

Building a Year-Round Marketing or Awareness Campaign

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National CASA/GAL Association for Children

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Telling the CASA/GAL Story

Brand Overview



What is a Brand?

“

**THE INTANGIBLE SUM OF A PRODUCT'S
ATTRIBUTES.**

”

DAVID OGILVY

Founder of *Ogilvy & Mather* Advertising Agency
and considered the father of advertising

Components of a Brand



NAME



LOGO



IMAGE



SHAPE

TANGIBLE

COLOR



SLOGAN



GRAPHICS



TYPOGRAPHY



Consistency = Recognition = Real & perceived value

Attributes of a Brand



CORE VALUES



PERSONALITY



IDEAL CUSTOMER

INTANGIBLE

BRAND IMAGE



BRAND STORY



EXPERIENCE

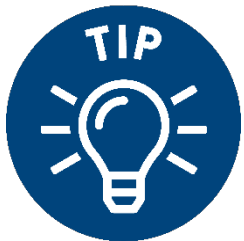


Brand Guidelines





Logos



Using your program logo helps build name recognition

Logos



Do not separate the registered icon from the rest of the logo

Trademarks

REGISTERED MARKS (®):

CASA®

COURT APPOINTED SPECIAL ADVOCATE(S)®

A CHILD'S VOICE IN COURT®

A POWERFUL VOICE IN A CHILD'S LIFE®

LIGHT OF HOPE®

I AM FOR THE CHILD®

LIFT UP A CHILD'S VOICE®

LIFT UP A CHILD'S VOICE. A CHILD'S LIFE®

SPEAK UP FOR A CHILD®



TRADEMARKS (™):

CHANGE A CHILD'S STORY™

CAMBIE EL FUTURO DE UN NIÑO™



Always include ® or ™ on first reference (at minimum)

Trademarks



The Casa met with the child.

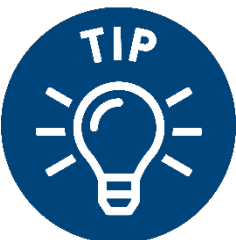
CASAs are appointed by a judge to advocate for a child's best interest.

The court appointed special advocate helped connect the parents with substance abuse services.

Do not use CASA as a noun.

Do not try to make it plural; say "CASA volunteers."

Do not style as all lowercase.



Use trademarks as proper adjectives to help enforce our ownership of them

Trademarks



The **CASA[®]** program is doing great work.

The child said the **Court Appointed Special Advocate[®]** made her feel like someone actually heard her.

CASA of Mitra County assisted with the reunification of twelve children and families this month.

Use as an adjective and in the first/most prominent use, use the ®.

Preferred style with initial capitalization, and in the first/most prominent use, use the ®.

No ® needed when “CASA” is used as part of an organization’s name.

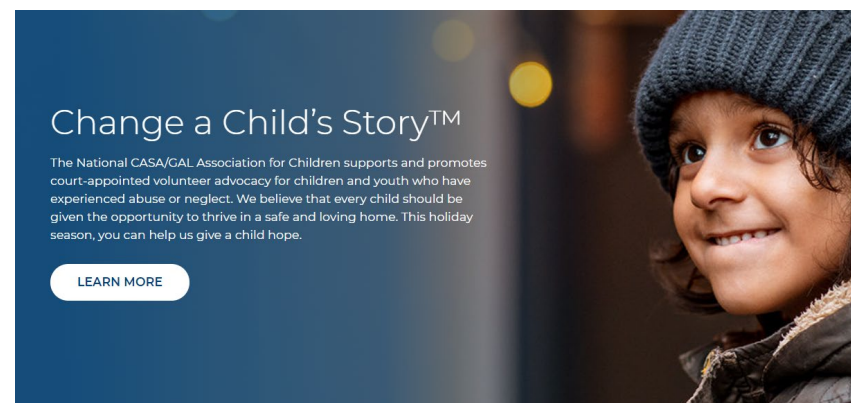
Trademarked Taglines

The first reference of a tagline should always include the appropriate trademark symbol (™ or ®). Subsequent uses within collateral pieces do not need to include the symbols but should have initial capital letters and appear set apart and not as part of a sentence.

