

# POVERTY

Hidden In Plain Sight

# Objective

To raise awareness about the issue of **child poverty** with the message **Poverty Hidden in Plain Sight** in order to lead to advocacy, donations and volunteers.

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# Executive Summary

## Our Target

The target market selected by No Wrong Way ad agency reflects young Denton County adults from ages 14-24, who we have named Impressionable Advocates. Through our research, we know that Impressionable Advocates are both likely and willing to donate time or money to a cause. They care about the future of their community and Denton County in general. It is the goal of this campaign to activate their interest in order to change the state of child poverty.

## Our Position

Our campaign positions United Way as a means for Impressionable Advocates to make a positive impact on the Denton County community. Through our research, we have found that Impressionable Advocates need the best quality for their investment. They value strong brand relationships, which will be utilized through creative executions and media promotions.

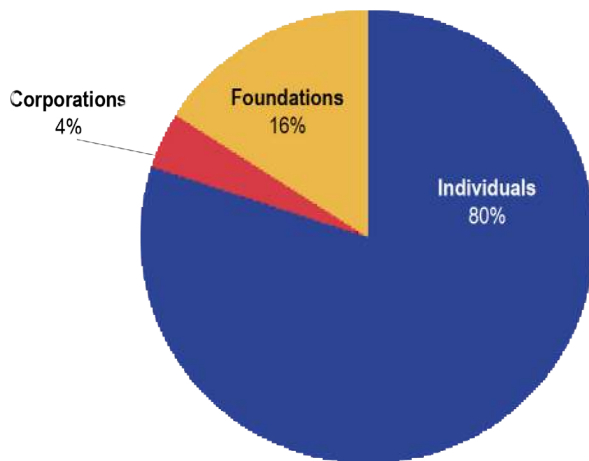
## Our Creative

No Wrong Way ad agency has developed a creative strategy that motivates our target to take action by relating them to children in poverty. Research shows that Impressionable Advocates do not respond to traditional poverty stereotypes and our campaign takes that into consideration. We have addressed this issue by doing something different: expressing a child's perspective in relation to a situation that an adult in poverty may face.

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## Human Services Overview

In 2011, non-profits reported over **\$1.59 trillion** in total revenues and **\$1.49 trillion** in total expenses. Of these revenues, 22% came from contributions, gifts and government grants.



Of the total givings in 2012...

**FACT** The non-profits that worked towards solving the issue of poverty in the past are gone. Many non-profits have more-narrow agendas, such as gay marriage, the environment and education. Few non-profits advocate their moral values and the necessary measures to extend programs and economic policies that would help those in poverty, such as food stamps.

## Our Media/Promo

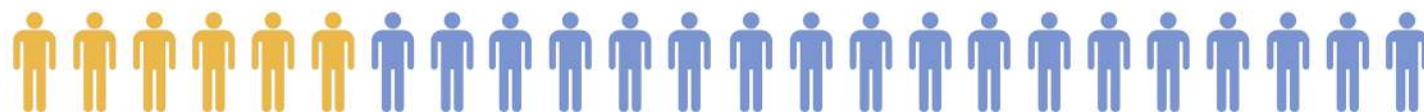
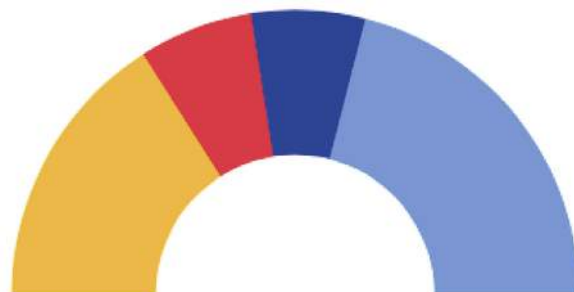
No Wrong Way has put together a promotional strategy in order to reach Impressionable Advocates. We've developed a plan that targets where and how they consume media the most. Our plan will increase the consumer engagement factor and contribute to United Way's mission as a whole.

**No Wrong Way**  
has redefined poverty  
from a cause that was invisible  
to something that is  
impossible to ignore.

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Foundations gave **\$50.9 billion** in 2012.  
Of these charitable contributions made

**Religious Organizations (32%)**  
**Educational Institutions (13%)**  
**Human Service Organizations (13%)**  
**Other (42%)**



Over **one-fourth** of people over the age of 16  
volunteered between 2009-2013.

# United Way Overview

United Way is the **largest non-profit organization** in the United States.

United Way wants to help people reach their potential through education, income stability and healthy lives.

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## UNITED WAY'S MISSION

United Way improves lives by mobilizing the caring power of communities around the world to advance the common good.

## UNITED WAY'S GOALS

In 2008, United Way initiated a 10-year program designed to achieve the following goals by 2018:

- ▶ **Improve education** and cut the number of high school dropouts – 1.2 million students every year – in half.
- ▶ Help people achieve **financial stability** and get 1.9 million working families – half the number of lower-income families who are financially unstable – on the road to economic independence.
- ▶ **Promote healthy lives** and increase the number of youth and adults who are healthy and avoid risky behaviors by one-third.

## UNITED WAY'S STATUS

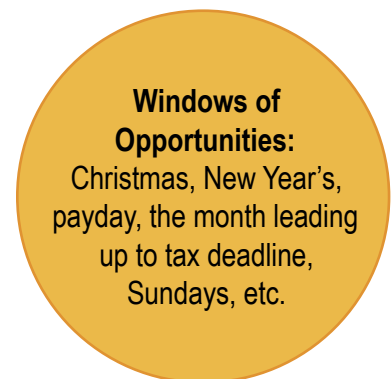
United Way is the world's largest privately-supported non-profit organization.

Current brand management efforts include marketing practices such as advertising and other communication assets (e.g. radio, TV and out-of-home collateral). Online engagement also plays a role in this effort and includes growth of social communities, email, mobile and online donors.

### FINANCIAL HIGHLIGHTS FOR 2012 INCLUDE:

- ▶ Program Expenses: 83%
- ▶ General and Administrative Expenses: 8%
- ▶ Non-Operating Expenses: 7%
- ▶ Fundraising Expenses: 2%

Current volunteer opportunities in the children category include reading, tutoring or mentoring a child.





## Geographical Analysis

The test market for this campaign will be Denton, TX. Our research shows that United Way operates well on both a local and national level. They earn a significant amount via donations and volunteers that leads to brand success. Our group believes that the best path to follow in terms of geography is a defensive route. Our campaign will continue to follow the marketing efforts that have worked in the past.

## Seasonality

Our research shows that people donate and volunteer to non-profits year round, but we believe marketing should be concentrated during the fourth quarter (i.e. October-December).

Why is this a big charity time? Our research shows the holiday season and New Year's is when most people donate to charities not only because of the season spirit, but also so they can do tax write-offs on that year's taxes. Also, people give more during natural disasters.

Concentrated months to consider specifically for United Way are September, as it is LIVE UNITED Month, January through April, which is a large volunteer time for VITA volunteers, and September through December for the reasons stated above.

## Donation Cycle

How often do people volunteer and when do they donate in relation to their schedules? Research shows that volunteers spend an average of 50 hours on volunteer work a year. That translates into an average of four hours every month and over \$1100 worth earned per person, or roughly \$68.9 billion for non-profit organizations as a whole. However, we have found that volunteer rates in America are declining every year.

