



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC



FUNDING THE FUTURE

MKTG 384: Integrated Marketing Communication

July 1, 2024 - June 30, 2025

James Madison University

Full Circle Advertising

Professor Canessa Collins

Sydney Vick, Ben Fields, Taylor Sizemore,

Avery Gould, Justin Werzinger

Spring 2024

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Agency Philosophy

Slogan: “Full Circle Advertising: Connecting Brands to the Heart of Every Story.”

MISSION STATEMENT:

Full Circle Marketing our goal is to create a holistic and diversified approach to marketing for our clients in order to raise awareness and drive sales.

STANDARD & BELIEF:

We believe that every organization has the potential to succeed and that by understanding our clients to the fullest, we can help them to reach the results they desire. Our work with our clients will be numerically trackable all while being socially relatable and easy to understand.

COMPETITIVE ADVANTAGE:

Our competitive advantage is that we aim to get to know not just the organization, but also who influences decisions. By getting to know individuals within the organization, we can get a better sense of how to set up their marketing to be successful and impactful. To accomplish this we must be sociable and flexible in order to meet the needs of clients.

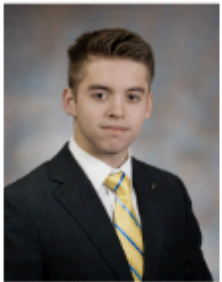
Meet the Team



Hello, I'm Ben Frields, a junior Marketing major with a concentration in Professional Sales. Originally from Arlington, Virginia, I am currently serving as an Independent Sales Representative with Cutco/Vector. Beyond my academics, I find joy in hiking and camping. Additionally, I have a passion for travel, especially exploring international destinations where I can immerse myself in diverse cultures.



My name is Avery Gould and I'm a Marketing major concentrating in digital marketing as well as minoring in economics. I'm from northern New Jersey where I got to experience business in both New York City and Philadelphia on a number of occasions. With my internships at both Henkel and Brother, I hope to make my way into public relations after graduation.



My name is Justin Werzinger, I am a marketing major from Long Island, New York. I enjoy going golfing, and I like to spend time with my friends and family. Here at JMU I am a member of Alpha Kappa Psi. I am interested in advertising and digital marketing

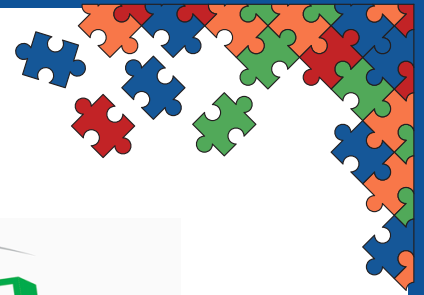


My name is Sydney Vick, I'm from Virginia Beach, Virginia. I am currently a junior Business Marketing Major with a concentration in Digital Marketing. I am currently a part of three organizations on campus: Women In Business, American Marketing Association, and Inchaarg. I hope to further my career in Social Media Marketing.



My name is Taylor Sizemore, I'm a junior Business Marketing Major with a concentration in Digital Marketing. I am from Midlothian, VA. I did a Marketing internship through CXLoyalty under JPMorgan Chase. I have been in an internship through the entrepreneurship program at JMU making a small business. So I have experience in website design and digital design.

Brand Board



COLOURS



#0E5399



#FF4F39



#FF7948



#C92628



#19AD50

Fonts

Headings

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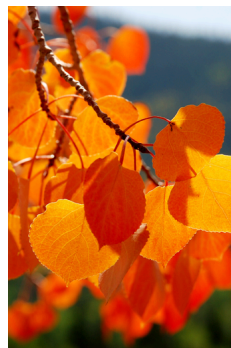
SUBHEADING

NORWESTER

Body copy

Agrandir Narrow

INSPIRATION



Executive Summary

TARGET AUDIENCES

Primary: parents of Rockingham County Students
Secondary: residents over 65 years old

PLAN DURATION

July 1st, 2024 - June 30th, 2025

CAMPAIGN THEME

Funding The Future

MARKETING GOAL

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

OVERALL BUDGET

\$20,000

PROJECT SUMMARY

This project in its entirety is focused on growing the public presence of REFI as well as improving the public's attitude towards the organization. REFI is an amazing organization and by June 30th, 2025, they will be making more of an impact than ever before.

COMMUNICATION OBJECTIVES

1. By June 2025, increase brand recognition by 20% through regular exposure to advertisements via radio, newspaper ads, and brochures, ensuring exposure at least 5 times per month. Targeting parents aged 30-60 and married couples aged 60-80, aim to receive a minimum of 10 responses monthly from Rockingham County residents. Prominently display contact information in all advertisements to boost brand awareness and donations for REFI.
2. By June 2025, increase interest and awareness by 40% among Rockingham County parents aged 30-60 and married couples aged 60-80 through targeted monthly email campaigns and organic Search Engine Optimization efforts, focusing on promoting services or products relevant to their demographic and geographic location.
3. By June 2025, increase overall social media engagement by 40%, leveraging paid Facebook advertisements featuring influencer partnerships and a strategic posting strategy, alongside Instagram content planning, consistent posting, and active community engagement, to enhance brand visibility and foster meaningful connections with followers across platforms.
4. By June 2025, increase awareness of REFI among primary and secondary target markets in Rockingham County by 30%, reaching a combined total of 20,000 individuals, through a continuous sales promotion strategy utilizing promotional products such as lunch boxes, pencils, notebooks, tote bags, and water bottles that reinforce REFI's presence in the area among parents aged 30-60 and grandparents aged 60-80.
5. By June 2025, achieve a 20% increase in REFI's brand recall and awareness within target markets through strategic support media placements, including HDPT bus and bus stop ads during school seasons, and promotions at JMU and local high school football games, utilizing flighting patterns.

