phone and transcribed into a document. The advantage of utilizing a focus group is that it allows for discussion among our sample.

Sample

Our sample was composed of about 6-10 men and women ages 40-70 who live in the Oklahoma City metro area. This was relevant for our research method as these are the types of people that currently donate to Positive Tomorrows. By asking them what would encourage them to participate in recurring donations, we saw a general opinion of the Oklahoma City area.

Primary Research

Findings

- Most hadn't heard of Positive Tomorrows but were willing to learn (2/8 knew about it)
- 50% of them already donate to nonprofits. Those who have heard of Positive Tomorrows knew about it through United Way
- A lot of agencies in Oklahoma City are doing the same thing, the focus group suggested that they need to work together in some capacity
- Ads that included statistical data had the most impact
- The group liked the idea of giving details on what their donations would go towards (donation catalog)
- Suggested having high schools fundraise and advertising/partnering with OKC Thunder or other local companies
- More communication between public schools and Positive Tomorrows
- The participants were interested in having donations directly taken from their paycheck

Primary Research

Overall the participants showed more interest in more creative advertisements, like the commercial, that emphasized statistical data. They also said that they would be more interested in donating if the process was more detailed and personalized. Our research findings helped us better understand the mindset of donors, as well as the level of awareness about Positive Tomorrows within the Oklahoma City community. These results give us an idea of the best way to effectively communicate with our target audience.





Target Audience

To achieve our objectives, it is necessary to target three different groups. Although increasing awareness of Positive Tomorrows as a whole is one of our main objectives, we believe there are specific groups we can communicate with to help achieve these goals. We will have different forms of communication for each specific target audience.

Human Resource Departments of Companies in Oklahoma City

In order to set up meetings in which Positive Tomorrows would be able to talk to the employees of large corporations in the OKC area, we would need to first speak with the HR department to ensure that this is something they would be interested in. By communicating with these professionals, it will allow us to more easily reach our next target audience of middle aged adults.

Target Audience

Adults 40-70

Adults in this age range are likely to be established in their careers or nearing retirement living in the upper middle class in Oklahoma City. This targeted audience may have older children, which may allow them to have a larger disposable income as they don't have their own young children to provide for. This also allows this group to be nostalgic and willing to help out children who don't have everything they need. We believe with the new direct donations from paychecks, these people would be more likely and willing to recurrently give.

Families in the OKC area

Lastly, we are trying to increase the awareness of Positive Tomorrows in Oklahoma City as a whole. By using mostly our social media and digital advertising, we believe we can spread the message of Positive Tomorrows to many families within the OKC area who may be interested in giving or volunteering.



Objectives

Objective 1: To increase recurring donations for Positive Tomorrows.

Increasing recurring donations will not only increase Positive Tomorrows' overall donation numbers, but also give the organization an initial idea of its yearly donations to help plan for future growth. We will accomplish this through Positive Tomorrows campaigns and presentations at companies in the Oklahoma City metro and communication with HR Departments to suggest coming to speak to employees about donating/voluntarily donating directly from paychecks.

Objective 2: To Increase awareness of Positive Tomorrows within our target audience.

By increasing awareness of the organization within the Target Audience, Positive Tomorrows will become all the more well known within the community. This will bring in more donations down the line and set up Positive Tomorrows for success. We will accomplish this through increased advertising, primarily social media advertising because it is cost-effective and, with today's technology, we can directly target our intended audience.

Strategies & Tactics

Objective 1

To increase recurring donations for Positive Tomorrows.

Strategy 1

Connect with OKC Companies

Tactic 1

Meet with Companies

- Connect with OKC companies and HR departments to inform them about Positive Tomorrows and bring them specialized donation options.
- This could include giving a short presentation to a company and at the end giving the option to donate directly from their paychecks

Tactic 2

Send out a press release

- Write up a press release that announces and gives details about the donation process
- This will give detailed information about the benefits of recurring donations and how they impact the school
- The press release can be sent to news organizations as well as companies in the OKC area
- This would also result in some news coverage. Our target audience spends a lot of time reading and watching the news

Strategies & Tactics

Objective 2

To Increase awareness of Positive Tomorrows within our target audience

Strategy 1

Social Media Advertising

Tactic 1

Facebook

- Focus on Facebook advertising options. Facebook is the social media platform the majority of our target audience uses most frequently. Facebook is also the world's third-most visited website. "Facebook Ads Manager" is a tool which allows the advertiser to select options such as specific location targeting, age targeting and set a budget for the ad campaign.
- Facebook also gives you the option to promote posts.
- Running an ad campaign through Facebook would be cost-effective and allow Positive Tomorrows to select its exact target market as people who would view the ads.