People volunteer either on a regular basis (i.e. average of four hours a month) or periods of free time (i.e. loss of a job, retirement, etc.). They are more likely to donate during seasonal times (e.g. fourth quarter) or when it is convenient for them (e.g. via paycheck). This translates into several windows of opportunities. In short, people donate to non-profit agencies during 'giving' seasons, during periods of time where they have money or during natural disasters or periods of national crisis.

After speaking with the client, we have learned that volunteers participate in United Way events anywhere from one hour per week to ten hours a month on average. Board members volunteer an average of 15-20 hours per month.

United Way contributes more than one-billion dollars and volunteers more than 26-million hours annually. Several more people are pledging to volunteer every day, over 300 thousand as of late. This translates into over 71-thousand volunteer hours every day across the globe.

According to the client, the majority of donations come from paycheck deductions, which are bi-monthly or weekly depending on the donor's pay period. More than 1,000 organizations have opted into programs like TRUiST, which aids in disaster response needs.

# Current Users



Predominantly white females, ages 35-64+.



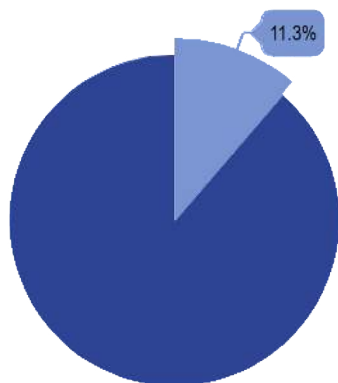
Bachelor's degree or higher with an income of \$60k-\$74.9k.



Engaged or married and primarily works in sales.

## What makes them donate?

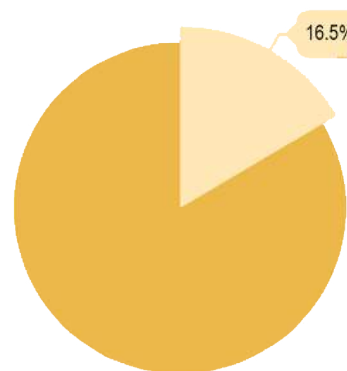
Current donors and volunteers are **thinkers** and **believers**. They are informed about the issues and are loyal to their moral based causes. In short, United Way's current user's primary motivation are ideals.



### Thinkers (11.3% population)

Mature, satisfied, comfortable and reflective people who value **order, knowledge and responsibility**. They tend to be well-educated and actively seek out information in the decision-making process. They are well-informed about national and world events and are alert to opportunities that broaden their knowledge.

Thinkers have a moderate respect for institutions of authority. Although their incomes allow them many choices, Thinkers are conservative, **practical** consumers; they look for durability, functionality and value in the products that they buy.



### Believers (16.5% population)

Conservative, conventional people with concentrated beliefs based on **traditional**, established codes: family, religion, community and the nation. Many believe in moral codes that have deep roots and literal interpretation. They follow established routines, organized in large part around home, family, community and social or religious organizations to which they belong.

As consumers, Believers are **predictable**; they choose familiar products and established brands. They favor U.S. products and are generally loyal customers.



# Competitive Analysis

United Way's competition is **other** non-profit charities.

## United Way

- ▶ #1 Largest U.S. Charity
- ▶ REVENUE: \$4.26 Billion
- ▶ CATEGORY: Domestic Needs
- ▶ SALES (US DOLLARS, MILLION): 94.22
- ▶ NET INCOME (US DOLLARS, MILLION): 3.88
- ▶ TOP PERSON: Brian Gallagher
- ▶ HEADQUARTERS: Alexandria, Virginia
- ▶ FISCAL YEAR ENDS: December 31

## Salvation Army

- ▶ #2 Largest U.S. Charity
- ▶ REVENUE: \$4.08 Billion
- ▶ CATEGORY: Domestic Needs
- ▶ SALES (US DOLLARS, MILLION): 42.14
- ▶ NET INCOME (US DOLLARS, MILLION): 2.37
- ▶ TOP PERSON: William Roberts
- ▶ HEADQUARTERS: Alexandria, Virginia
- ▶ FISCAL YEAR ENDS: September 30

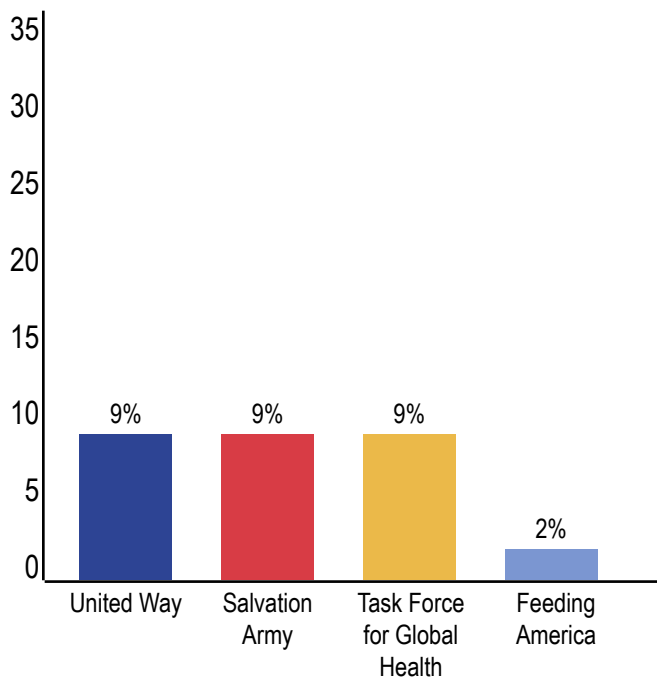
## Task Force for Global Health

- ▶ #3 Largest U.S. Charity
- ▶ REVENUE: \$1.66 Billion
- ▶ CATEGORY: International Needs
- ▶ SALES (US DOLLARS, MILLION): 32.67
- ▶ NET INCOME (US DOLLARS, MILLION): 3.14
- ▶ TOP PERSON: Mark Rosenberg
- ▶ HEADQUARTERS: Decatur, Georgia
- ▶ FISCAL YEAR ENDS: August 31

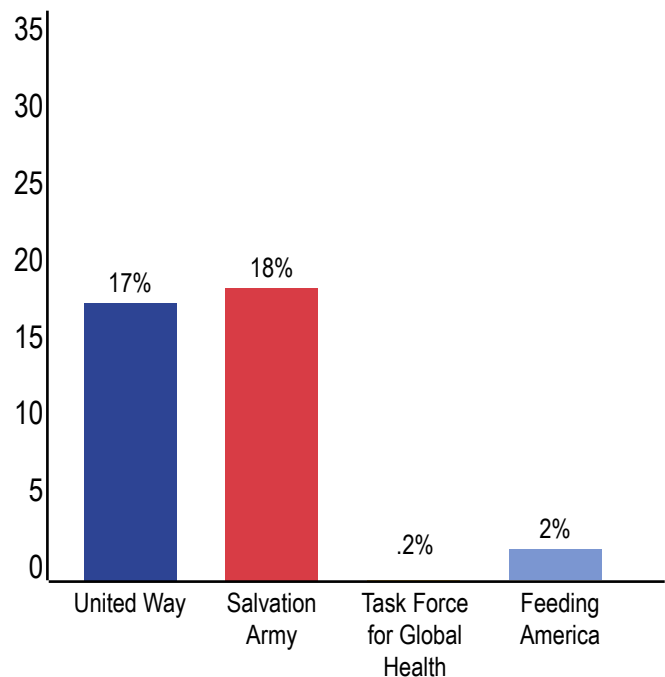
## Feeding America

- ▶ #4 Largest U.S. Charity
- ▶ REVENUE: \$1.55 Billion
- ▶ CATEGORY: Domestic Needs
- ▶ SALES (US DOLLARS, MILLION): 1.60B
- ▶ NET INCOME (US DOLLARS, MILLION): 5.74
- ▶ TOP PERSON: Bob Aiken
- ▶ HEADQUARTERS: Chicago, Illinois
- ▶ FISCAL YEAR ENDS: June 30th

**Fundraising Efficiency\***



**Program Services\*\***



\*Fundraising Efficiency: (n) Amount spent to raise \$1 in charitable contribution.

