

INTEGRATED MARKETING PLAN



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

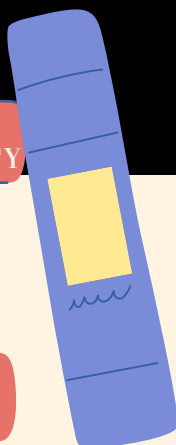
WIM WOMEN IN MEDIA
EMPOWER ELEVATE IGNITE

SPRING SEMESTER 2024
JAMES MADISON UNIVERSITY

CANESSA COLLINS
MKTG 384:
INTEGRATED MARKETING
COMMUNICATIONS

BEYOND THE BOOKS

JULY 1ST, 2024 -
JUNE 30TH, 2025



WOMEN IN MEDIA:

ABBEY BERGMAN
HANNAH DRABECK
RACHEL KENICK
MIA MASESSA
ALEX NUCKLES
ELLIE SHIVELEY

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AGENCY PHILOSOPHY



Empowering Brands. Elevating Voices. Igniting Impact.

Mission Statement: Our mission is to assist our clients transition and grow themselves within the marketing world by forming new marketing techniques. Using our innovative ideas and developing technology we are able to guide your business to success.

Competitive Advantage: WIM stands for Women In Media because we are an all-female agency with different marketing backgrounds. We can offer new perspectives as we are in a male dominant field. Each of us also brings a different background and skills to make our team diverse within this field. We are compassionate and understanding with the tasks at hand, but can also add our creative ideas that we are continuously learning. Especially with non profit organizations, we need to be patient and communicative with our clients while also putting in our innovative ideas into the business world.

Standards of Belief: We believe that each client's success is a direct representation of our own success which is why we put in 110% into every project. We will demonstrate compassion and creativity throughout every step of the process. WIM also puts the client's ideas and dreams first, we work with them not just for them.

Problem to Solve: WIM Media is about trying to help companies who may not know as much about marketing and get their name and brand out there. We want to take their ideas and values and transform them into real life campaigns and events. Every client should be able to grow their audience and achieve their marketing and financial goals when working with us. With our expertise and compassion we can help businesses who don't know where to start or just need a little push.

MEET THE TEAM



My name is Mia Masessa, I am from Princeton New Jersey and am a junior marketing major with a digital marketing concentration. I have always been very creative and outgoing and am excited to get into the business world and grow as I experience new opportunities.



My name is Alex Nuckles and I am a junior Marketing major with a sales concentration and global supply chain management minor. I am from Alexandria, Virginia, but have lived in 8 states total. I prioritize innovation and emphasize analytical thinking and detail-oriented creativity in my professional pursuits. I strive to constantly learn more in all facets of life, and intend to master the world of business and marketing.



My name is Rachel Kenick, I am a junior marketing major with a concentration in sales and a minor in global supply chain management. I am from Lansdale, Pennsylvania. I am dedicated and passionate about learning and growing in the world of business.

MEET THE TEAM



Hi! My name is Hannah Drabeck and I am a junior marketing major with a concentration in digital marketing. I am from Virginia Beach, Virginia. I am excited to gain experience in the marketing field during this course.



My name is Ellie Shiveley, and I am from Northern Virginia. I am a junior marketing major with a concentration in digital marketing and a computer information systems minor. I am deeply passionate about marketing and love being creative in any way I can.

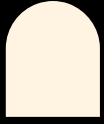


My name is Abbey Bergman and I am a marketing major with computer information systems and business analytics minors. I grew up in Northern Virginia but now live in Elkton. Within the marketing field I want to explore the area of marketing analytics and learn more about consumer buying behavior.

BRAND GUIDE



COLOR PALETTE



#FFF4E1



#E6726A



#66B87D



#7A8BD8



#FFEA93

FONTS

Aa

HEADING: LOVELACE

AA BB CC DD EE FF GG HH II JJ

KK LL MM NN OO PP QQ RR SS

TT UU VV WW XX YY ZZ

Aa

Body: Vidaloka

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

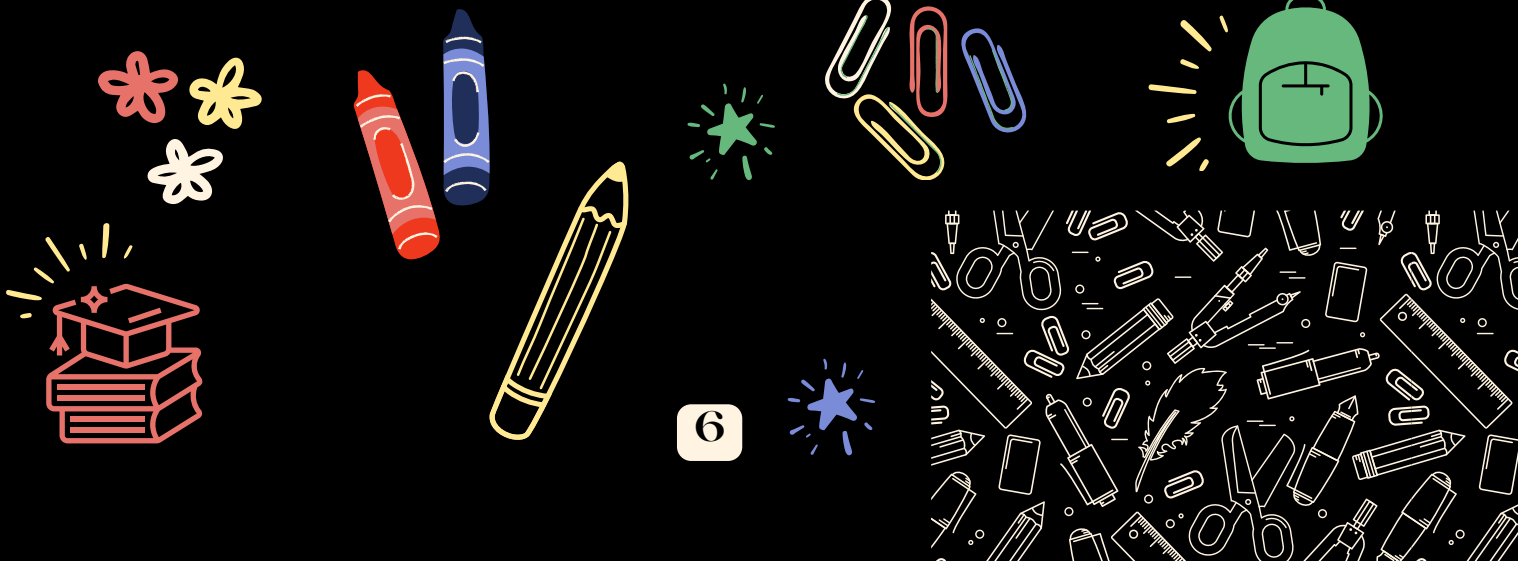
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

IMAGES



MOODBOARD



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

This is an integrated marketing plan created by WIM Media for the Rockingham Education Foundation Inc (also know as REFI). The purpose of this plan is to increase REFI's brand presence while focusing on growing their target market's awareness, interest, and desire. Not only will this expand REFI's current market, but it will also enable them to strengthen their relationships with their current donors. The end marketing goal is to raise REFI's revenue from \$108,000 to \$150,000 through the \$20,000 budget allocated for this project. This campaign is scheduled to span one calendar year, starting on July 1st, 2024 and ending June 30th, 2025.

In order to meet this goal, while staying within the budget and timeline, a thorough set of communication objectives were created. They are listed below.

1. Increase the percentage of consumers in the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) who are [aware of REFI](#) and its programs by 20% by June 30th 2025 by using traditional advertising, social media, and digital marketing.
2. Increase percent of consumers in the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) who have [interest in donating](#) and/or attending REFI's events by 20% by June 30th 2025 by using digital marketing and direct marketing.
3. Increase the percentage of consumers in the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) who have the [desire](#) to attend events and/or donate money to REFI by 20% by June 30th 2025 by using social media, support media, and traditional advertising.
4. Increase the [revenue](#) that the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) donates to REFI for its events and/or fund raising by 15% by June 30th 2025 by using digital marketing and support media.
5. Increase the number of [repeat donors](#) and/or guests at events by 15% by June 30th 2025 by using direct marketing and support media.

The primary target market that this integrated marketing plan is millennial men and women of any race between the ages of 32-50 who live busy lives and have children attending a Rockingham County Public School. The secondary target market is older men and women of any race ranging from 50-70 years old who live slower lives in the Rockingham area.

Throughout the campaign it is crucial to maintain a cohesive image of REFI within the consumers eyes. Therefore, a unified message/theme will be present through each objective, strategy, and tactic. The message is: [Beyond the Books, Supporting Students from Classrooms to Careers.](#)

The research for this integrated marketing plan primarily focused on identifying the factors influencing the purchasing decisions of the main target audience, millennials, understanding the background of the civil, social, and youth industry sector, and assessing the current marketing strategies employed by the Rockingham Educational Foundation. It was also important to gain a thorough understanding of competitors to determine where REFI lies in the consumers eyes. This is seen on the perceptual map later in the plan. Each of these aspects were taken into account while making recommendations throughout this plan.

To accomplish each objective a comprehensive media plan was created which consists of 5 different marketing techniques.

[1. Traditional Advertising](#)- The print advertising media plan for REFI (Rockingham Educational Foundation, Inc.) is designed to achieve specific objectives targeting millennial parents in Rockingham County. Objective 1 aims to increase awareness of REFI's programs among this demographic by 20% by June 2025, employing a pulsing schedule with heightened frequency during back-to-school and event seasons, while expanding reach within a 50-mile radius. Strategies include emotional appeal print ads in high-traffic areas and leveraging partnerships with local businesses for flyer distribution. Radio broadcasts during peak commuting hours will also be utilized, featuring engaging stories of scholarship beneficiaries. Objective 2 focuses on increasing event attendance by 20% through continuous print advertisements and radio messages, highlighting success stories and promoting exclusive benefits for early donors or attendees. Objective 3 aims to increase event awareness by 20% through billboard advertisements along Interstate 81 and pulsing radio broadcasts, with tactics including compelling visuals, testimonials, and event details with QR code sign-up. Through these strategic approaches, the media plan seeks to effectively engage millennial parents and drive participation in REFI's programs and events.

EXECUTIVE SUMMARY

2. Digital Marketing- The Digital Marketing media plan for REFI is meticulously structured to achieve specific objectives. The primary aim is to boost awareness of REFI's services by 20% among parents and millennials in Rockingham County School district areas, utilizing email campaigns commencing each first of the month from August 2024. Employing a pulsing schedule, the plan ensures continuous reminders with heightened activity during the summer. Strategies encompass targeted informational emails about REFI, upcoming events, and donation opportunities, supported by tactics like explaining REFI's mission, gauging community interests through surveys, and re-engaging customers. The secondary objective involves elevating REFI's website ranking within search results for relevant keywords, relying on paid advertising on Google and strategic keyword integration throughout the website and social media platforms. Lastly, the plan aims to increase donations by 15% through localized website banner ads, emphasizing the impact of donations through statistics, testimonials, and clear explanations of resource utilization, coupled with emotional appeals tailored to parents. Through meticulous execution of these strategies and tactics, REFI aims to significantly enhance awareness, engagement, and donations, thereby furthering its mission effectively.

3. Social Media- Utilize various forms of social media including Instagram, Facebook, and LinkedIn REFI can be successful in increasing reach within the Rockingham Community by 20% by June 2025. By implementing consistent posting, posting updates on events, sharing student testimonials, stimulating engagement on posts, and sharing news about changes at REFI and their impact on the community. REFI will also be able to increase followers by 20% by June 2025 by scheduling content during peak times (3p.m.-5p.m.) to reach students, parents, and local educators. REFI will be successful in doing this through utilizing social media contests, interactive polls and feedback to gauge donor interests, optimize profiles to be up-to-date, use targeted key words in profiles and posts to improve search-ability within social media platforms, and regularly review and update the strategy based on the data to focus on the most engaging content types.

4. Support Media- The Support media plan section aims to achieve two primary objectives. Objective 1 focuses on enhancing awareness of REFI's role in supporting students' education among parent millennials in Rockingham county. The strategy involves targeted exposure to 75% of the local population and alumni networks, with a minimum of three engagements per parent. Geographic scope covers Rockingham county and surrounding areas, with continuous visibility throughout the year, pulsing during key periods like back-to-school and graduation seasons. The plan relies on strategic venue signage placement in high-traffic areas, including playgrounds, office supply stores, and local businesses. Additionally, in-store ads in supply and grocery stores aim to emotionally appeal to parents and children. Objective 2 seeks to increase donor engagement by 15% within the next fiscal year. Strategies include personalized outreach and emphasizing donation impact. Transit advertising featuring compelling stories and QR codes for easy access to donation information targets high-income neighborhoods and business districts. Promotional products such as branded pens and limited-edition wearables serve as recognition for donors and raise local awareness through sponsorship efforts at community events like Little League Baseball.

5. Direct Marketing- The Direct Marketing media plan section aims to achieve two distinct objectives for REFI (Rockingham Educational Foundation, Inc.) by employing targeted strategies and tactics. Objective 1 focuses on increasing repeat donors and event attendance by 20% by June 30th, 2025, primarily through email marketing. The strategy involves sending informational emails to past donors and event participants, showcasing upcoming events, donation opportunities, and success stories. Tactics include designing visually appealing email templates with clear calls-to-action, implementing automated email series for consistent communication, and sending surveys to engage donors for feedback and new ideas. Objective 2 aims to boost website traffic by 20% through direct mail targeting millennials with children within a 50-mile radius of Rockingham County. The strategy involves a targeted direct mail campaign tailored to address specific pain points, incorporating visually appealing design elements, and partnering with a reputable direct mail service provider. Tactics include incorporating coupons into mailers to incentivize website visits, tracking coupon redemptions, and incorporating clear calls-to-action to encourage recipients to visit the website. Through these targeted approaches, REFI seeks to enhance donor engagement, event participation, and website traffic within its target demographic.

At the end of this integrated marketing plan there is a set of measurements that will be used to evaluate its effectiveness. Marketing goals, communication objectives, and each section of the media plan will be evaluated. The measuring tactics mainly consist of utilizing pre and post surveys, social media like and follower counts, and monitoring website traffic.

INDUSTRY REVIEW



The Rockingham Education Foundation operates within the non-profit sector and is in a subcategory for Civil, Social & Youth Organizations focusing on the educational services industry. Specifically, it aims to enhance and support Rockingham County's educational landscape through various initiatives and programs. These efforts include securing financial contributions and educational resources that benefit both students and teachers in the Rockingham County Public Schools (RCPS).

SIZE

The civil, social & youth organizations industry in the US has a market size of \$22.3 billion in 2023 based on its revenue. The industry currently 39,997 businesses and 249k employees. They have a profit of 1.3 billion and a profit margin of 5.7%. (IBIS World)

GROWTH

The Civic, Social & Youth Organizations industry is anticipated to grow at a compound annual growth rate (CAGR) of 1.3% from 2023 to 2028. This positive trend is expected despite a forecasted 1.9% decrease in revenue for 2023. Factors that are likely to contribute to this growth include the aging population, which tends to participate more in civic organizations, and an anticipated increase in corporate profits, which can lead to more private donations. However, this growth is mitigated by challenges such as competition from digital platforms and a general decline in membership. (IBIS World)

CURRENT TRENDS/DEVELOPMENTS AFFECTING THE PROMOTION PROGRAM

1. **Social Media Competition:** Organizations are adjusting their promotional strategies to compete with social media platforms, which have become prevalent for engagement and community building.
2. **Technological Integration:** The promotion programs are increasingly integrating new technologies to stay relevant and reach wider audiences, especially younger demographics.
3. **Shift to Digital Fundraising:** There's a trend towards online fundraising campaigns as a response to the decrease in in-person events and the growing preference for digital interactions.
4. **Community Re-engagement Post-Pandemic:** Promotion programs are focusing on re-engaging the community in person as the world recovers from the COVID-19 pandemic, emphasizing safety and the value of face-to-face interaction.

DEMOGRAPHIC

Individuals across various age groups, from teenagers to the elderly, engage with Civic, Social, and Youth Organizations. Those who are older, often with more free time and financial resources, tend to be the most active participants. Nonetheless, the pandemic has notably impacted the involvement of senior members in these organizations.

ECONOMIC



The broader economic climate plays a crucial role in shaping the financial landscape for non-profits, affecting both the availability of resources and the generosity of donors. Economic downturns might tighten funding streams, whereas periods of prosperity could enhance philanthropic contributions and government support.

TECHNOLOGICAL



Successful new technology implementation can increase industry revenue by creating a more efficient way to communicate with the public, grant makers, and donors (IBSI World).

POLITICAL

Political factors include government policies, regulations, and funding priorities that can significantly impact education non-profits. Changes in education policy, public funding allocations, and tax regulations affecting charitable giving can either provide new opportunities or pose challenges for these organizations.

LEGAL

Legal factors involve compliance with laws and regulations governing non-profit and youth organizations, fundraising activities, and educational services provision. Staying compliant requires awareness and resources, as legal requirements can vary significantly between jurisdictions and change over time.



SOCIAL

Emerging social movements and changing public perceptions can drive support for specific educational initiatives, influencing program focus areas and fundraising success.

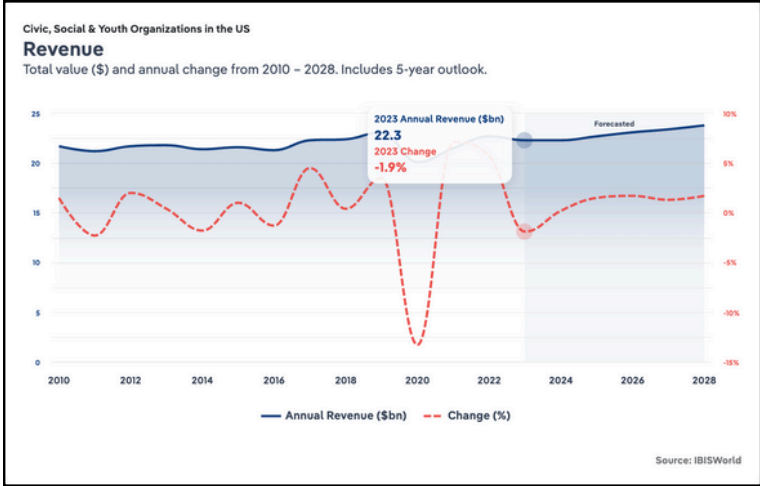


CULTURAL

Cultural factors affect educational content and delivery methods. Education non-profits need to be culturally sensitive and inclusive to effectively serve diverse communities. Cultural values regarding education and philanthropy can also influence donor behavior and community support for non-profit initiatives.

ENVIRONMENTAL

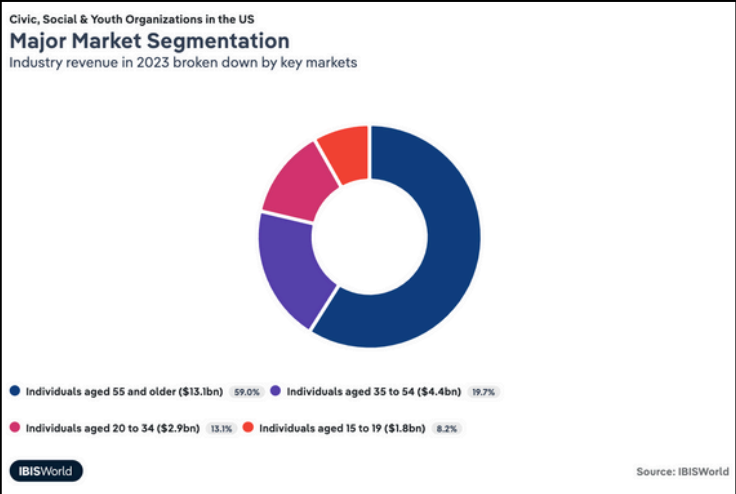
Environmental sustainability and the impact of climate change are increasingly pressing concerns that education non-profits cannot ignore. Engaging in environmental education, adopting sustainable practices, and addressing the challenges posed by environmental degradation are becoming integral to non-profit missions.



The graph to the left illustrates the revenue trends for Civic, Social & Youth Organizations in the U.S. from 2010 to 2028. It shows both the total annual revenue in billions of dollars and the year-on-year percentage change. The solid blue line represents the actual and forecasted annual revenue, while the dotted red line indicates the percentage change from the previous year.



The graph to the right shows the breakdown of industry revenue for Civic, Social & Youth Organizations in the US in 2023 by different age demographics.



OTHER KEY FACTORS NECESSARY FOR AN UNDERSTANDING OF THE SETTING

- Innovations, particularly in digital and virtual offerings, have been essential for adapting to challenges such as those posed by the COVID-19 pandemic.
- Demographic influences are strong, with different age groups contributing variably to the industry, from youth to older adults, each with distinct participation levels.

COMPANY & PRODUCT DESCRIPTION



HISTORY



REFI was started in September of 1994 with a board of 14 like minded individuals who wanted to make a difference. REFI is a non-profit, educational foundation that supports the public schools in Rockingham County.

PRESENT STATUS

Currently, REFI is hosting events to raise money for their teacher recognition, teacher supply depot, innovative learning grants, and scholarships. The events they host are the golf tournament and the annual event.

PRODUCT/SERVICE LINES

The product/service lines that REFI provides are their four programs, teacher supply depot, teacher recognition, innovative learning grants, and scholarships.

REVENUE HISTORY

In 2022 REFI brought in \$633,661 in revenue.

TARGET MARKETS

REFI's current target market is older individuals who live in the Rockingham area. Through this campaign, their target market will shift aiming towards millennial parents in Rockingham County.

CURRENT MARKETING MIX

- **Product:** Four different programs
- **Place:** Rockingham County
- **Price:** non profit donations, tickets for events
- **Promotions:** Golf Tournament, Annual Event/Party



KEY BENEFITS

- Support children and teachers at RCPS
- Impacts direct community
- Reuse extra school supplies
- Fund student scholarships and grants
- Easy to donate, convenient, and accessible
- Multiple sponsored events

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ANALYSIS

STRENGTHS
 Strengths include local community support that supply REFI with loyal donors. REFI also have an established reputation with success stories.

WEAKNESSES
 REFI doesn't have enough staff or funds to hire more employees.



OPPORTUNITIES
 REFI has the opportunity to utilize resources that they have not yet used, such as increased social media exposure and using direct marketing to new target segments.

THREATS
 Threats to REFI would include private school systems and other non profit educational foundations, such as the Harrisonburg Education Foundation.

