



NEBRASKA CHILDREN'S HOME SOCIETY



Studio 336

Plans Book



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FINAL WORD

The goal for this campaign is to identify key demographics of Nebraska Children's Home Society and implement these findings into a successful campaign focused on it's donor base.

To execute a successful campaign, Studio 336 focused on tactics tailored to the donors and instilling more meaningful relationships with increased donations.

By narrowing our focus around the needs of our client, our creative strategy was devised to develop the most meaningful and conducive events, advertisements, and merchandise with the expectation of creating intimate connections with the donors.

Over the course of a 1-year campaign, NCHS will find an increase in overall donations, develop stronger bonds with it's donors, and heighten it's ability to communicate with it's donors.

Nebraska Children's Home Society, often times known as **NCHS**, began in **1833** as a national nonprofit founded on providing services that advocate for the well-being of children. Ten years later the mission of NCHS reached Nebraska. In **1924** a receiving station opened in Scottsbluff that provided temporary care for children waiting for a permanent home. Today NCHS services have expanded to include adoption, foster care, early childhood education, and family support.

Mission: Nebraska Children's Home Society exists to provide safe and loving care to children of all ages.

Vision: A safe and loving home for every child.

Communication Challenge:

To increase fundraising efforts and bring in more donations from everyone.



To identify factors that would **encourage donors to donate** larger, more consistent funds to NCHS.

To **determine donors' view on donating** to nonprofits and how donors want to be perceived by NCHS.

To **create more effective social media channels** and an online presence to facilitate giving by the target audience.

To understand how NCHS can **develop a lifelong connection** with donors to retain future support.

To understand how NCHS can **create and maintain strong relationships** based on trust and mutual satisfaction with the target audience for effective giving.



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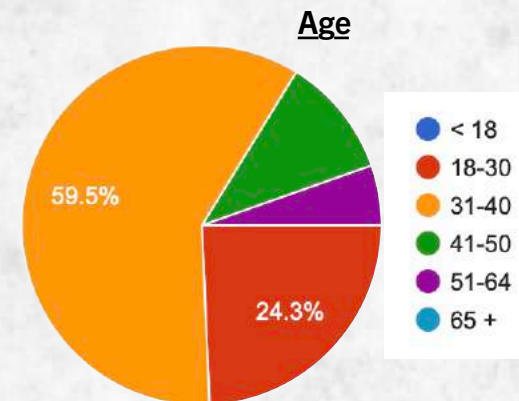
Websites

Facebook

Competitors



- People **under the age of 45** are less likely to donate.
- If you have graduated college, you are more likely to donate, possibly to **receive a tax cut**.
- Women are **much more** likely to donate than men.
- Boy's Town** and **Lutheran Family Services** have a one-click option to donate.
- Nebraska Children's Home Society** has a two-click option.
- Boy's Town** and **Lutheran Family Services** have a more personalized, and connected website with their donors.
 - If you donate, we will do XYZ for you.