Executive Summary

TRADITIONAL ADVERTISING

Traditional advertising tactics such as newspaper and radio advertisements will be utilized, making sure to expose the target markets five times or more to REFI promotional materials within a given month. The use of brochures and other print ads will be crucial to the plan as well.

DIGITAL MARKETING

Digital marketing advertisements will primarily take the form of emails with there being two types. Monthly update emails will be sent with REFI information, inspiring stories, and links to social media pages as well as event emails to make the community aware of upcoming events REFI will be hosting and have a presence at.

SOCIAL MEDIA ADVERTISING

Social media advertising will incorporate the focus on using Facebook paid advertisements, influencers, and organic posts as well as a similar similar set of tactics applied to Instagram.

SALES PROMOTION

Sales promotions will focus on giving inscentives to donors who contribute certain amounts. A REFI branded lunchbox will be given out for donations larger than \$100 and a branded notebook and pencils will be given for donations exceeding \$30.

SUPPORT MEDIA

Support media will incorporate the use of advertisements directly on Rockingham County busses as well as benches at bus stops. In addition, venue advertising, such as posters, will be utilized within Rockingham county sport and event locations.

RESEARCH SUMMARY

When it comes to the justification behind the marketing decisions made, all decisions were based off of research aimed at influencing and attracting the main target segment, being parents of Rockingham County students. Individual research was conducted in regards to each strategy and tactic, but as a whole, everything will aim at the target markets.

EVALUATION PROGRAM

The evaluation of success for each medium and overall plan will primary take the for of either a certain rate of exposure, level of interaction (social media), or level of brand recognition amongst REFI's target markets.



Industry Review

REFI competes in the industry with the NAICS code of 81321 which is classified as Donations, Grants, and Endowment in the United States. This industry includes a majority of organizations that award grants or funds to individuals on a qualification basis.

SIZE

This industry has 222,000 employees, revenue of \$169 billion, and over 33,000 companies and organizations.

\$169 Billion

GROWTH

Revenue is expected to grow by 0.9 percent between now and 2029

0.9%

CURRENT TRENDS AND DEVELOPMENT



Many of these companies invest funds into financial markets, but are now required to give out at least 5% of total assets for charitable purposes.



Due to the fact that many contributions to these organizations come from an individual's disposable income, as this number fluctuates, there is more uncertainty as to how much this industry will receive in donations.

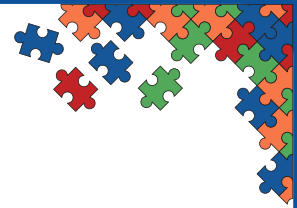


Many donations come from corporations, and with the steady increase of corporate revenue, this industry will receive more of these donations.



With the return of financial markets changing all the time with the improvement and decline of the economy, any of these organizations that invest in these markets are subject to more risk with their funds.

Macro-Environmental Factors and Issues



Demographic

- Average donor is a 64 year old female and makes two donations per fiscal year.

Economic

- Industry is highly influenced by the state of the economy due to donations coming from disposable income from both corporations and individuals.

Technological

- Industry is not highly influenced by technological changes.

Political

- With politics influencing areas such as the economy and social wellbeing, politics indirectly affect the performance of this industry.

Legal

- New rules, regulations, and laws constantly influence how this industry can conduct its business, for example the 5% regulations imposed.

Social

- How societies judge charities and promote them through word-of-mouth is very influential.

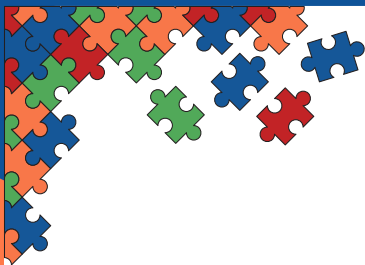
Cultural

- How cultures value charities is a large predictor of growth for this industry.

Environmental

- Environment has no significant impact on this industry.

This industry is highly reliant on both mental factors such as the perception of charities, as well as visible factors such as new laws or economic changes. This aspect makes it very difficult to create constant growth within this industry.



