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



FOR CHILDREN

# Change a Child's Story



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Court Appointed Special Advocates Guardians ad Litem FOR CHILDREN



### 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







#### 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

### Target Audiences



#### **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

				NEWS	() <b>f</b>	
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	All digital banners are customizable.

customizable as well.







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Help me find my happy face.

CHANGE A CHILD'S STORY

Reasa

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### Direct Mail





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With respect and gratitude.

Jano Doe Director: CASA of Clavelanc



#### For more information, contact:





### **Executive Brochure**

## Change a child's story.

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www.addwebsiteaddresshere.com



XXX CHILDREN WAITING FOR A CASA VOLUNITER

\* CASA

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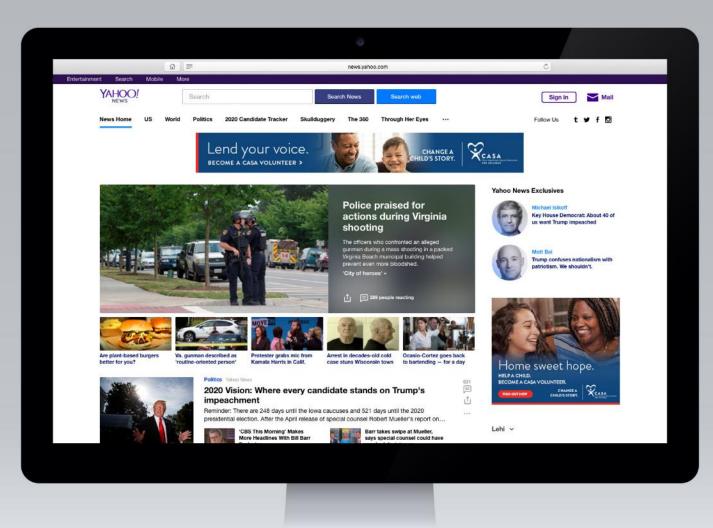
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### Social