Strategies & Tactics

Tactic 2

Short Promotional Video

- 2020 Creative has developed an outline and script for a video that would be used to promote and bring awareness to Positive Tomorrows.
- The video is 1 minute and 30 seconds long. The idea is for the video to be short enough for people to stop scrolling and watch but long enough to get across the desired message.
- This video will also elicit an emotional reaction from viewers, encouraging them to dig into their pockets to give.

This video would be posted by Positive Tomorrows as well as used in advertising across social media. Positive Tomorrows would post the video and it would be used in advertising across social media.

Strategies & Tactics

Strategy 2

Print Advertising

Tactic 1

Window Ad

- Create eye-catching ads to be distributed to businesses in the Oklahoma City area.
- The look and placement of the ads will grab our audience's attention and the copy located at the bottom will provide more information.
- These print ads will be placed in doctors offices, grocery stores, banks, universities, retail stores and more.

Tactic 2

Brochure

- The goal of the brochure is to provide a hard copy source of information for potential donors.
- These brochures will be sent out to people in our target demographic who have provided information through United Way
- The brochures can also be set out in various businesses in the Oklahoma City area.

To see all copy mentioned, please visit the Appendix beginning on page 23!

Budget

Social Media Expenses

Facebook Ads-\$3,000/\$5,000

Instagram- \$0/\$0

Total Cost: \$3,000/\$5,000

Promotional Material Expenses

Letter to Donors- \$0/\$0

Brochures- \$3,000/\$5,000

Press Release- \$0/\$0

Total Cost: \$3,000/\$5,000

Advertising Expenses

TV Ad-\$4,500/\$5,000

Magazine/ Newspaper print ad- \$4,500/\$5,000

Total Cost: \$9,000/\$10,000

Total Cost

Minimum Budget: \$15,000

Max. Budget: \$20,000



Calendar

This calendar represents a timeline for this campaign. We picked August–October as it is widely known as the time for back to school. This will allow our advertising efforts including the school and the children to seem more relevant. However, this campaign can be used at any time by simply following the steps outlined for each month for any three-month period.

August 2020 (Month 1)

Week 1

- Discuss campaign with Positive Tomorrow employees to ensure everyone is on board
- Plan social media posts for the month
- Film new promotional video

Week 2

- Identify potential companies in OKC to reach out to
- Send email to Human Resource departments

Week 3

- Begin to set up meetings
- Send letter to all pre-existing donors

Week 4

- Compile list of all new donors
- Send thank you/welcome letter
- Meetings



Calendar

September 2020 (Month 2)

Week 1

- Plan social media posts for the month
- Meetings

Week 2

- Meetings
- Post press release in hopes of receiving news coverage

Week 3

- Evaluate social media growth for halfway campaign update
 - Make changes if necessary

Week 4

- Compile list of all new donors
 - Send thank you/welcome letter

Calendar

October 2020 (Month 3)

Week 1

- Plan social media posts for month

Week 2

- Invite new donors for a tour of Positive Tomorrows

Week 3

- Encourage new donors to post on socials about their experience with Positive Tomorrows

Week 4

- Compile list of all new donors
 - Send thank you/welcome letter
- Evaluate campaign to determine success rates
 - Including final number of new donors and social media growth rates

Evaluation

To evaluate whether Positive Tomorrows has reached the two objectives:

1. To increase recurring donations for Positive Tomorrows
 - a. Compare donation numbers from before and after the campaign
2. To Increase awareness of Positive Tomorrows within our target audience
 - a. Compare number of followers, likes and post engagements from before and after the campaign
 - b. Conduct surveys post-campaign to evaluate the community awareness of Positive Tomorrows

Appendix



Press Release



News Release

FOR IMMEDIATE RELEASE

DATE

FOR MORE INFORMATION:

Jamie Hadwin
Communications Manager
405-556-5082
jhadwin@positivetomorrow.org

Positive Tomorrows Encourages Recurring Giving

OKLAHOMA CITY— Positive Tomorrows has announced a new way of donating to their school. Through their website or through onsite meetings, donors are now able to donate directly from their paycheck, using this as a tax write-off.