CURRENT POSITIONING

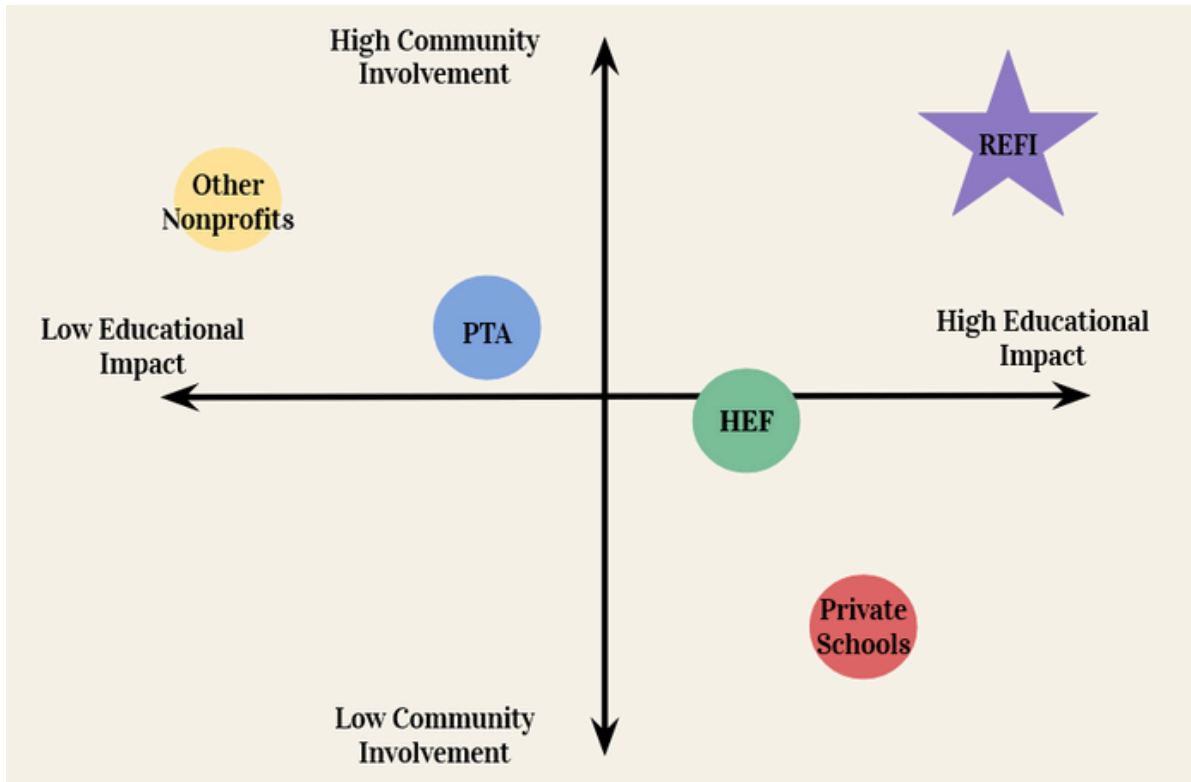
REFI works to support a large number of people within the community, not only do they help students but also teachers and staff. They also work with all public schools in Rockingham.

BRAND REVIEW



People experience REFI as a feel good brand. When they donate they believe they are doing something important and they are making a true impact. This sensation of helping is what keeps them coming back. REFI is trying to solve the issue of lack of funds and opportunities in RCPS. They are trying to ensure every child has access to all the materials they could need so they can focus on learning and growing. People don't totally know what REFI does with their money unless they specifically specify, they just know it is going to a good cause. The brand of REFI has a happy vibe, people associate it with helping others, specifically children. REFI has a very strong community since everything they do is reflected in their direct community, people can see the impact they make or experience it if their children are students at RCPS. They have events for supporters such as the annual event and golf tournament. REFI stands out because they are helping large numbers in the community and they are supporting children's education which is the foundation of the next generation.

PERCEPTUAL MAP



It was decided to use the educational impact and community involvement as the axes because this is how REF I differentiates itself from competitors. REF I affects a large number of people within the direct Rockingham community because they support all of RCPS students and staff, whereas Harrisonburg Educational Foundation (HEF) is only helping schools in the city and private schools and PTA's only fund raise for their individual school. Additionally, REF I focuses on creating opportunities for the future with scholarships and innovative learning grants, but PTA's are only supporting the children currently attending the school. Lastly, other non profits might not be focused on helping the direct Rockingham community and they might not be education based.

OTHER FACTORS THAT MAKE REF I WHAT IT IS TODAY

REF I is highly involved with the local community. They are constantly motivated to improve the education in Rockingham County. Their dedication and reputation is what sets them apart from other competitors in the area.

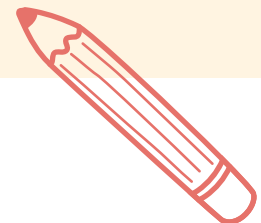
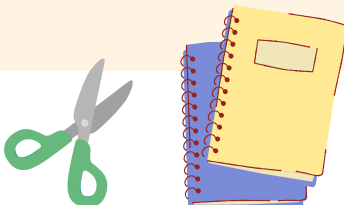
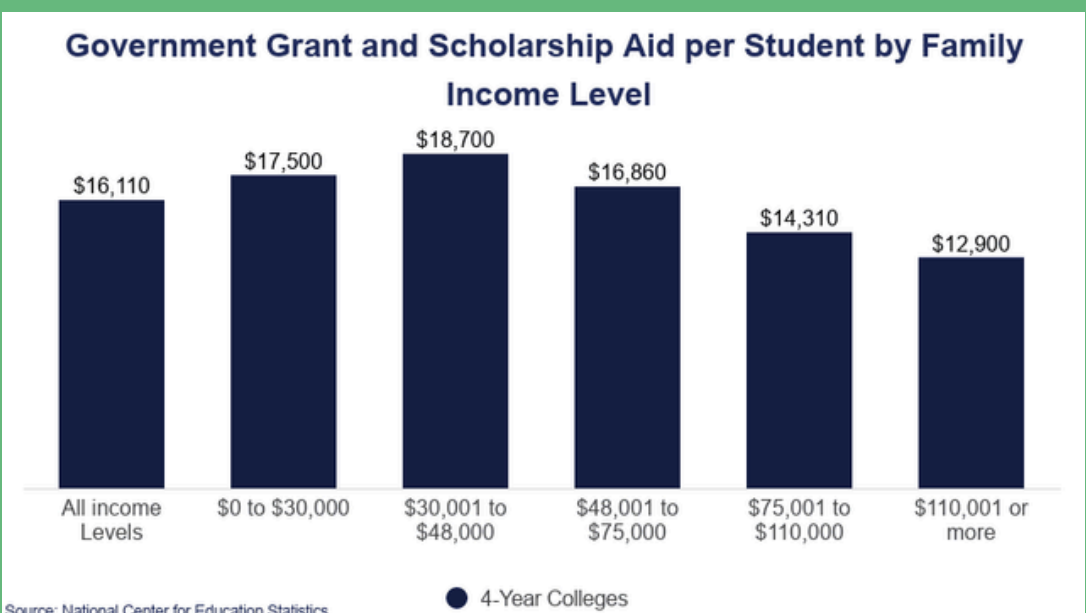


CHART 1



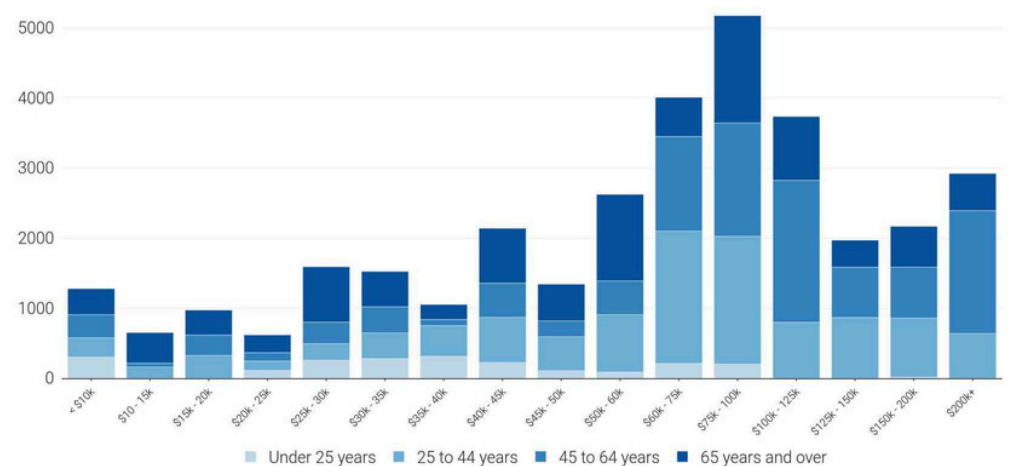
<https://www.crossrivertherapy.com/research/scholarship-statistics>

This chart shows how much money the United States government gives to students based on their family’s income level. The amount varies but seems to follow almost a bell shaped curve with \$18,700 being the peak. This is relevant because REFI also has self funded scholarships to support students that come from lower income families in Rockingham.

Rockingham County, VA households distribution by income bracket and age group

CHART 2

Number of households, by income brackets & age groups



Neilsberg

<https://www.neilsberg.com/insights/rockingham-county-va-median-household-income-by-age/>

This chart shows the distribution of income levels and age groups within Rockingham County. It captures the main shape of the distribution and shows the left skew towards lower incomes. This means that while the average income is closer to 75K-100K there is still a significant population of citizens making far less.

COMPETITIVE REVIEW



DIRECT COMPETITORS



Local Educational Foundations

This is a direct competitor because these foundations focus on improving and supporting educational initiatives within specific geographic areas, similar to the Rockingham Education Foundation. They also offer scholarships, fund educational projects, and support local students and schools. The key benefits they have are localized support, community engagement, and tailored programs to meet local needs. The positioning is community support for educational development. The promotion program mix is local events, school partnerships, direct mail campaigns, and social media engagement. They focus on success stories and local impact. Strengths include strong local connections and an understanding of community needs. Weaknesses might involve limited resources.

Schools PTA's

These organizations focus on improving the school environment, improving educational experiences, and leading parent teacher collaboration. They fund raise for school equipment, programs, and events. The key benefits are direct impact on school facilities and students and strong parent and teacher involvement. They are positioned as integral parts of school communities, directly contributing to students' well being. The promotion program mix is school newsletters, local community events, social media, and word of mouth. They strongly emphasize family engagement, educational support, and community involvement. Strengths are high engagement and have a direct impact on the school.

Private Schools

Private schools offer alternative educational environments and might already have created foundations or fundraising committees to support scholarships, facilities, and special programs. Key benefits are exclusive educational programs, smaller class sizes, and specialized curriculum. They are positioned as a premium education provider. They do open houses, targeted advertising online and print, and use alumni networks.

INDIRECT COMPETITORS



Local Charities and Non Profits

These organizations may not focus specifically on education, but they support children and families in a way that indirectly benefits education outcomes, such as food, housing, and after-school programs. Key benefits are broad support services that contribute to their well-being and educational readiness. They are essential support networks that are valuable to different people. Their strengths are that they have a wide impact and service range. However, they may lack focus on educational outcomes.

Online Educational Platforms

These platforms offer learning opportunities outside of a traditional school setting, including courses, tutoring, and educational games. Key benefits are they are very accessible, offer a variety of learning options, and it is self-paced. They are innovative and offer flexible learning solutions. They use digital advertising, social media marketing, and partnerships with schools and teachers. They emphasize convenience, personalized learning and the integration of technology. They have a wide reach and innovative solutions. But it lacks personal interactions and community integration.

Community Organizations

These include clubs, sports teams, and other groups that contribute to children's development and well-being, supporting educational outcomes indirectly. The key benefits are social development, physical health, and teamwork skills. They do local events, social media, and word of mouth. They focus on personal growth, community, and fun.

BUYER ANALYSIS



USER PROFILES



The typical donator for REFI are men and women millennial parents, 32-50, of any race with a moderately busy lifestyles and schooled aged children. These people live within a 50 mile radius of Rockingham county and they want to support their community.

CONSUMER BUYING DECISION PROCESS



1. **Problem Recognition:** Consumers realize there are many students at school that do not have access to as many opportunities as their own.
2. **Information Gathering:** They Google ways to support RCPS students.
3. **Evaluating Solutions:** They see different options such as Harrisonburg Educational Foundation or joining their school's PTA. However, they know they want to make a bigger impact than just one city or one school.
4. **Purchase:** Consumers see that REFI supports all RCPS students and staff so they decide to donate to their foundation.
5. **Post Purchase Evaluation:** Consumers are happy to know that they are helping other students in their area. They want to continue helping REFI so they attend upcoming events, continue donating, and tell their friends about REFI.

BUYING BEHAVIOR



Buying behavior of these millennial parents is characterized by extended problem solving. All candidates relate/sympathize with the issues at hand and want to create a long lasting solution. They want to help as many RCPS students as possible, at present and in the future.



INVOLVEMENT



Donating to the Rockingham Educational Foundation is a high involvement decision. This is because when a consumer donates, they are not getting anything in return, they must be willing to give away their money without receiving any product or service. This decision can be time consuming, take more thought, and require effort which is why it is high involvement.



KEY FACTORS INFLUENCING BEHAVIOR



- **Personal Values:** A consumer must have the motivation/desire to want to donate. Donating is not a need for consumers, it might not even be a direct want, therefore, whether one donates or not depends on their values. Do they believe in helping others?
- **Income:** A consumer must feel comfortable with their own financial situation before they will consider giving it away. If they can barely afford putting food on the table they won't be able to do it for another. This is why disposable income plays a key role in influencing behavior.
- **Connection/Relevancy:** Potential donors are inclined to select programs they perceive as most relevant and important to them, as they are unlikely to contribute to causes they do not feel connected to.
- **Perceived Impact:** Donating can be a big decision. If someone is giving their money away, they're going to want to know it is actually making a difference. They need to believe in the organization and trust them to put their money to good use which is why perceived impact can have a huge influence on behavior.



CUSTOMER PERSONAS



SUSAN MILLER

AGE: 41
GENDER: Female
LOCATION: Rockingham County

ABOUT

Susan is a dedicated office professional living in Rockingham County. She balances her full time job with the responsibilities of being a mother to three children enrolled in the local school system. Despite her busy schedule, Susan is deeply involved in her community and always seeks ways to contribute positively. She is a familiar face at school events and local charity drives.

GOALS

- To efficiently manage her time between work, family, and community activities.
- To find products and services that simplify her daily routine.
- To remain active and engaged in community development and charitable events.

PERSONALITY

Analytical: 4/5
Problem-Solving: 4/5
Public Speaking: 3/5
Adaptable: 3/5

PAIN POINT

- Struggling to find enough time in the day to accomplish all her tasks.
- Difficulty in finding products and services that cater to her busy lifestyle.
- Challenges in staying informed about community events and opportunities to help.

SKILLS

Communication: 4/5
Leadership experience: 3/5
Computer proficiency: 4/5

FAVORITE BRAND





STELLA DAMEO

Retired college professor
Current social worker

AGE: 42
GENDER: WOMAN
LOCATION: VIRGINIA

ABOUT

Stella Dameo grew up in Harrisonburg and now lives with her husband and 2 little girls. Stella started out her career as a college communications professor where she worked for around 12 years. Soon enough she realized she wanted to make a difference in children and teens lives in a more hands on way, which led her to social working. She continues to look for ways to help her community and everyone in it.

GOALS

- Stella hopes to continue within the social working and helping her community area in order to help children and teens get the families they deserve.
- Stella also is hoping to branch out and get into more non-profit work especially for children since this is her area of expertise.

PERSONALITY

Analytical: 4/5
Problem-Solving: 4/5
Public Speaking: 2/5
Social Media: 3/5

FRUSTRATIONS

- Stella mainly struggles with balancing where to help out since her line of work is very stressful and overwhelming
- Along with the stress, she also has her family to think about and needs to prioritize them as well as her work.
- Lastly, Stella needs to work out finding more information around harrisonburg about the non profit opportunities she wants to get involved in.

SKILLS

Communication: 4/5
Leadership experience: 3/5
Computer proficiency: 3/5

FAVORITE BRANDS



Customer Journey Maps

CUSTOMER JOURNEY MAP					
Stage	Awareness	Interest	Desire	Action	Loyalty
Customer Actions	Susan became aware of REFI and looked at the website.	Susan does more research to learn more.	Susan feels a desire to donate.	Susan decides to donate	Susan become a annual donor and brand advocate.
Touchpoint	Local community events, social media and word of mouth	Visits website and social media.	Reading the website and stories to learn more.	Donation on the website and signs up to attend an event.	Community events, and follow up communications.
Customer Experience	She notices an ad that aligns with her values and interests.	Finds the content engaging and relevant to her needs	She relates to stories of people being supported and see the benefits of donating	Finds the donation process easy and straightforward.	Feels values and enjoys being apart of a community.
Pain Point	She feels overwhelmed with her busy schedule and is looking for a solution	Needs more information to understand if it's the right fit for her.	Uncertainly about where her donation money will be going	Concerns about what program her money will be put towards.	Maintaining engagement with REFI.
Solution	REFI makes it easy and convenient to donate.	A current employee informs her with the information needed.	REFI showcases success stories which offers satisfaction.	Ensures excellent customer support and reassurance.	Offer opportunities for community involvement and regular updates

Customer Journey Map					
	Awareness	Interest	Desire	Action	Loyalty
Customer Actions	Follow on social media and view websites	Comparing whether or not she needs more on her plate or to get involved more	Reaching out to staff members and current donors	Begins making donations to REFI	Following social media and keeping in contact with donors and staff members
Touchpoint	Online websites, facebook posts, and information from the school and community	Understanding what REFI does, gaining knowledge and reviewing the websites available	Gaining knowledge about contact information and what she can do to help	Sending check to REFI and looks into different events	Website, Facebook, Linked in and future events
Customer Experience	Wants to help the community grow	Very interested in the idea of helping public schools but needs to decide if she can balance it all.	Looking forward to next steps and really understanding what she is doing	Excited she finally took the steps to help more children and communities	Happy to be helping and finally getting to know the organization she is helping out.
Pain Point	Has a lot on her plate because of social work and family	Wants to gain more information from past donors and current	Wondering where to truly start, or whether to just donate instead of in person help	Wondering whether there is more she can do to help	REFI does not always keep up with their social medias about events and donations
Solution	Knows the best way to help her family and the community is to get involved	Begins to contact staff members	Researching what both sides do and decides to continue to donate	REFI social media posts have some explanations on different future events	Let staff members know tips on how to keep up with everything

PRIMARY RESEARCH



Consumer	Review
<p>Mary Ann Boykin's comment on one of REFI's Facebook Posts</p>	<p>"Your support allows us to help so many students. Thank you for always being just a call away and so quick to provide assistance. RCEF has fed, clothed and provided for so many of our students. We can't thank you enough. 🙏❤️"</p>
<p>Margo Jantzi, a teacher and librarian in Harrisonburg, made a post on X towards REFI.</p>	<p>"Yes, so engaging and educational with our primary students. Thank you @REFIGives for a grant to make this learning possible."</p>
<p>@mhscollegeadvising, also known as Ms. Holden, tagged REFI in a post on instagram. She is a college advisor at John Motley Morehead High School in Rockingham County.</p>	<p>"As community college month wraps up, here is a photo dump of our field trip to Rockingham Community College on 2/15! Around 40 students attended the trip and got to explore RCC's agribusiness and health sciences programs, and we all learned so much about what RCC has to offer! Thank you so much to the Rockingham County Education Foundation for funding this trip and thanks to RCC for the lunch and for the tour! It's not too late to apply for RCC, let me know if you are interested and need help! Go Eagles! 🏹❤️"</p>
<p>Becky Tinnell's comment on John C. Myers Elementary School's Facebook Post about their new 24/7 gym sneakers available to any student thanks to REFI's Innovative Learning Grant.</p>	<p>"This is an amazing idea! I'm so happy to see this happening."</p>
<p>Ashton Rawley's comment on RCPS Facebook Post about a new immersive art, music, and science display.</p>	<p>"Thank you Rockingham Educational Foundation, Inc. - REFI for this grant. Our teachers do amazing things with your support!"</p>
<p>RCPS Facebook post about REFI announcing of Lucy F. Simms Educator of the Year Award</p>	<p>253 Likes, 42 Comments congratulating Ms. Roderick</p>
<p>@laherrick1958 commented on REFI's Instagram post about the Annual Event</p>	<p>"It was a fun evening for the best cause!"</p>

Reviewer	Platform	Satisfied?	Content	Date
Mary Ann Boykin	Facebook	Yes	Funding	June 2021
Margo Jantzi	X	Yes	Innovative Learning Grant	April 2021
Ms. Holden	Instagram	Yes	Funding	January 2022
Becky Tinnell	Facebook	Yes	Innovative Learning Grant	December 2023
Ashton Rawley	Facebook	Yes	Innovative Learning Grant	March 2024
RCPS	Facebook	Yes	Teacher Recognition	March 2024
laherrick1958	Instagram	Yes	Annual Event	February 2024

Findings:



After conducting primary research it was found that most of REFI's reviews are positive thank you messages. Consumers are thanking REFI for their grants, teacher recognition, and funding. On REFI's Facebook posts they usually got between 5-15 likes and no comments. There were also no Google or Yelp reviews and no YouTube comments. REFI was commonly mentioned on other Rockingham Public School's profiles, again, thanking them for their funding. While there are not many reviews, the ones that were posted were positive. Through utilizing consistent posting and social media usage, REFI can gain more attention and continue to build a strong donor base while continue to attract new donors.

PROMOTIONAL PROGRAM SITUATION ANALYSIS



A REVIEW OF PREVIOUS & CURRENT MEDIA STRATEGIES



While looking at REFI's past and current media strategies there is not much information regarding spending in each area nor many posts on social media accounts.

In considering digital advertising REFI sends emails to all existing donors and past attendees to promote programs and events. They do not send a newsletter, just emails about events. These emails contain information about where future events will take place, how to sign up, and how to donate.

For print advertising REFI sends mail to older generation donors to promote their annual events. Mail is just sent to past donors, not considering new potential donors.

In terms of Personal Relations, REFI works with local schools within Rockingham County to help improve the student's education, support them through innovative learning grants, and supply teachers with free classroom materials through the Teacher Supply Depot

SOCIAL MEDIA

When looking at REFI's past and current social media accounts, there is little posting, few reviews, and not much room for interaction between REFI and members of the community.