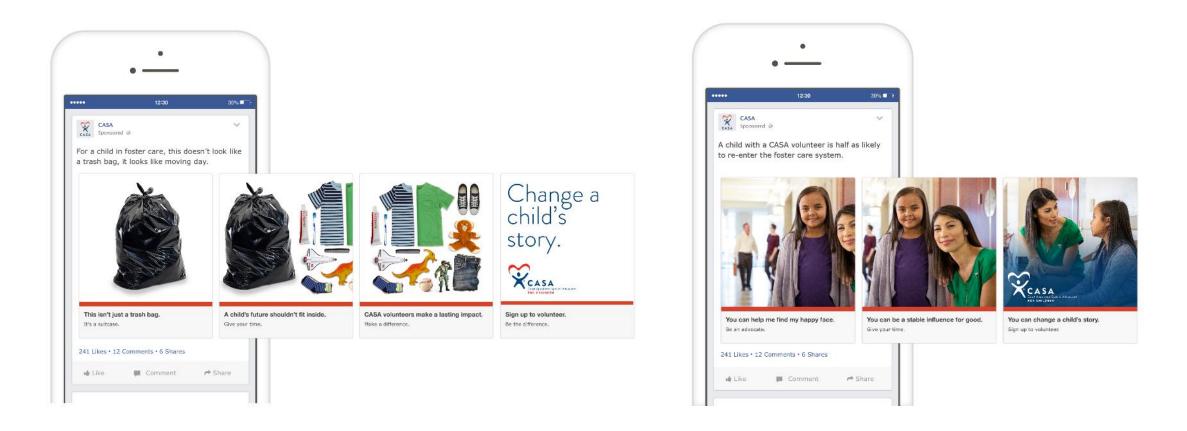






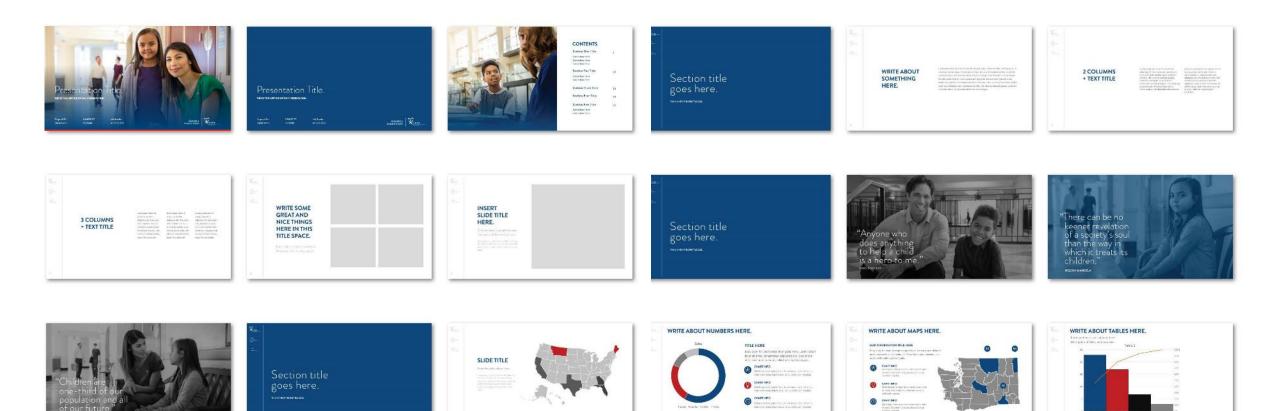


### Facebook Carousel Units





### 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-andlegislative-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.

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

#### HEADLINES

#### Brandon Grotesque

An elegant, geometric san-serif font witha 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 san-serif font that complements Brandon Grotesque. Featuring multiple weights, this versitile, modern font is legible at reduced sizes and on screen.

### ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789



### PHOTOGRAPHY

A consistent photography style is essential for successful brands.

In general, National CASA should use documentarystyle 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. MESSAGING EXAMPLES

#### HELP ME FIND MY HAPPY FACE.

National Court Appointed Special Advocate Association

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.

#### CASA IS:

CASA IS NOT:

Fearless Firm Leading Persistent Careful Unwavering Confident Authentic Reckless Confrontational Dictating Obsessive Anxious Unmovable Arrogant Elitist



#### 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 your community. Get involved, and change a child's story.

casaforchildren.org/childsstory

#### **CUSTOMIZED LOCAL PROGRAM PRINT AD**



Children CASA, and change a child's story.

adv4chlldren.org

CHANGE A

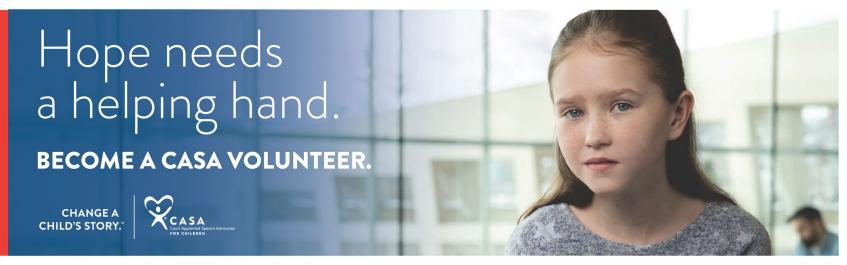
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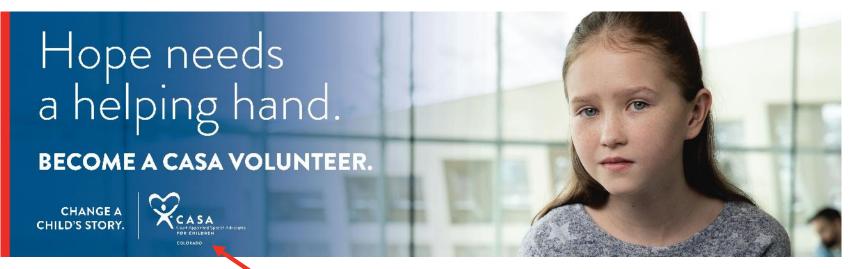
Logo: Add in your state or local program logo in conjunction with the Change a child's story tagline

CHILD'S STORY.