\*\*Program Services: (n) Expenses related to fulfilling the mission of the organization.

# Research Methods

## Objectives

- ▶ Discover how our target views the issue of poverty.
- ▶ Understand the target and how they connect with those in poverty.
- ▶ Understand what motivates our target to associate themselves with certain causes.
- ▶ Find how No Wrong Way and United Way can use this information to pursue a successful campaign.

## Strategies

- ▶ Analyze secondary research relevant to the issue of poverty and non-profits.
- ▶ Conduct interviews and surveys to understand how our target thinks.

## Primary Research

- ▶ Conducted multiple interviews with our target market.
- ▶ Conducted surveys that measured attitudes, behavior and usage patterns.

## Secondary Research

- ▶ Investigated consumer's attitudes and values and how they relate to poverty.
- ▶ Looked at MRI+ data to explore the industry's current usage patterns and demographics.
- ▶ Researched media usage information via purchase cycle and seasonality patterns.
- ▶ Reviewed United Way's competition in order to assess current marketing trends and advertising strategies.

# Research Findings

Through a series of surveys and interviews conducted by **No Wrong Way**, we found three themes among our target in terms of poverty:



## Prior Beliefs

- ▶ A belief pattern our target holds is that poverty does not define who the person is.
- ▶ Our target is unaware of the different methods used to change the state of poverty.
- ▶ Although our target is sympathetic and aware of poverty, they are unaware of the fact poverty is all around them in everyday situations.
- ▶ The overall issue of poverty is still highly unexplored and thus, our target believes the general population is unaware and uneducated about the issue.



## Target Facts

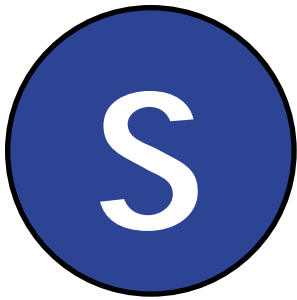
- ▶ The majority of the target lives in the Dallas-Fort Worth area.
- ▶ The average user in our target is going to be a white female, ages 18-24.
- ▶ The more likely our target is to volunteer, donate or advocate, the more likely they are to be empathetic to causes.
- ▶ Our interviews indicate that our target has selfless values and are willing to help those in need.



## Stereotype Usage

- ▶ Our target does not respond to traditional and stereotypical images of poverty.
- ▶ The stigmas and stereotypes of poverty do exist. Our target reacts negatively towards these stereotypes.
- ▶ Our target does not sympathize with those in poverty with addiction problems and other negative stigmas of that nature (i.e. gambling, drugs, etc.).
- ▶ Our target responds to images that portray a homophily effect. The more an image or an idea reflects an individual, the more likely they are to like and respond to that image or idea. The more they like it, the more likely they are to be empathetic to it.

# SWOT Analysis



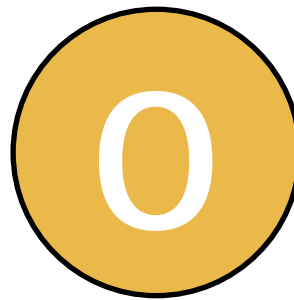
## Strengths

- ▶ Largest non-profit organization in the United States.
- ▶ United Way Denton in operation since 1951.
- ▶ Many efficient programs.
- ▶ Local donations stay local.
- ▶ Well-established image.
- ▶ Good community support.
- ▶ Strong values.
- ▶ Quantifiable goals.
- ▶ Effective programs.
- ▶ Many corporate partners.
- ▶ Meets charitable accountability BBB criteria.



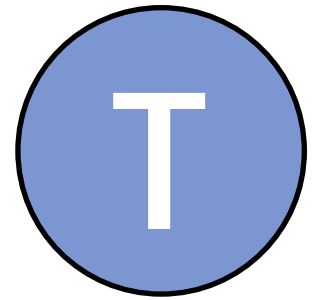
## Weaknesses

- ▶ Communities are confused as to what United Way is/does.
- ▶ Current market is stale and tapped.
- ▶ Social media presence is underdeveloped.
- ▶ Fundraising is less efficient than competitors.
- ▶ Advertising to younger generations is weak/lacking.
- ▶ Goals do not stand out compared to competitors.
- ▶ Lacking originality in strategic direction.



## Opportunities

- ▶ Raising awareness in younger target markets.
- ▶ Focusing on community issues.
- ▶ Raising awareness of current programs.
- ▶ Differentiating United Way from competitors.
- ▶ Event opportunities.
- ▶ Improve social media presence.
- ▶ Companies looking for cause marketing opportunities.
- ▶ Utilize emotional attachment and social responsibility to child poverty.
- ▶ No Wrong Way.



## Threats

- ▶ MANY competitors.
- ▶ Unstable economy.
- ▶ Elimination of funding (i.e. partners dropping out).
- ▶ Unpredictable nature of market.
- ▶ Overexposure to advertising.

**Analysis:** United Way's brand image is currently strong. However, to address rising competition in the non-profit sector, addressing new volunteers and donors is necessary to stay ahead.

# Target Market

## Meet Impressionable Advocates

Impressionable Advocates are people ages 14-24 that are the future of the non-profit community.

## Why Impressionable Advocates?

- ▶ Younger donors and volunteers are an **open market**. This means this market is open to cause loyalty. Unlike current users, they are not attached to a single cause or value.
- ▶ The older someone gets, the more likely they are to **volunteer or donate**. If we target them while they are young, they are more likely to be loyal to United Way.
- ▶ Younger people ages 12-17 volunteer more and young adults ages 18-24 are starting to donate more. In fact, **75% of young adults** gave to charity in 2011!