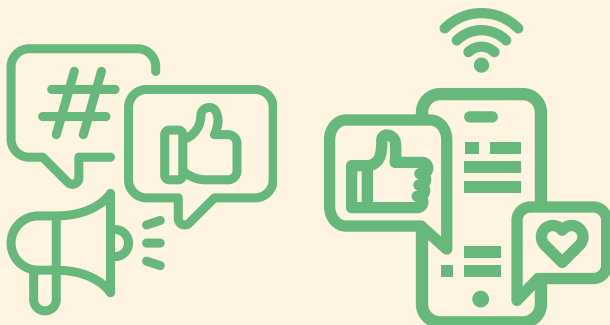
On REFI's Instagram account, @REFIGIVES, the Instagram only has 110 followers and follows 24. The account is not very active if consistent posting, with only 82 posts from 2017-2024. They post about annual events that are coming up as well as information about the supply depot and recognizing their Premier and Platinum sponsors. There is a direct link to the website in the bio as well as a little blurb about REFI and its location.

REFI's Facebook account is very similar to their Instagram in terms of infrequent posting and little room for interaction. The Facebook account has many more followers at 733. This account showcases recent and upcoming events, teacher recognition posts, as well as posts thanking Premier and Platinum partners.

Instagram



Facebook



SEGMENTATION, TARGETING, AND POSITIONING

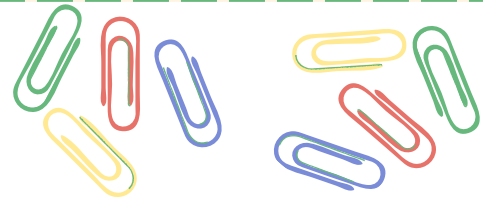




MARKET SEGMENTATION AND TARGETING:

The primary target market is millennial men and women of any race between the ages of 32-50 who live busy lives and have children attending a Rockingham County Public School. The secondary target is older men and women of any race ranging from 50-70 years old who live slower lives. According to DonorBox Blog, it was found that 84% of Millennials donated to charities in 2021. Millennials make up 5 to 10% of donors for a charity they prefer to donate online. 40% of recurring millennial donors donate online through monthly deductions to their credit/debit cards. 55% of millennials attend fundraising events.

Younger millennials are focused on mental health and well being, which is why emotional appeal will be used throughout the campaign to capture their attention. These millennials will want to help the less fortunate students of RCPS. Millennials represent the largest segment of the US population making this demographic a substantial and accessible target market.

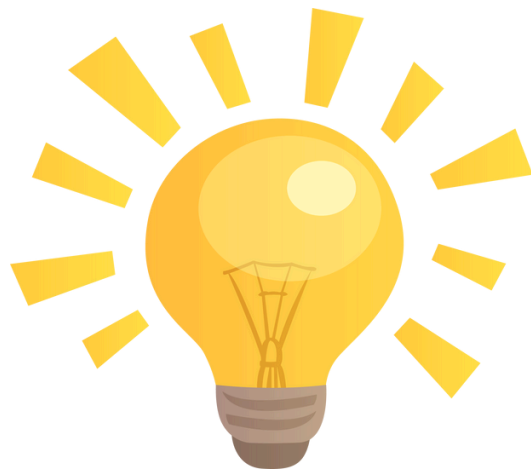


POSITIONING STRATEGY:

REFI will position themselves using emotional appeal throughout their increased social media presence. Emotional appeal will be used with references to innocent children missing out on opportunities and being restricted from following their dreams. This will tie into REFI's programs and demonstrate how each of their fund raising opportunities directly helps these students. By increasing REFI's social media presence millennials will be exposed to more REFI content. Gitnux states that "78% of Millennials have purchased a product after seeing it on social media" which demonstrates how millennials are easily influenced by social media advertising. Since millennials grew up in the age where technology advancements were booming, especially in the internet and personal computers/devices, this generation is known for being tech-savvy and value staying connected. According to Statista, "Around 57 percent of Millennials say that online advertising has become more relevant for their wants and needs over the past few years". This quote supports that online advertisements will be the best method to reach the target market. Overall, by incorporating high social media activity into the marketing plan REFI can accurately target millennials and grow their brand awareness.



MARKETING GOAL

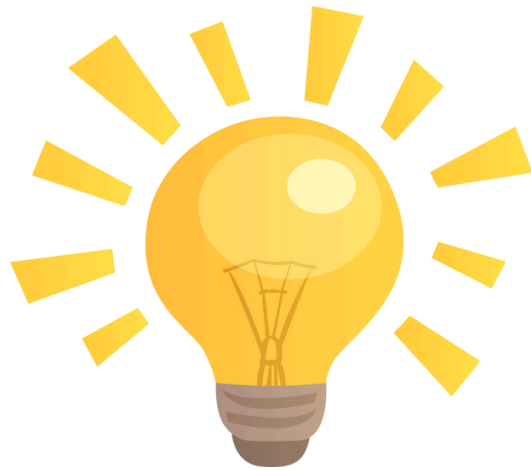




MARKETING GOAL

To increase revenue from
\$108,000 to \$150,000 by June
30th, 2025.

CAMPAIGN THEME



CAMPAIGN THEME

SUPPORTING THE JOURNEY
FROM CLASSROOMS TO
CAREERS



BEYOND
THE
BOOKS

The choice of this theme highlights the Rockingham Education Foundation's holistic approach to education, going beyond the traditional classroom teaching. It demonstrates the foundation's commitment to readying students not merely academically, but for college and their forthcoming careers as well. It points to the importance of equipping students with the necessary tools, resources, and experiences to make a successful move from academic environments into the workforce.

COMMUNICATION GOALS AND STRATEGIES



COMMUNICATION GOALS



Awareness:

Increase consumers awareness of REFI by 20% before June 2025.

Interest:

Increase consumers interest in REFI by 20% before June 2025.

Desire:

Increase consumers desire to support REFI by 20% before June 2025.

Donations:

Increase donations for REFI by 15% before June 2025.



Repeat Donations:


Increase number of repeat donors for REFI by 15% before June 2025.



COMMUNICATION OBJECTIVES AND STRATEGIES

Increase the percentage of consumers in the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) who are aware of REFI and its programs by 20% by June 30th 2025 by using traditional advertising, social media, and digital marketing.

- **Traditional Advertising:** Using print ads such as brochures and rack cards and a billboard along I-81 to ensure REFI's ads get sufficient traffic and attention.
- **Social Media:** Posting more interactive elements on social media platforms and ensuring all profiles are up to date so users can easily access and learn about REFI.
- **Digital Marketing:** Sending emails on a pulsing schedule to the target markets about events and donation opportunities to achieve higher exposure of REFI. Also sending emails with targeted surveys to get direct feedback from consumers.



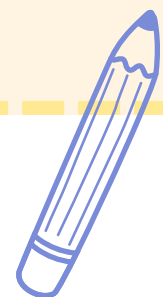
Increase percent of consumers in the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) who have interest in donating and/or attending REFI's events by 20% by June 30th 2025 by using digital marketing and direct marketing.

- **Digital Marketing:** Using paid and organic SEO search to make sure REFI is a top search result when key words are used.
- **Direct Marketing:** Incorporate direct mail into REFI marketing to tailor messages to the target markets. Mail will highlight REFI's impacts on the Rockingham community and contain QR codes and links to REFI's website.

A B C

Increase the percentage of consumers in the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) who have the desire to attend events and/or donate money to REFI by 20% by June 30th 2025 by using social media, support media, and traditional advertising.

- **Social Media:** Frequently posting on Instagram and Facebook accounts that will showcase testimonials from students and teachers, information about upcoming events, as well as posts that will stimulate engagement between REFI and the Rockingham Community.
- **Support Media:** Utilizing in store media, transit advertising, Promotional products, as well as venue signage. These will be used to enhance REFI awareness within Rockingham County as well as showcase a call-to-action to stimulate donations and traffic to the REFI website.
- **Traditional Advertising:** Airing radio broadcasts on WSVB that share updates about the Annual Event and have testimonials from past participants sharing their experience.





Increase the revenue that the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) donates to REFI for its events and/or fund raising by 15% by June 30th 2025 by using digital marketing and support media.

- **Digital Marketing:** Integrate website banner ads on popular relevant websites in Rockingham County. The banner ads will take users straight to REFI's website where they can learn more information about the organization.
- **Support Media:** Use in store media at office supply stores to remind consumers about the Teacher Supply Depot especially during back to school season.

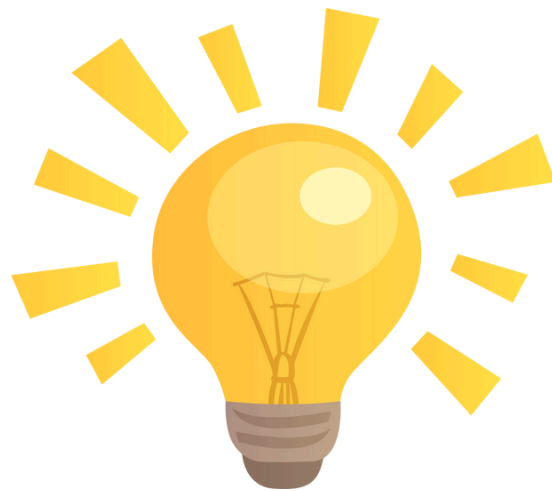


Increase the number of repeat donors and/or guests at events by 15% by June 30th 2025 by using direct marketing and support media.

- **Direct Marketing:** Through utilizing direct emails to previous guests and donors thanking them for their participation/donation as well as placing them on an email list in which consistent emails will be sent showcasing future REFI events and newsletters, to keep and increase engagement.
- **Support Media:** Use promotional products to recognize donors contributions and ensure they know that REFI appreciates their support. This will create a cycle to ensure consumers want to continue donating.



CREATIVE BRIEF



PROBLEM: AMPLIFY REFI'S BRAND PRESENCE AND INCREASE REVENUE FROM \$108,000 TO \$150,000 FROM JULY 1ST 2024 - JUNE 30TH 2025

TARGET MARKETS

Primary Target Audience:

Demographic: Millennial men and women of any race between the ages of 32- 50 with children in the Rockingham public school system

Geographic: Rockingham area

Psychographic: Live fast paced lives, believe in supporting mental health importance of access to top-quality education

Behavioral: Active in the community and donate to local charities

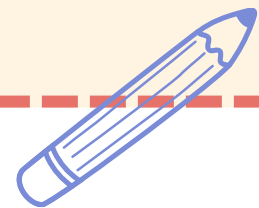
Secondary Target Audience:

Demographic: Baby boomer generation, aged 50 to 70 years old, men and women of any race, upper middle class.

Geographic: Rockingham area

Psychographic: Live slower paced lifestyles, want to help future generations

Behavioral: Want to be active in the community and donate to local charities



REASON TO BELIEVE/SUPPORTING INFORMATION

The reasons to believe come from positive reviews from the community, scholarships and recognitions, innovative educational offerings, improved public schooling, interactive funding events, and the overall impact left on Rockingham County. These factors provide credibility and trust, showcasing the exceptional impact that REFI leaves on students, teachers, and the community.



COMMUNICATION OBJECTIVES



1. Increase the percentage of consumers in the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) who are aware of REFI and its programs by 20% by June 30th 2025 by using traditional advertising, social media, and digital marketing.
2. Increase percent of consumers in the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) who have interest in donating and/or attending REFI's events by 20% by June 30th 2025 by using digital marketing and direct marketing.
3. Increase the percentage of consumers in the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) who have the desire to attend events and/or donate money to REFI by 20% by June 30th 2025 by using social media, support media, and traditional advertising.
4. Increase the revenue that the target market (millennials age 32-50 with children in RCPS) and the secondary target market (older men and women age 50-70 living in Rockingham) donates to REFI for its events and/or fund raising by 15% by June 30th 2025 by using digital marketing and support media.
5. Increase the number of repeat donors and/or guests at events by 15% by June 30th 2025 by using direct marketing and support media.

PRODUCT POSITIONING

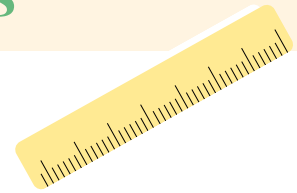


REFI plans to enhance its social media presence, leveraging emotional appeals that highlight the struggles of children missing out on opportunities and dreams. This strategy aims to connect their fundraising efforts directly with aiding students, tapping into the millennial market. Given that 78% of millennials have bought a product after seeing it on social media, this approach seems promising. Millennials, being tech-savvy and valuing connectivity, find online advertising increasingly relevant. Statista notes that 57% of millennials feel online ads are more attuned to their needs lately. Incorporating active social media engagement into their marketing strategy, REFI aims to effectively target millennials and expand brand awareness.

CAMPAIGN THEME



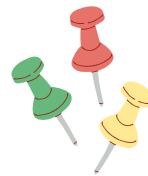
Beyond The Books - Supporting The Journey From Classrooms To Careers



STORY TO TELL

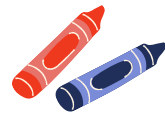
The narrative centers on a student from a low-income area in Rockingham County, who, despite having dreams of pursuing higher education, faced financial and resource barriers that made his ambitions seem unreachable. This changed when he discovered REFI through extensive online research in his quest to follow his dreams. After reaching out and applying for scholarships offered by REFI, he was able to continue his education and eventually attend college, marking the beginning of a new chapter in his life. This story is chosen for its potential to resonate with the audience through its emotional appeal, showcasing REFI's ability to make a significant difference in the lives of students like him. Highlighting the impact of donations on REFI's efforts aims to inspire support for the cause, with a goal to increase REFI's revenue from events and/or donations by 15% by June 30th, 2025, through sponsorships and digital marketing.

ADVERTISING APPEAL



An emotional appeal has been selected for the advertising strategy in the Integrated Marketing Communications (IMC) plan. This approach is anticipated to generate significant inspiration regarding the future possibilities when one donates to REFI. The target audience is expected to recognize the potential impact on school systems, feeling a compelling urge to contribute. The strategy includes an integrated marketing campaign designed to pique curiosity, with advertisements and a campaign theme encouraging engagement with REFI's website and social media platforms for more information. The objective is to boost the number of repeat donors and/or guests at events by 15% by June 30th, 2025, through digital marketing efforts that personalize these emotional narratives, thus drawing in donations by connecting with viewers on a deep, personal level.

CREATIVE TACTICS



Story telling through radio advertisements, sponsoring local events, interacting with customers via social media, interactive website, and partnering with local businesses to offer curated experiences and better reach the target market.

CREATIVE EXECUTION FRAMEWORK

Imagery and a clear call to action will provide an emotional connection to the audience. High-quality visuals and a creative campaign theme and story utilizing a slice-of-life technique to draw in the viewer's attention. Additionally, incorporating positive REFI reviews from past donors, scholarship recipients, and teachers will create trust and value for future potential donors. In combining these testimonials, campaign theme, visuals, and positive REFI reviews will create compelling advertisements to draw in more potential donors and spread the word about REFI!

CREATIVE CONSIDERATIONS



The campaign messages are consistent in having a clear call-to-action while stimulating an emotional response in the viewer. With Bright colors such as green, yellow, blue, and red are utilized to capture the viewer's attention, imparting a child-like feel and ensuring the advertisement stands out. The tone of the ad aims to be inspirational and uplifting. TV ads focus on emotional appeal, print ads highlight former success stories, and social media campaigns feature interactive stories to raise awareness for donation drives.



MESSAGE APPEAL

To allow every child a fair chance at a higher education, ensure classrooms have necessary quality materials, and support the continuous growth and development of education. The focus is on the emotional value of REFI, promising students the access to a quality education. The message aligns to appeal to the emotions. By creating an emotional connection with the audience, the advertising communicates the value beyond books.

MEDIA PLAN: TRADITIONAL ADVERTISING



INTRODUCTION



By implementing traditional advertising in REFI's integrated campaign they will achieve two of the communication goals. Firstly they will increase the percentage of consumers in the target market who are aware of REFI and its programs by 20% and increase the percentage of consumers in the target market who have the desire to attend events and/or donate money to REFI by 20%. REFI hopes to meet both these goals by June 30th 2025. With traditional marketing, various techniques such as print ads and radio broadcasts will be implemented. By using print ads REFI will be able to paste them around local shops and restaurants to make millennials in Rockingham aware of REFI's presence. These print ads will contain REFI's campaign theme Beyond the Books on every brochure and rack card. This will be part of either the heading or subheading on the print advertisements. Along with the text, images of the story will be present to tell a story about a young student who was able to attain their dream job through the help of a REFI scholarship. This will be depicted by images of a student sad and confused, then the student applying to a REFI scholarship, followed by the student graduating then getting a job. Then with radio broadcasts, REFI will also incorporate the campaign theme at the end of each message as a slogan and strong closing. The main body of the message will be about the story of a student without opportunities who REFI helped succeed. Along with informational radio broadcasts and print ads, around back-to-school season and event season, the messages will be more relevant to the Teacher Supply Depot or the Annual Event to get donors excited and wanting to support REFI. Both these methods of traditional advertising will be effective at reaching the target market because millennials are always out and about so by consistently seeing REFI posters they will gain familiarity/awareness with it. The radio broadcast will be effective because while the parents are commuting to work in the morning they will be listening to the radio and will hear the message. This will either educate potential donors or remind current donors of REFI.

OBJECTIVES



Objective 1: Increase awareness of REFI's programs among millennial parents in Rockingham by 20% by June 2025. The scheduling pattern will be a pulsing schedule with increased frequency during back to school and event season. This will also aim to increase reach within a 50 mile radius of Rockingham County.

- **Strategy 1:** Utilize emotional appeal print ads in high-traffic areas by spreading them evenly at each location to get the attention of the target market and grow th effectiveness.
 - **Tactic 1:** Place brochures and rack cards in local restaurants, doctor's offices, and schools that describe what REFI does and the imapcts they make on the RCPS students and teachers.
 - **Tactic 2:** Distribute flyers at community centers and local events to get the target audience excited about teacher recognition and scholarship opportunities.
 - **Tactic 3:** Try and partner with local businesses so that REFI can display their flyer in the store windows to catch the attention of people walking by.
- **Strategy 2:** Leverage emotion based radio broadcasts during peak hours of 6am and 6pm to target millennial parents on their way to and/or from work.
 - **Tactic 1:** Secure morning and evening drive time slots for maximum exposure.
 - **Tactic 2:** Create engaging stories about scholarship beneficiaries to resonate with the listeners.
 - **Tactic 3:** Make the radio ads more capturing and relatable for the target market and potential listeners. This includes using emotional stories of students and catchy jingles.

Objective 2: Increase attendance at REFI's events by 20% by using a continuous schedule of print advertisements and radio messages to grow the target market from July 2024 to June 2025 in the Rockingham County area.

- **Strategy 1:** Highlight success stories in print ads which utilizes emotional appeal.
 - **Tactic 1:** Feature testimonials from past scholarship recipients.
 - **Tactic 2:** Showcase upcoming events and their impact on the community.
 - **Tactic 3:** Use before and after visuals of beneficiaries for emotional appeal.

- **Strategy 2:** Use radio messages to share new information about events and programs sponsored by REFI. These messages will be aired from 6am and 6pm to connect with millennials commuting to work.
 - **Tactic 1:** Interview past scholarship recipients and broadcast during peak times to demonstrate the importance of attending and supporting REFI's events.
 - **Tactic 2:** Promote exclusive radio discounts of benefits for early donors or event attendees.
 - **Tactic 3:** Regularly update the community on REFI's achievements and future events to get them excited and wanting to attend.

Objective 3: Increase awareness of REFI's events by 20% from July 2024 to June of 2025. using a billboard and radio broadcasts. The billboard will follow a flighting schedule whereas the radio broadcasts will follow a pulsing schedule.

- **Strategy 1:** Place the billboard in Rockingham county along the most popular highway, interstate 81, to directly target millennials driving to and from work.
 - **Tactic 1:** Use a call to action, "Do you like Golf? Do you like giving back to your community?, Do both at REFI's Golf Tournament"
 - **Tactic 2:** Use pictures from last years tournament to capture the viewer's attention.
 - **Tactic 3:** Have the date, time, and location of the upcoming tournament with a QR codes linked to event sign up for passengers to easily scan.
- **Strategy 2:** During the time leading up to the Annual Event, air radio broadcasts to get listeners excited for the event.
 - **Tactic 1:** Air the radio broadcasts in the afternoon so when millennials are tired after work and just wanna have a drink they hear about the annual party and are more interested in learning more.
 - **Tactic 2:** Have testimonials from last years participants speak about how much fun they had.
 - **Tactic 3:** Include the impacts the Annual Event made, how much money was raised and how RCPS benefited.

BUDGET



Medium	Medium vehicle	Dollar amount per medium vehicle	Percent of traditional advertising budget	Percent of total budget (\$20,000)
Print Ads	Rack card ads and brochures posted in local restaraunts/sh ops	\$650.00	32.50%	3.25%
Radio Broadcasts	WSVA	\$600.00	30.00%	3.00%
Billboards	Rockingham County, I-81	\$750.00	37.50%	3.75%
Total Traditional Advertising		\$2,000	100.00%	10.00%



Research consistently shows that awareness is the first step in the marketing funnel, leading to interest, desire, and action (AIDA model). For millennials, traditional media like print and radio have a unique trustworthiness and tangibility that digital ads often lack. The first objective is to increase awareness by 20% by June 2025. This will first be done by utilizing print advertisements in high traffic areas as a way to target the target market and grab their attention in places they normally go on a day to day basis. Partnering with local businesses guides the use of print advertisements such as brochures, flyers and rack cards overall to get REFI's information and goals out to spread the target market and increase the knowledge of REFI around the Rockingham County area. Then, by using radio broadcasts during peak hours of 6am and 6pm, the target market will be accessible and tuned into the radio during their work commute. It was decided to play the radio broadcast on WSVB because their main age range is 25-64 year olds which captures the target audience well. They also already support other nonprofits through their channel so by entering REFI's ads into this station they will be able to reach potential new donors easily. This will help again get information out about REFI while timing it perfectly with their schedules. Using engaging and relatable stories helps to grab the attention of listeners and sticks in their minds by using a compassionate and emotional approach. The next objective for REFI is to increase attendance at events by 20% by using those traditional advertisement techniques of print and radio. The print advertisements will highlight success stories and events by using visuals and examples of upcoming REFI events. By using print advertisements it will help reach a larger audience in case people do not listen to the radio. Then by using the radio techniques in a way of promoting discounts on future events, regular updates and real life REFI success stories, it will grab their attention again. By using both of these techniques the target market can reach many different people since two media vehicles can target two different demographics in Rockingham County. Lastly, the third objective again focuses on the awareness of the target market but by using a billboard and radio broadcasts to share information about events. Utilizing the highway that goes straight through Harrisonburg is a great technique since not only with the millennial target market traveling each day of the week, but more and more people pass through this area every day which can reach a much larger audience beyond just Rockingham County (Mark and Harrison). The billboard will be used in a flighting schedule to target specifically April since that is when the

Golf Tournament takes place. Both the billboard and radio broadcasts will be around/aired on high traffic areas. They will be using emotional and rational appeals to target millennials and grab their attention enabling REFI to get their support while also explaining REFI's image and goals. The overall budget for traditional advertising focuses on print advertisements, radio broadcasts and a billboard. The billboard will be the highest in dollar amount and 3.75% of the total budget. The billboard is expensive but it will be in the highest trafficked area, interstate 81. The print advertisements will be brochures and rack cards will cost \$550 to print 1000 of each. These will be specifically placed in restaurants and shops which target exactly where the target market goes on a day to day basis. Lastly, radio broadcasts account for \$600 dollars and 3.00% of the total budget. Since billboards will be primarily used in back to school season, money did not need to be allocated as much compared to print ads. Finally the radio broadcasts will only be shown in those prime times of 6am and 6pm (Nielsen) it will again not be as much money or focussed on compared to print ads. In conclusion, the traditional advertising for the REFI campaign objectives, strategies, tactics, and budget allocations are designed to maximize impact among millennials in Rockingham by leveraging trusted media channels and engaging storytelling.