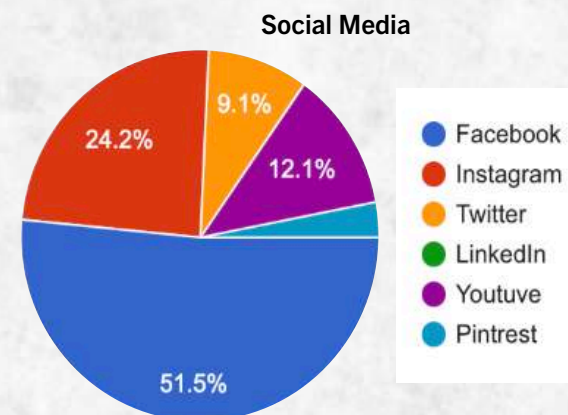


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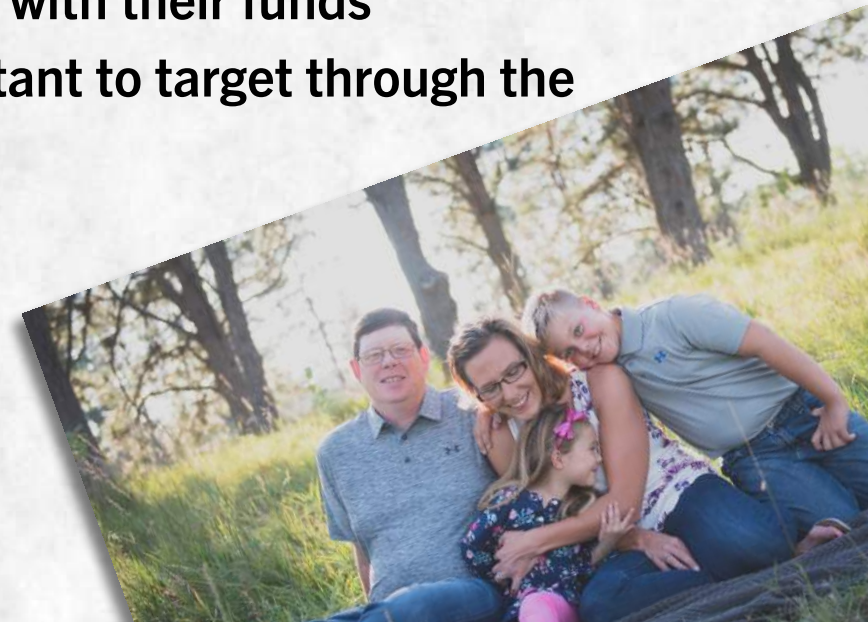
Interviews

Surveys

- Donors need to have a **personal connection** to an organization or have a wealth of knowledge about it.
- Donors are motivated by **“the greater good,” “putting good into the world,”** etc.
- Donors like to feel appreciated for donating, they **don’t like feeling pressured to donate.**
- Facebook is the **most used** social media platform by our audience.
- Community events are major for relationship building, especially nonprofits.
 - Happy Hour**
 - Color Dash**



- The psychology behind donating is important to target through the campaign
- Possible donors need more information on NCHS
- NCHS needs to educate the community on their organization and relate with them personally
- Facebook should be used to communicate with donors
- Family and kids are important to donors
- Donors want nonprofits to be transparent with their funds
- The psychology behind donating is important to target through the campaign



“ Analyzing the strengths, weaknesses, opportunities, and threats have provided a deeper insight regarding the needs of NCHS. ”

Challenges	Opportunities
Unaware of donor population	Establish communication channels and engage with donors
Asking for money	Expand list of monthly donors

Our primary audience are women ages 30+ with a college education and experience donating money to a greater cause. Our secondary audience are individuals who may have less money but are still interested in donating towards a greater cause.

Meet Pam:



Age 35



Married



Household
Income
+\$80,000

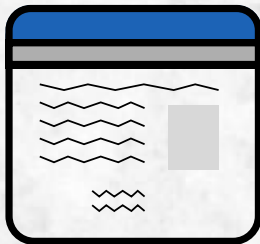


2 Children
Age 8
Age 10

Donations =
Personal
Gratification



From Helping
Others



Prefers Email
Notifications



Donates 3
Times/Year

#1

To increase donors & donations by 10 percent by December 31st, 2020.

-Current donors have many unique opportunities to donate.

#2

To connect consumers with NCHS by sending out one more factual newsletter per year and measuring donations from it.

-Supporters can stay up-to-date on all NCHS events and learn about those involved.

