

August 3, 2019

# Georgia CASA Conference

BRANDING FUNDAMENTALS: *CHANGE A CHILD'S STORY*

**Necole Merritt**

Chief Communications and Marketing Officer  
National CASA/GAL Association for Children



# Change a Child's Story





# AGENDA

## **Change A Child's Story**

### **Campaign Elements**

Campaign Objective

Project Journey

Target Audiences

Creative Assets

National Media Campaign

Local Program Toolkit

Paid Social Media

### **Recruitment**

### **Q&A**

# Campaign Objective

Our prime objective is to raise awareness for the National CASA/GAL Association overall, which will in turn support state and local CASA/GAL network member programs in their efforts to gain support, raise funding and recruit volunteers.

# Project Journey

APR-JUN



Brand Audit &  
Brand Platform

JUL-AUG



Concepts &  
Publishing Roadmap

SEPT-OCT



Focus Groups

NOV



Campaign Plan

DEC-JAN



Visual Identity  
Guide Book

FEB



Production

MAR



National Media  
Planning

APR-MAY



Website Launch

JUN



National Campaign  
Launch

# Target Audiences



## ALREADY THERE

- Adults 55-65+, college graduate (BA/MS/professional degree)
- Parents of adult children
- Interests in child development, children's rights, volunteering, child protection, community & social services

## ON THEIR WAY

- Adults 35-54, college graduate (BA/MS/professional degree)
- Married & Parents
- Interests in child development, children's rights, volunteering, child protection

## READY FOR FUTURE

- Adults 18-34, college graduate or some college
- No children
- Likely to engage with political content, activism, cultural diversity, gender equality, social responsibility, volunteering

## DONOR LOOK-A-LIKES *(pending site pixels)*

# Creative Assets

# Asset Customization



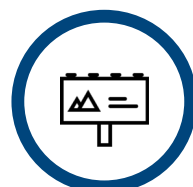
**20 Re-Touched  
Photos**



**Then You  
Came Along  
:15, :30, :60  
Instability  
:15, :30  
Director's  
Video  
Website  
Montage**



**Give Hope  
:25  
Sounds  
:25**



**2 OOH Boards  
48'x14'**



**2 Half Page  
Print Ads  
12"x10.5"  
2 Full Page  
Print Ads  
12"x21"  
Large Mailer  
23.75"x9"  
A6 Postcard  
5.8"x4.1**



**2 FB  
Carousels  
3 Webcards**



**Digital Banners  
728x90,  
300x250,  
300x600,  
300x50, 320x50,  
1200x1200  
Digital Badges  
120x240,  
180x150,  
120x90, 120x60**

*All spots have  
Announcer VO that  
is customizable.*

*Both spots have  
Announcer VO that is  
customizable.*

*All designs are  
customizable and can  
be re-sized.*

*All designs are  
customizable, can be  
re-sized and can be  
produced in both 4C  
and B&W.*

*All webcards are  
customizable.  
Facebook post copy  
for both the  
carousels and  
webcards are  
customizable as well.*

*All digital banners  
are customizable.*



There's no place  
like hope.

**BECOME A GAL VOLUNTEER.**

CHANGE A  
CHILD'S STORY.™





Hope needs  
a helping hand.

**BECOME A CASA VOLUNTEER.**

CHANGE A  
CHILD'S STORY.™







Hope needs a  
helping hand.

**BECOME A CASA VOLUNTEER.**

Children in foster care who have a CASA volunteer are more likely to succeed in school and adjust to change. And they're half as likely to re-enter the foster care system later. As a volunteer, you can make all the difference for a child who has experienced abuse or neglect in your community. Get involved, and change a child's story.

[casaforchildren.org](http://casaforchildren.org)

CHANGE A  
CHILD'S STORY.™



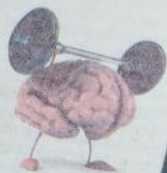
...ave which is being organised under the theme "South Asian Century: Progressing emerging issues. The inaugural session will be followed by Ministerial Round "Taking Stock of the South Asian Economic Integration Process" wherein Commerce/Economic Affairs Ministers from Afghanistan, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka will share their vision to foster regional integration process in South Asia. In addition to five sessions on important issues like energy-cooperation, entrepreneurship development, South Asia in 21st Century and others the Conclave also includes dedicated session on youth. In addition to Indian commerce minis-

...ould surely help both the countries to get the Satta agreements implemented in its true spirit," a businessman from Pakistani side commented. He also said that without the removal of major obstacles by India in the way of expanded trade, Pakistan should set aside one of its promise it had made earlier in the roadmap to grant India with the MFN (most favoured nation) status. It is to note here that India's trade with Bangladesh, for example, has more than doubled to \$5.8bn since 2010. Similarly, its trade with Nepal has surged from \$1.9b to \$3.6bn and with Sri Lanka from \$2.5bn to \$4.6bn. Pakistan, on the other hand, has remained far behind to boost its trade significantly with the Saarc member countries. Its trade with Nepal is negligible and with Bangladesh \$650mn and with Sri Lanka \$384mn.

#### SNIPPETS

### Lorem ipsum dolor consectetur adipiscing elit

A brief course of brain exercises helped older adults hold on to improvements in reasoning skills and processing speed for 10 years after the course ended, according to researchers in the largest study ever done on brain training. Older adults who took a brief course of brain exercises showed improvements in reasoning speed as long as 10 years after the course ended, according to researchers. **P19**



#### Auction

...is set to auction the generation mobile phone this year and for the first time hired by the National Authority for the process with the aim of starting the digitalisation process. The auction is expected to be held in the near future.

Help me find my happy face.

#### THIS IS A SUBHEAD.

This is body copy for the ad. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[casaforchildren.org](http://casaforchildren.org)

CHANGE A CHILD'S STORY.