DO NOT USE TAGLINES IN PROSE:



We believe that every child should be given the opportunity to thrive in a safe and loving home. This holiday season, **you have the power to change a child's story.**



People-first Language



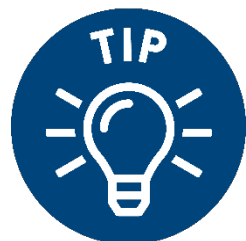
LANGUAGE THAT DEFINES PEOPLE BY THEIR SITUATION:

- Foster child or youth
- Abused or neglected children
- High-risk youth/At-risk youth



EXAMPLES OF PEOPLE-FIRST ALTERNATIVE LANGUAGE:

- A child or youth in foster care
- Children who have experienced abuse or neglect
- Youth in high-risk situations

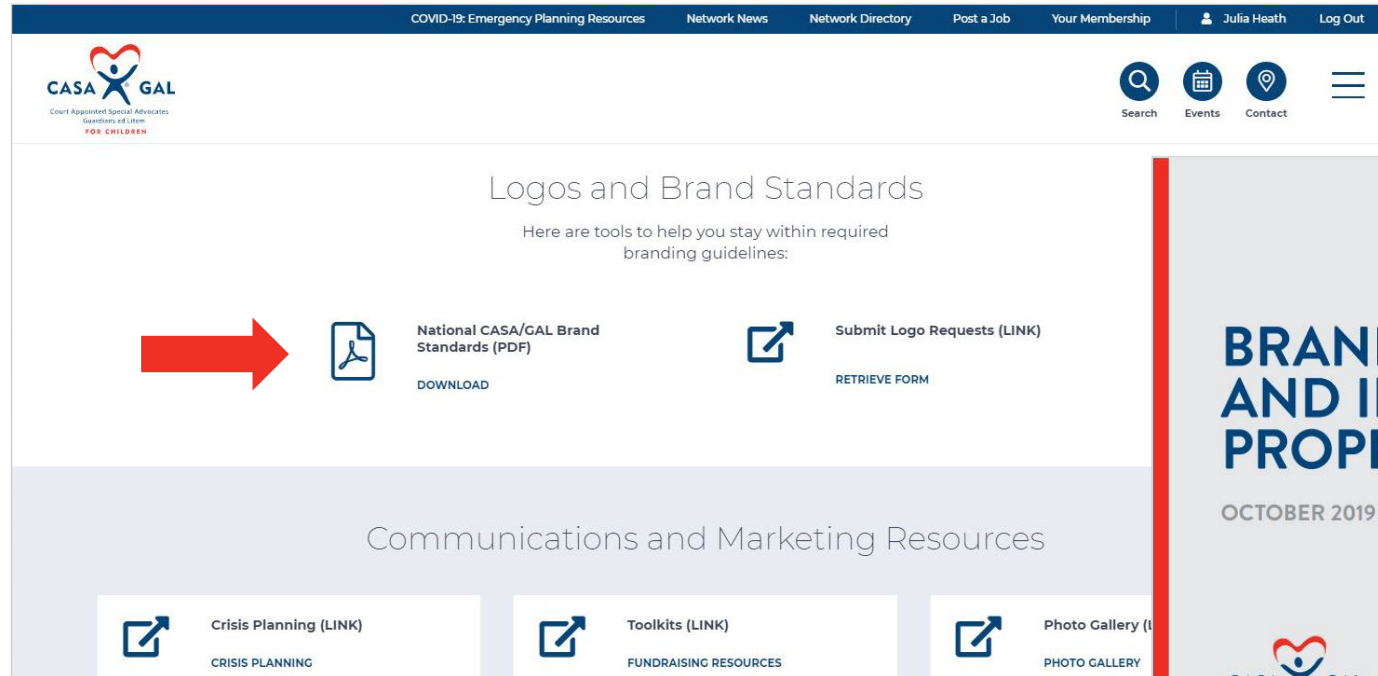


Generally, it is preferred to use “children” or “youth”, **NOT** “kids”

Why We Need Brand Guidelines

- Practical instructions for employees
- Less time making design decisions
- Consistency = Recognition = Real & perceived value
- **GET IT RIGHT EVERY TIME**

Where to Find the Brand Guidelines



member.nationalcasagal.org/marketing-and-legislative-advocacy/

Structuring a Campaign

Preparation and Planning

Why Plan?