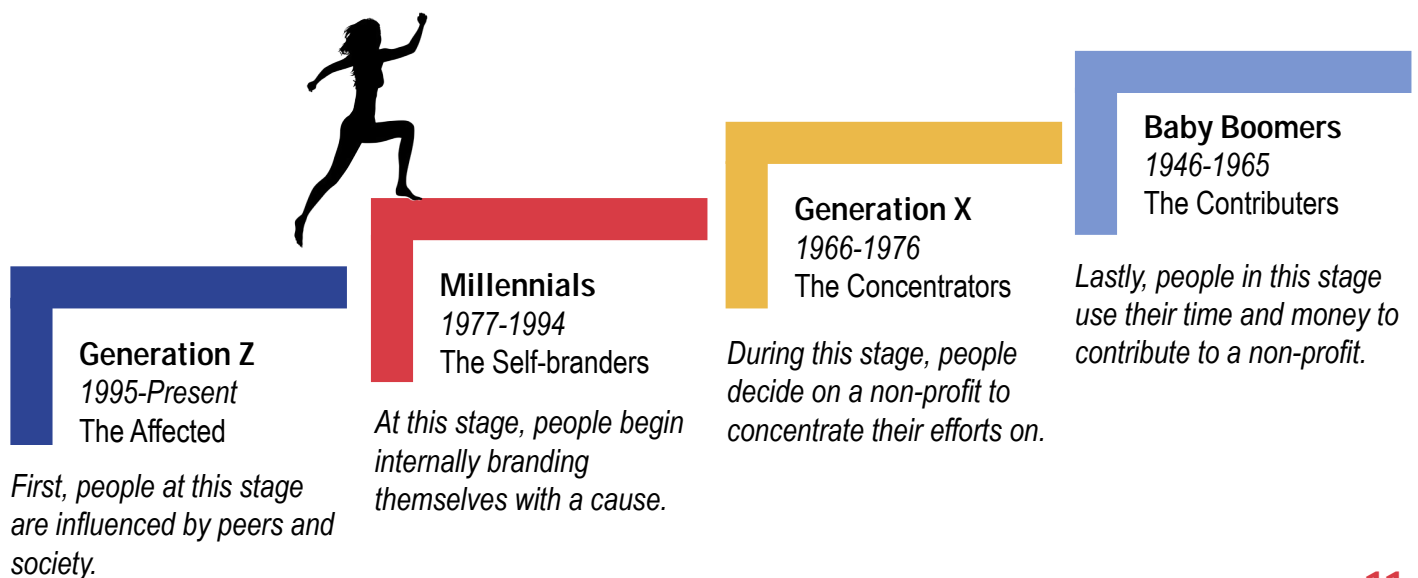
## How do we get our target involved?

- ▶ **Digital Donations:** Over 93% of our target use mobile devices and are online. Research shows they prefer to donate electronically. Make it easy for them to access information and donate!
- ▶ **General Incentives:** Giving donors a gift will show appreciation and remind them of United Way every time they use it. Also, it answers the question 'What's in it for me?'
- ▶ **Required Volunteer Time:** Many schools are beginning to require volunteer time in order to graduate or qualify for scholarships.



**Conclusion:** Targeting a younger demographic will result in a bond that will create a long-term relationship with United Way.

## No Wrong Way's Model of Cause Progression



# Strategy



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## What motivates Impressionable Advocates?

An effective strategic direction surrounding this group should be more **emotionally based**, rather than the usual logical route suggested in older demographics. Our target is culturally diverse and **open-minded**. They are also very **tech-savvy**, which equals a quicker and more efficient work ethic. This leads to a generation that knows what they want, and more importantly, what they deserve. They want the best quality for their investment. Impressionable Advocates have very **strong relationship values** and want to feel appreciated when selecting brands.

Given this information with the combination of past research, No Wrong Way suggests our strategy should surround the idea of **relatability**. Research shows strategies that reflect our target's wants, needs and overall independent nature will capture their attention. This, along with a call to action, will result in both awareness of the issue "poverty hidden in plain sight," and also show how they can help via United Way.

Our target was introduced to volunteerism at a young age. They're currently the **largest** generation in the world. If you tell them a story that speaks to them, they will be loyal to United Way for the rest of their lives.



To **Impressionable Advocates,**

**UNITED WAY**

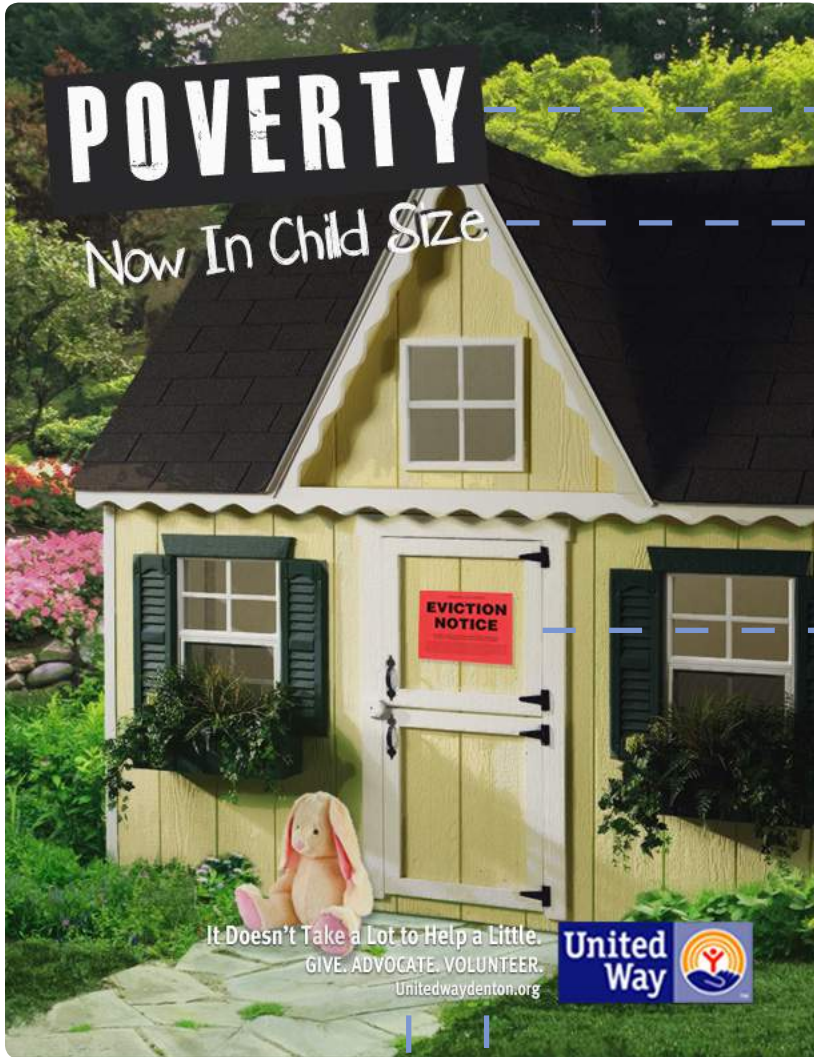
is the initial step that

**serves the community**

and leads to

**Accomplishment.**

# Creative Strategy



## Headline

No Wrong Way picked a headline that is short, simple and to the point. It is bold and in your face. This will stand out among several advertisements not only in the non-profit category, but also in general. The wording was carefully chosen in order to make the target aware of the issue and that it affects everyone, even children.

## Imagery

Our creative work leaves out any images of actual children. We want our target to relate to the situation, not the people involved. That way, they can be more sympathetic and aware of the poverty all around them in everyday situations and help them realize that it could very well be them that it affects.

## Call to Action

Our group stuck with United Way's traditional call to action. It is a salute to traditional brand image and it invites our target to help via several different methods.