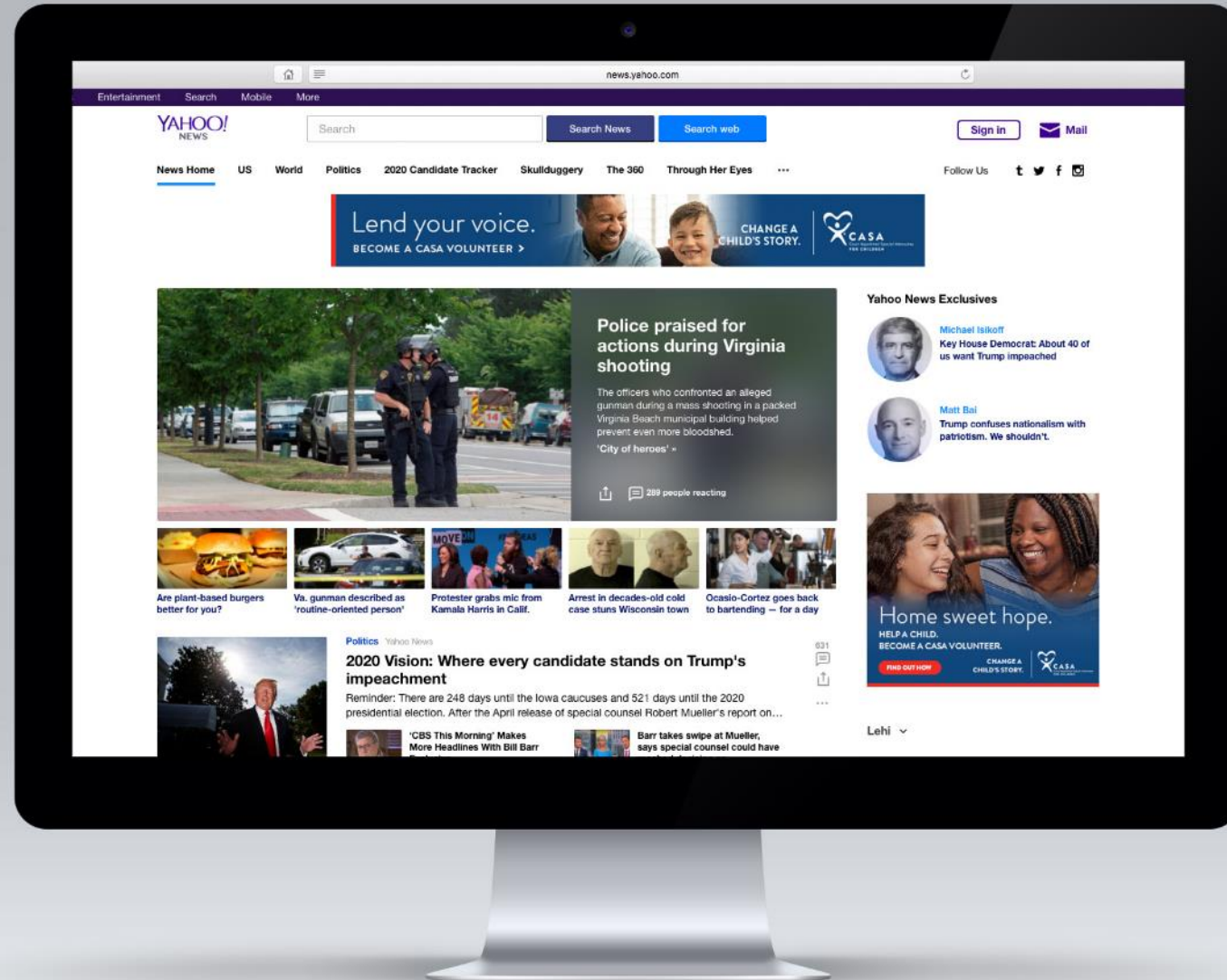








[illegible]

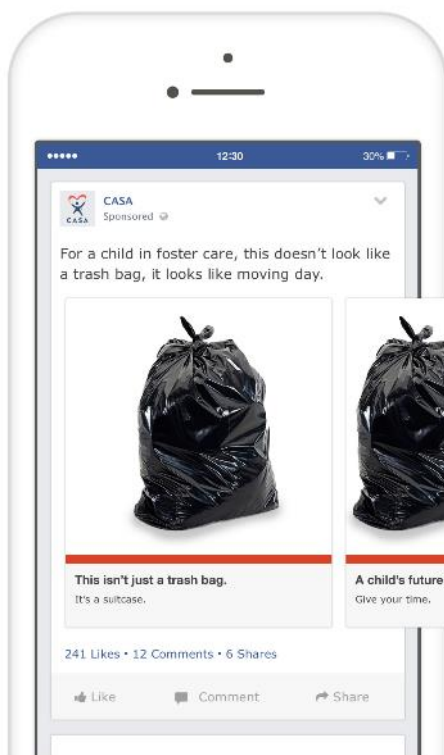


Digital





# Facebook Carousel Units



A child's future shouldn't fit inside.  
Give your time.



CASA volunteers make a lasting impact.  
Make a difference.

Change a  
child's  
story.



Sign up to volunteer.  
Be the difference.



You can help me find my happy face.  
Be an advocate.



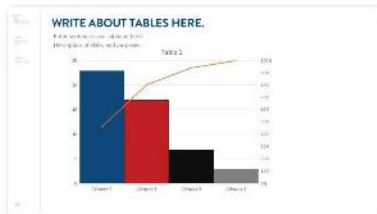
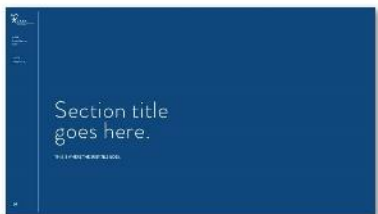
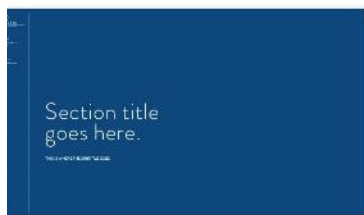
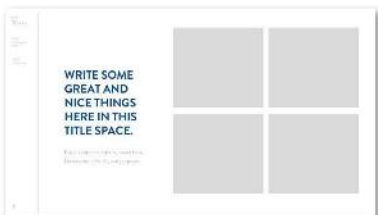
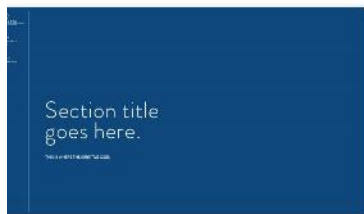
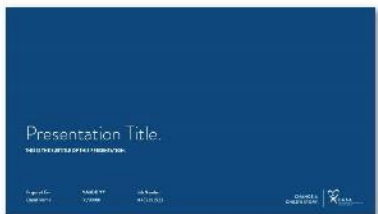
You can be a stable influence for good.  
Give your time.



You can change a child's story.  
Sign up to volunteer.



# PowerPoint Template



# TYPOGRAPHY

## NATIONAL CASA FONTS

A brand's typography is an important part of creating a consistent feel. It reinforces that all messaging is coming from the same place.

National CASA uses two main typefaces for all of its marketing materials. Brandon Grotesque is used for headlines and is the "face" of the brand. There are multiple weights of Brandon Grotesque available. Proxima Nova is used for subheads and body copy.

Brandon Grotesque, with its geometric shapes and unique cap-height to x-height ratio, is a brand-ownable font that captures attention and feels friendly and approachable. Proxima Nova is a nice, easy-to-read, complementary font to Brandon Grotesque that works well for body copy.

Two more fonts are included for limited, special-use cases. For creative that must follow ADA guidelines, Serifa STD, a serif font, may be used in place of Proxima Nova for body copy.

For web applications, Montserrat is available as a free web-safe font from Google.

## WHERE TO GET THE FONT FILES

Logo and business template files that are available for download at [member.casaforchildren.org/marketing-and-legislative-advocacy/](http://member.casaforchildren.org/marketing-and-legislative-advocacy/) can be used or sent to a printer without you needing to have the font.

If you want to use the fonts for other text, such as adding your address to the business materials, you can purchase them at [MyFonts.com](http://MyFonts.com).

Brandon Grotesque font is available from National CASA in the following weights: regular, light, black, and italic.

## HEADLINES

### Brandon Grotesque

An elegant, geometric sans-serif font with a warm touch. Strong letterforms, but made approachable by the rounded points and wide curves. Appropriate for a child-centric brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## SUBHEADS & BODY COPY

### Proxima Nova

A simplified, friendly geometric sans-serif font that complements Brandon Grotesque. Featuring multiple weights, this versatile, modern font is legible at reduced sizes and on screen.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# PHOTOGRAPHY

National Court Appointed Special Advocate Association

A consistent photography style is essential for successful brands.