DELIVERABLES

Brochure

THIS IS HOW WE WORK:

WE SUPPLY
We supply the Teacher Supply Depot, a school supply store open to all teachers at Rockingham County Public Schools. They are able to stop by and check out free supplies whenever they need, no questions asked.

WE FUND
We offer scholarships to the students of Rockingham Public Schools. Any student is eligible to apply and the money goes towards the future of their education.

WE RECOGNIZE
We believe it is important to recognize the amazing staff, which is shown through our Teacher Recognition Program. The winner receives a \$1000 award.

WE BUILD
We offer Innovative Learning Grants available which go towards elevating the learning experience for students.

SUPPORT REFI TODAY!



Find more information on how to donate or partnership at vlandis@rockinghamk12va.us or at www.refigivesback.org



RCPS fund for
Children



When you donate to REFI you are not just supporting one school or one child. You are helping all the students, teachers, and staff members of RCPS.

Help us take education...
BEYOND THE BOOKS
Supporting our community from classrooms to careers

REAL LIFE SUCCESS STORY

EDDIE GREW UP IN A LOW INCOME HOUSEHOLD

HE HAD DREAMS OF BECOMING A DOCTOR BUT LACKED THE FUNDS

UNTIL HE FOUND REFI...

EDDIE OBTAINED A REFI SCHOLARSHIP AND WENT ON TO GET HIS MD FROM JOHNS HOPKINS



HOW TO GET INVOLVED

DONATE SUPPLIES

We are constantly asking for school supplies to fill our Teacher Supply Depot. Our website has a comprehensive list of everything we accept, additionally, if you visit our social medias we post weekly lists of our most desired items/lowest stocked items.

ATTEND EVENTS

REFI hosts multiple events throughout the year including a golf tournament and an annual auction party. Bring as many friends and family members as you can and have fun while giving back to your community.

SPONSOR A SCHOLARSHIP OR ILG

We pride ourselves in helping students gain a better education from classrooms to careers. Our innovative learning grants go towards elevating our current public school systems and our scholarships go towards supporting the student's futures.

OUR EVENTS

Join us April 27th, 2024 for our "Chip-In" for Quality Schools, our 29th annual golf tournament.

Purchase a ticket to our Annual Event Party taking place on February 3rd, 2025. Participate in games and auctions to support REFI.



ROCKINGHAM EDUCATIONAL FOUNDATION, INC

Radio Script

Item	Description
Gender	Female
Length	1 minute
Target Demographic	Parents of the students in millennial age
Character/Narrator	Female Teacher, mid thirties, child speaking
Vocal Direction	Emotional, caring, empowering
Suggested Music	Soft and calming, calling you to action
Suggested Sound Effects	School bell, bustling hallway, music

[Starts out with soft and calming music]

[Narrator (30 Female)]:

“What did you want to be when you grew up? An astronaut? Fireman? CEO? Maybe you wanted to be a Police Officer. I always knew I wanted to be a teacher, and I am for Rockingham County schools. But, not like this... our public schools are struggling to provide our students the resources they need to achieve their goals.

[Young boy narrator]

“I wanted to go to the museum, but our trip got canceled!”

[Narrator]

That’s Tyler. He wants to be an astronaut, but the funding for fieldtrips wasn’t enough. Whether it’s a fieldtrip or money for college, it is our job to give these kids the opportunity to pursue the career they want. **You can make a difference by donating to the Rockingham Education Foundation, today! Right now, visit www.REFIGIVESBACK.org or call at 540/564-3218.**

[Young boy narrator]

“Thank you REFI!”

[Narrator with increased music]

It’s beyond the books: supporting the journey from classrooms to careers

Rack Card

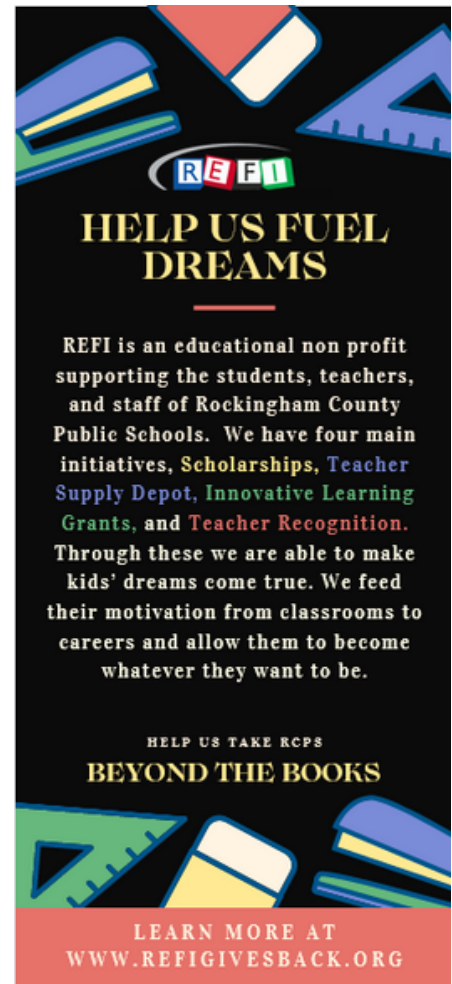
ROCKINGHAM EDUCATIONAL
FOUNDATION INC

GOT EXTRA SCHOOL SUPPLIES?

Consider donating them to REFF's Teacher
Supply Depot!



LEARN MORE AT
WWW.REFIGIVESBACK.ORG



REFF

HELP US FUEL DREAMS

REFF is an educational non profit
supporting the students, teachers,
and staff of Rockingham County
Public Schools. We have four main
initiatives, **Scholarships**, **Teacher
Supply Depot**, **Innovative Learning
Grants**, and **Teacher Recognition**.
Through these we are able to make
kids' dreams come true. We feed
their motivation from classrooms to
careers and allow them to become
whatever they want to be.

HELP US TAKE RCPS
BEYOND THE BOOKS

LEARN MORE AT
WWW.REFIGIVESBACK.ORG

Billboard



REFF

ANNUAL GOLF TOURNAMENT

Give back to public schools in your community while playing an
exciting game of golf!

Contact us :
www.refigivesback.org 540/564-3218



Saturday, April 27th
Lakeview Golf Club

MEDIA PLAN: DIGITAL MARKETING



INTRODUCTION



By implementing digital marketing within REFI's plan, they are working to increase the percentage of consumers in the target market who are aware of REFI and its programs by 20%, increase percent of consumers in the target market who have interest in donating and/or attending REFI's events by 20%, and increase the revenue that the target market donates to REFI for its events and/or fund raising by 15%. REFI will accomplish these by June 2025 by using multiple strategies such as, targeted website banner ads, using CRM to tailor messages to consumers, paid and organic SEO's, and email marketing. REFI's campaign theme, Beyond The Books, will be closely tied and interlaced throughout the digital marketing activities. For example, a banner ad may use an image of a student's learning next to an image of the same students at graduation to display how REFI is there to support the community from classrooms to careers. This can also be seen using Search Engine Optimization because when a user located in Rockingham county searches something relevant to REFI, one of the captions within the top 5 search results will be REFI's campaign theme. Additionally, through email marketing there will be a segment about students that have been impacted by REFI and where they are today, whether that be attending college or starting their careers. These different aspects will also correlate to the story about a student who grew up without many opportunities, but through REFI's scholarship was able to accomplish their dreams. The images on banner ads, top search results, and email marketing segments will all contain short snippets of successful students who were impacted by REFI. This will also be a place where CRM will be implemented to further connect with the desired target audience. Using CRM REFI could tailor the student success stories so sending a success story about a doctor could be sent to a donor who is/was also in the medical field. This will enable REFI to resonate more with the community members and make them want to participate in events and support REFI in any way they can. With all this in mind, REFI will be extremely successful at reaching the target marking of millennial parents in Rockingham County. During back to school season every parent will be looking for the best supplies, therefore, by utilizing banner ads on popular office supply websites REFI will reach the audience and remind them that REFI is also looking for school supplies. By using CRM combined with email marketing they will reach the older segment of the target market and resonate with them about the importance of donating to scholarships to help students get their dream jobs. Email marketing will also be a great reminder for REFI's current donors about upcoming events to get them excited to participate. And lastly, by using SEO anyone who is looking up anything similar to REFI will be reminded of their presents and have easy access to their website, reviews, social media accounts, and event schedules.

OBJECTIVES



Objective 1: To increase awareness of the services that REFI provides by 20% by sending emails every first of the month (starting August 2024), to 20,000 parents and millennials in Rockingham County School district areas that live within a 50 mile radius. Pulsing schedule will be used with continuous planned reminders, but picking them up during the summer time. The email open rate will be at least 35%.

- **Strategy 1:** Sending out informational emails to members of the Rockingham community about REFI, upcoming events, and donation opportunities.
 - **Tactic 1:** Sending emails regarding what REFI is, and explaining their mission as a reminder so people know what it is, instead of just starting with asking people to donate.
 - **Tactic 2:** Introducing possible events that are happening in the future in order to see what they are interested in or looking for.
 - **Tactic 3:** Use emails to re-engage customers and bring them back constantly. With these emails REFI can keep the customers in the know and inform them instead of having them need to research since people will do things if they are easier.
- **Strategy 2:** Sending out specific survey and event emails to targeted members of the community such as potential or past donors, past RCPS teachers, or referred people.
 - **Tactic 1:** Starting with a survey email to see what events they would like or if email is the best way to reach them.
 - **Tactic 2:** Send more surveys asking for friends and family looking to join working with REFI, to get their contact information and add them to the contact list.
 - **Tactic 3:** Send emails including any events that are happening and what is needed for each event. Be detailed and exciting for the customers to want to come.

Objective 2: Increase interest by ensuring REFI's website is one of the top 5 websites to pop up when a user types in one or more keywords at least 75% of the time within Rockingham County. This will be achieved by June 2025. This will be implemented through a continuity scheduling pattern.

- **Strategy 1:** Implementing paid advertising go Google search results.
 - **Tactic 1:** REFI will pay a large amount to have REFI's website be a top result when a user types in "non profit", "school supplies", or "donations", within Rockingham County.

- Tactic 2: REFI will pay a moderate amount to have REFI come up within the top 5 results when user types in relevant words within 50 miles of REFI.
- Tactic 3: REFI will pay a smaller amount to have REFI's website be a top 10 search result when users type in keywords within Rockingham County.
- Strategy 2: Create more natural or organic results by strategically placing words throughout REFI's website so keyword search is better utilized.
 - Tactic 1: REFI will use many specific/targeted keywords to ensure they naturally pop up when a user searches something relevant to them.
 - Tactic 2: REFI will reply to reviews with their specific keywords so when a user searches the specific words their positive reviews will also come up as a result.
 - Tactic 3: REFI will integrate keywords across all their social medias and digital platforms so when a user searches them all areas of REFI will be a top result.

Objective 3: Increase donations for REFI by 15% by utilizing website banner ads to increase traffic 5 times per month, starting in July 2024. These ads will be located on local websites such as the Thomas H Leath Memorial Library and the local Supply Depot. By keeping the reach local REFI will be able to target members within a 30-mile radius of Rockingham County. This will be done through a continuity scheduling pattern.

- Strategy 1: Demonstrate the relevance of REFI's donations to the target audience through data such as statistics of students success, low income levels in Rockingham, and student testimonials.
 - Tactic 1: Show pictures of kids of all ages to ensure all parents see the relevance to their lives and feel connected to the foundation.
 - Tactic 2: Have testimonials from previous children and teachers and how it has helped them out and why people should donate to REFI.
 - Tactic 3: List out all of the schools that benefit from REFI's donation and include the number of kids affected by their programs.
- Strategy 2: Explain how REFI utilizes the resources they receive with specifics so the community understands that their support truly does make a difference.
 - Tactic 1: Explain the different programs that REFI provides resources to and how maybe just one donations can help up many students.
 - Tactic 2: Call to action place for their donations, incorporate links that take users directly to REFI's website in all advertisements.
 - Tactic 3: Connect with parents by showing a message that states that any donations will directly impact children like their own. Use emotional appeal to entice parents to click on banner ads to take them to REFI's website.

BUDGET



Medium	Medium vehicle	Dollar amount per medium vehicle	Percent of digital marketing budget	Percent of total budget (\$20,000)
Paid SEO	Google	\$3,000.00	50.00%	15.00%
Website Banner Ads	Office Depot wesbite	\$750.00	12.5%	3.75%
Website Banner Ads	Thomas H Leath Memorial Library website	\$750.00	12.5%	3.75%
Emails	All email platforms	\$1,500.00	25.00%	7.50%
Total Digital Marketing Budget		\$6,000	100.00%	30.00%



Objective 1: Increasing Awareness:

The first objective is to heighten awareness of the services REFI provides by a significant margin. To achieve this, a comprehensive email campaign targeting parents and millennials within the Rockingham County School district areas will be implemented. By sending informative emails every first of the month, REFI aim to capture the attention of the audience consistently. In strategically chosen a pulsing schedule with continuous reminders, this ensures the message remains at the forefront of recipients' minds. By starting the campaign in August 2024, REFI can maximize exposure while considering the ebb and flow of engagement, particularly during the summer months. With an email open rate target of at least 35%, REFI can increase its reach and create an emotional impact.

Strategy 1: Informational Emails:

REFI's approach to informational emails is rooted in the idea of educating the audience about REFI's mission and services. Rather than immediately soliciting donations, REFI can opt to provide valuable insights into the organization's purpose and upcoming events. This tactic fosters a deeper connection with recipients, laying the groundwork for future engagement.

Strategy 2: Survey and Event Emails:

By incorporating survey emails, REFI can gauge the audience's interests and preferences, allowing REFI to tailor future communications accordingly. Additionally, leveraging event emails not only keeps the audience informed but also provides opportunities for involvement and participation. By maintaining a dynamic approach to engagement, will enhance the likelihood of sustained interest and support.

Objective 2: Increasing Exposure:

The second objective revolves around boosting REFI's online visibility, particularly within the Rockingham County area. To accomplish this, a multi-faceted strategy has been devised, encompassing both paid advertising and organic search optimization.

Strategy 1: Paid Advertising:

Through strategic investment in paid advertising, REFI aims to secure prominent placement for REFI's website in relevant search results. By allocating varying levels of resources based on keyword relevance and geographical proximity, to maximize REFI reach while optimizing cost-effectiveness.

Strategy 2: Natural Search Results:

Complementing paid efforts, REFI will prioritize organic search optimization to bolster REFI's visibility in natural search results. By strategically incorporating targeted keywords across multiple digital platforms and proactively managing online reviews, REFI can enhance their presence and credibility within the digital landscape.

Objective 3: Increasing Donations:

The final objective centers on driving donations to support REFI's initiatives. To achieve this, leverage the REFI website as a powerful tool to engage and inspire potential donors is crucial.

Strategy 1: Showing Relevance to the Target Market:

Through compelling visuals, testimonials, and detailed information about beneficiary schools, with the aim to demonstrate the tangible impact of REFI's efforts on the lives of children and educators within the Rockingham County community.

Strategy 2: Highlighting Resource Utilization:

By transparently communicating how REFI utilizes donations to support critical resources and programs, to empower donors to see the direct impact of their contributions. A clear call-to-action and personalized messaging further reinforce the importance of their involvement.

In summary, the digital marketing strategy for REFI is meticulously crafted to align with the objectives, maximize engagement, and drive meaningful outcomes. Through a combination of targeted outreach, strategic messaging, and ongoing optimization, REFI can be confident in its ability to make a lasting impact on Rockingham Community.

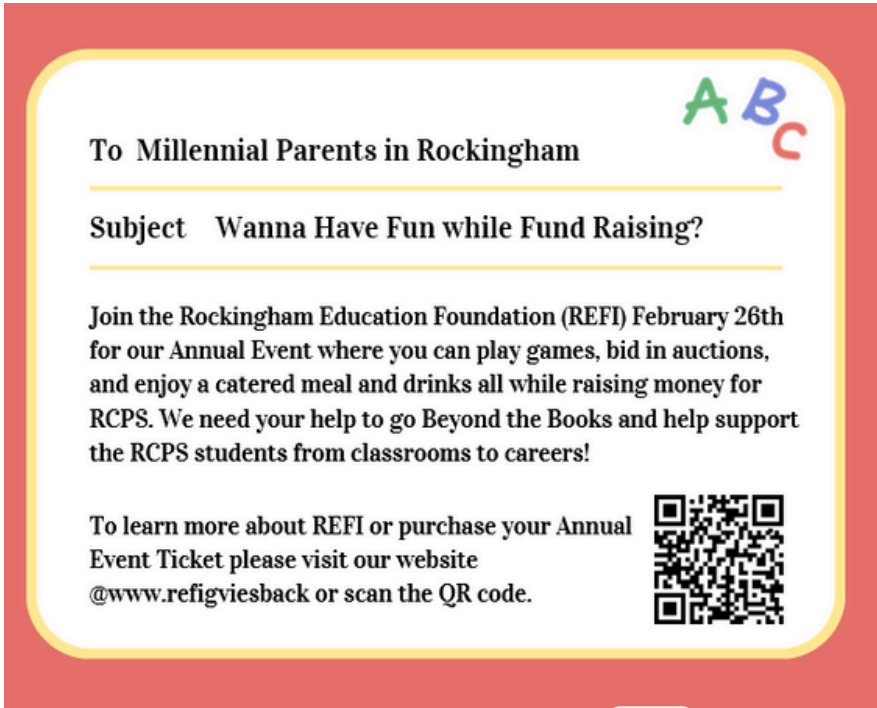


DELIVERABLES

Paid SEO



Website Banner Ad



Email

MEDIA PLAN: SOCIAL MEDIA MARKETING



INTRODUCTION



Social media marketing is a great way for the target market to gain awareness of REFI since millennials tend to be active on platforms such as Instagram, Facebook, and LinkedIn. Social media marketing will be used to achieve the communication objectives of increasing the percentage of consumers in the target market who are aware of REFI by June 2025 by 20%, and increasing the desire of consumers to donate and/or attend an event by 20%. This will be obtained by posting continuously across social media platforms and being more active in the comments. Also, REFI can engage followers by using interactive elements on social media platforms. The campaign theme is “Beyond the Books- Supporting the Journey from Classrooms to Careers.” which will be seamlessly integrated throughout social media pages. If there is a week where there is nothing specifically going on, this is when the theme can be posted. For example, there can be a student testimonial about how REFI helped them and then this will support the story of helping students beyond the books. Other communication efforts will consistently relay this theme, again, highlighting stories that exemplify the journey from educational challenges to successful career paths. Posts will be created about prior success stories on Instagram, Facebook, and other relevant platforms to show the target audience that REFI makes a difference by supporting students' current state and future. The story to tell is about a student from Rockingham County, a low-income area with limited educational resources in public schools. Through REFI's scholarships and support programs, this student not only overcame their financial barriers but also received the encouragement and resources necessary to pursue higher education. This this success story will be highlighted on social media by posting how REFI can transform students' lives. This will spark an emotional appeal to viewers and entice them to click the link to donate. Through captivating visuals, community engagement, and storytelling with the aim to capture the attention of millennials within Rockingham County. By aligning REFI's messaging with their values for their children's future, REFI will cultivate a sense of resonance that drives them to connect with their organization and support their mission.

OBJECTIVES

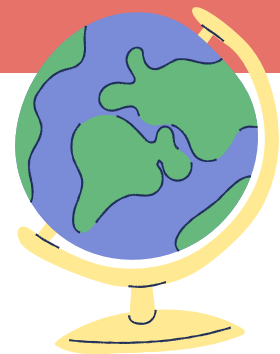
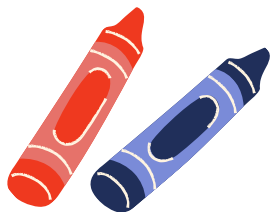
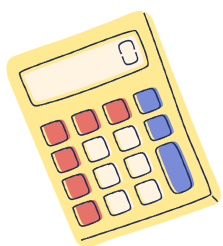


Objective 1: Increase reach of REFI's social media platforms to members of Rockingham community by 20% by June 2025. This will be achieved through increased activity on Instagram, Facebook, and LinkedIn pages such as posting updates on events, sharing student testimonials, and sharing news about changes at REFI and their impact on the community.

- **Strategy 1: Posting across all social media platforms continuously and being more active in the comments to gain interest and increase reach.**
 - **Tactic 1: For each new update about REFI there will be a post personalized for each of social media account to ensure it does its best. For example a post about a new event will be posted on each platform, on LinkedIn it will be informational with a direct link to REFI's website vs on Facebook it would be an engaging image referencing the event with a detailed description of the event.**
 - **Tactic 2: REFI will be much more active on all platforms including responding to comments, replying to other accounts, and commenting on articles that are relevant to their cause. For example, if there is an article about the success of scholarships for students, REFI will post the story to their Instagram and add some comments of their own.**
 - **Tactic 3: REFI will answer all questions in the comments of their posts and be open to direct messaging. This will provide the community with easy, timely, and direct access to a REFI communication channel.**
- **Strategy 2: Engaging followers by using interactive elements on social media platforms such as Facebook groups and polls.**
 - **Tactic 1: REFI will use Facebook Groups to create different groups for REFI's various campaigns. There will be a Supply Depot group where posts will be made depending on which supplies are in highest demand each week so donations can be made accordingly. This will also be a space where any member of the community can join and ask questions and reply to one another.**
 - **Tactic 2: Utilizing Instagram story polls and questions. This will enable people to feel involved with REFI and will allow REFI to get direct feedback and interact with the community.**
 - **Tactic 3: REFI will host scheduled lives with fun activities for the community to get involved in. Lives can be a place for Q and A's about events or programs that REFI offers. This can also be a place to offer giveaways to the 100th person to join the live or other engaging promotions similar.**

Objective 2: Grow REFI's social media followers by 20% across Facebook, Instagram, and LinkedIn by June 2025, focusing on engaging local educators, students, and parents with content scheduled during peak activity times (3-5 p.m. on weekdays) using a pulsing schedule within the Rockingham county area.