Planning helps you:

- Be clear about your goals
- Develop a strategy to ensure your tactics work for you
- Think about your audience(s)
- Identify ways to measure progress



Pre-Planning

Be specific about your intended outcomes.

- What is the purpose?
 - To increase funding, number of donors, number of corporate donations?
 - To recruit volunteers / participation?
 - To inspire action to advocate for legislation?

Common Objectives for Nonprofits

Most Popular Communications Objectives for Nonprofits *Percentage Including the Objective in Their Top 3*

Financial gains or savings (e.g., fundraising results)	54%	Levels of influence (e.g., thought leadership)	20%
Participation levels (e.g., numbers registering or taking action)	42%	Expressions of trust in you by participants or supporters	18%
Expression of loyalty (e.g., donor retention or long-term engagement)	34%	Increased readiness or empowerment to take an action	16%
Change in knowledge or understanding about your issues	33%	Increased satisfaction among participants or supporters	16%
People joining, subscribing, or following (e.g., list growth)	33%	Change in behavior among certain groups of people	9%
Increased demand or desire (e.g., requests made for services)	20%	Change in tone or attitude about your issues	6%

Based on responses from 625 nonprofit communicators

Set Goals



Identify Your Audience

- **Be clear** about your target audience for the campaign.
 - Are you engaging current followers?
 - Widening your audience?
- Use clear **Calls to Action (CTA)**.
 - Align with your goals – what do you want the audience to do?
- **Tailor messaging** to this audience.
- Identify the best **channels** to share the message.



Identify Your Audience

Example: “Already There” Audience

Demographics:

- Age Range: 55-72
- Salary \$75k+
- Education: College Grad
- Family Status: Married with children out of home
- Professional: Retired or nearing retirement

Psychographics (Needs, Goals, Motivations):

Cultural Enablers:

- Female leaders/politicians
- Helping children
- Filling time with meaning
- Education
- Families

Cultural Disablers:

- New technology
- Exhaustion
- Not making a difference

Technographics

Platforms

Facebook

Word-of-Mouth

Email

Behaviors

Visits 2-3 times per day to stay connected with family and friends. Power user.

In constant contact with friends and family about the latest happenings.

Checks email daily, typically early AM as the first digital channel.

Sample Profile

Karen is a retired elementary school principal. While she was a principal for 16 years, she actually started as a fourth-grade reading teacher. Working in a low-income area, she grew an extra soft heart for the children that lacked support at home. Karen felt that she'd be able to do more for these children in an administrative position, hence the switch to being a principal.

While fulfilling, the administrative responsibilities of being a principal became too much. Now retired, she misses working with children and making a real difference. She still volunteers at the school occasionally and other community events. She remembers CASA volunteers coming into the schools, but it just doesn't cross her mind very often.

Tailoring Content

*“I’ve learned that people will forget what you said,
people will forget what you did, but people will never
forget how you made them feel.”*

- Maya Angelou, poet and writer

Understanding Audience

Five Principles for More Effective Communications

Join the community: Identify a group whose change in behavior could make a profound difference for your issue or inspire others to take action, and figure out how to bring that group value.

Communicate in images: Use visual language instead of abstract concepts to help people connect with your work.

Invoke emotion with intention: Think about what you're trying to get people to do and how they would feel if they were doing it. Then think about stories that would make them feel that way.

Create meaningful calls to action: Review your calls to action to make sure they ask communities to do something specific that will connect them to the cause and that they know how to do.

Tell better stories: Go beyond simply sharing messages to telling interesting stories with a beginning, middle, and end.

Stanford **SOCIAL**
INNOVATION Review
Informing and inspiring leaders of social change

Source:
https://ssir.org/articles/entry/the_science_of_what_makes_people_care

Appeal to Your Audience

Use content and images to inspire

- People engage and make connections through storytelling, so share stories of impact from the perspective of a volunteer or older youth.
- Use photos and imagery to help donors make an emotional connection.