In general, National CASA should use documentary-style photography that shows a connection between child and volunteer, or the child adjusting to life in foster care. Photos shouldn't feel staged or forced.





# MESSAGING TONE & VOICE

## TONE OF VOICE

CASA is a voice for children. The tone of all CASA materials should be caring, brave and, whenever possible, hopeful.

Headlines and subheads should be a maximum of 10 to 12 words for out-of-home executions, digital banners and print ads.

Calls to action should be about volunteering or donating so that people don't think it's about becoming a foster parent.

### CASA IS:

Fearless  
Firm  
Leading  
Persistent  
Careful  
Unwavering  
Confident  
Authentic

### CASA IS NOT:

Reckless  
Confrontational  
Dictating  
Obsessive  
Anxious  
Unmovable  
Arrogant  
Elitist

## MESSAGING EXAMPLES

### HELP ME FIND MY HAPPY FACE.

Become a CASA volunteer.

*[Image of a smiling child with a CASA volunteer]*

### HOME SWEET HOPE

Help a child succeed in foster care. Volunteer.

*[Image of a sad child with a trash bag]*

### A CHILD'S FUTURE SHOULDN'T FIT INSIDE.

Become a CASA volunteer.

*[Image of trash bag]*

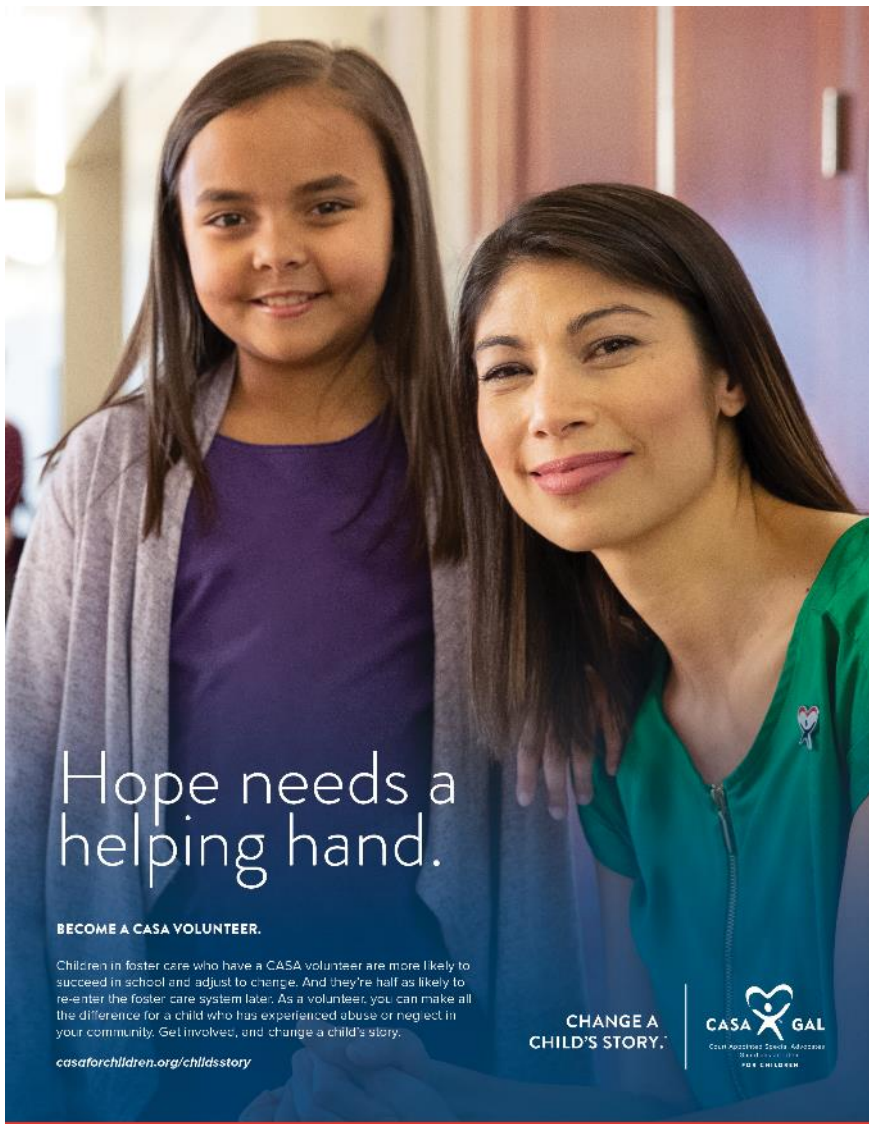
*Other headlines:*

**THERE'S NO PLACE LIKE HOPE.**

**HOPE NEEDS A HELPING HAND.**

**LEND YOUR VOICE.**

## NATIONAL PRINT AD



Hope needs a helping hand.

BECOME A CASA VOLUNTEER.

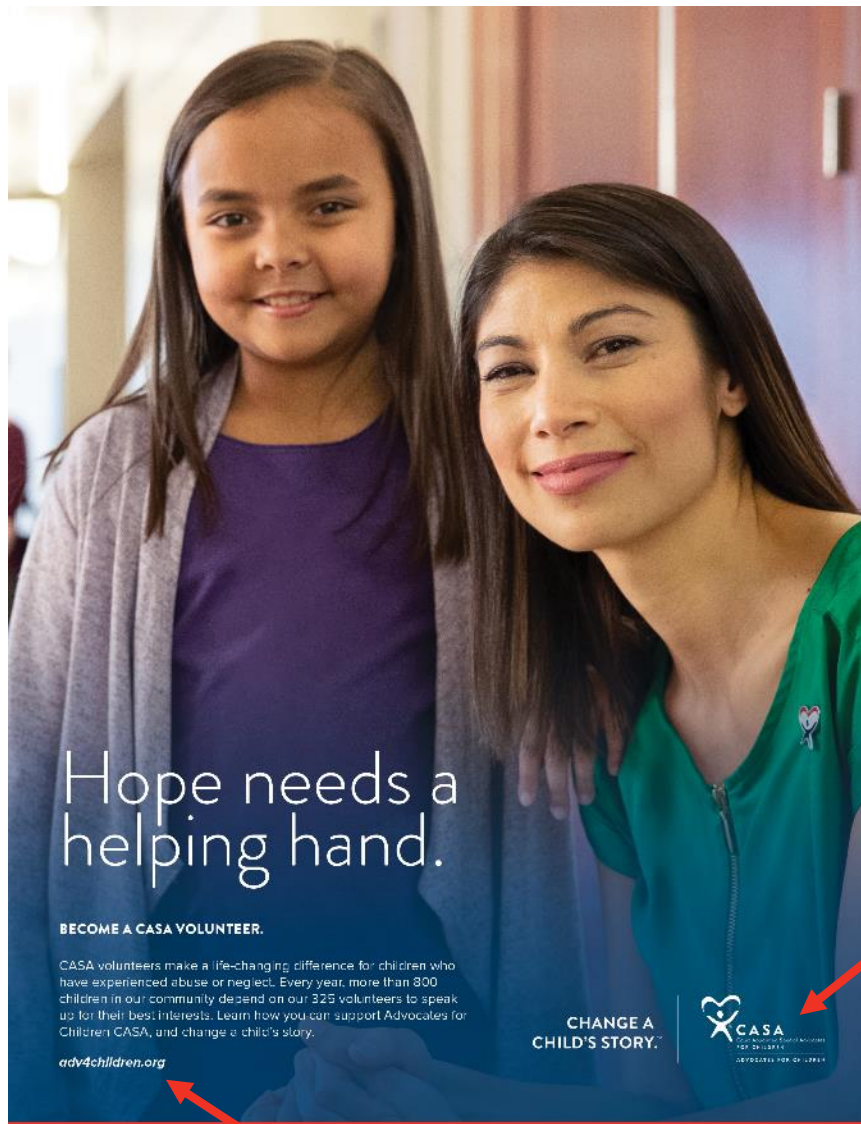
Children in foster care who have a CASA volunteer are more likely to succeed in school and adjust to change. And they're half as likely to re-enter the foster care system later. As a volunteer, you can make all the difference for a child who has experienced abuse or neglect in your community. Get involved, and change a child's story.