## Tagline

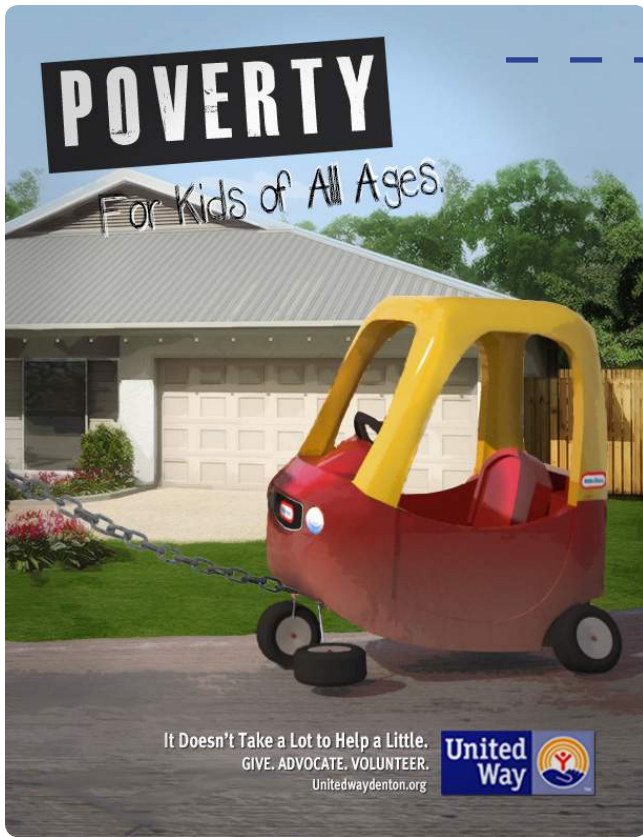
We worded our tagline carefully to let our target know that it does not matter how much or how little you have. Anyone with the drive has the ability to trigger change.

## ART DIRECTION

Our research shows that Impressionable Advocates do not respond to stereotypical images of poverty. No Wrong Way created ads that use traditional childhood memories along with poverty related situations in order to create attention grabbing ads that they can relate to.

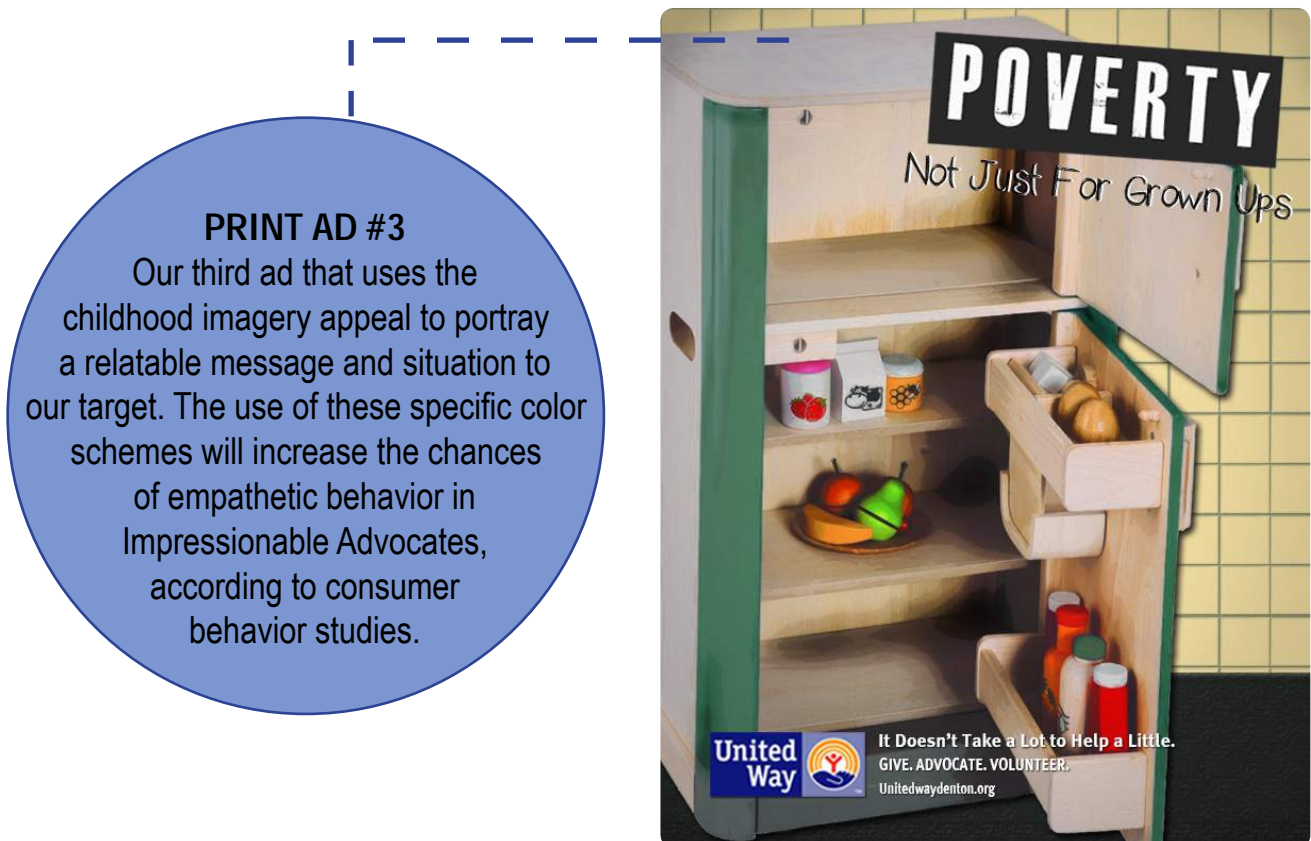


# Creative Print Execution



## PRINT AD #2

This image portrays your everyday neighborhood: beautiful house, freshly mowed lawn and quiet surroundings. We believe the humble background will serve to make the broken down toy car pop. This will be accomplished not only by the contrasting images, but also the vivid usage of colors.



## PRINT AD #3

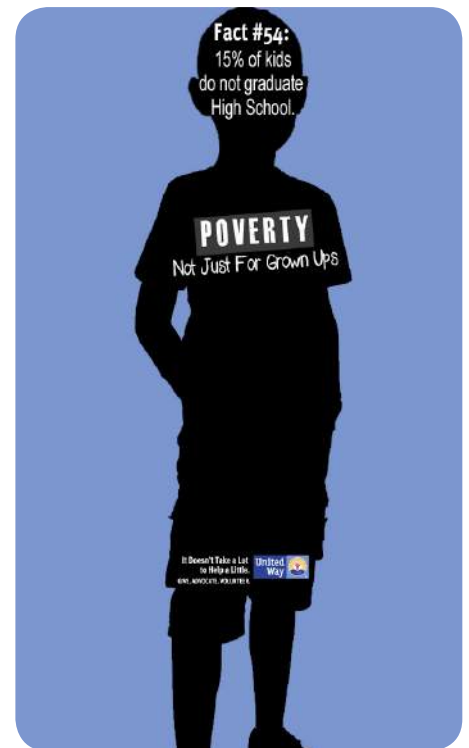
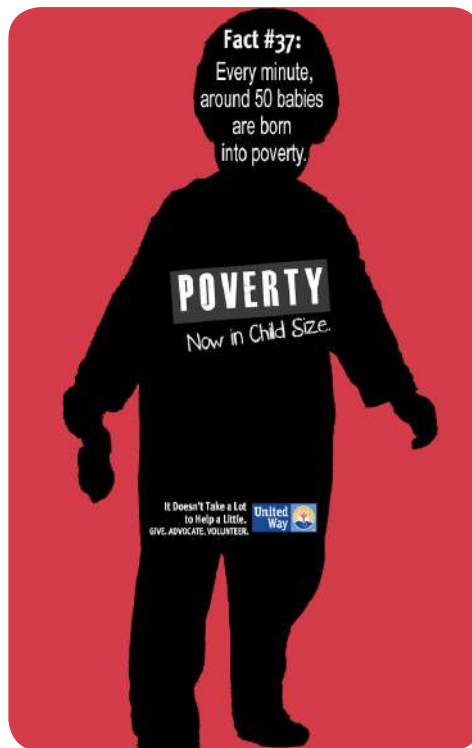
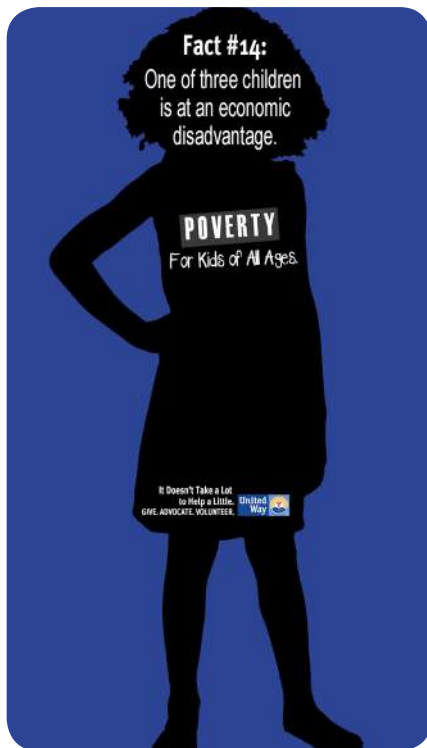
Our third ad that uses the childhood imagery appeal to portray a relatable message and situation to our target. The use of these specific color schemes will increase the chances of empathetic behavior in Impressionable Advocates, according to consumer behavior studies.