#### **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

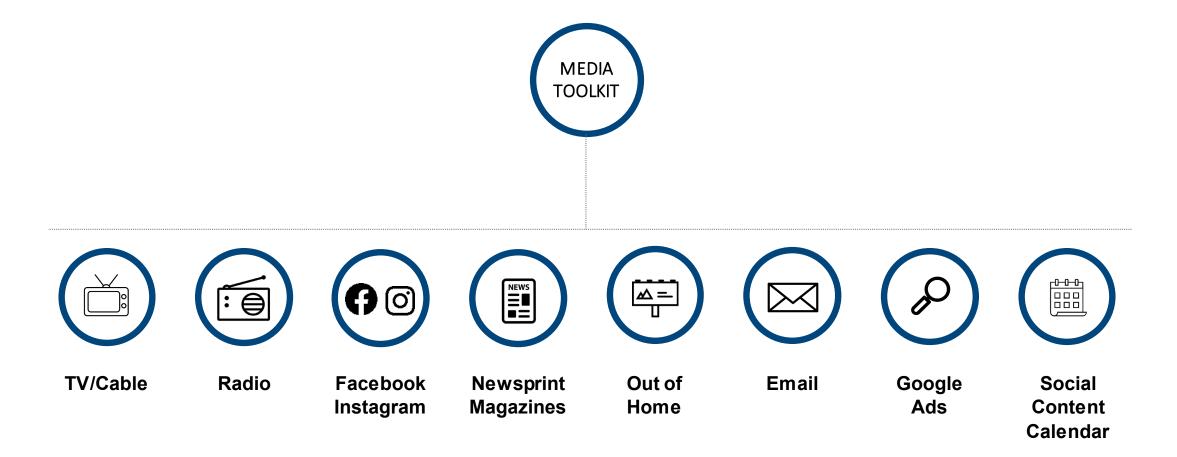
- PSA Local Broadcast/Cable TV
- PSA Print Magazines
- NCM Theater Lobby Screens
- Captivate Network
- Facebook
- Instagram
- The Trade Desk: pre-roll & display
- YouTube
- Google Ads (Google grant)