[casaforchildren.org/chldsstory](http://casaforchildren.org/chldsstory)

CHANGE A CHILD'S STORY.

CASA GAL  
Court Appointed Special Advocates  
for Children

## CUSTOMIZED LOCAL PROGRAM PRINT AD



Hope needs a helping hand.

BECOME A CASA VOLUNTEER.

CASA volunteers make a life-changing difference for children who have experienced abuse or neglect. Every year, more than 800 children in our community depend on our 325 volunteers to speak up for their best interests. Learn how you can support Advocates for Children CASA, and change a child's story.

[adv4children.org](http://adv4children.org)

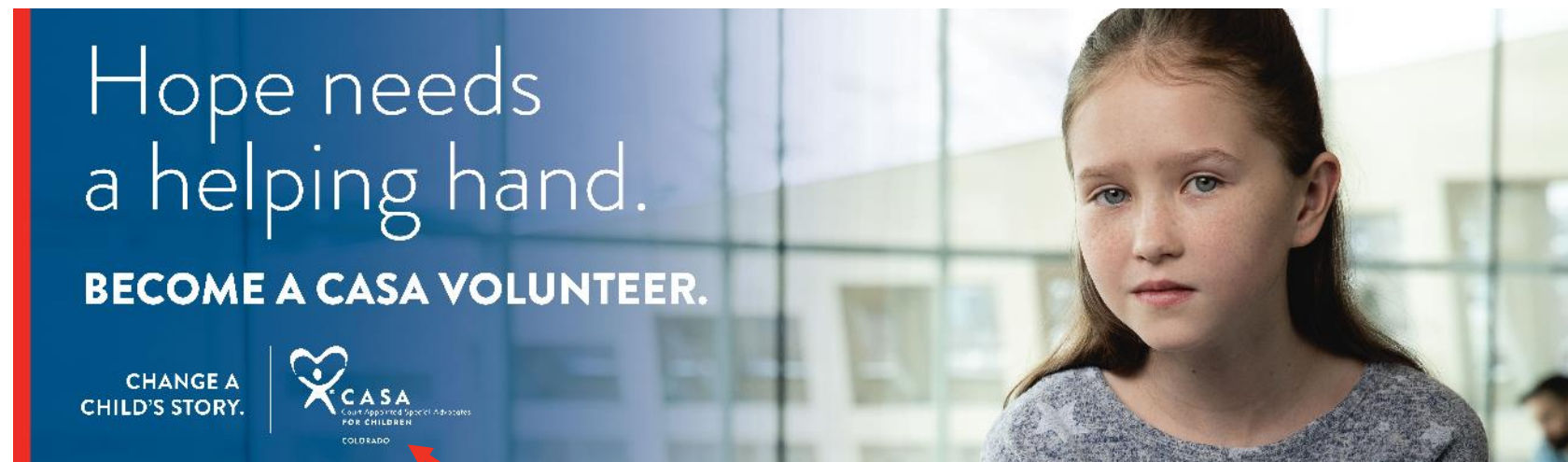
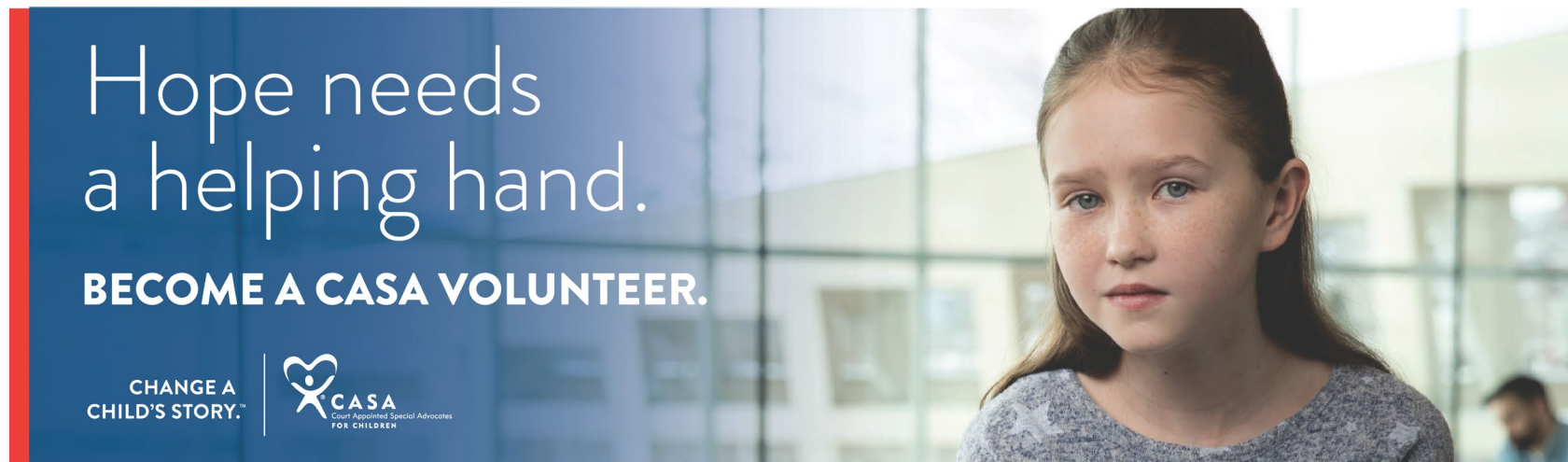
CHANGE A CHILD'S STORY.

CASA GAL  
Court Appointed Special Advocates  
for Children

Logo: Add in your state or local program logo in conjunction with the Change a child's story tagline



## CUSTOMIZED OUT OF HOME BOARD



**Logo:** Add in your state or local program logo in conjunction with the Change a child's story tagline

# National Media Campaign

# Planning Parameters

## **OBJECTIVE**

- Increased awareness of National CASA/GAL, driving to website for education and more information

## **GEOGRAPHY**

- National U.S.