#3

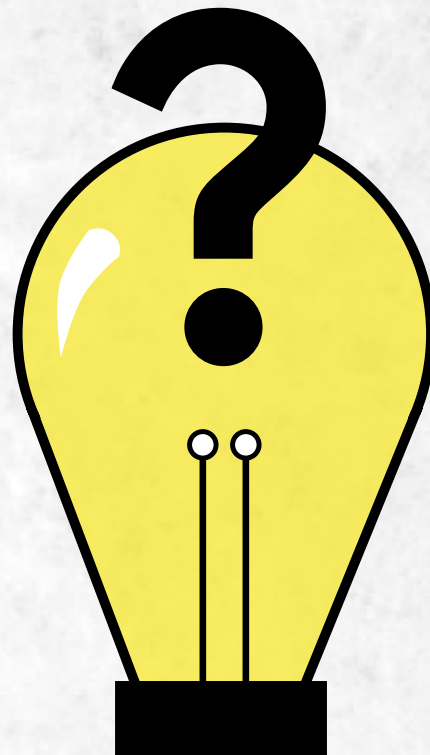
To increase overall awareness and create meaningful relationships with families and donors.

For current and prospective donors who value further support to children in the community, Nebraska Children's Home Society provides care throughout childhood because when families are strong, communities are strong.



When families are strong communities are strong.

NCHS illustrates that a healthy, happy and supportive family is a strong family. Additional engagement with the community will increase donations, ensuring NCHS will remain top of mind so children will continue to be put first.



RESEARCH OBJECTIVES #1

To increase donors & donations by 10 percent by December 31st, 2020.

-Current donors have many unique opportunities to donate.



Storyboard:



1. Testimonial begins while the camera is zoomed into a picture of child, slowly zooms out to the mother of child and child is talking about how NCHS changed their life.



2. Testimonial begins while camera is zoomed into a picture of second child, slowly zooms out to the child grown up talking about how NCHS changed their life.



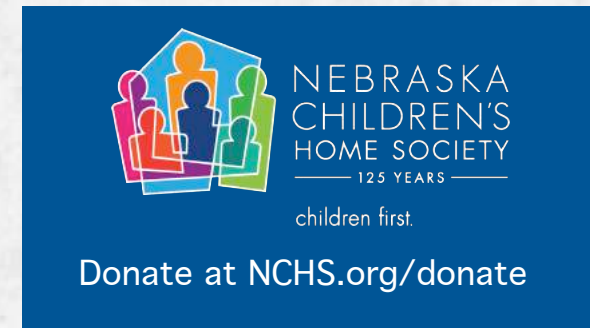
3. Testimonial begins while the camera is zoomed into picture of third child, slowly zooms out to the same child and is talking about how NCHS changed their life.



4. Slowly zooms out to many testimonial windows. The buzz of people talking, as voices slowly fade out. Fully zoom out and the NCHS logo fades over the top.



5. Over the NCHS logo and testimonials. Narrator talks about what donations do for NCHS



6. Narrator talks about how you can donate to NCHS and directs audience to the donations page. Music fades back in and picture fades out.

<https://youtu.be/gmTAQHGXGTfU>

**Radio Spot:**



<https://soundcloud.com/jamaisfaux/nchs/s-49hs5>

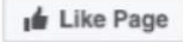
“For 125 years we have been putting Children First, to us this means making their needs a priority. We at Nebraska Children's Home Society make this our everyday goal through services such as Adoption, Foster Care, and Pregnancy Services. We need your support to better serve the Children and Families of Nebraska.

To donate, visit us at N-C-H-S dot org slash Donate, or learn more information by calling us today at 402.452.0787. With your assistance we will continue to put children first.”


Facebook Ad:

This is an example of a message that can be used on Facebook regarding advertising. It gives the option for potential donors to learn more about the organization along with the option to communicate through the Facebook chat tool.

 **Nebraska Children's Home Society**
Sponsored · 

 Like Page


Do you have questions about how donations work at Nebraska Children's Home Society? Send us a personal message right here on Facebook.