- **Strategy 1: Engage with the local community by using interactive applications that strictly target the target market. This will occur in a pulsing schedule, meaning posting everyday, but specifically targeting that 3-5pm timeline.**
 - **Tactic 1: Host social media contest with prizes related to education, asking participants to follow REFI's social media and tag friends. Giveaways will include some of REFI's promotional products to make winners excited about REFI in turn increasing their desire to follow REFI for more opportunities.**
 - **Tactic 2: Use interactive polls and questions in stories to encourage follower participation and shares.**
 - **Tactic 3: Feature stories of students, teachers, and programs funded by REFI to personalize the page.**
- **Strategy 2: Optimize social media profiles by keeping them up to date, with the goal of growing a following and increasing the reach of all social media platforms. The target audience utilizes social media a lot, so working with these will directly influence the reach of REFI's goals and events.**
 - **Tactic 1: Ensure all social media profiles are fully optimized with up-to-date information, engaging bios, and links to REFI's website.**
 - **Tactic 2: Use targeted keywords in profiles and posts to improve search-ability within social media platforms.**
 - **Tactic 3: Regularly review and update the strategy based on the data to focus on the most engaging content types.**



BUDGET



Medium	Medium vehicle	Dollar amount per medium vehicle	Percent of social media budget	Percent of total budget (\$20,000)
Facebook	Image and video ads on REFI Facebook	\$3,000.00	50.00%	15.00%
Instagram	Story posts on REFI Instagram	\$700.00	11.67%	3.50%
Instagram	Image and video posts on REFI Instagram	\$1,000.00	16.67%	5.00%
LinkedIn	Images and updates on LinkedIn Posts	\$1,300.00	21.67%	6.50%
Total Social Media Budget		\$6,000	100.00%	30.00%



Based on overall research, 30% of the total budget will be put towards social media marketing. Within that 30%, REFI is focusing its efforts towards Facebook, Instagram, and TikTok. The demographic REFI will be targeting is older and younger millennials with children residing in Rockingham County, Virginia. The allocated budget for social media marketing is \$6,000, with 12.5% allocated to Facebook ads (\$2,500), 10% to Instagram-sponsored posts (\$2,000), and 7.5% to TikTok video ads (\$1,500). This distribution reflects the importance of each platform in reaching and engaging with the target audience, ensuring a balanced approach to social media marketing across platforms. The choice to contribute the greatest funds to Facebook is due to the high millennial usage rate. According to an article produced by Statista, 77% of millennials use Facebook in the United States. They also reported that 48% of millennials use Instagram, hence why that is the next platform allocated in the budget. Additionally, included funds for TikTok due to its fast growth of users and ability to reach the target market through creative content, video ads, and influencer marketing. Pew Research Center stated that “A third of U.S. adults (33%) say they use the video-based platform, up 12 percentage points from 2021 (21%).” Through the combination of utilizing these platforms for marketing, REFI can be confident that they will provide success to the growth of REFI.

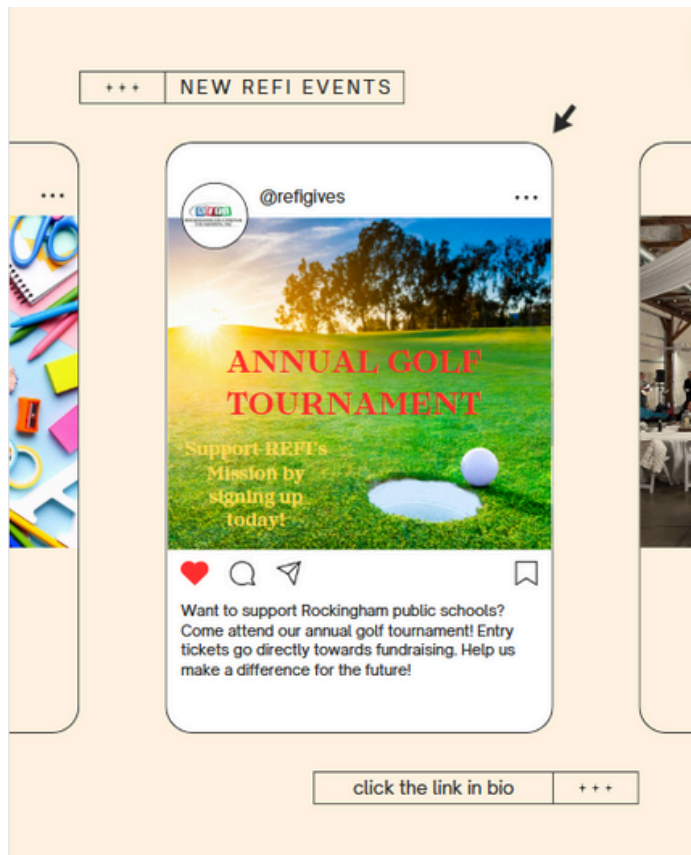
The first objective is to increase the reach of REFI’s social media platforms by 15% within Rockingham County by June 2025. REFI will use the scheduling strategy of posting continuously and increasing the level of engagement with users. The first tactic is to increase personalization on REFI social media posts. Facebook and Instagram will have a more informational approach, while TikTok can be used as a humor appeal to promote upcoming events. Research by Sprout Social suggests that personalized content resonates better with audiences, leading to increased engagement and reach. They stated that 56% of all consumers expect information to be personalized. Also, with the goal to increase REFI’s level of engagement, responding to comments, replying to other accounts, and commenting on relative articles will be necessary. Another strategy to accomplish the objective is to incorporate interactive elements into REFI social media platforms. Creating dedicated Facebook Groups for different campaigns allows REFI to foster deeper connections with its audience. Research by Facebook shows that users are more likely to engage in groups compared to pages, making it an effective platform for community building.

By providing a space for members to ask questions, share resources, and engage with each other, REFI can enhance its engagement and reach within the local community. Utilizing interactive elements such as polls and questions in Instagram Stories encourages followers to engage with content. According to Instagram, over 500 million users engage with Stories daily, making it a valuable tool for increasing engagement. By soliciting input from followers and responding to their feedback, REFI can strengthen its relationship with the target audience and increase its visibility on the platform. By hosting Q&A sessions, fun activities, and giveaways during live sessions, REFI can attract and retain viewers, driving increased reach and engagement within Rockingham County.

Next, REFI is aiming to grow REFI's social media followers by 20% across Facebook, Instagram, and TikTok over the next 5 months, by focusing on engaging local educators, students, and parents with content scheduled during peak activity times (3-5 pm on weekdays). Hosting contests related to education and community involvement encourages follower participation and growth. Social Pilot posted an article on LinkedIn stating that social media contests can increase follower growth by up to 34%. Also, by regularly posting polls, questions, and quizzes, REFI can increase engagement and attract new followers interested in participating in interactive content. REFI plans to post video ads on all platforms, specifically TikTok, that showcase stories of students, teachers, and programs funded by REFI. Research by Sprout Social found that 64% of consumers want brands to connect with them emotionally. By featuring compelling stories that highlight the impact of its initiatives, REFI can attract new followers and increase engagement with its content. Another strategy for increasing REFI's follower count is optimizing their social media profiles. By regularly updating its profiles and providing relevant information, REFI can attract new followers and increase its reach within the local community. Additionally, incorporating targeted keywords in profiles and posts improves searchability within social media platforms. Another tactic can be using a data-driven strategy that regularly reviews and updates the social media based on data analysis and allows REFI to focus on the most engaging content types and platforms. Many millennials are now parents, prioritizing education, community involvement, and family-related activities. Understanding the unique needs and preferences of this demographic is essential for crafting effective social media marketing strategies.

DELIVERABLES

Instagram Story Poll



Instagram Post

Facebook Post

REFI
10 hrs

Help us congratulate Sarah on getting into UVA!

CONGRATS SARAH!

This past month Sarah has been accepted into the University of Virginia's College of Business! We want to congratulate her for this amazing accomplishment.

"I never thought I would be able to apply for college, let alone get in to my dream school! None of this would be possible without REFI. Thank you."
-Sarah Smith

To hear more about Sarah's story check out this article www.refigivesback

👍❤️ 12

Like Comment Share

REFI
TW • EDIED • 03

Together we raised \$150,000! We couldn't have done it without your support, thank you!

A BIG THANK YOU

To everyone who contributed to our 5th Annual Party

WE RAISED.....

\$150,000

👍❤️👍 1,034 15 comments · 17 reposts

Like Comment Repost

LinkedIn Post

MEDIA PLAN: SUPPORT MEDIA



INTRODUCTION

Support media is a pivotal aspect of this integrated marketing campaign. This technique enables REFI to reach people within the target market when primary media is not as effective. It helps REFI to reinforce and support their message to better capture the target market's attention and make them aware of all that REFI does in their community. By utilizing support media REFI will increase the percentage of consumers in the target market who have the desire to attend events and/or donate money to REFI by 20%. REFI will also increase the revenue that the target market donates to REFI for its events and/or fund raising by 15%. Lastly, support media will increase the number of repeat donors and/or guests at events by 15%. Each of these communication goals will be accomplished by June 30th 2025. REFI will implement venue signage, in store media, transit advertising, and promotional products to increase awareness and capture the target market's attention. These techniques will help to spark interest of parents and push them to learn more about REFI. They will see the ads all over their popular spots and will become more familiar with the brand. By having signs at parks, pools, office supply stores, transit stations, and other popular areas the target market will be consistently reminded of REFI's presence. Additionally, by applying these support media strategies within the integrated marketing plan REFI will increase the desire of consumers to donate/attend events. The utilization of promotional products will make donors feel special and important which will strengthen their relationship to REFI. If someone feels tied to an organization then their desire to support them will increase because they feel connected. Also, by having strong statistics and testimonials within support media ads consumers will better understand the importance of REFI and be more inclined to donate. Another strategy that will help increase desire is the specific placement of in store media ads at office supply stores. By having them right next to check out it will be very easy and convenient for the target market to remember to purchase supplies to donate. The campaign theme, Beyond the Books will be integrated throughout the support media ads in the sub headings and bodies. There will also be lots of pictures of books and happy students at graduation to further reflect the campaign theme of supporting from classrooms to careers. The story to tell will be seen through testimonials and through more graphics. This will be successful because pictures will depict the story of a student who grew up without opportunities then the same student who is happy and has a career. The student will be the same student across all images to ensure the story flows smoothly throughout the campaign and readers know whenever they see the character that they are reading something about REFI. The testimonials will further validate REFI's story by giving real evidence of their impacts. Ultimately, support media will aid REFI in reaching their target market because parents can be busy and do not always have the time to watch TV or read newspapers. Therefore, by having constant reminders at areas that they visit frequently they will have no choice but to think about REFI and learn about the organization's impact.



Objective 1: Achieve a 20% increase in awareness of REFI's role in supporting students' education needs among parent millennials in the Rockingham county area within 12 months from the campaign start date. REFI will target 75% of the local Rockingham county population and alumni networks. Frequency: minimum of 3 exposures per millennial parents in the Rockingham county area over the campaign period. The geographic scope is Rockingham county and surrounding areas, within a 50 mile radius,, including Harrisonburg. Scheduling pattern: Continuous throughout the year with pulsing during back-to-school season, graduation seasons, and key fundraising periods when REFI hosts events. This will be measured by seeing if the clicks on the REFI website goes up.

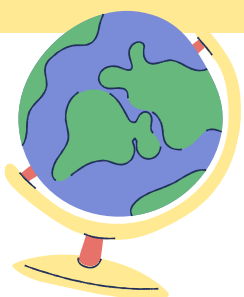
- **Strategy 1: Enhancing visibility and engagement through strategic venue signage placement within the Rockingham area. These advertisements will depict images and the heading “Supporting the journey from classrooms to careers” to emphasize REFI's call to action. The subheading will provide the website's url for user-friendly access to the website.**
 - **Tactic 1: Creating and installing durable, weather resistant signs at popular spots that parents visit such as the pool, sports practice fields/stadiums, and outside movie theaters or doctors offices. These signs' content can vary based on the time of year. For example around the time leading up to REFI's annual event the content will be promoting the party versus during graduation season the signs will be about donating to scholarships to help the students in their futures. Each sign will be eye-catching with bright colors and attractive images.**
 - **Tactic 2: Installing durable, weather-resistant banners and signs around local Rockingham County playgrounds with high visibility. These should be designed to catch the eye of both children and adults, featuring vibrant colors, engaging images, and relatable and direct messages about REFI's goals and successes. The URL will provide a direct link to a mobile-friendly landing page where individuals can learn more about the foundation, see the impact of donations, and easily contribute.**
 - **Tactic 3: Installing durable weather-resistant banners and signs outside local Rockingham county office supply stores during back to school season. The signs will be about donating to the teacher supply depot and will run from May to September. The signage should include a clear call to action to encourage school supply donations, along with a URL linking directly to the REFI webpage where individuals can donate or learn more about school supplies drop-off locations.**

- **Strategy 2: Leverage In-store ads to boost visibility and awareness of REFI.** The ads will be placed in local supply stores and grocery stores. Since these areas are high traffic spots for parents and their children this will be effective in increasing awareness through an emotional appeal to parents.
 - **Tactic 1: Negotiate agreements with local Rockingham County school supplies stores to allow the placement of eye-catching signage in strategic locations within the stores.** This includes near checkout counters along the main aisles and right when you walk in and out of the store. These signs will feature compelling messages about the foundation's work, links to the donation page, and important materials needed.
 - **Tactic 2: Partner with local supply stores in the Rockingham County area.** Place big, vibrant sticker ads on the floor of the school supply aisles to catch the eye of parents and kids. The sticker will have REFI's name and logo to boost visibility and awareness.
 - **Tactic 3: Equip shopping carts with branded covers for the handles that feature the Rockingham Education Foundation logo, a short message about REFI's mission, and a call to action and the URL.** The URL will be linked to REFI's website, where the shopper can learn more about REFI, donate, and sign up for events like the annual gift tournament. Making sure the handle covers are durable, comfortable material and feature an eye-catching design that stands out will grab the shopper's attention and get them to look at it.

Objective 2: Grow the number of new donors by 15% and increase the frequency of repeat donations by 15% within the next fiscal year by leveraging targeted, personalized outreach and emphasizing the impact of contributions. Ensure that 70% of previous donors are reached with personalized communication at least 5 times throughout the year, while new potential donors receive at least three targeted impressions. Focus on the Rockingham county area and select high-income neighboring areas known to donate to philanthropy to broaden the donor base. Implementing a continuous year-round engagement strategy with strategic pulsing periods during peak giving seasons, such as the end-of-year holidays and the start of the school year.

- **Strategy 1: Incorporate transit advertising around Rockingham county with a personal touch to increase REFI awareness by utilizing a pulsing advertising schedule, including continuous advertising with pulsing more advertisements during the back-to-school months (July-Sept).** Advertisements will highlight REFI's mission and accomplishments. The campaign theme "Supporting the journey from classrooms to careers" will be utilized to grab the reader's attention and direct them to the bottom of the ad where the REFI website and QR are placed.

- Tactic 1: Design bus wraps that feature compelling stories of individuals or projects that have benefited from REFI's work, highlighting the tangible impact of donations. Include portraits and testimonials to personalize the message and connect with potential donors.
- Tactic 2: Incorporate QR codes on all transit advertisements, directing potential donors to REFI's website to see the materials needed. Advertisements such as inside cards and electronic signs at the transit stations will display capturing statistics about REFI to help them catch the consumers attention and make them want to scan the QR code to learn more.
- Tactic 3: Target bus routes and transit shelters near higher-income neighborhoods, business districts, and areas known for high community involvement. This will ensure that the advertising reaches individuals who are most likely to be able to contribute financially.
- Strategy 2: Create impactful promotional products for donor recognition. These products will match REFI's color scheme and include a call to action message to encourage viewers to look at the website and make a donation. Receivers of these products will be encouraged to post with their items to spread the word about REFI and keep the products for daily use.
 - Tactic 1: Develop a line of high-quality, branded promotional products, such as engraved pens, premium notebooks, or eco-friendly tote bags, reserved as exclusive gifts for high-level donors. These products not only serve as tokens of appreciation but also as symbols of the donor's commitment to education, encouraging a sense of pride and ongoing affiliation with the foundation. While simultaneously advertising REFI every time they use this product.
 - Tactic 2: Design limited-edition wearable items, such as pins, bracelets, scarves, t-shirts, or sweatshirts that signify different levels of donation. These items can be worn at REFI's events and in the community, serving as conversion starters and visible symbols of support. The design should incorporate the foundation's branding and be stylish enough for everyday wear appealing to a wide audience.
 - Tactic 3: This strategy can be combined with sponsorship efforts. At local events, such as Little League Baseball, these branded items can be given out as free promotional items. This will contribute to raising local awareness of REFI.



BUDGET

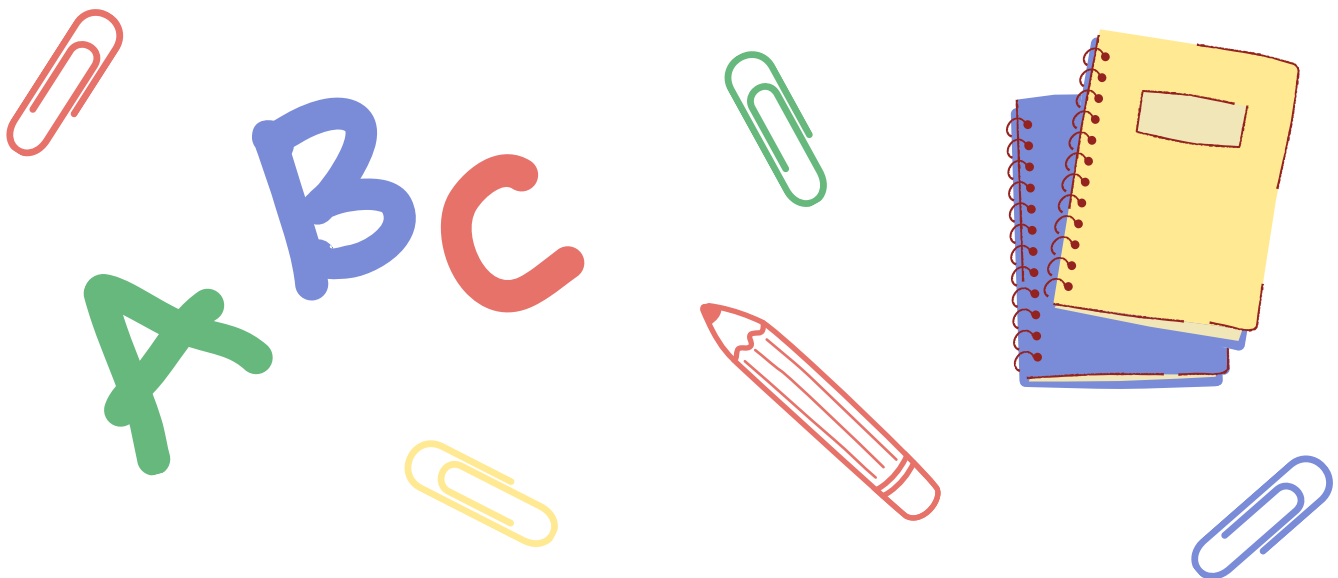


Medium	Medium vehicle	Dollar amount per medium vehicle	Percent of support media budget	Percent of total budget (\$20,000)
Venue signage	Banners and posters at parks and public parent hot spots	\$1,050.00	30.00%	5.25%
In store meda	Posters, floor stickers in office supply stores and grocery stores	\$1,050.00	30.00%	5.25%
Promotional products	Bags, pens, notebooks, pins, shirts	\$1,100.00	31.43%	5.50%
Transit ads	Posters, inside cards, bus wraps on/in public buses in Rockingham	\$300.00	8.57%	1.50%
Total Support Media Budget		\$3,500	100.00%	17.50%



Using support media has many benefits that will strengthen this integrated marketing campaign. It is going to be used primarily to reinforce and supplement REFI's message so as to ensure the target audience is aware of their presence and is interested to learn more about the foundation. The first support media objective is about increasing awareness. This was decided because as a non profit REFI must make the Rockingham community aware of their presence to succeed. According to Lindsay McDougle, an Associate Professor and Rutgers University, "Nonprofit awareness was the most significant predictor of an individual's level of confidence in the performance of nonprofit organizations." and from her research she believes, "Instead of putting effort into increasing public confidence in their organizations, nonprofits should emphasize increasing public awareness of their organizations". The strategies that will be implemented to obtain the objective of increasing awareness relate to the use of venue signage and in store media. Venue signage will play a crucial role because the target market, millennial parents, live very fast paced lifestyles. According to Lurie Children's Hospital, 4 out of 5 millennial parents work a full time job which is about 80%. This means they aren't spending much time reading magazines or watching television, they are spending whatever free time they have with their children, which is where venue signage comes in. REFI will have reminder ads all over popular parent hotspots in Rockingham, such as parks, playgrounds, and pools. On Yelp's website it states the top 10 best kids activities in Rockingham include Elevation Sports, Rope Adventure Park, Valley Jump, and other outdoor play areas. These are just some of the specific locations REFI will have ads because these are where parents are taking their children. In store media will also be vital throughout this campaign. Again, parents are busy, they don't have time to go out and research non profits in their free time. They work, spend time with their children, and run errands. Statistia states that, "The primary grocery shopper in U.S. households made an average of 1.6 shopping trips per week in 2022". Knowing this statistic, putting REFI ads in grocery stores makes perfect sense. Parents are visiting the store more than once a week so by having REFI's logo present, it will immediately be getting seen multiple times a week and therefore capturing community awareness. The other objective for support media is to increase donations for REFI. Since REFI is a nonprofit, the only way for them to continue operating is by receiving donations which is why this objective is so important to this marketing plan. To accomplish this goal two different strategies have been created. Firstly, REFI should incorporate transit advertising into their plan and secondly, they should create and distribute promotional products to their outstanding donors. Transit advertising allows REFI to reach a broader audience which is why it will be used to target potential new donors.