## **TIMING**

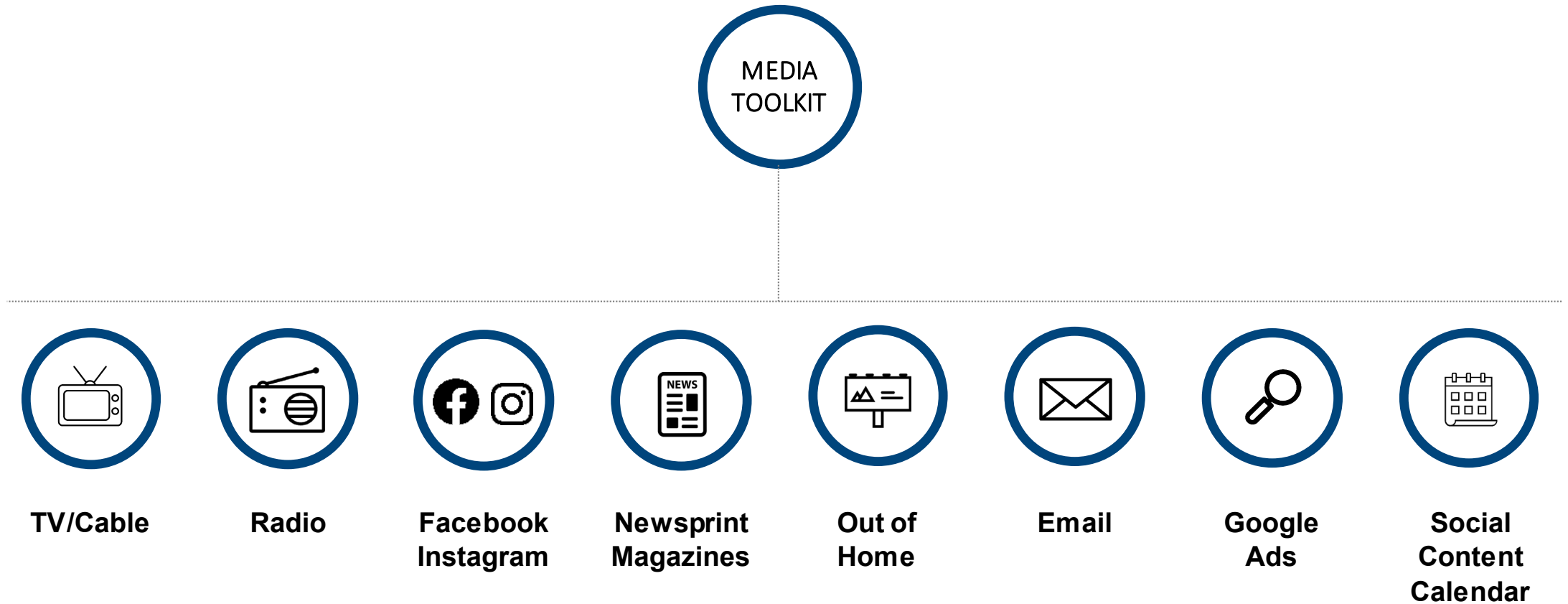
- June 10-December 31, 2019

## **CHANNELS**

- PSA Local Broadcast/Cable TV
- PSA Print Magazines
- NCM Theater Lobby Screens
- Captivate Network
- Facebook
- Instagram
- The Trade Desk: pre-roll & display
- YouTube
- Google Ads (Google grant)

# Local Program Toolkit


# Local Toolkit




**Best Practices | Tips | How To's | Negotiation Tactics**



[Network News](#)
[Network Directory](#)
[Job Postings](#)
[Your Membership](#)
[Julia Heath](#)
[Log Out](#)



[Search](#)
[Events](#)
[Contact](#)



[Home](#)
[Marketing and Legislative Advocacy](#)
[Change a Child's Story](#)

## Change a Child's Story™

### Campaign Overview

National CASA/GAL has developed a broad-based national branding and public awareness campaign, *Change a Child's Story™*. The goal of the campaign is to increase CASA and GAL's brand awareness, while at the same time raising public awareness about the state of our nation's most vulnerable children.

By downloading and using the campaign materials, you are agreeing to these guidelines:

- Programs cannot mix campaigns.** If you use the new campaign, you cannot use or integrate *I Am for the Child®* or a local campaign approach at the same time. One of the things that make a campaign impactful is when it is kept intact and speaks with one voice. Taking the campaign and using it in other ways outside its original intent will dilute the message and ultimately the impact. The brand standards do not allow for manipulation of the campaign from its original use. If you have a specific need, please contact [marketing@casaforchildren.org](mailto:marketing@casaforchildren.org).
- You'll need to follow the brand guidelines and campaign standards.** The use of the images and other aspects of the campaign must be used exclusively and in its entirety according to the brand standards both for the campaign and National CASA/GAL's brand guidelines.
- State and local coordination is vital.** State organizations and local programs should coordinate their campaign plans to ensure strong coverage across the state and also avoid unintentional conflicts.
- Business Collateral.** Because the business collateral may be specific to your program, fundraiser, or event, you are able to tailor the messages in some of these

<https://member.casaforchildren.org/marketing-and-legislative-advocacy/change-a-childs-story/>

# Paid Social Media

# Facebook & Instagram



# Account & Campaign Overview

- Create Business Manager and add your program Facebook page
- Add Ad Account(s) to Business Manager-up to five
  - Include payment method
- Set up Facebook Pixel (code on website)
- Use Ads Manager platform to create audiences and campaigns





## AUDIENCES

- Campaign Level
  - Objective, Budget
- Ad Set Level
  - Audience, Placements, Date/Schedule, Bidding, Optimization & Delivery, Spend Limits (if desired), Inventory Filter
- Ad Level
  - Create ads – options:
    - Boost existing post(s) from your Facebook page
    - Create new ad(s)

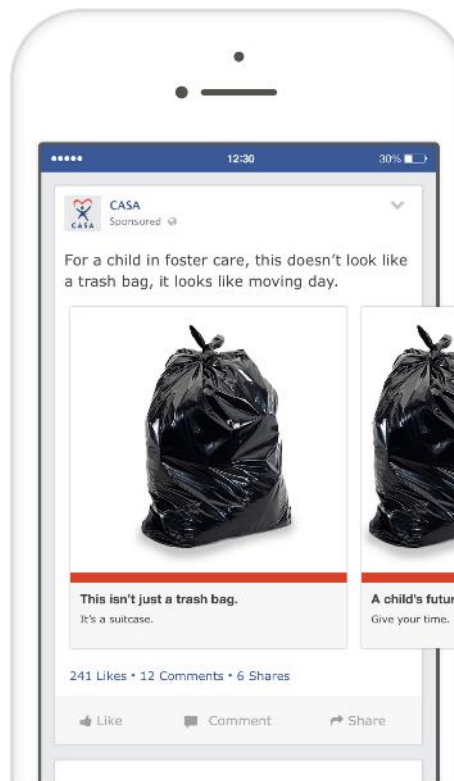
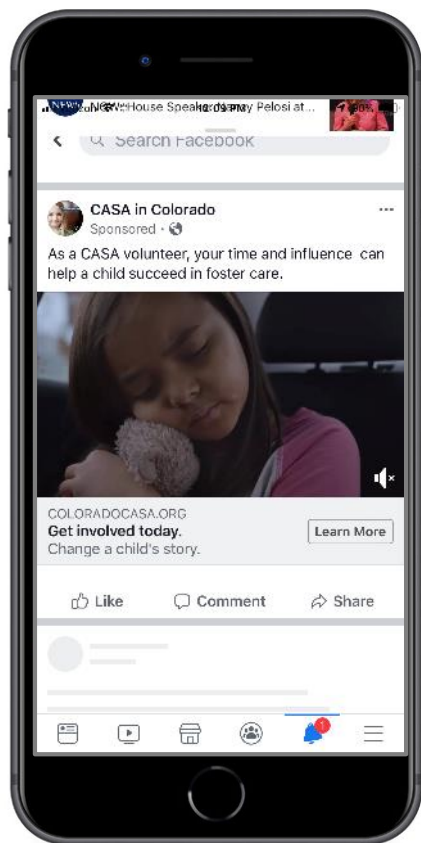
## CAMPAIGN HIERARCHY