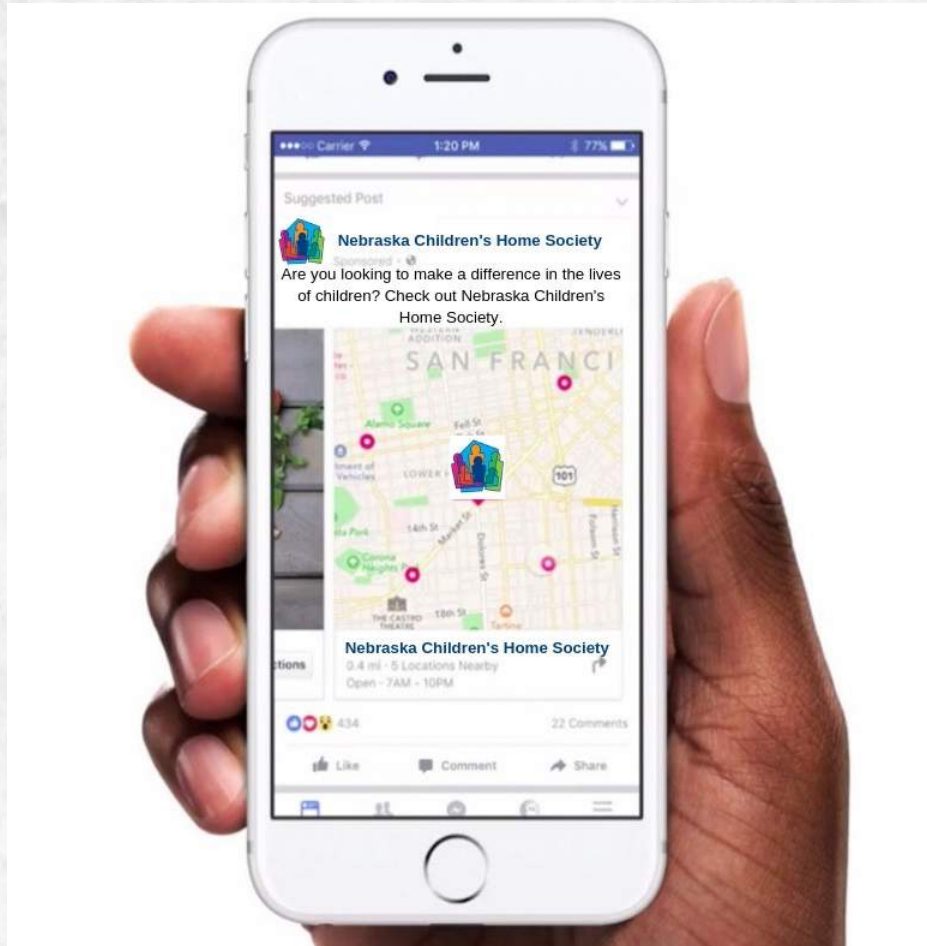


Over the past 125 years, our services have evolved to fit the needs of the children and families we serve, as well as our expanding capabilities as an organization.

Your donation could not only impact one child, but an entire community.

Click Send Message to learn more.

 Send Message



Geo-targeting Ad:

Based on the demographics and psychographics of consumers such as Pam, we will place advertisements like this throughout various locations in Nebraska that will attract our desired potential donor. Geo-targeting allows NCHS to deliver different content or advertisements to consumers based on their geographic locations. In paid search campaigns, geo-targeting will be used to advertise to local prospective donors.

RESEARCH OBJECTIVE #2

To connect consumers with NCHS by sending out one more factual newsletter per year and measuring donations from it.
-Supporters can stay up-to-date on all NCHS events and learn about those involved.