"With our new options for recurring giving, it has never been easier to support our mission," said Positive Tomorrows President and CEO Susan Agel. "With the help of our community, we will be able to continue sharing love and knowledge with our kids."

Positive Tomorrows has included different preset amounts that donors can choose to give, but they can also choose their own amount. \$50 pays for one year of field trips for one child, \$250 pays for one year of supplies for an entire classroom, \$1000 pays for one year of school-wide shots and health checks, and \$5000 pays for the education of one student for one semester.

The push for recurring donors is in effort to increase the number of students who are able to attend Positive Tomorrows. After a new 36,000 square-foot elementary school was built in 2019, the capacity of Positive Tomorrows is currently about 70 students. With an increase in donations, Positive Tomorrows hopes to open its doors to around 150-160 students in the future.

Positive Tomorrows is a nonprofit and tuition-free, private school in Oklahoma City that focuses on providing education to homeless children, while also giving them stability and family support.

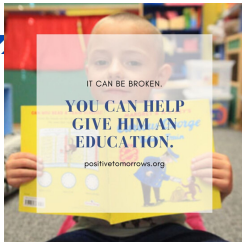
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Social Media Ads



**IT CAN BE
BROKEN.**

positivetomorrow.org



Promotional Video

Preface Information:

- The video will be 1 minute 30 seconds long. The video will be long enough to get the message across but short enough for people to stop scrolling through their social media and watch the entire thing.
- This video will be used for social media advertising (specifically Facebook because that is the platform the majority of our target audience uses) and could also be used to educate people when Positive Tomorrows does presentations at companies (As we discussed in our ideas)
- Due to our current situation with COVID-19, 2020 Creative can not obtain the footage necessary to create this video. Below is an outline of our idea for this short promotional video. Jamie mentioned that in the past, Positive Tomorrows has used a company to shoot its promotional videos that are played at benefit dinners. Our hope is that this same company can create this video according to our outline.

Video Outline:

Video starts off with sad footage of homeless people and children. Could be shot at a homeless shelter or on the streets. Doesn't necessarily have to have their faces. A shot of homeless people and children walking (not toward camera) would be fine. The purpose is to grasp at the heartstrings of viewers.

Example photo:



Following the voiceover below, video then has footage of positive tomorrows school and happy children playing and learning.

End with Positive Tomorrows' logo and website for more information.

Promotional Video cont.

Music and Voiceover:

music and voiceover begins as soon as video starts

Slow instrumental music

Video of homeless children/ homeless families starts

"In the State of Oklahoma alone, there are over 26,000 homeless children, sleeping in motels, cars, the streets or homeless shelters. More than 1/3 of homeless parents are employed, but the jobs available to them are low-wage, leaving them unable to provide for their families."

"Children raised in homelessness are at a disadvantage both educationally and socially. The hardships they face at a young age leads to higher dropout rates and limits opportunities for their future. Thus contributing to the multi-generational cycle of poverty."

"But, what if there was a way to give homeless children the education and basic needs they need to be successful? What if there was a way to break the cycle of poverty?"

Video fades to black, music stops.

"Positive Tomorrows mission is to break that cycle. It CAN be broken"

Happy music

Video of outside of school and happy children starts

"Positive Tomorrows is a school dedicated to providing these children with the education and resources they need for success. Here they can learn, grow and catch up to the curriculum required for their grade level."

Video of a whole family talking to someone from Positive Tomorrows

"Positive Tomorrows also provides resources to help their families to get back on their feet."

Fade to logo and website

"We CAN break the cycle of homelessness. Visit positivetomorrow.org for more information on how you can help change a child's life"

End

It can be broken.