# Guerrilla Marketing

The set of photos below represents our idea of **children silhouettes** appearing to be in poverty situations near areas where it is unheard of, or “hidden in plain sight.” These cutouts will stand out from traditional advertising and draw our target in. Within the cutout includes a related fact about poverty. We believe that the combination of this attention grabbing advertising along with this fact will make our target more aware of the issue in their everyday lives. It also includes United Way’s logo and a call to action so they know where they can help.

*Other considerations: A building’s side that features a number of high school caps and gowns or diplomas for every child that won’t graduate due to poverty. Also, at a high school commencement, every third seat would be empty, with only a folded cap and gown sitting on it to represent a similar number.*

No Wrong Way’s main consideration for **outdoor advertising** are Guerrilla ads. Our agency believes that it will catch Impressionable Advocates’ attention against traditional outdoor ads they may see and increase the likelihood of “going viral.”



# Promotions and Public Relations

## Traditional Print

Many forms of traditional advertising are decreasing in popularity with Impressionable Advocates. Our survey shows that 25.3% of Impressionable Advocates pay attention to newspapers. For this reason, we will avoid traditional newspapers and solely concentrate on online news for media relations. However, some magazines and poster advertisements still are prominent with our target.

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## Media Relations

Good press is key to a healthy brand image. United Way has a wonderful image, but it needs to be maintained in order to ensure continuous success.

Some of this will help due to press releases, events, interviews, stories and other measures covered via online newspapers. Our target is 90.4% more likely to receive their news on online news sites versus traditional newspapers.

Our research shows that over 70% of our target receives their news from social media websites. Methods for social media can be found under “social media.”

## Word-Of-Mouth

Word-Of-Mouth is given in any campaign. Not only does the majority of the target react more favorably to these efforts versus traditional advertising, but it is a great way to spread awareness.

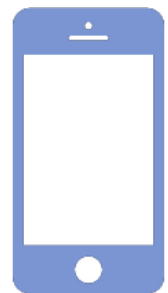
In fact, 84% of our target are influenced by word-of-mouth and almost 88% get their news from it. Research shows that sharing content can help a brand grow up to 100 times its original size.

No Wrong Way suggests including “sharing” features during our campaign that will increase word-of-mouth activities and lead to viral behavior.

## Contests

Contests are something our group is considering to a degree. We believe our target could respond well to a contest, but it would highly depend on what we were offering and what the contest asked of the target.

No Wrong Way believes the best route for a contest would be a scholarship essay. The topic we suggest is an essay over their best idea to help erase poverty in Denton. The winner would receive the scholarship and resources to make their plan a reality. This would also contribute to media relations.





# Event



This campaign will lead up to a single event: **The United Way Summer Carnival**. We believe this event will directly reflect United Way's goals and aspirations for this campaign, such as education and community. Research shows that these types of events drive not only awareness, but also volunteerism and donations. The event itself will be held June 14th, 2015 at Quakertown Park. This will be a fun, informational fundraising event highlighting the issue of child poverty in the Denton County community. There will be a poverty simulation challenge, guest speaker, food vendors, music and carnival games. In addition, information for attendees with regard to volunteering or donating to United Way of Denton County will be made widely available.

## Main Event

Our main event of **The United Way Summer Carnival** is the “poverty challenge,” which is an interactive live poverty simulation. During our challenge, participants will be given a specific task list to complete in a given time and budget involving food vendors and carnival booths throughout the event. Participants will feel challenged by monetary constraints as they complete more of their list. Prizes will be given to those who complete the challenge successfully.

## Food Costs

Local restaurants and catering companies are welcomed to this event. In order to sell their products, vendors will be charged a flat rate for booth space. A percentage of the proceeds will benefit United Way with optional opportunities for event sponsorships.

## Carnival Style Games

Carnival booths and games are welcomed to this event. They will be charged a flat rate for booth space. A percentage of the proceeds will benefit United Way with optional opportunities for event sponsorships.

## Approximate Cost Breakdown

This event will function as a fundraiser for United Way. To the right is a breakdown of overhead costs without taking into account in-kind sponsorships. Ticket costs may drop depending on the number of in-kind partners' involvement in providing the listed necessities for this event.

- ▶ \$2,500 - Guest speaker estimate
  - ▶ \$180/half-day park reservation
  - ▶ \$170 (3x500 3-compartment plates)
  - ▶ \$57 (3x500 plastic flatware/napkin pack)
  - ▶ \$800 PA System rental for 1000 people
  - ▶ \$2,100 stage rental
  - ▶ \$100 (1100 Tickets)
- Overhead Total: \$5,900**

## Schedule

- ▶ 12:30pm: Carnival Start
- ▶ 3:00-4:00pm: Donald H. Whitehead, our guest speaker who overcame addiction and homelessness, will speak to the attendees about his experiences and what they can do to help the current issue of poverty.
- ▶ 4:00pm-7:00pm: Live music  
(To Be Decided)

## Tickets

- ▶ Adults: \$20.00
- ▶ Seniors: \$15.00
- ▶ Children 13-17: \$10.00
- ▶ Children 12 and under: Free