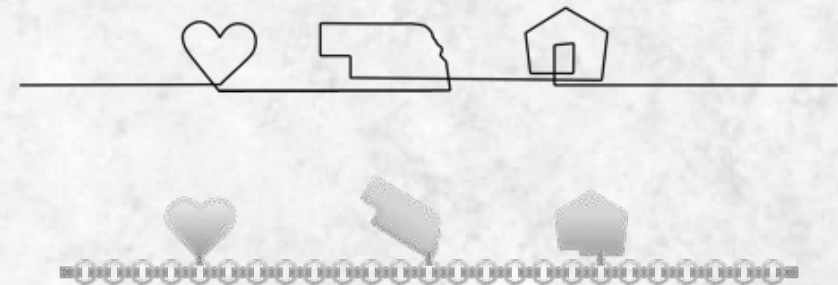


Newsletter:

This is an example of a factual newsletter that would be sent out three times a year instead of twice. This would reach out to donors and keep them updated on the organization's accomplishments and any upcoming events.

Exclusive Bracelet for Veteran Donor

An Exclusive Bracelet will be available for recurring donors to show appreciation of their continued support. A worthwhile incentive will stand out to our current audience and welcome new donors.



Partnership w/ Community Bookstores

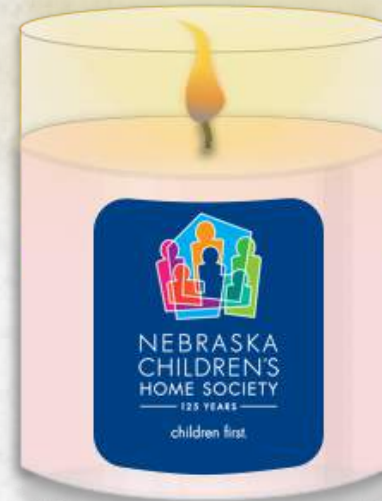
Community bookstores will offer to give out these bookmarks to customers as a way to spread the word of NCHS. This is an inexpensive way to create dialogue about NCHS.



Seasonal Merchandise:

Incentivised Donation Programs aim to keep NCHS at the top of our donors' minds.

Ornaments and candles will create more intimate connections and longer lasting relationships with donors.

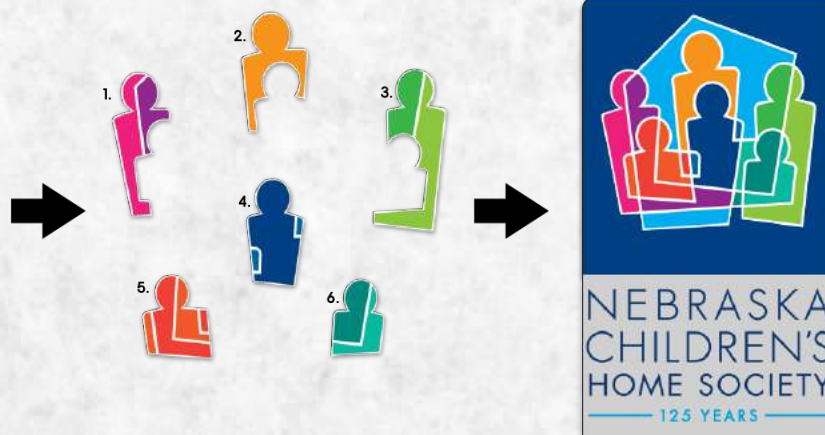


RESEARCH OBJECTIVE #3

**To increase overall awareness and create meaningful relationships
with families and donors.**



Family Scavenger Hunt



Families are invited to take part in a scavenger hunt held at Pioneer Park to raise awareness and create more meaningful relationships. The logo will be separated into 6 blocks representing the 6 core values of NCHS. Families will be given clues to acquire the pieces and rebuild the original logo. Money raised from entrance and raffles will be donated directly to NCHS.

1

Integrity

We strive to do what is right for the child. Integrity is the foundation upon which we have built our organization, and is at the heart of everything we do.

2

Innovation

We embrace continuous improvement, bold creativity and change. We will persevere until all children thrive and families have the tools they need to succeed. We recognize that one size never fits all and push to design interventions that benefit every person.

3

Advocacy

We are champions for children. We speak out and take action to protect children, and strengthen families and communities. We work to create change in policies and practices to put children first.