This will be done through various tactics such as bus wraps, inside cards, and targeting specific routes with riders that are more likely to donate. Every transit ad will have a QR code that leads straight to REFI's website so while a rider is bored sitting on the bus they can easily access and browse it. The National Institute of Health performed a study in 2016 and found that 41% of passengers used their mobile device while riding on public transportation. That is 41% of people who could be browsing REFI's website and learning about all the ways donations make a difference in students' lives. Promotional products will also play an important part in increasing donations for REFI. These products will be passed out with the intention of thanking past donors for their support and showing how much REFI genuinely appreciates their contributions. By demonstrating their gratitude towards donors, the donors will feel acknowledged and therefore want to continue supporting REFI. This tactic also leans into the reciprocity norm, by giving the donors something it makes them feel more obligated to then give something in return, aka more donations. For support media it was decided to allocate \$2,500 of the total budget to this section. These funds were split up to cover the four main implementation strategies, in store media, transit ads, promotional products, and venue signage. Promotional products were allocated the largest percentage because making branded products can be more costly. Also, there will need to be hundreds made, so due to quantity demand this amount has to be higher. After deciding this, venue signage and in store media were allocated \$550 because REFI must pay for the posters to be made but after that they should hold up well for a long time. Then lastly, transit advertising was given the remaining \$300 to go towards the creation and ad space of inside cards, digital ads, and bus wraps.



DELIVERABLES

Venue Signage



In Store Sign


Promotional Products




REFI
Rockingham Educational Foundation Inc

GOT EXTRA SCHOOL SUPPLIES?

Consider donating them to REFI's Teacher Supply Depot!



Help us take RCPS
BEYOND THE BOOKS
Supporting the journey from classrooms to careers



WWW.REFIGIVESBACK.ORG
VLANDIS@ROCKINGHAM.K12.VA.US
 540/564-3218

100 MOUNT CLINTON PIKE
 HARRISONBURG, VIRGINIA 22802

Transit Ad

Bus Wrap



Donate Today!

Supporting the Journey from Classrooms to Careers

Scan the QR code to donate or visit our website www.refigivesback.org



What we Do

- Run Teacher Supply Depots
- Teacher Recognition
- Give Grants and Scholarships
- Aim to give every child the opportunity to pursue quality education with adequate resources



MEDIA PLAN: DIRECT MARKETING



INTRODUCTION



Direct marketing is extremely important for the integrated marketing plan with REFI, as well as within the marketing world now. Direct marketing can support the communication goals of increasing the number of repeat donors and/or guests at events by 15% and increasing the percent of consumers in the target market who have interest in donating and/or attending REFI's events by 20%. Both goals will be achieved by June 30th 2025. By increasing emails each month, and increasing exposure and visibility online, more people can see the events that REFI has and gain the support REFI needs to continue to help children from classrooms to careers. For example, REFI will be sending informational emails the first of every month as a way to increase awareness and re-engage the target markets into REFI's goals. The direct marketing strategies REFI has planned will not only boost their awareness with people within a 50 mile radius, but it will keep REFI knowing what is working and what is not when it comes to getting those donations and having more people attend the events. REFI will also be sending out direct mail to the target market, in an attempt to increase website traffic by 20%. The campaign theme, supporting children from classrooms to careers, will be incorporated in each of these emails, online applications, and direct mail in order to share the story, as well as the continuous examples of how REFI has supported and changed the lives of numerous children and school systems. REFI will include primary examples, including the story of a student who had little opportunities for his future, but found REFI and is now able to thrive. Including these examples within the campaign theme and direct marketing will make REFI thrive and grow as a non profit organization and help accomplish their goals of increasing desire and awareness of consumers in the target market.

OBJECTIVES

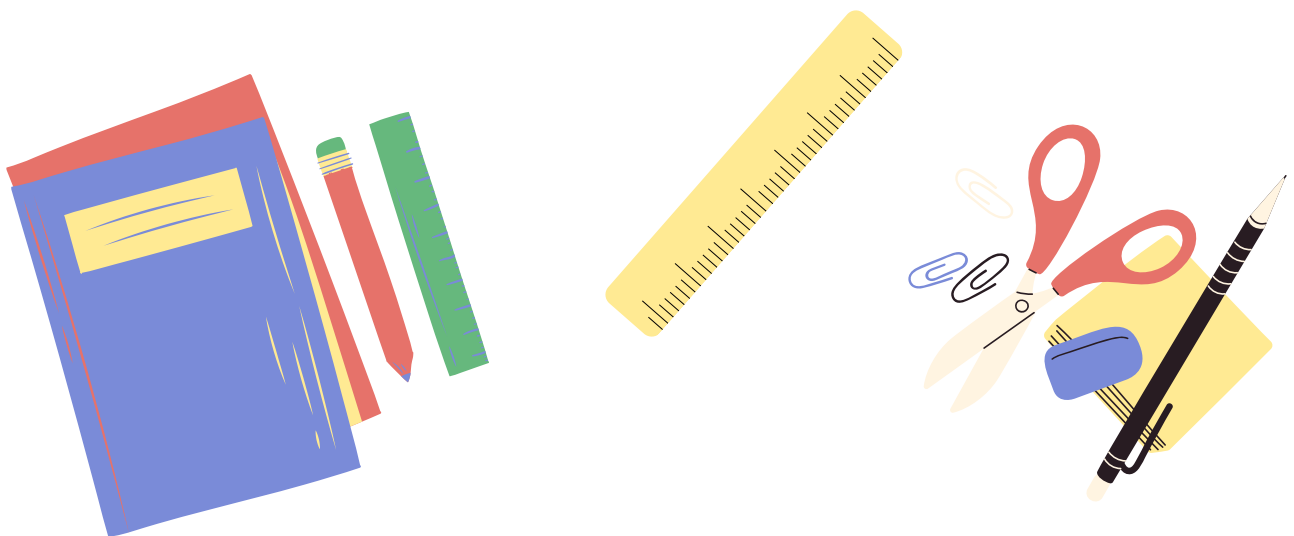


Objective 1: Increase the number of repeat donors and/or guests at events by 20% by June 30th 2025 by using direct marketing. REFI will utilize direct marketing by sending emails by sending emails every first of the month (starting August 2024), to all past donors and event participants. This will be using a pulsing schedule with continuous planned reminders, but picking them up during the summer time. The email open rate will be at least 35%.

- **Strategy 1: Informational emails sent to those who have previously donated or attended REFI events. These emails will include more upcoming events, ways to donate, and positive success stories. To keep previous donors engaged as well as urge them to spread the word.**
 - **Tactic 1: Design visually appealing and mobile-responsive email templates with clear calls-to-action, directing recipients to donate and attend events.**
 - **Tactic 2: Implement an automated email series to nurture leads and maintain consistent communication with subscribers, providing regular updates on REFI's activities and impact.**
 - **Tactic 3: Emails sent to re-engage customers and bring them back constantly. Previous donors will be placed on a mailing list that will inform them about current needs and pain points as well as recent success stories.**
- **Strategy 2: Send surveys about events to gauge interest and implement donor's ideas. This aims to increase past donor/participant re-engagement by sending direct emails to ask for their input.**
 - **Tactic 1: Sending a survey email after an event to all donors who attended to see what they liked, didn't like, and ideas they have to improve the event.**
 - **Tactic 2: send more surveys asking for friends and family looking to join working with REFI, to get their contact information and add them to the contact list.**
 - **Tactic 3: introducing possible events that are happening in the future in order to gauge interest and allow for donors to express their ideas as well. To see not only the reach of REFI's current events but also allow for new ideas to be implemented based on what the target market wants to see in the future.**

Objective 2: Boost traffic to REFI's website by 20% through strategically sending out direct mail to the target audience, milenials with children within a 50 mile radius of Rockingham County, by June 30th 2025. This will be continuously scheduling this task.

- **Strategy 1:** Conduct a targeted direct mail campaign that will be distributed to the target market in Rockingham county.
 - **Tactic 1:** Tailor messaging to address specific pain points or challenges faced by the target audience, highlighting how REFI's educational foundation can provide solutions.
 - **Tactic 2:** Incorporate visually appealing design elements and clear calls-to-action to drive engagement and encourage recipients to visit the website for more information.
 - **Tactic 3:** Partner with a reputable direct mail service provider to ensure accurate and timely delivery of mailers to the target audience's residential addresses.
- **Strategy 2:** Incorporate coupons into direct mail to encourage target audience to visit the REFI website. Coupons will be for a discount in upcoming events.
 - **Tactic 1:** Design visually appealing and attention-grabbing coupons that prominently feature the discount or incentive being offered.
 - **Tactic 2:** Track coupon redemptions and website visits resulting from the direct mail campaign to measure its effectiveness and identify opportunities for optimization.
 - **Tactic 3:** Incorporate clear calls-to-action directing recipients to visit the website to redeem their coupons or learn more about REFI's educational programs.



BUDGET



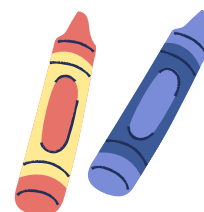
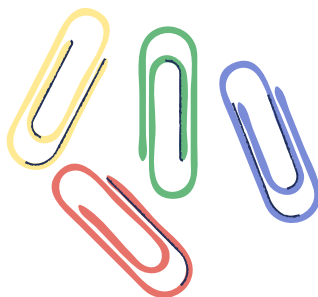
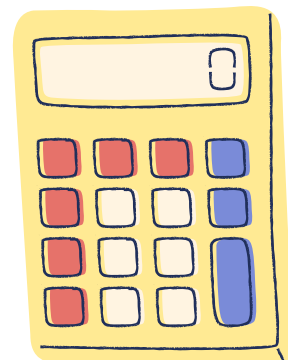
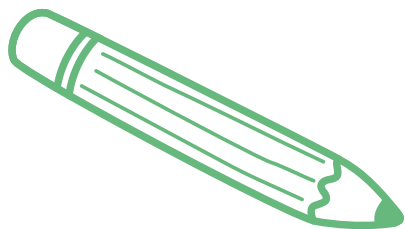
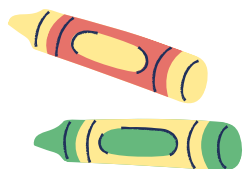
Medium	Medium vehicle	Dollar amount per medium vehicle	Percent of direct marketing budget	Percent of total budget (\$20,000)
Direct emails	All email platforms	\$1,150.00	46.00%	5.75%
Surveys	All email platforms	\$625.00	25.00%	3.13%
Direct mail	Postcards to citizens in Rockingham county within a 50 mile radius	\$725.00	29.00%	3.63%
Total Direct Marketing		\$2,500	100.00%	12.50%



It was decided to allocate \$2,500 of REFI's funds and 12.5% of the total budget towards direct marketing to achieve the goals. This will be beneficial to REFI because using this strategy will increase website traffic and donations from emails and direct mail. It was also decided to put focus on the email and direct mail aspects of direct marketing because the millennial target audience will interact the most with these vehicles.

The first direct marketing objective involves using email marketing to increase the number of repeat donors to REFI. Investing \$1,775 (email marketing and surveys) of the budget into designing visually appealing emails ensures that the communications are engaging and accessible across various devices. The average email open rate for the education category is 35.43%. This category includes businesses in the following areas: civic and social organization, e-learning, education management, higher education, libraries, primary or secondary education, or program development. This number demonstrates how accessible the target audience is via email which is why it will be a successful tactic to use within this media plan. By prioritizing mobile responsiveness, REFI enhances the user experience, thereby increasing the likelihood of recipients engaging with content. Implementing an automated email series enables them to maintain consistent communication with subscribers. According to a study by Campaign Monitor, automated emails generate 320% more revenue than non-automated emails. By nurturing leads and providing regular updates on REFI's activities, they can foster stronger connections with the audience, increasing the likelihood of repeat donations and event attendance. Also, dedicating resources to re-engagement campaigns, including informing past donors about current needs and success stories, is crucial for maintaining a strong relationship with the audience. REFI will also send out surveys in the emails to get feedback. Sending post-event surveys demonstrates their commitment to gathering feedback and improving their events. By actively seeking input from donors, it shows that their opinions matter, fostering loyalty and increasing the likelihood of future engagement. Also, asking for referrals allows them to tap into their existing network of donors and expand their reach. According to Nielsen, people are four times more likely to buy when referred by a friend.

The second objective involves using direct mail to increase website traffic by 20%, therefore increasing the number of donors. It was decided to allocate \$725 to this section of direct marketing. Investing in tailored messaging addresses the unique challenges and needs of the target audience, increasing the relevance and effectiveness of the direct mail campaign. By highlighting how REFI's can address these pain points, and they can drive recipients to visit the website for more information and support. Allocating resources to visually appealing design elements ensures that the direct mail pieces stand out and capture recipients' attention. By incorporating eye-catching visuals and clear calls-to-action, REFI increases engagement and encourages recipients to visit the website to learn more about REFI's programs. In this media plan there will also be coupons incorporated into postcards to encourage website visits. By designing coupons that are visually appealing and easy to redeem, it increases the likelihood of recipients visiting the website to learn more about REFI's offerings. Implementing tracking mechanisms to monitor coupon redemptions and website visits allows REFI to measure the effectiveness of the direct mail campaign. This information will be used to improve the direct mail effectiveness.



DELIVERABLES

Email



Post Card



MEDIA FLOWCHART



MEDIA FLOWCHART

Month (July '24 - June '25)	July				August				September				October				November				December			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Traditional Advertising																								
Print Advertisements (Medium Vehicle: Rack Cards and Brochures)																								
Radio Advertisements (Medium Vehicle: WSVB)																								
Billboard Advertisements (Medium Vehicle: Rockingham County I-81)																								
Digital Marketing																								
Paid SEO (Medium Vehicle: Google)																								
Website Banner Advertisements (Medium Vehicle: Office Depot, Thomas H Leath Memorial Library)																								
Email (Medium Vehicle: All Email Platforms)																								
Social Media Marketing																								
Facebook (Medium Vehicle: Image and Video Ads on REFI Facebook)																								
Instagram Story Advertisements (Medium Vehicle: Story Posts on REFI Instagram)																								
Instagram Post Advertisements (Medium Vehicle: Image and Video Posts on REFI Instagram)																								
LinkedIn Advertisements (Medium Vehicle: Images and Upadtes on LinkedIn Posts)																								
Support Media																								
Venue Signage (Medium Vehicle: Banners and Posters)																								
In- Store Advertising (Medium Vehicle: Posters and Floor Stickers)																								
Promotional Products (Medium Vehicle: Bags, Pens, Notebooks, pins, and shirts)																								
Transit Ads (Media Vehicle: Posters, inside cards, digital ads)																								
Direct Marketing																								
Direct Marketing (Medium Vehicle: Emails)																								
Surveys (Medium Vehicle: Emails)																								
Direct Mail (Medium Vehicles: Postcards)																								

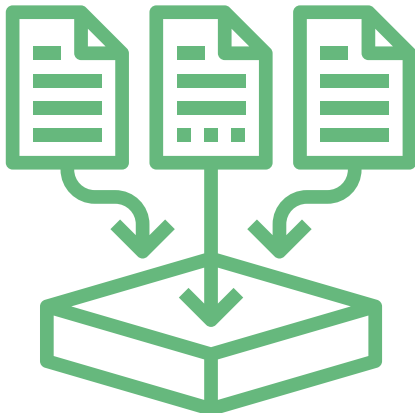
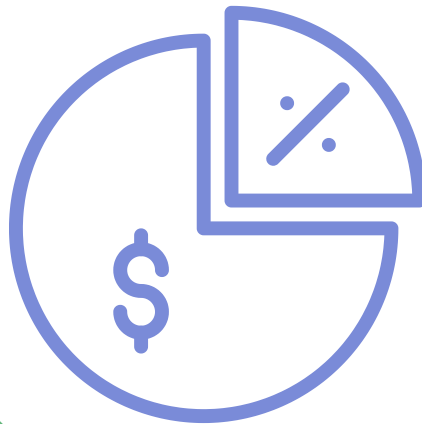
Month (July '24 - June '25)	January				February				March				April				May				June			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
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Transit Ads (Media Vehicle: Posters, inside cards, digital ads)																								
Direct Marketing																								
Direct Marketing (Medium Vehicle: Emails)																								
Surveys (Medium Vehicle: Emails)																								
Direct Mail (Medium Vehicles: Postcards)																								

BUDGET BREAKDOWN & SUMMARY



BUDGET BREAKDOWN

Total Budget:		\$20,000.00			
	Medium	Medium Vehicle	Dollar Amount		Percent of Budget
			Medium Vehicle	Medium	
Traditional Advertising				\$2,000.00	10.00%
	Print ads	Rack card ads and brochures posted in local restaurants/shops	Print ads	\$650.00	3.25%
	Radio broadcast	WSVA	Radio broadcast	\$600.00	3.00%
	Billboards	Rockingham County, I-81, 33	Billboards	\$750.00	3.75%
Digital Marketing				\$6,000.00	30.00%
	Paid SEO	Google	Paid SEO	\$3,000.00	15.00%
	Website banner ads	Office Depot website	Website banner ads	\$750.00	3.75%
		Thomas H Leath Memorial Library website	Website banner ads	\$750.00	3.75%
	Emails	All email platforms	Emails	\$1,500.00	7.50%
Social Media Marketing				\$6,000.00	30.00%
	Facebook	Image and video ads on REFI Facebook	Facebook	\$3,000.00	15.00%
	Instagram	Story posts on REFI Instagram	Instagram	\$700.00	3.50%
		Image and video posts on REFI Instagram	Instagram	\$1,000.00	5.00%
	LinkedIn	Images and updates on LinkedIn Posts	LinkedIn	\$1,300.00	6.50%
Support Media				\$3,500.00	17.50%
	Venue signage	Banners and posters at parks and public parent hot spots	Venue signage	\$1,050.00	5.25%
	In store media	Posters, floor stickers in office supply stores and grocery stores	In store media	\$1,050.00	5.25%
	Promotional products	Bags, pens, notebooks, pins, shirts	Promotional products	\$1,100.00	5.50%
	Transit ads	Posters, inside cards, bus wraps on/in public buses in Rockingham	Transit ads	\$300.00	1.50%
Direct Marketing				\$2,500.00	12.50%
	Direct emails	All email platforms	Direct emails	\$1,150.00	5.75%
	Surveys	All email platforms	Surveys	\$625.00	3.13%
	Direct mail	Postcards to citizens in Rockingham county within a 50 mile radius	Direct mail	\$725.00	3.63%
Measurement & Evaluation				\$2,000.00	10.00%
	Surveys	All email platforms	Surveys in direct email	\$1,000.00	5.00%
	Social media analytics	All social media platforms	Facebook, Instagram, LinkedIn	\$1,000.00	5.00%
Total Budget:				\$20,000.00	100.00%



BUDGET SUMMARY



Traditional Marketing: The traditional marketing budget has 3 main areas that need funding including print ads, radio ads, and billboards. Together these 3 mediums were allocated \$2,000 which is 10% of the total budget. At Staples it will cost \$250 to print 1,000 rack cards and \$300 to print 1,000 brochures. The remaining \$100 will be to purchase ad spaces in local restaurants and stores. The 30 second radio broadcast will cost around \$300 to produce and \$300 for the ad space. It was decided to play the radio broadcast on WSVB because their main age range is 25-64 years old which captures the target audience well. They also already support other nonprofits through their channel so by entering REFI's ads into this station they will be able to reach potential new donors easily. Lastly, for the billboard on Interstate 81, \$750 is allocated to their creation and paying for the ad space. Because the billboards will be following a flighting pattern REFI will only need to pay to have the billboard up for one month. It was decided to have the billboard present only for the timing leading up to the Golf Tournament, making it cost effective.

Digital Marketing: Digital marketing was allocated \$6,000 out of the total \$20,000 which is 30.00%. This \$6,000 is split up between paid SEO search, website banner ads, and email marketing. Paid SEO search can get very pricy, about \$778 per month, which is why it was given \$3,000. The paid SEO will be targeted on Google since Google is one of the most widely used search engines. Website banner ads will be located on two different websites, Rockingham's Office Depot website and Thomas H Leath Memorial Library website. Both ad local vehicles were allocated \$750 to cover the ad space for a continuous schedule throughout the campaign. Lastly, \$1,500 is put toward email marketing. On average email marketing costs around \$300-\$500 a month so in order to follow the flighting schedule planned for this medium 25% of the digital marketing budget was allocated towards it.

Social Media Marketing: Social media marketing was allocated \$6,000 out of the total \$20,000 in the budget which is 30%. This was split between Facebook, Instagram, and LinkedIn. Facebook has a total of \$3,000 to go towards image and video advertisements on the REFI facebook account. Instagram has a total of \$1,700 allocated towards if but splitting that budget by having \$1,000 going towards image and video posts on the instagram account, and the other \$700 allocated towards story posts on the REFI instagram story. Finally, there is \$1,300 going towards REFI's linkedin account to post images and updates regarding REFI events and upcoming ways to help. With these tactics REFI will increase the reach of REFI's social media platforms to members of the Rockingham community by 20% by June 2025.



BUDGET SUMMARY



Support Media: The overall budget has \$3,500 or 17.50% allocated to support media including venue signage, in store media, promotional products, and transit advertisements. First, venue signage has \$1,050 dollars going towards banners and posters at parks and public parent hot spots. In store media will be used by creating posters, and floor stickers in office supply stores and grocery stores totaling to another \$1,050. Promotional products such as pens, bags, notebooks, pins and shirts are \$1,100 of the \$3,500 allocated towards support media. Lastly, transit advertisements are a total of \$300 since REFI will be using a pulsing schedule to incorporate more during back to school months. Transit advertisements such as posters, inside cards, and bus wraps on and inside public buses will be displayed around Rockingham county. Therefore, by having constant reminders at areas that the target market visits frequently they will have no choice but to think about REFI and learn about the organization's impact.

Direct Marketing: Direct marketing is extremely important for the integrated marketing plan with REFI, as well as within the marketing world now. Out of the \$20,000 in the budget, \$2,500 or 12.50% is targeted towards direct marketing, specifically direct emails, surveys, and direct mail. Direct emails are \$1,150 and will be utilizing all email platforms. Surveys will also be using all email platforms by using \$625. Lastly, direct mail is \$725 out of \$2,500 in direct marketing by sending postcards to citizens in Rockingham County within a 50 mile radius. The campaign theme, supporting children from classrooms to careers, will be incorporated in each of these emails, online applications, and direct mail in order to share the story, as well as the continuous examples of how REFI has supported and changed the lives of numerous children and school systems.