In the state of Oklahoma alone, **there are over 26,000 homeless children.**

Positive Tomorrows is Oklahoma's only private elementary school specifically for homeless children. More than 100 students in Pre-K through 5th Grade attend, receiving an education while their **families** get support to **create a better life.** With your help, **we can break the cycle.** There are many ways to contribute, from planned giving to one-time donations. As a 501 (c) (3) nonprofit organization, your donations are tax deductible. One payment of \$50 pays for one year of supplies for an entire classroom. **Join us** in giving these children and families **hope.**

It can be broken.

Brochure

**At Positive
Tomorrows we are
breaking the cycle
of homelessness in
Oklahoma City.**

HELP BREAK THE CYCLE AT
[HTTPS://WWW.POSITIVETOMORROWS.ORG](https://www.positivetomorrowsonline.org)

TO CONTACT

P.O. Box 4090
Oklahoma City, OK 73144
P: 405-554-5892
F: 405-554-5893
info@positivetomorrowsonline.org



It Can Be Broken

ABOUT US

We're on a mission to partner with homeless families to educate their children and create pathways to success. As the only private school in America devoted solely to educating homeless children, we're leading the charge in developing a comprehensive educational system built to bring students up to grade level academically and socially, so they can successfully rejoin the public school system.

Our work focuses on three areas: reducing barriers, supporting families, and providing a robust education. These three objectives lead to students who are equipped and empowered to break into generational cycles of poverty and homelessness.

**We believe in
giving every
child equal
opportunity
to succeed.**

GIVING TO MAKE A DIFFERENCE

\$50

Pays for one year of field trips for one child

\$250

Pays for one year of supplies for an entire classroom

\$1,000

Pays for one year of school-wide shots and health checks

\$5,000

Pays for the education of one student for one semester

Donor Letter



Positive Tomorrows
[Street Address]
Oklahoma City, 73146
(405) 556-5082
www.positivetomorrow.org

[Date]

[Name of Donor]
[Address]
[City, Zip]

Dear Donors,

Hello and happy [Month]! As you know, Positive Tomorrows continued to collect donations upon closing the school due to the Covid-19 circumstances. The safety of our kids, families, faculty and staff is most important. We thank all who contributed donations, you are what keeps us sharing love and knowledge with our kids.

Did you know there is an easy way to give and impact Oklahoman children? Most companies and corporations will offer a way to give by taking a percentage out of each paycheck and putting it toward the organization of your choice. This can be used as a tax write off. Start by talking to your HR or payroll department to learn about the options at your workplace.

As donors, you also can help us spread the word about Positive Tomorrows. Whether it's about donating or the organization in general, communicating the needs of Positive Tomorrows is powerful.

Every contribution goes toward Oklahoma homeless children who deserve a chance at a brighter future. There are many ways to get involved and develop personal connections.

Together, we can all help break the cycle of homelessness. Thank you all for not only helping us reach our goals, but also for giving the kids a chance to succeed.

Thank you for your contributions and compassion.

With kind regards,

Positive Tomorrows

Individual Demographic Information

Greg Palmer

- 67
- Retired 6/30/19
- CPA for a local commercial real estate investment co
- 44 years

Francy Palmer

- 68
- Retired 2/15/19
- Human Resources/ Compliance/ Retail Branch Manager
- Financial Services Industry (banking)
- 45 years

Vicki Gallop

- 68
- Retired 3/31/18
- Retail Branch Management-Banking (17 years)
- Admin Accounting- Oil and Gas industry (13 years)
- Human Resources

Bill Gallop

- 69
- Retired 12/31/16
- Retail Sales Manager- Tire Industry (19 years)
- Computer/ Coach- Putnam City Schools (25 years)

Terry Rousselle

- 66
- 12/18
- IT Enterprise Application Services Manager at Francis Tuttle Tech Center (23 Years)
- IT Program Manager for State Office of Enterprise Services OMES (5 years)

Bob Rousselle

- 69
- Retired 12/2018
- Grounds Supervisor at Bethany southern Nazarene University (18 years)
- Francis Tuttle Technology Center (9 years)