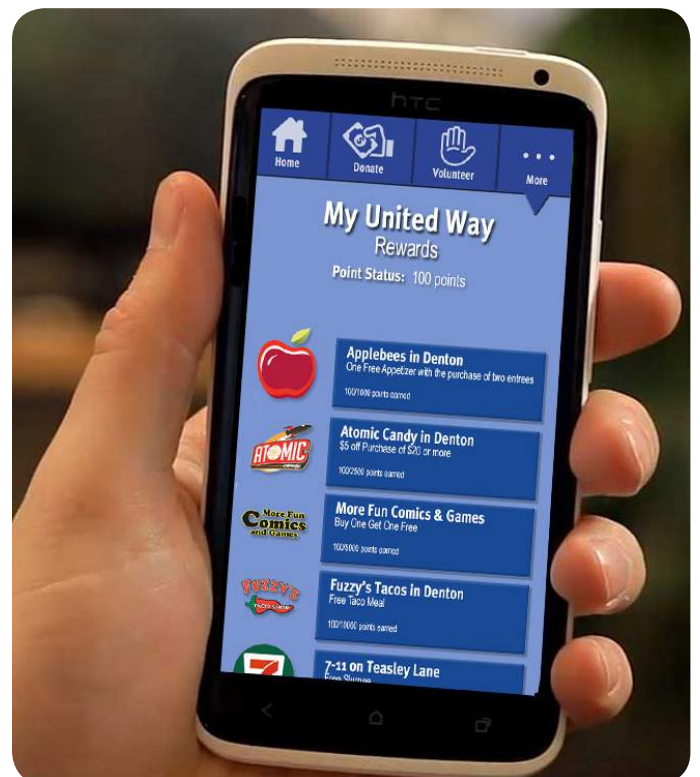
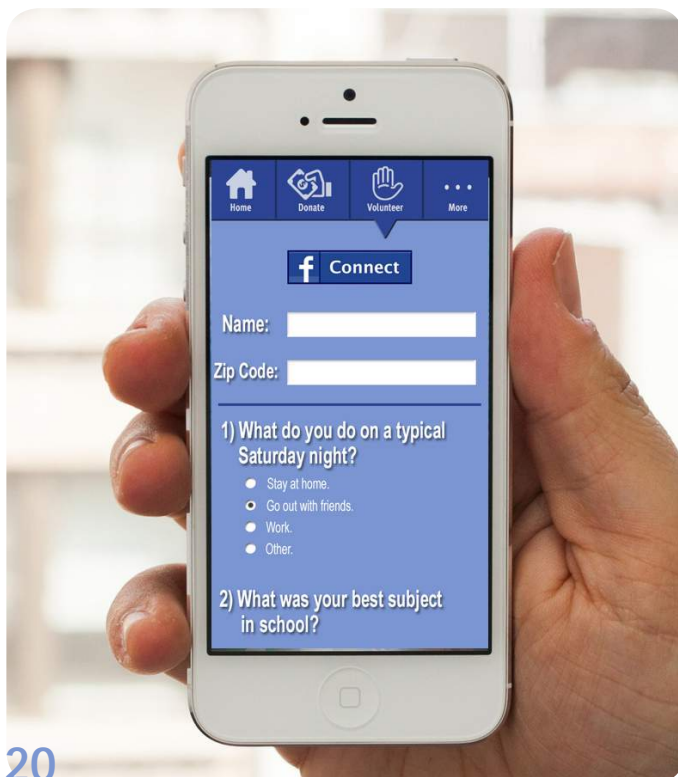
# Media

## United Way Mobile App

Mobile is also necessary to the success of our campaign. The majority of our target uses mobile devices, while a good portion of them own smart phones. Mobile devices help our target keep connected to their friends and the world in general. We believe that with good mobile app usage, United Way can find its way into engagement, loyalty and overall donations.

United Way already has an app called “My United Way.” We believe this is a good start, but could use an upgrade. No Wrong Way has developed a “My United Way 2.0” concept. This app would include the following:

- ▶ **Quick Donation.** No Wrong Way noticed that the current app has a donation option, but it simply leads the user to a non-mobile friendly version of United Way’s donation page. We suggest a program that allows the user to donate straight from their phone. One button, one second, one change. The user would be billed via their smart phone provider, furthering the convenience factor of this feature.
- ▶ **Volunteer Profile.** Not every volunteer opportunity is for everyone. Some may be better teaching while others are well-suited for hands-on projects. Allow volunteers to customize their experience with their volunteer profile. This section will allow users to fill out a profile and have United Way select a volunteer opportunity that works best with their schedule, location AND personality!
- ▶ **United Way Loyalty Points Program.** Every time the user would donate or volunteer a certain number of hours, they can earn points that earn them free things at different Denton businesses (e.g. free appetizers or 10% off their purchase). By partnering up with local restaurants and business, the program would be little to no cost for United Way. Inviting their friends can earn them double the points!
- ▶ **Useful Tools Corner.** The “more” feature of the current app is very cluttered. Cut down on the extras and concentrate on what users care about the most. We suggest a “facts” corner that lets users further their knowledge of poverty situations, tips on ways to save money (e.g. store tips or sales) at local stores and kid focused games that help them excel in school (e.g. memory, tic-tac-toe, etc.). Make this a useful tool not only for United Way, but for the users as well.



## Social Media

Social Media is necessary for our campaign. Not only does our target respond very well to it, but United Way is lacking in this field. This will give them an opportunity to grow as a non-profit and raise awareness of the issue. This would also play into several brand engagement factors relating to public relation as well as increase word-of-mouth from several areas. Our social media campaign would consist of the following:

► **Instagram.** Post photos of positive events happening in the community. This is a measure that lets the community what is going on, but also share the events with their friends to increase word-of-mouth that align with United Way's brand image.

► **Facebook.** Post positive success stories of former children in poverty who have benefited from United Way programs. This will let fans know how their time and money is helping those around them.

► **YouTube.** Along with our YouTube commercial campaign, United Way will sponsor famous YouTubers that Impressionable Advocates can relate to. Research shows this will increase word-of-mouth and overall revenue.

► **Twitter.** No Wrong Way suggests to Create a hashtag campaign (e.g.#unitedway2014). This will not only increase word-of-mouth, but also invite users to create their own content (e.g. tweets, images on instagram, etc.) to share.



1  
Female Voice Over: Once upon a time in a faraway land



2  
FVO: There was a happy little girl and her bear



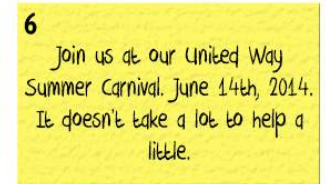
3  
FX: knocks on door



4  
Alligator speaks: I'm sorry, little girl. If you can't pay you can't stay.



5  
Young Female Voice Over: Poverty is also in child size. Kids have no way of getting help without you.



6  
Male Voice Over: Join us at our United Way Summer Carnival on June 14th, 2014. It doesn't take a lot to help a little.

## YouTube

Our research shows that our target is not watching traditional television. Online streaming is an increasing media for our target, especially on channels like YouTube. In fact, our survey indicates it is one of the most used media sources for Impressionable Advocates. We believe a 30-second spot will be effective and possibly increase the chances for viral behavior. In addition, this spot will be an excellent way to tie the event in with the campaign's message. Read more about this under "word-of-mouth."

## Streaming-Radio

Although our research shows that traditional radio is not highly popular with Impressionable Advocates, online radio continues to increase in popularity. A short 30-second spot should be considered during this campaign on streaming radio, such as Pandora.