4

Compassion

We care deeply for children and their families. Compassion begins with understanding trauma and promoting healing. We partner with families to develop, enhance and secure nurturing connections.

5

Collaboration

We value the importance of teamwork. We join forces with team members, professionals and community leaders, but most importantly, we partner with families and children. By passionately working together with all stakeholders, we challenge each other to achieve the highest levels of professional excellence.

6

Inclusion

We embrace the richness inherent in our diversity. Integrating our unique experiences, knowledge and perspectives helps us better understand children and

Event Tagging:

Families in attendance of the scavenger hunt that tag event through one form of social media will earn themselves a free branded frisbee.



Lincoln Journal Star

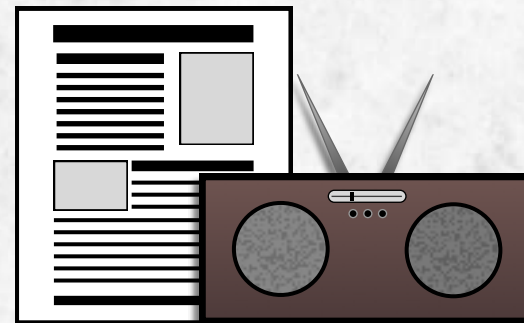
A report in the local newspaper discussing Scavenger Hunt, outreach programs, and future plans regarding NCHS.

Blog

Insights and experiences expressed through blogs and “op-ed” sections on the internet or newspapers.

Radio, TV, Podcasts

Organic mentions or publicity of events and organization through such forms of media can provide greater reach.



Social Media

Any form of user-generated content. Mentions, shares, likes, and comments through all social media provide greater reach, awareness, and interest- local and nationally.

(i.e. Facebook, Reddit, Instagram, Twitter, Quora)

Blog

Insights and experiences expressed through blogs and “op-ed” sections on the internet or newspapers.

Designers (Student or Professional)

Creatives touched by NCHS’s work and fundamentals may offer free services to cover events and organization.

(i.e. reports for school project, photography for blog, etc.)

Objective:	Tactics:	Evaluations:
To increase donations by 10% by December 31, 2020.	Facebook Ads, Video Ad, Radio Ad	-Measure increase in likes and followers -Post-test donation increases
To increase the amount of new donors by 10% by May 31, 2020.	Scavenger Hunt	-Measure by tags and mentions on Facebook
To connect consumers more consistently and measuring donations	Newsletter & Emails	-Measure increase in donations from newsletter or emails
To increase engagement on Facebook by increasing likes by 10% by May 31, 2020.	Geo-targeted Facebook Ads	-Track number of page visits

Media:	Amount:	Cost:	Total:
Facebook Video Ad-	1500 ads/year (2500 users per day)	\$1.33 per Ad	\$2000
Facebook Banner Ad-	1500 ads/year (2500 users per day)	\$1.33 per Ad	\$2000
Radio Spot-	15 M-F Spots x9 months	\$25	\$3,375
Merchandise-			
Bracelet	by order	\$10	\$10
Ornament	500	\$.25	\$125
Candle	200	\$1	\$200
Bookmark	1,000	\$.05	\$50
Scavenger Hunt-	1x per year	\$1000	\$1000
Search Engine Optimization-	1x per year	\$350-\$2000/month	\$350-\$2000
Total			\$9,110-\$10,760

Studio 336 would recommend for NCHS to run a complete awareness campaign to benefit every aspect of this wonderful nonprofit organization. We recommend against constantly asking for money as donors don't appreciate this. It would only benefit NCHS to have a consistent brand voice and image. The presence of NCHS should include a focus and visual of children in all posts, events, flyers, etc. NCHS should also document all data and information taken in.

What a rewarding opportunity to be able to help put children first at Nebraska Children's Home Society.

Each member of Studio 336 truly appreciates the opportunity to participate in this campaign. NCHS will always hold a special place in our hearts.

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Media Strategy Director.....Logan Stranglen