- Saved Audience
  - Age, Gender, Language, Geography
  - Demographics, Interests, Behaviors
- Custom Audience
  - Site visitors/actions\* or customer lists
- Lookalike Audience
  - Similar to site action audiences\*

*\*requires Facebook Pixel*



# Paid Social Creative Assets



# Facebook Campaign Objectives

- Brand Awareness
- Traffic
- Reach
- App Installs
- Engagement
- Video Views
- Lead Generations
- Messages
- Conversions



# Volunteer Recruitment



# Volunteer Management

Proper handling of your volunteers and their work through creation of systems and standards for recruitment, engagement, administration, coordination and more.

# Volunteer Recruitment

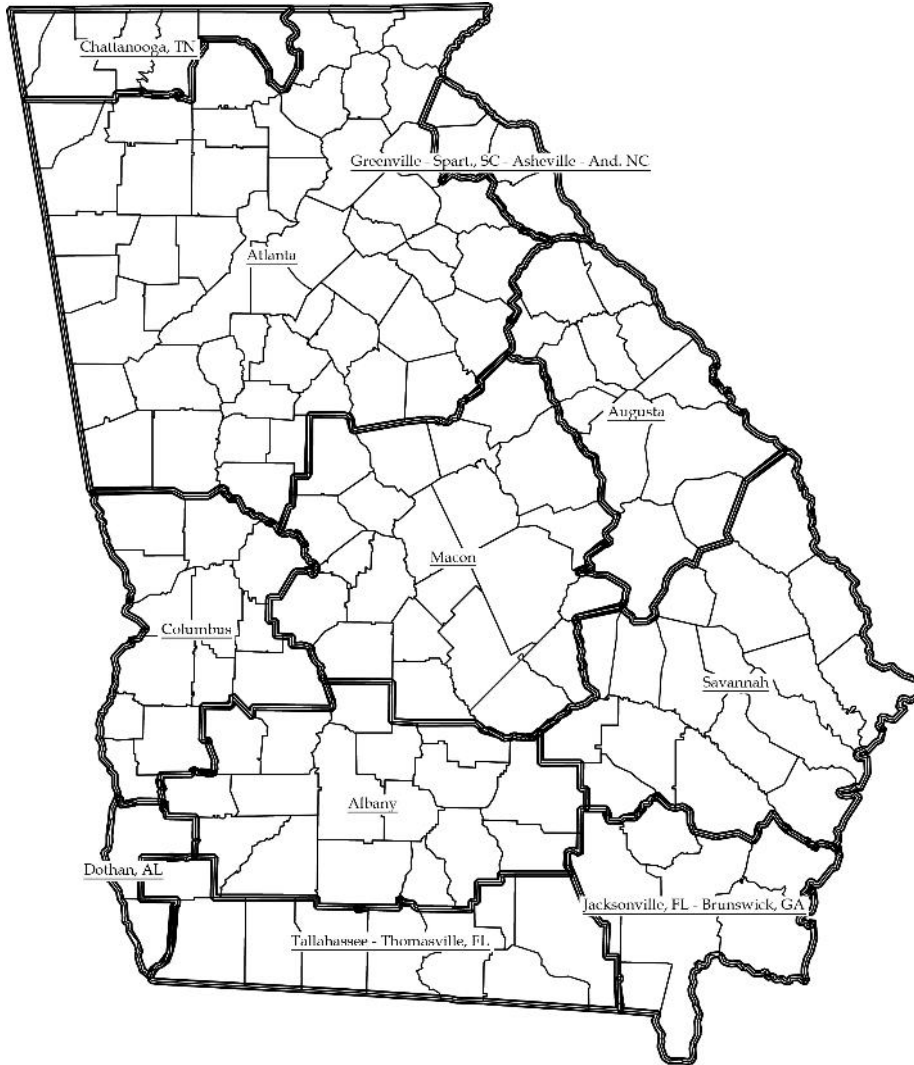
An ongoing process of soliciting and advertising to people who align with your mission or cause to work in and support your organization.

# Leveraging Marketing & Communications for Recruitment

Understand where you are recruiting:

- Designated Market Area (DMAs) for traditional media – TV & Radio
  - 210 DMA regions in the US, Alaska & Hawaii
  - 159 counties in Georgia
  - Only 11 DMAs in Georgia
    - Includes portions of Tennessee, Alabama, South and North Carolina, and Florida

# Georgia Designated Market Areas



Groups of counties assigned by Nielsen Media Research (2000). DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.

[http://www.polidata.us/pub/maps/rg2000/ga\\_reg.pdf](http://www.polidata.us/pub/maps/rg2000/ga_reg.pdf)



# Leveraging Marketing & Communications for Recruitment

Understand where you are recruiting:

- Where do they live, work, what places do they frequent?
  - Consider it may cross DMAs
  - Urban, Suburban, etc.
  - Sporting events – professional, college, local
  - Medium

# Leveraging Marketing & Communications for Recruitment

Understand who you are recruiting:

- Build a volunteer profile based on:
  - Goals/objectives/needs of the organization
  - The children you are serving
  - Demographics of the community where you live
  - Underrepresentation of a type of volunteer
  - Desire for a specific skill set

# Leveraging Marketing & Communications for Recruitment

Understand how you are recruiting:

- How do the potential volunteers consume information?
- What message will you use to get their attention?
- Where do the potential volunteers network or engage?
  - Traditional media - broadcast
  - Online: social media, digital media, news platforms
  - Recreational/sports activities
  - Professional organizations
  - Word of mouth
  - Partnerships



# Leveraging Marketing & Communications for Recruitment

Understand when you are recruiting:

- Now to fill an immediate need or building the pipeline for the future
- Recruitment strategies may be different
- Do you have the systems and infrastructure in place to work with the volunteers you recruit?
- Volunteer management may be different
  - How do you keep the person engaged if you are building a pipeline vs. immediate engagement with volunteer training?

# Leveraging Marketing & Communications for Recruitment

Understand why you are recruiting:

- Mass Recruitment – You need a large number of volunteers for a short period of time and the qualifications to complete the task are minimal.
- Targeted Recruitment – You require a specific skill set or uncommon characteristics for the volunteer. This type of recruitment requires a carefully planned approach geared toward small audiences.
- Concentric Circles – You identify and contact people who already are in direct or indirect contact with your organization.

# Leveraging Marketing & Communications for Recruitment

Understand if there are any **synergies** in recruiting:

- Think about:
  - Pooling your resources with other local CASA/GAL programs
  - Creating or leveraging existing partnerships
  - Recruiting all the time vs. during a specific period of time
    - Events/fundraisers
  - Using your existing resources to help with recruiting
    - Staff, board members, volunteers, friends of your programs, etc.