### :30 RADIO SPOT **P**

*"Once upon a time, there was a little girl who lived in her playhouse with her best friend, Mr. Bear. When her landlord came to kick her out, the little girl was lost. "I am only six-years-old," she said. "Where will I go?" All he could say to the girl was "if you can't pay, you can't stay."*

*Children shouldn't have to worry about whether they will have a safe place to sleep that night or a hot meal to eat. Poverty doesn't only affect the adults in the grown-up world, poverty comes in child size too.*

*Find out about our summer event at [unitedwaydenton.org](http://unitedwaydenton.org).*

*It doesn't take a lot to help a little. United Way."*

# Media Plan

Media Source	June	July	August	September	October	November	December
<b>Digital Media</b>							
<i>Social Media</i>							
Facebook (Posts Per Month)	15	15	15	15	15	15	15
Twitter (Posts Per Month)	15	15	15	15	15	15	15
Instagram (Posts Per Month)	4	4	4	4	4	4	4
YouTube Sponsorship	1	1	1	1	1	1	1
<i>Streaming Radio</i>							
Pandora							
<b>Webpages</b>							
Google Ad Grant							
Denton ISD Homepage Takeover							
<b>Totals</b>	35	35	35	35	35	35	35
<b>Traditional Media</b>							
<i>Print-Magazine</i>							
College Guide	0	1	1	1	1	1	1
Lifestyles of Denton County	0	1	1	1	1	1	1
<b>Video</b>							
YouTube (:30 Ad)							
<b>Totals</b>	0	2	2	2	2	2	2
<b>Promotions/Public Relations</b>							
Dollar Per Note HS Marching Band Sponsorships	0	0	1	1	1	2	0
United Way Summer Event							
<b>Guerilla</b>							
Graduation Cap/Gown Wall							
Child Poverty Cutouts							
HS Graduation 1 in 3 Empty Seat							
<b>Totals</b>	0	0	1	1	1	2	0

Impressionable Advocates do NOT use traditional TV. They use YouTube and stream media online.

YouTube is expensive, but the CPM is incredibly reasonable.

**Top 3 Social Media**  
 1) Facebook (89.4%)  
 2) YouTube (80.3%)  
 3) Mobile (60.8%)

They do NOT use Pinterest!

Our target does NOT use blogs.





# Evaluation and Sources

## Objectives

- ▶ Our goal was to raise awareness of poverty hidden in plain sight. No Wrong Way created a campaign that will not only raise Impressionable Advocates' awareness, but will also push them to act upon their new found knowledge by donating or volunteering.
- ▶ To ensure these objectives are met, we've developed the following evaluation plan to measure the success of this campaign.

## Quantitative

- ▶ Record engagement on social media websites via likes, followers, shares and general analytic data.
- ▶ Measure number of downloads for the revised United Way app.
- ▶ Survey to track donation cycles and demographic data.
- ▶ Analyze Google Analytic reports to measure content and engagement versus competitors.

## Qualitative

- ▶ Interviews (e.g. in person, phone, email, etc.) with Impressionable Advocates after post United Way engagement to measure brand awareness and satisfaction.
- ▶ Record and track social media comments to analyze target response.

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## Sources

- ▶ 2013 Annual Report | Solving Hunger Together.
- ▶ About.com.
- ▶ Advertising.com.
- ▶ Ad Vision Advertising.
- ▶ Affordable Billboards.
- ▶ Amazon.
- ▶ AppMuse.
- ▶ ATG Stores.
- ▶ Better Business Bureau.
- ▶ Bruce Mayhew Consulting.
- ▶ Bureau of Labor Statistics.
- ▶ CG Vector.
- ▶ Charity Navigator.
- ▶ Chief Marketer.
- ▶ City-data Website.
- ▶ City of Auburn, Washington Website.
- ▶ CNN.
- ▶ Creative Home Idea.
- ▶ Collaborate and Innovate to Transform Global Health 2012 Annual Report.
- ▶ Denton Record-Chronicle.
- ▶ Dunemoonbeam3 on DeviantArt.
- ▶ Fashion's Collective.
- ▶ FEMA.
- ▶ Forbes.
- ▶ Fostering Empathy.
- ▶ GoGraph.
- ▶ Grant Space.
- ▶ Hoovers Database.
- ▶ Howmuchisit.org.
- ▶ Journal of Business Research.
- ▶ LetGive.com.
- ▶ Mashable.
- ▶ McGraw-Hill.
- ▶ Millennial Marketing.
- ▶ MRI+ Database.
- ▶ National Center for Charitable Statistics.
- ▶ npENGAGE.
- ▶ Pena Powers Brian Haynes.
- ▶ Philanthropy News Digest.
- ▶ Pole Position Marketing.
- ▶ Quirks Marketing Research Media.



## No Wrong Way's Stepping Stone Model for Success

### Success

Following No Wrong Way's Stepping Stone model will lead to success!

### Commitment

With proper execution, the attention we have created will increase commitment levels in Impressionable Advocates.

### Execution

Once you have your insights, you need ideas to drive your campaign. These ideas lead to striking executions that result in action.

### Insights

You can't sell an idea without first knowing the consumer. With proper insight research, you've built a solid foundation to understand your target.

## Special Thanks

No Wrong Way would like to thank Gary Henderson, the President and CEO of United Way of Denton, and Teddy Yan, Marketing and Outreach Coordinator, for their help in our situation analysis. We would also like to thank Gwen Nisbett for her help in analyzing our survey results. Lastly, we thank Peter Noble for guiding us along the way during this campaign.

Thank you!

- ▶ Princeton One.
- ▶ Qualtrics Survey Design.
- ▶ Roadway Events.
- ▶ Salvation Army 2013 Annual Report.
- ▶ Scholarships.com.
- ▶ Slide Share.
- ▶ Small Business Chronicle.
- ▶ Social Impact Consultants.
- ▶ Social Marketing.
- ▶ Spirit Halloween.
- ▶ Start Up BizHub.
- ▶ SXC.
- ▶ Task Force for Global Health Inc. Consolidated Financial Statements 2012-2013.
- ▶ The Chronicle of Philanthropy.
- ▶ The Content Factory.
- ▶ The Network Nonprofit.
- ▶ The Nonprofit Almanac.
- ▶ The Webstaurant Store.
- ▶ Thunder::Tech.
- ▶ Ticketprinting.com.
- ▶ United States Census Bureau.
- ▶ United Way Brand Identity Guidelines (August 2013).
- ▶ United Way of Denton Country, Inc. 2012-2013 Annual Report.
- ▶ United Way National Website.
- ▶ United Way Worldwide 2012 Annual Report.
- ▶ VALS II Database.
- ▶ Vector Stock.
- ▶ 'Why Do People Give?' by Lise Vesterlund.
- ▶ Wild Woman Fundraising.
- ▶ WiseGEEK.
- ▶ Youth Empowerment.

# No Wrong Way Staff

## Cory Rintoul

*President*

Cory is a senior Strategic Communications student at the University of North Texas Mayborn School of Journalism. He will graduate in May 2014. Along with a bachelor's degree in Strategic Communication, Cory will minor in management. Following graduation, Cory plans to enter the advertising profession as a copywriter or account executive.

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## Shannon McCoy

*Creative Director*

Shannon is a soon-to-be University of North Texas graduate. She will be graduating with her bachelor's degree in Advertising and a minor in Marketing in August 2014. She has a strong background in creative. She also has a passion for research and organization. Shannon loves the background work that makes an ad or marketing effort what it is. In her free time, she likes blogging, sewing and looking at cat videos on YouTube.

<http://about.me/shannon.nicole715>







## Michael Zewdu

*Account Planner*

Michael is a hard-working individual who aspires to become a respect and sought-after advertising professional in the years to come. He offers great insights and is a team player. He never discourages any ideas. Michael graduates from the University of North Texas in August 2014 with a degree in Advertising.

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## Lindsay Byars

*Media Strategist*

Lindsay Byars is a senior at the University of North Texas in Denton. She graduates May of 2014 with a Bachelor of Arts degree majoring in Advertising. After graduation, she plans to acquire her real estate license and become a Realtor in the Dallas-Fort Worth area. Although she has thoroughly enjoyed her time at UNT, Lindsay is ready to start a new chapter in her life and begin her career.





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United Way of Denton

GIVE. ADVOCATE. VOLUNTEER.