Measuring and Evaluation: Measuring and evaluation has a total of \$2,000 allocated towards it, making it 10% of the total budget. REFI will be measuring their marketing effectiveness by using surveys and social media analytics. Surveys account for \$1,000 as well as social media analytics. Many of REFI's marketing and social media marketing are able to see the response rates and analytics just by using and posting on those platforms, which explains why this section of the budget has the least amount of money going towards it. Surveys will be sent out as a way to get direct updates from REFI supporters, and to see what could be improved before the next event, or just in general. The \$1,000 is going towards Instagram, LinkedIn, and Facebook analytics to see who is looking at the accounts, and interacting with them at which points of the year.



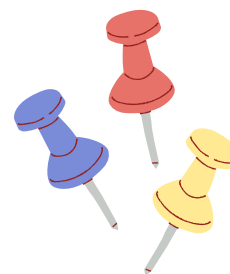
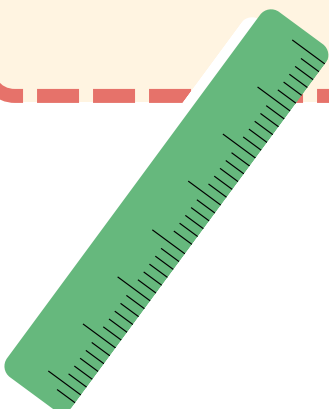
MEASURING IMC PROGRAM EFFECTIVENESS





MARKETING GOALS EFFECTIVENESS

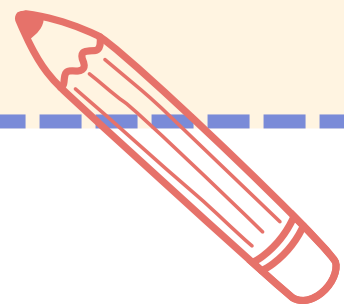
The Marketing objectives for Rockingham Educational Foundation Inc. are ambitious and strategically designed to increase brand awareness, stimulate desire to donate, increase event participation, and foster donor loyalty. To measure the success of these objectives throughout the year, a multifaceted approach is crucial. Firstly, brand awareness will be measured through assessing social media metrics, including engagement rates, follower growth, and media metrics. Regular media analysis will provide insights into the progression towards the 20% increase in REFI awareness in 12 months from the start date. In addition, surveys are administered to engage donor feedback and incorporate new ideas they have. The second objective, centered around stimulating a desire to donate, will be measured through monitoring of promotional campaign performance from the start date over the next 12 months. This promotional campaign will showcase past student and teacher testimonials highlighting pain points and the direct positive impact REFI programs have made on them. Metrics will include website traffic during these months, comparing the amount of donations to previous trends, as well as the increase in desire expressed by potential donors through surveys, comments and feedback. Thirdly, REFI aims to increase event attendance through promotional campaigns highlighting the event's goals. This will be measured through the amount of attendees that sign up compared to previous years to analyze the impact of campaign themes in reaching the goal of increasing event participation by 10% in the 6 months following the implementation of the campaign. Finally, the objective of fostering donor loyalty will be measured through the comparison of how many repeat donors REFI has, the success of donor campaign promotions, and assessing donor feedback. Regularly reviewing donor engagement and the success of repeat donor promotions will provide insights into achieving the targeted 20% increase in repeat donors by the end of 2025. The cumulative evaluation of these objectives will offer a comprehensive understanding of the campaign's effectiveness and gauge what adjustments are needed for continuous success.



COMMUNICATION GOALS EFFECTIVENESS



The Rockingham Educational Foundation Inc. will utilize multiple forms of communication with potential donors to reach the desired communications objectives. The objectives will be meticulously measured to gauge progress and ensure that strategies are effective in achieving desired outcomes. For the goal of enhancing brand recognition, key performance indicators will be employed such as social media engagement rates, follower growth, and media reach to assess the success. Regular analysis of these metrics will provide valuable insights into REFI's progress towards the targeted 20% increase in brand awareness by June 30th, 2025. Similarly, to evaluate interest in supporting REFI through donations or event attendance, tracking donation volumes, event registrations, and revenue generated from ticket sales. These metrics will enable REFI to monitor the progress towards increasing revenue from \$108,000 to \$150,000 by the specified deadline, allowing REFI to make informed adjustments to the communication efforts as needed. To measure the desire of REFI's target audience to participate in REFI events or contribute financially, REFI will utilize surveys, comments, and feedback channels to gauge sentiment and interest levels. By analyzing the responses gathered through these channels, REFI will be able to assess the progress toward the targeted 20% increase in desire by June 30th, 2025. Furthermore, for the objective of augmenting revenue generated by REFI events and donations, REFI will track revenue figures, conversion rates, and return on investment (ROI) from the digital marketing campaigns. This data will provide insights into the effectiveness of the digital marketing strategies and guide future efforts to achieve the targeted 15% increase in revenue by the specified deadline. Finally, to expand the base of repeat donors and event attendees, REFI will measure the number of repeat donations, event registrations, and guest attendance figures. By comparing these metrics over time, REFI will be able to evaluate the progress toward the targeted 15% increase in repeat donors and attendees by June 30th, 2025. Overall, these rigorous measurement and evaluation processes will enable REFI to assess the effectiveness of the communication initiatives, identify areas for improvement, and ensure that REFI is on track to achieve the communication objectives by the specified deadlines.



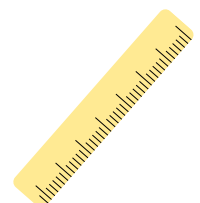
TRADITIONAL ADVERTISING EFFECTIVENESS

Traditional advertising is going to help this integrated marketing plan reach more members in the community and increase attendance at REFI events. This is crucial to REFI's work as a non profit because in order to succeed they need their communities attention and support. In order to measure the objective of increasing awareness of REFI's programs, pretesting and post testing will be implemented. In June of 2024, before the campaign begins, emails will be sent out to the community asking if they've ever heard of REFI Scholarships, the Teacher Supply Depot, Innovative Learning Grants, or RCPS Teacher Recognition. All data will be entered into a spreadsheet. These emails will be targeted towards parents of RCPS students and other millennials in Rockingham county. This will provide a baseline for what REFI's current status is within the community. During the campaign the surveys will be continuously distributed, with a slight increase during hot seasons. For example, during back to school season, August-October, there will be more emails asking about awareness of the Teacher Supply Depot and during graduation season, May-June, there will be more emails about REFI scholarships. At the end of the campaign, June 2025, another large round of emails will be sent out. Once all data is collected the evaluation will begin. Through this use of surveys and data representation REFI will get a good understanding of how traditional advertising increased program awareness. In order to measure increase in awareness of REFI events and event attendance another spreadsheet will be created in June of 2024. There will be one sheet for the Annual Event and one sheet for the Golf Tournament. On these sheets there will be data about the past events including number of tickets sold, number of people present, amount of money raised, etc. This will be vital in the evaluation of traditional advertising later on so it is very important to have very detailed sheets. After each event the sheets will be updated to see how numbers have increased. By using a spreadsheet it will be easy to compare numbers and data visualizations can be created to compare past years data to this year. In order to measure specific print ad success, any QR code use will be directly recorded to see what locations/what print ads brought in the most interest. Also, REFI can track radio broadcast listeners to see how many people are tuned in during their messages. By using website tracking they can also see how many people look up REFI during the time right after a radio broadcast is played. By using surveys, customer data, QR tracking, and website tracking REFI will be able to measure and evaluate the implementation of traditional advertising.



DIGITAL MARKETING EFFECTIVENESS

Implementing digital marketing strategies into REFI's campaign plan will increase awareness and traffic to their website. For the first digital marketing objective the goal is to increase awareness of the services that REFI provides by 20% by sending emails every first of the month (starting August 2024), to 20,000 parents and millennials in Rockingham County School district areas that live within a 50 mile radius. In order to track the effectiveness of this objective to measure email open rates to assess the level of engagement and interest among recipients. Before launching the email campaign, a pre-test by sending sample emails to a small group of the target audience will be utilized. Then, collect feedback on the clarity of the message, attractiveness of visuals, and overall appeal. During the campaign, REFI will regularly monitor email open rates, click-through rates, and conversion rates. They will adjust subject lines, formatting, and messaging based on results to optimize performance. After the campaign, REFI will analyze the overall email performance compared to predefined objectives. The second objective is to increase exposure by ensuring REFI's website is one of the top 5 websites as a result when a user types in one or more keywords at least 75% of the time within Rockingham County. REFI can track changes in search engine rankings for targeted keywords to evaluate the impact of paid SEO efforts. Before implementing paid advertising and SEO strategies, REFI will conduct pre testing by running small-scale paid campaigns to give REFI strategy insight. Testing during the campaign will involve tracking the rankings search results and tweaking the messaging to boost REFI to the top. After the campaign, REFI will analyze the performance of targeted keywords and adjust keyword strategies based on insights gained from campaign data. The measurement of REFI's digital marketing deliverables, such as banner ads, email marketing, and paid SEO, will be calculated through engagement and impressions. If the deliverables are personable, attractive, and creative REFI can effectively increase interaction with the target audience.

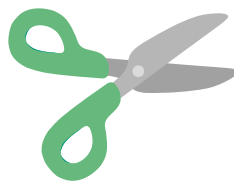
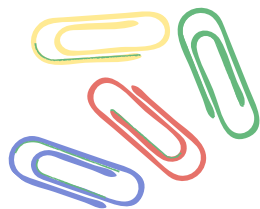
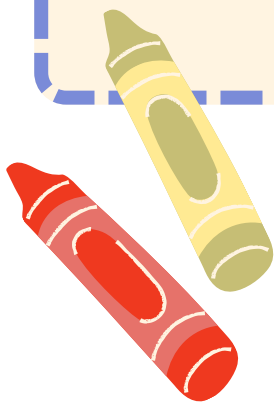


SOCIAL MEDIA MARKETING EFFECTIVENESS

The Rockingham Educational Foundation Inc. intends to use a variety of social media platforms to reach the desired social media objectives. The first objective aims to increase the reach of social media platforms to members of the Rockingham community by 15% by June 2025. This will be achieved through increased activity on Instagram, Facebook, and LinkedIn pages such as posting updates on events, sharing student testimonials, and sharing news about changes at REFI and their impact on the community through the use of social media deliverables. This objective will be measured through media metrics on each individual platform including likes, comments, direct messages, and shares. Ongoing monitoring of posts on each platform as well as performing a comprehensive analysis of the success of the posts at the end of the campaign will be most effective in determining the posts' effectiveness. This analysis will consist of monitoring the engagement metrics of the post as well as analyzing the traffic to the REFI website directly from each individual post on each platform. The second objective involves Grow REFI's social media followers by 20% across Facebook, Instagram, and LinkedIn over the next 5 months, focusing on engaging local educators, students, and parents with content scheduled during peak activity times (3-5pm on weekdays). To measure the attainment of the second objective, grow REFI will employ a comprehensive approach that involves both pre-testing and post-testing strategies. Initially, REFI will conduct a pre-testing phase to establish a baseline of the current social media follower count across Facebook, Instagram, and LinkedIn. This baseline will serve as a reference point against which progress can be measured. Following this, throughout the five-month period, REFI will regularly monitor and analyze social media follower growth on all three platforms. Additionally, REFI will assess the engagement levels of local educators, students, and parents with the content REFI shares, particularly during peak activity times from 3-5pm on weekdays. At the conclusion of the five months, REFI will conduct a post-testing phase to compare the final follower count with the baseline and evaluate whether they have successfully achieved the target of increasing social media followers by 20%. Furthermore, REFI will analyze the qualitative feedback and interaction metrics to gauge the effectiveness of REFI content in engaging the target audience. This comprehensive approach for both objectives will provide valuable insights into the impact of REFI social media strategies and inform future initiatives.

SUPPORT MEDIA EFFECTIVENESS

Implementing support media into REFI's integrated marketing communication plan will help the organization reach more members in the target audience. REFI will use venue signage to achieve a 20% increase in awareness of REFI's role in supporting students' education needs among parent millennials in the Rockingham county area within 12 months from the campaign start date. REFI will measure this by tracking the increase in website visits, page views, and clicks on specific pages related to REFI's mission and programs. Also, ask participants about their familiarity with REFI and its programs to measure the effectiveness of support media in increasing awareness. The second objective is to use transit advertising to grow the number of new donors by 15% and increase the frequency of repeat donations by 15% within the next fiscal year by leveraging targeted, personalized outreach and emphasizing the impact of contributions. To measure this, REFI can compare donation metrics to historical data to assess the impact of support media tactics on donor behavior. To pretest, REFI will gather feedback from target audience segments to understand their perceptions, preferences, and potential receptiveness to the planned support media elements. Testing while the campaign is live will involve continuously tracking website visits, QR code scans, event registrations, and donation metrics using online analytics tools. REFI can also survey website visitors and ask how they heard about REFI to see if support media is effective. Post Testing measurement will involve asking specific questions about recall of support media elements, such as venue signage or transit ads, to assess their impact. This will allow REFI to assess whether the messaging, design, and placement of support media deliverables effectively communicated REFI's message and goals to the target audience.



DIRECT MARKETING EFFECTIVENESS

The Rockingham Educational Foundation Inc. (REFI) has outlined two key objectives aimed at leveraging direct marketing to stimulate engagement and drive traffic to REFI's website. The first objective focuses on increasing the number of repeat donors and event attendees by 15% by June 30th, 2025, through a direct email marketing approach. REFI plans to achieve this by sending informative emails to past donors and event participants, showcasing upcoming events, donation opportunities, and success stories. The strategy involves designing visually appealing email templates with clear calls-to-action, implementing an automated email series for consistent communication, and sending surveys to gather feedback and ideas for improvement. The measurement of this objective will include tracking the number of repeat donors and event attendees, monitoring the email open rates (aiming for at least 35%), and assessing the effectiveness of survey responses in gauging interest and stimulating ideas for future events. The second objective aims to boost traffic to REFI's website by 20% through a targeted direct mail campaign by June 30th, 2025. This strategy involves tailoring messages to address the specific needs of the target audience, millennial parents in Rockingham county, incorporating visually appealing design elements, and presenting a clear call-to-action to stimulate an emotional response, leading to potential donations. Additionally, coupons for upcoming event participations and potential REFI raffles will be included in the direct mail to incentivize recipients to visit the website. The measurement of this objective will involve tracking website traffic metrics, such as the number of visits and page views, monitoring coupon redemptions, and evaluating the effectiveness of the direct mail campaign in driving engagement and conversions. Measurement and evaluation of direct marketing initiatives will follow a comprehensive approach encompassing pretesting, testing during the campaign, and post-testing phases. Pretesting will involve assessing the effectiveness of email templates, survey questions, and direct mail designs to ensure they will resonate with the target audience and effectively communicate the intended message. Testing during the campaign will involve monitoring key performance indicators in real-time, such as email open rates, survey response rates, website traffic, and coupon redemptions, to make necessary adjustments and optimizations. Post-testing will entail analyzing the overall impact of the direct marketing initiatives against the set objectives, identifying areas of success and areas for improvement, and deriving insights for future campaigns. Additionally, the measurement of direct marketing deliverables will involve tracking the execution and completion of tasks outlined in the marketing plan, ensuring that all tactics are implemented effectively to support the overarching objectives.

CONCLUSION



CONCLUSION

This integrated marketing plan created by WIM Media will increase the Rockingham Education Foundation's brand presence and will foster stronger relationships with their community, specifically their donors. REFI has struggled with getting their name out there, maintaining current donors, acquiring new donors, and finding the time and staff to establish a robust marketing plan. Through this campaign REFI will no longer need to worry about any of these obstacles.

Spreading REFI's Name

By implementing an integrated campaign across multiple marketing facets, the Rockingham community will see REFI everywhere. This plan covers all aspects of marketing from bus wraps to public park venue signage to LinkedIn posts. Through a deep understanding of the target market, it was clear where the marketing needed to be enhanced. Advertising was aimed to hit millennials at peak times to achieve the highest potential for success. This means airing radio broadcasts when most people are commuting to work(6am-6pm), posting on millennials favorite social media platforms(Facebook, Instagram, and LinkedIn), and having in store media at the most popular stores(grocery stores). By understanding the most effective methods to engage millennials, this strategy will proficiently enhance REFI's brand within the Rockingham community.

Maintaining Current Donors and Acquiring New Ones

Every communication objective, media plan technique, and individual tactic were created using industry research and personal expertise. Therefore, each objective works cohesively to amplify REFI's current and potential donor contributions. For example, by applying emotional appeal to ads combined with memorable call to actions consumers will feel empowered to donate. Additionally, by utilizing the theory of reciprocity norm when sending promotional products to REFI's past donors, a cycle of continuous donations will be triggered. With just these two techniques, REFI will grow their target market and cultivate lifelong donor relationships.

Saving REFI Time, Money, and Stress

As a nonprofit organization, the Rockingham Education Foundation has encountered challenges allocating enough time to actively promote their brand. However, through this campaign those hurdles are reduced. This plan covers detailed tactics with creatively designed deliverables, comprehensive timelines, and segmented budgets. By having everything laid out, REFI's team no longer needs to worry; they can save their valuable time and put it towards other more essential tasks. Lastly, through the detailed budget REFI doesn't need to be concerned about over spending. This budget was designed to prioritize cost-effectiveness while also allocating more funds to activities that provide greater value to REFI and their target market.

Next Steps

Moving forward REFI should shift their target market towards millennials since that market is substantial, accessible, and actionable in the Rockingham area. By focussing on a new target market, marketing will become easier especially since digital marketing is very prominent right now. REFI should also continue to focus on utilizing online marketing such as social media marketing because millennials nowadays pay attention to everything on social media and it is a great way to not only focus on the main target market, but broaden it. Overall, REFI has the steps they need in order to grow their brand and reach large audiences, but following through and continuously paying attention to marketing is where they will really excel at for the future of their non profit organization.

APPENDICES



CAMPAIGN STORY INTEGRATED IN ALL DELIVERABLES



CAMPAIGN THEME:

The Campaign theme is **Beyond Books: Supporting the Journey from Classrooms to Careers**. This emphasizes REFI's mission to provide students and teachers with necessary classroom materials as well as allow for students to access higher education. This will emphasize the pain points through an emotional appeal while providing a solution, donating to REFI.



THE STORY:



Eddie, a student in the Rockingham County School District, has dreams of becoming a doctor, just like his mother. However, his family cannot afford to pay for him to receive higher education. Eddie finds REFI, a non-profit aiming to provide each student with equal opportunities for success in education. He does his research and applies for scholarships. REFI offers Eddie a scholarship and he is able to start his journey to becoming a doctor!

APPENDICES

Buyer Personas



JOAN SMITH

AGE: 70
GENDER: Female
LOCATION: Rockingham County, VA

ABOUT
Joan is an older woman who grew up in Rockingham County. She has seen the community thrive and she has seen it struggle. Recently, she has noticed a decline in the opportunities for students and teachers at RCPS and wants to help.

PERSONALITY

- Outgoing: 5/5 dots
- Problem Solving: 4/5 dots
- Dedicated: 5/5 dots
- Intelligent: 4/5 dots

GOALS

- Be remembered as an influential member of her community.
- Ensure the next generation is strong, educated, and ready for the future.

PAIN POINT

- Doesn't have any descendants to spend her money on but loves children.
- Feels alone in her old age and wants to get more involved with her community to find friendships and connections.

SKILLS

- Compassion: 4/5 bars
- Team Work: 4/5 bars
- Tech Skills: 4/5 bars

FAVORITE BRANDS




ROSE JOHNSON
RETIRED TEACHER

AGE: 65
GENDER: FEMALE
LOCATION: ROCKINGHAM COUNTY, VA

ABOUT
Rose is a retired K-12 teacher in Rockingham County. In her retirement Rose is researching ways to give back to her community and continue to positively impact students' lives. Her hobbies include reading, spending time with her grandchildren, and volunteering at her local church.

PERSONALITY

- Analytical: 4/5 dots
- Problem-Solving: 4/5 dots
- Public Speaking: 5/5 dots
- Social Media: 4/5 dots

GOALS

- Help develop opportunities for higher education for students who may not be able to afford it.
- Reward Teachers for all of the hard work and dedication they put in to their profession.
- Make a notable positive difference in education.


FRUSTRATIONS

- Lack of funding for education in Rockingham.
- Teachers have to buy extra classroom materials out of pocket because they are not provided enough resources.
- Many students who have the desire to pursue higher education are limited due to their financial situation.

SKILLS

- Communication: 4/5 bars
- Leadership experience: 4/5 bars
- Computer proficiency: 4/5 bars

FAVORITE BRANDS



APPENDICES

Buyer Personas



MADISON MCCAFFREY
NURSE

AGE 41
GENDER WOMAN
LOCATION ROCKINGHAM COUNTY

ABOUT

Madison is a 41 year old nurse in Rockingham County. She has a 43 year old husband and 3 kids (all boys). They were highschool sweethearts and have been married for 22 years. Her children attend the local elementary and middle schools and are very involved in sports. She and her husband are college educated, having both gone to JMU.

PERSONALITY

Analytical: 2/5 (2 blue dots)
 Problem-Solving: 4/5 (4 yellow dots)
 Public Speaking: 3/5 (3 green dots)
 Social Media: 4/5 (4 red dots)

GOALS

- Madison hopes to be a Chief Nursing Officer at the Harrisonburg Sentara Hospital, and she is currently enrolled in a program to be a registered nurse-midwife.
- Madison loves raising her kids and going to all of their sporting events. She wants them all to pursue higher education and is a dedicated member to the PTA.

FRUSTRATIONS

- Madison is a dedicated and hard worker and is easily frustrated when she sees people slack off or feels that they are incompetent, especially at work.
- She gets frustrated with complex technology as well. She uses facebook avidly and when technology becomes difficult to navigate, she becomes easily irritable

SKILLS

Communication: ██████████
 Leadership experience: ██████████
 Computer proficiency: ██████████

FAVORITE BRANDS




ALLISON GIVER
PTA PRESIDENT

AGE 40
GENDER WOMAN
LOCATION ROCKINGHAM, VIRGINIA

ABOUT

Allison Giver is a stay-at-home mother that is highly involved in her children's lives. She is native to the Rockingham County area. Allison has two children, 10 and 15 years of age, in the Rockingham County public school system. She is the president of the PTA council and her youngest child's school, and dedicates her time bettering the education of the children.