Focus on outcomes

- Tell donors how a gift will help children and youth in your community.
- Make the potential volunteer the hero of the story.
- Make it about the mission.

Preparation Tips



Change a Child's Story™

The National CASA/GAL Association for Children supports and promotes court-appointed volunteer advocacy for children and youth who have experienced abuse or neglect. We believe that every child should be given the opportunity to thrive in a safe and loving home.

[LEARN MORE](#)




Our Work Our Impact Advocate for Children News & Events About Us [GET INVOLVED](#) [DONATE](#) [Q](#)




Our Work

Court Appointed Special Advocate® (CASA) and guardian ad litem (GAL) volunteers are appointed by judges to advocate for children's best interests. This best-interest advocacy makes a life-changing difference for children and youth who have experienced abuse or neglect, many of whom are in foster care.



Our Work Our Impact Advocate for Children News & Events About Us [GET INVOLVED](#) [DONATE](#) [Q](#)




Change a Child's Story™

Imagine what it feels like to be a child in foster care.

They are waiting for a volunteer like you to help them find a permanent, forever home. There are many ways to get involved. While you're here, learn more about us and our mission to help every child who has experienced abuse or neglect have the chance to thrive. Find out how you can become a volunteer or donate to the organization.

Together, we can help a child thrive.


[#ChangeAChildsStory](#)



About Us

CASA and GAL volunteers make a life changing difference for children and youth.


[LEARN MORE](#)



Become A Volunteer

Volunteers can improve children's well-being and help them reach a permanent home.


[GET INVOLVED](#)



Ways to Give

There are many ways that you can help a child who has experienced abuse or neglect.

[MAKE AN IMPACT](#)



Interested in becoming a volunteer or keeping up with the latest information and news about CASA and GAL initiatives? Sign up for our newsletter today.

* indicates required

[SUBSCRIBE](#)

Our Impact

Having a caring adult advocate for their best interests can make a lasting difference for a child or youth who has experienced

Campaign Execution

Implementing Tactics

Connect any tactics back to your plan's **goals**, **strategy** and **audience**



TV/Cable



Radio



Facebook
Instagram



Newsprint
Magazines



Out of Home



Email



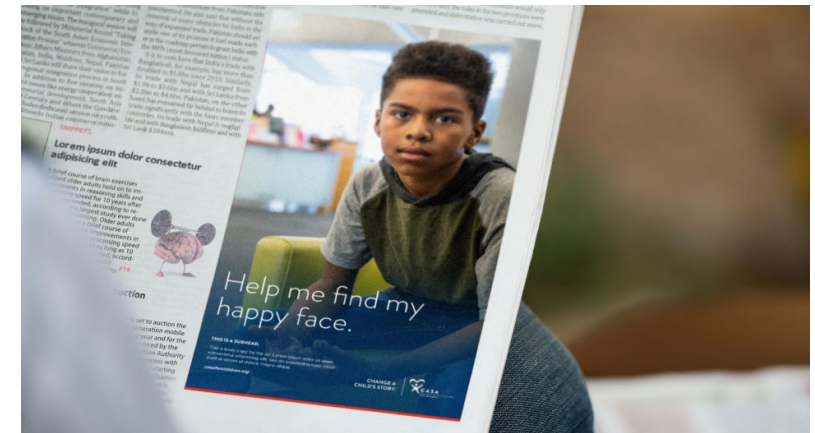
Google Ads



Social
Content
Calendar

Implementing Tactics

- Utilize a calendar to **plan out the touchpoints and components** of your campaign.
- Share engaging content; utilize **video** when possible
- Consider tools to help you implement effectively.



Measure and Analyze Results

Brand
Awareness

Traffic

Reach

Engagement

Video Views

Lead
Generations

Messages

Conversions

Key Takeaways

Key Takeaways

- Align early on your big **goals**.
- Ensure **brand consistency**.
- Know your **audience** and where to reach them.
- Use and repeat **key messages**.
- **Amplify** your message across channels.

Questions

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Thank You