# Volunteer Recruitment

## STEPS TO ADVERTISING

- Establish a volunteer profile based on the mission, goals and needs of the organization
  - Prioritize
- Create a consistent message, words, phrases, or pictures that connect to your cause and will attract like-minded individuals.
  - Provide a call to action
- Provide clarity on the type of recruitment you are undertaking:
  - Mass Recruitment
  - Targeted Recruitment
  - Concentric Circles
- Decide the medium/budget you will use to recruit volunteers:
  - Social media/online
  - Word of mouth
  - Mass advertising
  - Networking
  - Other
- Are there any synergies?

## EXAMPLE

- Profile: Ready for the Future (Millennials)
  - Hispanic and African-American females
- Message: “Hope needs a helping hand.”
  - As a volunteer you can make the difference for a child who has experienced abuse or neglect in your community. Get involved and change a child’s story.
  - Visit [www.casaforchildren.org](http://www.casaforchildren.org).
- Type of recruitment:
  - Targeted Recruitment
- Medium: Based on the targeted volunteer
  - Understand where they are getting information
  - Online/Social Media
  - Instagram, YouTube, News Platforms (Reddit)

# Social Media – Example of One Channel

# Social Media Trends & Facts

- Facebook has 2.19B users – a population 6.5 times greater than the US population
- Instagram has over 500M daily active users
- 95M photos are uploaded to Instagram each day
- 71% of Instagram users are Millennials or younger
- Every second more than 500 hours of video are uploaded to YouTube
- 68% of US Adults use Facebook
- 73% of US Adults use YouTube
- 35% of US Adults use Instagram
- 25% of US Adults use LinkedIn



# Benefits of Social Media for Advertising

Social media is an effective advertising tool because it:

- Increases the ability to reach a highly targeted audience
- Provides a cost effective way to reach your audience
- Helps to increase brand awareness
- Helps to increase website traffic

# Guidelines for Assessing the Right Platform

Identify the types of platforms that are available/Identify what works best for your objective

- What is your objective?
- What is the message?
- Who are you trying to reach?
- Which platforms are most popular amongst your audience?
- Which platforms are most popular amongst your audience?
- Which platforms perform the best?
- Which platforms are you already using?

# Guidelines for Maximizing your Budget

- Let organic post inform your ads
- Pay for what matters – impressions vs. engagement
- Be mindful of maximizing your advertising for mobile platforms
- Test your ads; regroup
- Measure the effectiveness

# Putting it into Action - Assignment



# Assignment

## SITUATION

CASA of Northwest Connector is seeking volunteers to support a variety of short and long-term opportunities that include support for: events (annual fundraiser), long-term volunteering (cases), and skills-based (operations, PR, IT).

It has been difficult to recruit and retain volunteers, but the program is in desperate need of long-term volunteers to serve the increasing number of children that needs a CASA/GAL.

# Georgia 2017 Annual Survey Data

	Percent in each racial group		
Race	Staff	Volunteers	Children Served
American Indian/Alaska Native	0%	0%	0%
Asian	0%	1%	0%
Black/African American	29%	30%	35%
Caucasian	68%	66%	54%
Multiracial	2%	1%	6%
Native Hawaiian/Other Pacific Islander	0%	0%	0%
Number*	218	2,943	10,386

	Percent in each ethnic group		
Ethnicity	Staff	Volunteers	Children Served
Hispanic/Latino	4%	2%	5%
Non-Hispanic/Non-Latino	95%	94%	89%
Number*	218	2,943	9,989

What was the number of children served in the calendar year by gender?		49.1%	50.9%	0.0%
--	--	-------	-------	------

# Georgia 2017 Annual Survey Data

	Percent by gender	
Gender	Male	Female
Number of children served in the calendar year	50.9%	49.1%

# Volunteer Recruitment

## STEPS TO ADVERTISING

- Establish a volunteer profile based on the mission, goals and needs of the organization
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- Create a consistent message, words, phrases, or pictures that connect to your cause and will attract like-minded individuals.
  - Provide a call to action
- Provide clarity on the type of recruitment you are undertaking:
  - Mass Recruitment
  - Targeted Recruitment
  - Concentric Circles
- Decide the medium, message/budget you will use to recruit volunteers:
  - Social media/online
  - Word of mouth
  - Mass advertising
  - Networking
  - Other

## ASSIGNMENT

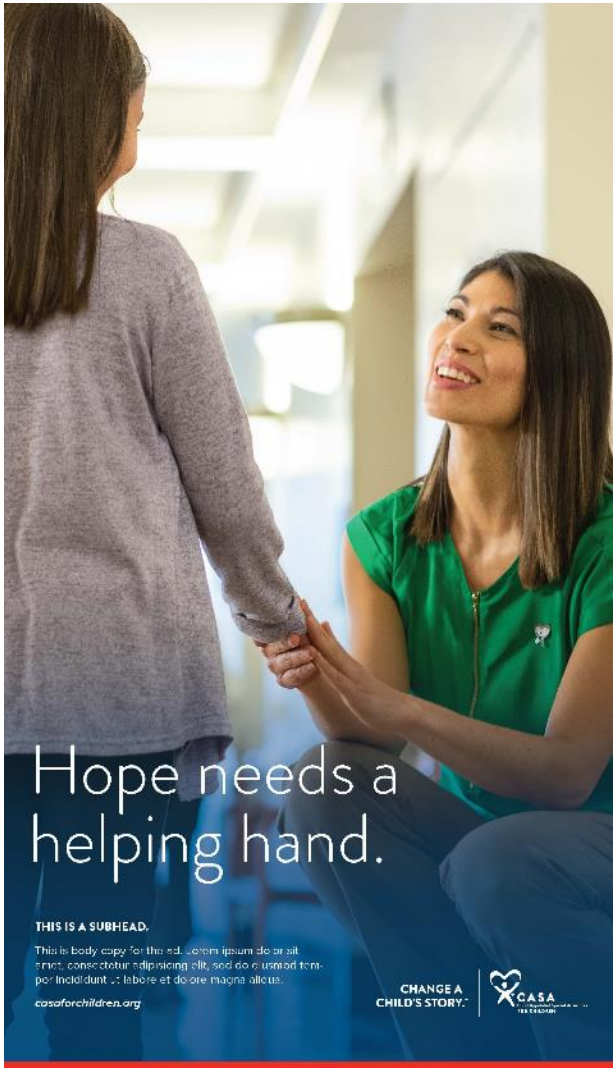
- Identify these elements and create an advertising recruitment strategy:
  - Volunteer profile:
  - Message:
  - Type of recruitment
  - Medium:
  - Where
  - Who
  - How
  - When
  - Why
  - Synergies