## Local Program Toolkit

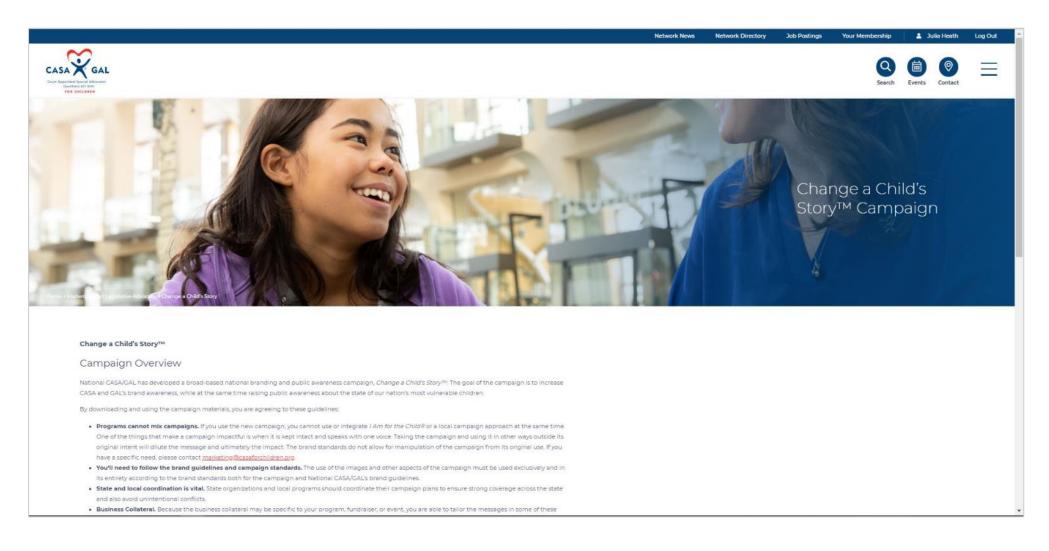


### Local Toolkit



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





#### 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)

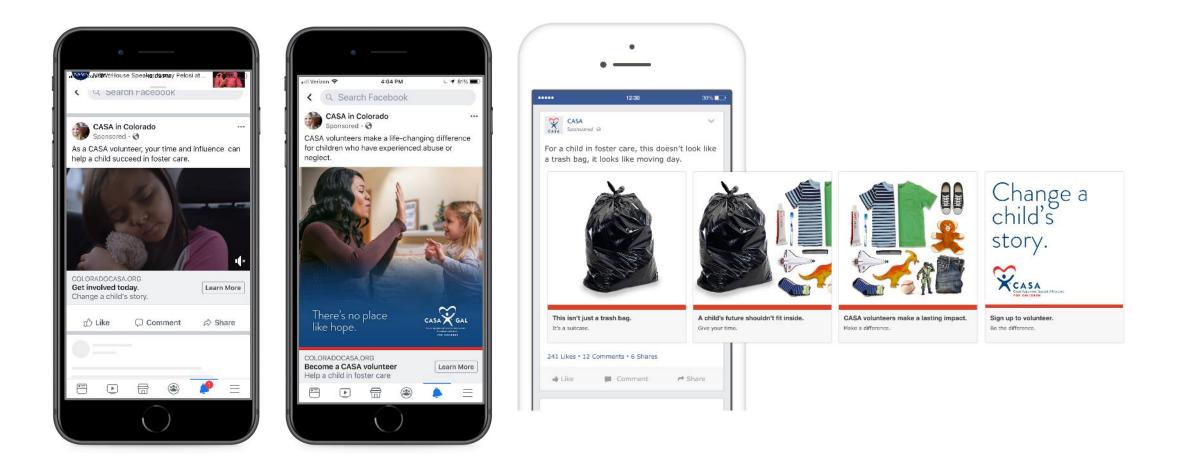
### **CAMPAIGN HIERARCHY**

- 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



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## 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.

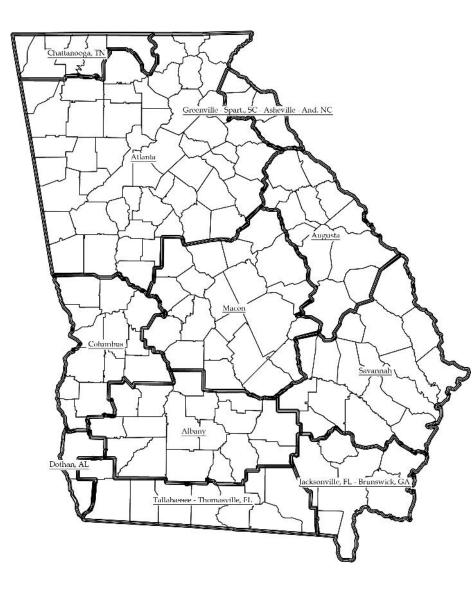


Understand **where** you are recruiting:

- 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



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



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



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



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?



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.



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.
- 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



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### 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



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#### 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 skillsbased (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%

Statewide demographic information for children, staff and volunteers-2017 (annual survey)

0.0%

\* Number with valid data reported. Does not include children, staff, or volunteers whose demographic data is unknow n.



### 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
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- 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





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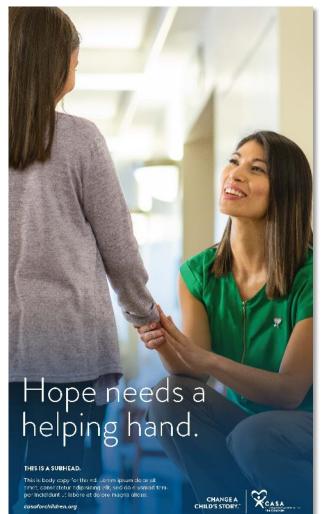
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## headline for this evite.

THIS IS A SUBHEAD FOR THIS EVITE.

CLICK TO RSVP

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TIME Insert Time Here

#### LOCATION

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

CHILD'S STORY.

CASA Evite

FOR THIS EVITE.



- 4

#### Table Tent & Banner





CHANGE A CHILD'S STORY.



#### Event Program & Pledge Card





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#### Table Tent & Banner





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#### Event Program & Pledge Card





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