PERSONALITY

Analytical: 3/5 (3 green dots)
 Problem-Solving: 4/5 (4 red dots)
 Public Speaking: 5/5 (5 yellow dots)
 Social Media: 5/5 (5 blue dots)

GOALS

- Allison is dedicated to helping her children and other students have the best education possible.
- Allison hopes to raise \$5000 for REFI this year through PTA meetings and recruiting more donors.

FRUSTRATIONS

- Her frustrations arise when parents miss important PTA meetings that she spent months putting together.
- She gets upset when prospected donors that she recruited fall through.

SKILLS

Communication: ██████████
 Leadership experience: ██████████
 Computer proficiency: ██████████

FAVORITE BRAND



APPENDICES

Brochure Deliverables



Why To Support REFI?

There is no more valuable investment in our community than creating a public education system that prepares our children to be successful. REFI believes the future of Rockingham County rests upon every child in our schools being prepared for graduation and beyond. The Foundation has experienced the power of these community partnerships, and that is why we need your support!



Our Mission

Rockingham Educational Foundation, Inc. supports learning by securing financial contributions and educational resources that benefit RCPS students and teachers. The Foundation will achieve its mission by directing resources toward these goals:

- Strengthen and enrich learning through the development of innovative programs
- Inspire parents and community members to participate in the school system to enrich education
- Support additional training and resources for educators of RCPS
- Provide the tools to prepare students for future success
- Build community support and positive attention to RCPS




Beyond The Books

Supporting The Journey From Classrooms To Career



Our Values

- Philanthropy:** We believe private funding and the spirit of volunteerism enhance the educational possibilities for our students, educators, and community.
- Learning:** We encourage and support curriculum and teaching methodologies that engage and inspire our students.
- Collaboration:** We are committed to reaching out to others and establishing partnerships that provide the best possible outcomes for all students.
- Excellence:** We are dedicated to going above and beyond to accomplish our mission and support the continuous pursuit of quality learning in our schools.
- Recognition:** We believe in the importance of acknowledging those who exemplify educational excellence and support our mission.

How Can You Help?

Join Us In Making a Difference - Donate Today! Scan the QR code to see the different ways you can make a difference



Contacts

540-564-3218

vlandis@rockingham.k12.va.us

<https://www.refivesback.org/>



About Us

Our Mission

- Give every student a fair chance to obtain a higher education
- Supply classroom materials to Teachers
- Strengthen and enrich learning through the development of innovative programs
- Inspire parents and community members to participate in the school system to enrich education



CONTACT DETAILS

One donation brings us one step closer to ensuring all students and teachers have sufficient materials to inspire learning. As well as allowing all students with an equal opportunity to pursue higher education.

vlandis@rockingham.k12.va.us
540/564-3218
www.REFIvesback.org



The Cost of Education is Priceless

www.refivesback.org




Make an Impact



This is Eddie, he dreams of one day going to college and later becoming a doctor, just like his dad. Eddie however can not afford to obtain a higher education

Your donation can help Eddie, and many children alike, reach their dreams

The Importance of Education

Education is one of the keys to success. This success is needed by the children in the future. Grow and develop with us.

- 1. Education**
Education is one of the keys to success. This success is needed by the children in the future. Grow and develop with us.
- 2. The Problem**
Many students are prohibited from higher education due to lack of resources/funding. In addition many teachers need to pay out of pocket for classroom supplies, which is not always feasible.
- 3. Best Choice**
With the critical help from self-less donors, REFI has and continues to grant students with scholarships to obtain higher education, ensures teachers classrooms have all the adequate materials, and host events raising money and awareness.

Supporting Children from Classroom to Career

Help children get the resources needed to get the opportunities they deserve

Rockingham Educational Foundation is a non profit organization that supports children to get the necessary tools and supplies in order to guide children through their educational journey.



The Rockingham Educational Foundation, Inc. is proud to support the Rockingham County Public Schools. REFI is a 501 (c) 3, non-profit organization dedicated to raising funds and facilitating programs to enhance education for our students

Contact Us

Phone
540/564-3218

Website
www.refivesback.org

Address
Office within RCPS School Board Office:
800 Mount Clinton Pike
Harrisonburg, Virginia 22802

What We Do

In order to guide children in the right direction we have numerous ways of supporting them, while also including the teachers and staff.

INNOVATIVE LEARNING GRANTS

RCPS teachers and staff members write proposals for REFI funds to enhance educational experiences for our students. Grant funds assist in making the additional field trip or experience possible

SCHOLARSHIPS

REFI offers scholarships to honor or remember special people regarding extracurricular, academic achievement, and volunteerism.

TEACHER SUPPLY DEPOT

RCPS staff members may select items for use in the classroom with the students. Some items are donated and some are purchased by REFI. Donated items include dry-erase markers, crayons, permanent markers, and colored pencils

How To Help

Donate Now!

You can donate straight from our website for multiple live auctions and events (www.refivesback.org)

Become a Partner in Education

Partners in education will receive acknowledgment through local media outlets, logs on REFI website for 1 year & inclusion in social media communications. Logs included on event materials (webbills, invitation, programs). Runner with logs at every REFI Event

APPENDICES

Brochure Deliverables



ABOUT OUR NON-PROFIT



Rockingham Educational Foundation, Inc. supports learning by securing financial contributions and educational resources that benefit RCPS students and teachers.



STORY TO TELL

Many students grow up in underprivileged communities without access to funds for schooling. Their future after K-12 gets cut short because of this. Our mission is to change this by providing all students with access to quality education and help carve them a bright future.



WANT TO SUPPORT THE FUTURE?

JOIN REFI!

Beyond the Books: Supporting the journey from classroom to careers

OUR VALUES

- **Philanthropy:** We believe private funding and the spirit of volunteerism enhance the educational possibilities for our students, educators and community.
- **Learning:** We encourage and support curriculum and teaching methodologies that engage and inspire our students.
- **Collaboration:** We are committed to reaching out to others and establishing partnerships that provide the best possible outcomes for all students.
- **Excellence:** We are dedicated to going above and beyond in accomplishing our mission and supporting the continuous pursuit of quality learning in our schools.
- **Recognition:** We believe in the importance of acknowledging those who exemplify educational excellence and support our mission.

WHAT WE DO

- Scholarships
- Teacher Supply Depot
- Innovative Learning Grants
- Teacher Recognition

JOIN US TODAY!

☎ (540)564-3218

🌐 <https://www.refigivesback.org>

📍 100 Mount Clinton Pike
Harrisonburg, VA 22802

DONATE TODAY TO MAKE THE CHANGE!



Why Support Refi

There is no more valuable investment in our community than creating a public education system that prepares our children to be successful. REFI believes the future of Rockingham County rests upon every child in our schools being prepared for graduation and beyond. The Foundation has experienced the power of these community partnerships, and that is why we need your support!

Areas of Focus

- 
Innovative Learning Grants
The F.C. supports innovative and creative approaches to education in support of the learning goals for Rockingham County Public Schools by helping all learners to become Critical Thinkers, Communicators, Collaborators, Creators and Good Citizens (5 C's).
- 
Scholarships
academic achievement of some level extracurricular participation citizenship/volunteerism scholarship selection committee interview one essay not to exceed 500 words entitled, "My I should be Considered for this Scholarship" at least two school officials letters of recommendation
- 
Teacher Depot
REFI manages a collection of ever-changing new and used materials and equipment in a depot warehouse. RCPS staff members may select items for use in the classroom with the students. Some items are donated and some are purchased by REFI. The building was funded by RCPS through REFI.
- 
Teacher Recognition
REFI selects an Educator of the Year from this outstanding group who is supported to go on to compete at the Virginia Department of Education level. The Lucy F. Simon Educator of the Year award is the amount of \$1,000.00.

How to Help

The Foundation will achieve its mission by diverting resources toward these goals, strengths and enrich learning through the development of innovative programs. Involve parents and community members to participate in the school system to enrich education.

Support additional training and resources for educators of RCPS.

Provide the tools to prepare students for future success.

Build community support and positive attention to RCPS.

Call Now!

☎ (540)564-3218



About REFI-

- **Philanthropy:** We believe private funding and the spirit of volunteerism enhance the educational possibilities for our students, educators and community.
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Contact Us!

Now Accepting Donations!

☎ 540/564-3218

✉ landis@rockingham.k12.va.us

🌐 www.refigivesback.org/



RED
BLUE
BLACK
GREEN
YELLOW



100 Mount Clinton Pike
Harrisonburg, Virginia 22802



Rockingham Education Foundation, Inc.

Support the Journey from Classroom to Career

www.refigivesback.org/

APPENDICES

Radio Advertisement

Item	Description
Gender	Female
Length	30 seconds
Target Demographic	Millennials, Gen Z, parents of students
Character/Narrator	Parent, mid-thirties
Vocal Direction	Serious, concerned, emotional
Suggested Music	Soft, calm, emotional, coming of age
Suggested Sound Effects	Children's voices, school bells, writing, laughter

Script

[Soft and gentle music begins]

Narrator (female, mid thirties, serious, concerned, emotional tone):

"Attention parents in Rockingham County Public Schools. Are your children getting the education they deserve? Do your children have everything they need to grow and become who they want to be?"

[Sound effects of a school environment in the background]

Narrator: "Well we have a way to help. At REFI we provide children with opportunities and resources they need to make their dreams come true."

Eddie is a student of RCP. He grew up in a low income household so he didn't have many opportunities growing up, but no matter what he always had the dream of becoming a doctor and helping others. He does some research and found REFI. He applied and receives a scholarship that enables him to finish school, attend college, get his M.D. and become a doctor. He now works at Sentara and gives back to his community that supported his dreams.

[Sound of children going into class, bell ringing]

Narrator: "With your help, REFI can offer your children scholarships, school supplies, and enrichment programs to shape your children into the young adults they are striving to be, just like Eddie."

[coming of age, soft music]

Narrator: "For more information on how to help, visit our website @www.refigivesback.org. With your help we can make a huge difference for the scholars of tomorrow."

[music fades out]

Narrator: "Its Beyond the Books, Supporting the journey from classrooms to careers."

[soft uplifting music plays]

[End of ad]

APPENDICES

Radio Advertisement

Item	Description
Gender	Female
Length	30 seconds
Target Demographic	Millennial parents with kids
Character/Narrator	A millennial teacher (k-12) and student
Vocal Direction	Serious/urgent to Hopeful
Suggested Music	In the beginning: heavier, dreadful, somber music In the end: Up beat, uplifting
Suggested Sound Effects	Groans/dread, classroom sounds, Child squealing, "Thank you REFI"

Script

What did you dream of becoming when you grew up? The answers I hear as a k-12 teacher are creative and endless. All children are so hopeful and excited for what the future has to hold. So imagine my dread when I have to tell my students that we don't have the classroom resources, nor do their families have the ability to send them to college. Make a difference today, donate to the Rockingham Education Foundation, Inc. (REFI). Beyond books: Supporting the Journey from Classrooms to Careers.

"I'm going to be a doctor, thank you REFI!" - Eddie exclaims

To make a difference today visit www.REFIGIVESBACK.org or call us at 540/564-3218

APPENDICES

Radio Advertisement

Item	Description
Gender	Male or Female
Length	30 seconds
Target Demographic	Millennials with children
Character/Narrator	Students in the Rockingham County public school system, 17 years old
Vocal Direction	Excited, promised, gratitude, grateful
Suggested Music	Inspirational, uplifting
Suggested Sound Effects	Clapping once graduating

Script

One year ago I was depressed, unmotivated, and thought my future would amount to nothing. Once I discovered REFI, my entire world changed! They gave my public school funds, and even helped me find a scholarship for college. Now, as I walk across the graduation stage, I am forever grateful for The Rockingham Educational Foundation! (Clapping from the audience). Donate today to help! To find out more about REFI visit our website www.refigivesback.org or call 540/564-3218.

APPENDICES

Radio Advertisement

Item	Description
Gender	Male or Female
Length	30 seconds
Target Demographic	Millennial parents with kids
Character/Narrator	A child in high school in a low-income household
Vocal Direction	Educator with an inspirational message, positive anticipation
Suggested Music	Natural, inspiring, no words, just sounds and rhythms
Suggested Sound Effects	The kid's voices are in the background, cheering, money sound.

Script

In my family, every penny counts. But even when things get tough, my dreams don't have to be put on hold. Thanks to the Rockingham Education Foundation, kids like me get a chance to be stars. When I was at my lowest and didn't know how to support my dreams of going to college, REFI was there to help me. They helped me go beyond the books supporting the journey from classrooms to careers. But they can't do it alone. They need help to keep these programs running and to offer scholarships to kids in our community. Join me today to support the Rockingham Education Foundation. Together, we can make a big difference. Call us at 540-564-3218 or visit our website, refigivesback.org, to help us move kids beyond the books.

APPENDICES

Radio Advertisement

Item	Description
Gender	Men and women
Length	30 seconds
Target Demographic	Millennial parents with kids in school
Character/Narrator	Millennial woman/mother
Vocal Direction	Start off cheerful, then get soft and empathetic, then informative and energetic
Suggested Music	Heart warming, slow, emotional
Suggested Sound Effects	Happy kids cheering

Script

Happy back to school season! We know that this is usually an exciting time, (kids in back cheering) you get to shop for new markers and get excited for the new school year, however, others are dreading this time. (music gets sad) They know they don't have extra money sitting around to spend on new supplies but they don't want their kids to feel left out. So we're asking you to go through what you've already got. (music gets up beat again) The Rockingham Educational Foundation is looking for school supply donations for their Teacher Supply Depot. Donating takes this heavy weight off parents shoulders and makes sure they know their kid does not feel different at school. But it all starts with you. Donate supplies and help REFI take RCPS Beyond the Books. Help us support these kids' journeys from classroom to careers! To find out more visit our website at www.refigivesback.org or email us at vlandis@rockingham.k12.va.us.

APPENDICES

Rack Card Deliverables

Rockingham Education Foundation

Beyond The Books

Supporting The Journey From
Classrooms To Career





Our Mission:

Rockingham Educational Foundation, Inc. supports learning by securing financial contributions and educational resources that benefit RCPS students and teachers.

Why Support:

There is no more valuable investment in our community than creating a public education system that prepares our children to be successful. REFI believes the future of Rockingham County rests upon every child in our schools being prepared for graduation and beyond.

For More Info

- 540-564-3218
- vlandis@rockingham.k12.va.us
- <https://www.refigivesback.org/>



Rockingham Education Foundation, Inc.

Support the Journey from Classroom to Career

Your pocket change makes a difference for their dreams!



100 Mount Clinton Pike
Harrisonburg, Virginia 22802

www.refigivesback.org/



What We Do...

There are five core programs: Early Literacy, Educational Grants, Teacher Recognition, Scholarships, and the Teacher Supply Depot. These are what we do - the programs that make a difference in the schools.

5 Years - 18 Years




Why Support Refi?

- There is no more valuable investment in our community than creating a public education system that prepares our children to be successful. REFI believes the future of Rockingham County rests upon every child in our schools being prepared for graduation and beyond. The Foundation has experienced the power of these community partnerships, and that is why we need your support!

Call Now!

540/564-3218

www.refigivesback.org/

APPENDICES

Rack Card Deliverables

REFI
ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

Want to Support the Future?

REFI can make that happen.

100 Mount Clinton Pike
Harrisonburg, Virginia
www.refigivesback.org

REFI

Beyond the Books

Supporting the journey from the classroom to careers

Our Story

Many students grow up in underprivileged communities without access to funds for schooling. Their future after K-12 gets cut short because of this. Our mission is to change this by providing all students with access to quality education and help carve them a bright future.

What We Provide

- Scholarships
- Teacher Supply Depots
- Innovative Learning Grants
- Teacher Recognition

Donate Today!
540-564-3218
www.refigivesback.org

THE COST OF A QUALITY EDUCATION IS PRICELESS

REFI
ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

Our Mission

- Give every student a fair chance to obtain higher education
- Supply classroom materials to Teachers

WWW.REFIGIVESBACK.ORG
VLANDIS@ROCKINGHAM.K12.VA.US
540/564-3218

DONATE TODAY

Beyond Books: Supporting the journey from classrooms to careers.

Education is one of the keys to success. This success is needed by the children in the future. Grow and develop with us.

The Problem

Many students are prohibited from higher education due to lack of resources/funding. In addition many teachers need to pay out-of-pocket for classroom supplies, which is not always feasible.

WWW.REFIGIVESBACK.ORG
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540/564-3218

DONATE TODAY

APPENDICES

Rack Card Deliverables



**SUPPORTING THE
JOURNEY FROM
CLASSROOM TO
CAREER**

HELP CHILDREN GET THE OPPORTUNITIES
THEY DESERVE



OUR MISSION:

Rockingham Educational Foundation, Inc. supports learning by securing financial contributions and educational resources that benefit RCPS students and teachers.

WHAT WE DO:

In order to guide children in the right direction we have numerous ways of supporting them, while also including the teachers and staff. These include, innovative learning grants, scholarships, and teacher supply depots.

HOW TO HELP:

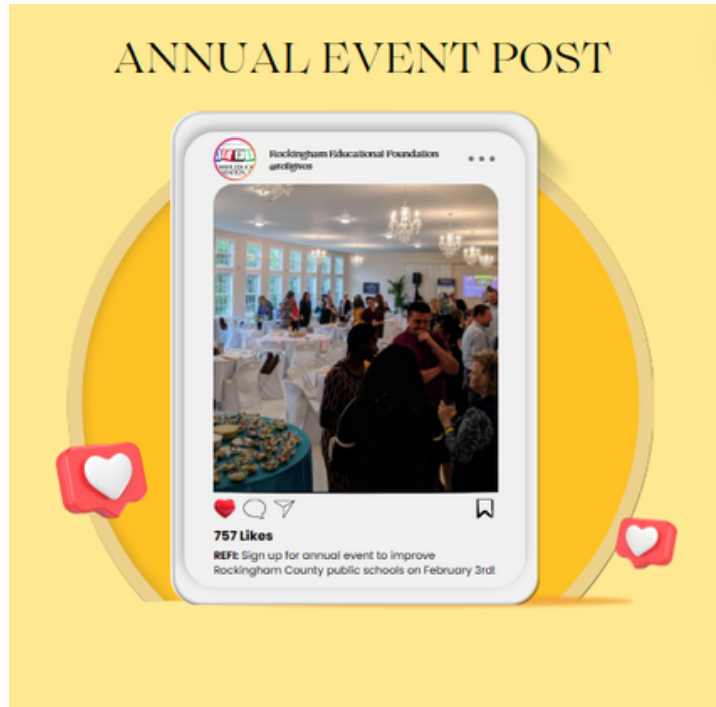
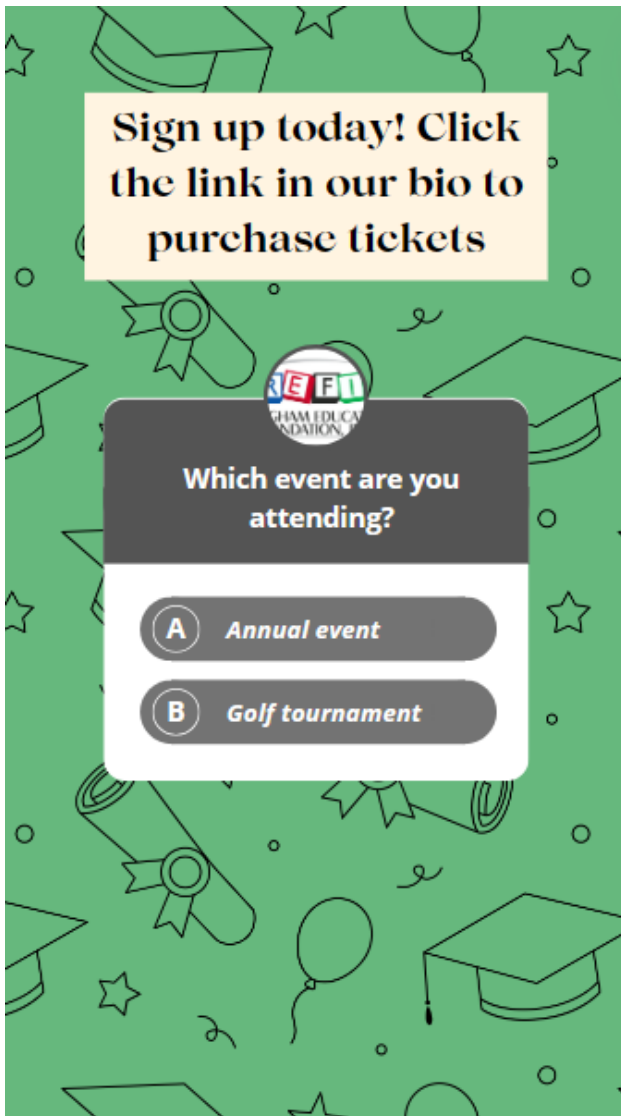
You can donate straight from our website for multiple live auctions and events. You can also become a partner in education and receive acknowledgment through local media outlets, logo on REFI website for 1 year & inclusion in social media communications, logo included on event materials (website, invitation, program). Banner with logo at every REFI Event

DONATE NOW!

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100 Mount Clinton Pike, Harrisonburg Virginia,
22802

APPENDICES

Social Media Deliverables



APPENDICES

Direct Mail Deliverables

REFTI
ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

Donate Today!

Supporting the Journey from Classrooms to Careers

Scan the QR code to donate or visit our website www.refigivesback.org

What we Do

- Run Teacher Supply Depots
- Teacher Recognition
- Give Grants and Scholarships
- Aim to give every child the opportunity to pursue quality education with adequate resources

Illustrations of children: a girl with arms raised, a boy painting a dog, a boy with a bottle, and a boy with arms raised.

Donate Today!

REFTI
ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

Support the journey
from classrooms to
careers.

www.refigivesback.org

Decorative elements: school supplies (scissors, glue, pencil sharpener, pushpin, eraser, pencil), hearts, and flowers.

APPENDICES

Direct Mail Deliverables



GET A SPECIAL
REFI DISCOUNT!

**20%
OFF**

Use voucher for attending
another event



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

Thank You!

Thank you for your donation to
Rockingham Educational Foundation.




YOU CAN MAKE A
DIFFERENCE NOW
DONATE NOW!!

REFI

**Support The
Journey From
Classrooms to
Careers!**

www.refigivesback.org



**Supporting Children From
Classrooms to Careers**

Please continue to spread the word, but for now...

Enjoy 15% off of your entrance fee for our next
big event coming up April 27th! We are so
grateful for your support.

www.refigivesback.org
540.564.3218

100 Mount Clinton Pike
Harrisonburg, Virginia 22802

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