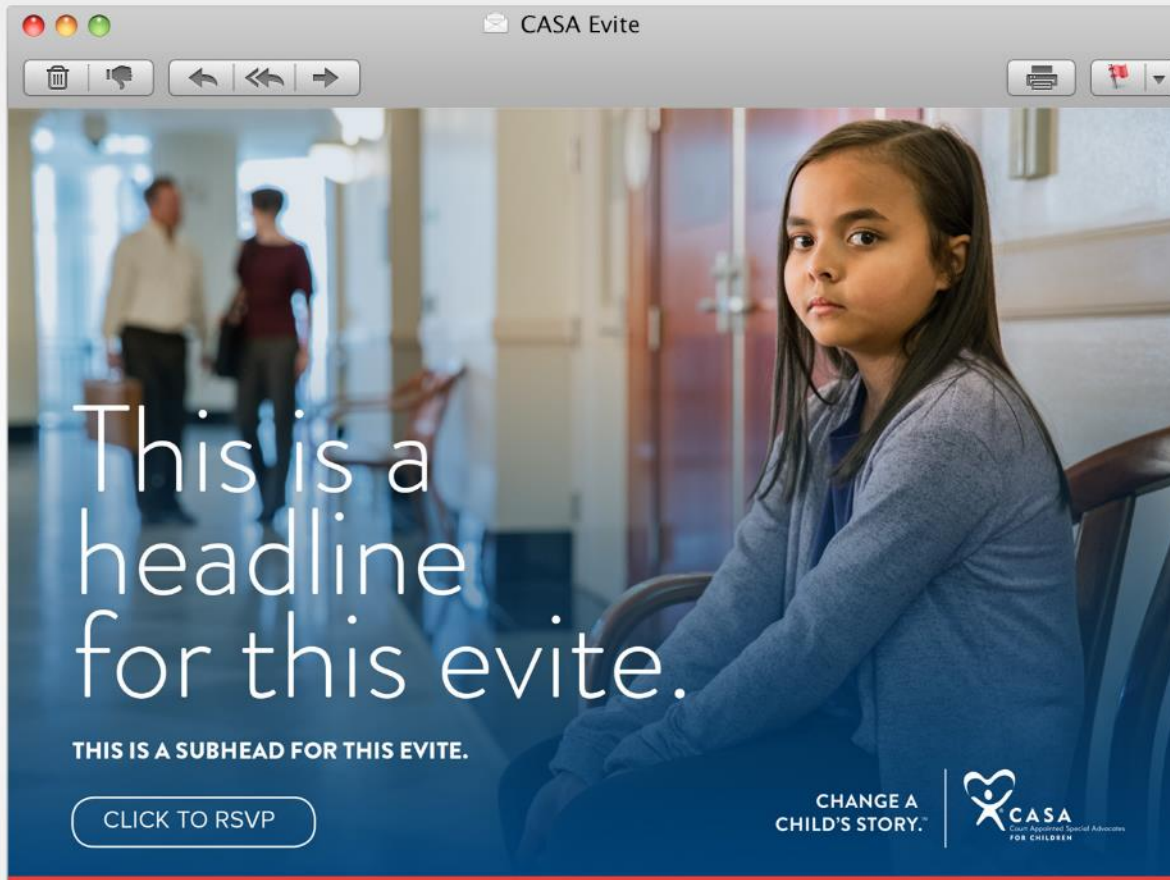
Q&A

# APPENDIX





CASA Evite




# This is a headline for this evite.

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 **CASA**  
Court Appointed Special Advocates  
FOR CHILDREN

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#### DATE

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#### TIME

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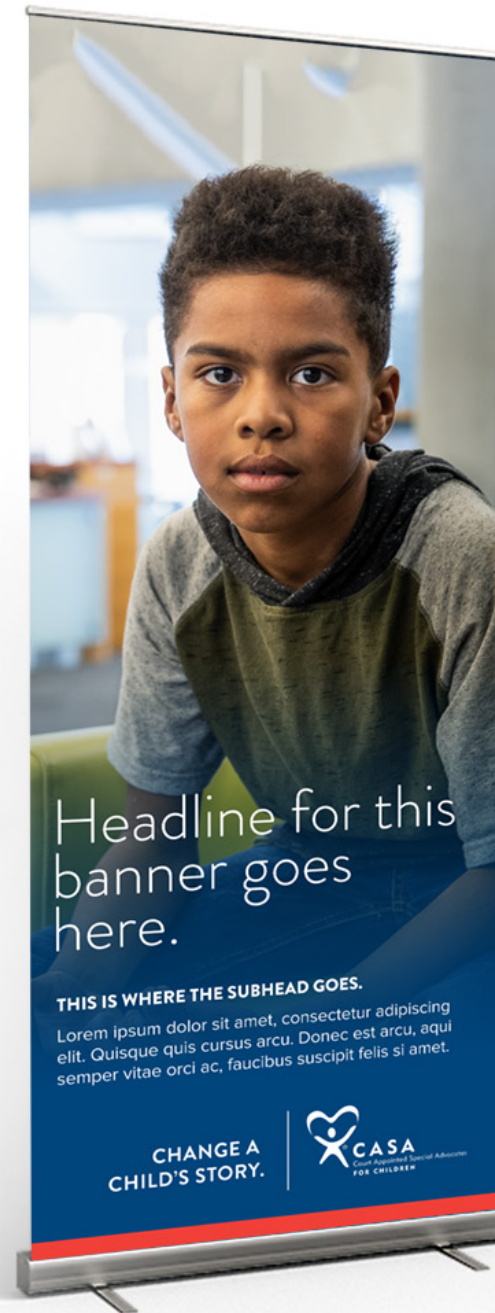
#### LOCATION

Insert Location Here  
000 Street Name  
City, State, Zip Code

# Evite




# Table Tent & Banner



# Event Program & Pledge Card



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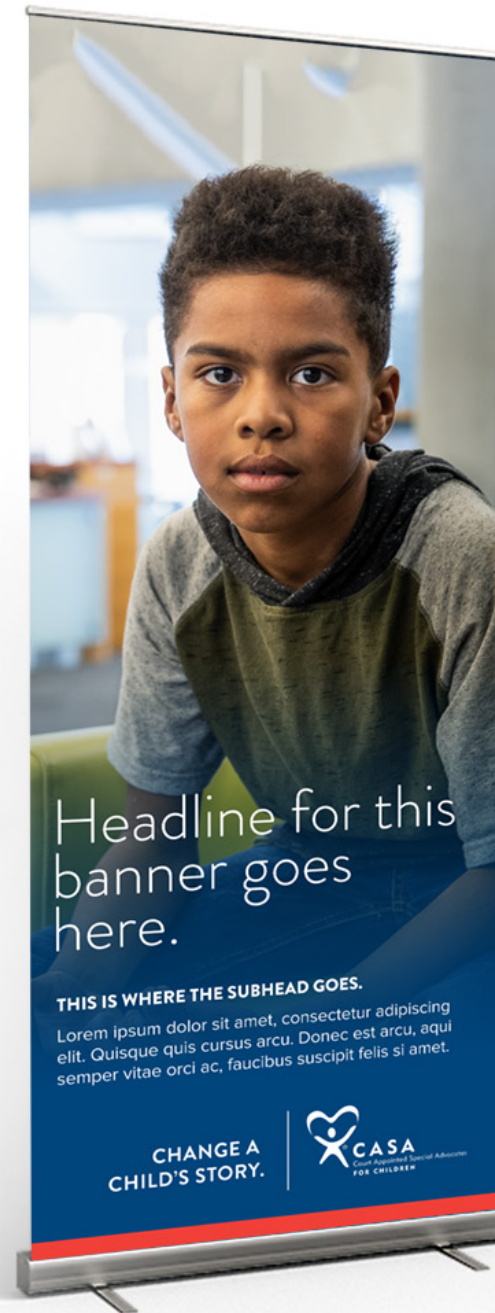
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