Makeup of products and services within industry

Products and Services >

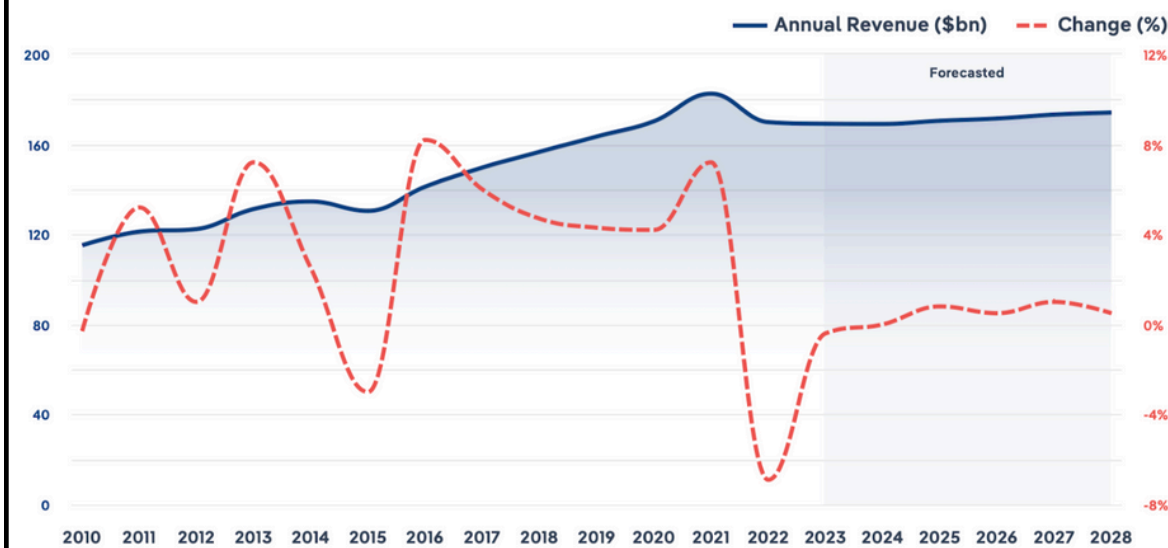


- Private contributions, gifts and grants (\$60.4bn) 35.7%
- Investment income (\$36.0bn) 21.3%
- Gains (losses) from assets sold (\$32.5bn) 19.2%
- Government contributions, gifts and grants (\$12.2bn) 7.2%
- Other (\$28.1bn) 16.6%

Donations, Grants & Endowment in the US

Revenue

Total value (\$) and annual change from 2010 – 2028. Includes 5-year outlook.



Company and Product/Service Description

REFI'S HISTORY

Rockingham Education Foundation Inc, known as REFI, located in Rockingham County, Virginia, has been a well-known nonprofit organization since 1994. The organization was started by a group of individual's who were passionate about education. They felt a good education would lead to the economic and social health of a community. They created REFI in order to further enhance the standard of education in Rockingham County. REFI became an incorporation on September 19, 1994.

ORGANIZATION'S PRESENT STATUS

REFI is a dynamic incorporation that has been operating with a great amount dedication since its inception in 1994, remains a cornerstone of its industry. With a strong commitment to excellence, REFI has consistently showcased its prowess for innovation and adaptability to meet the ever-changing demands of its customer base. Now, as it charts its course forward, REFI is primed to undertake initiatives aimed at elevating its brand visibility even more, drawing upon its storied history of achievement and unwavering pursuit of excellence to fortify its market presence.

PRODUCT/SERVICE LINES

REFI provides a range of services aimed at enhancing the educational foundation within Rockingham County Public Schools. REFI extends the opportunity of high school scholarships to students, aiming to support their academic endeavors and facilitate their educational pursuits. For teachers and staff members they offer Innovative Learning Grants, Teacher Supply Depot, and Teacher Recognition.

FOCUS OF CAMPAIGN

REFI will concentrate primarily on the Teacher Supply Depot, prioritizing this aspect over all other services offered, as it distinguishes them from competitors.

SALES HISTORY

In 2020, REFI made about \$1.5 million in donations. In 2021 they made about \$1.3 million and In 2022 they averaged at about \$797,000 in donations. The decrease in donations over the years is due to the implication of Covid 19.

TARGET MARKETS

REFI's primary target market is parents/guardians of current Rockingham County Public School students with an emotional link to the school system's prosperity.

The secondary target market is 60-80 year old individuals in Rockingham County. Those who are eager to be involved, enjoy golf and looking to give back to their community.

CURRENT MARKETING MIX

Product	Price	Placement	Promotion
<ul style="list-style-type: none">• Innovative learning grants• Scholarships• Teacher supply depot• Teacher recognition	<ul style="list-style-type: none">• Any amount consumer chooses to donate	<ul style="list-style-type: none">• Website and events like golf tournament and auction	<ul style="list-style-type: none">• Social Media• Traditional• Digital• Support• Sales promotion

SWOT Analysis

Strengths: local focus, partnerships with local businesses, dedicated team	Weaknesses: limited resources, lack of social media presence
Opportunities: introductions of new programs, community engagement	Treats: economic challenges (if another covid occurred), political environment, competition for donors

POSITIONING

REFI's current positioning is focused on communicating a message of charitable donations while also directly supporting the Rockingham County community

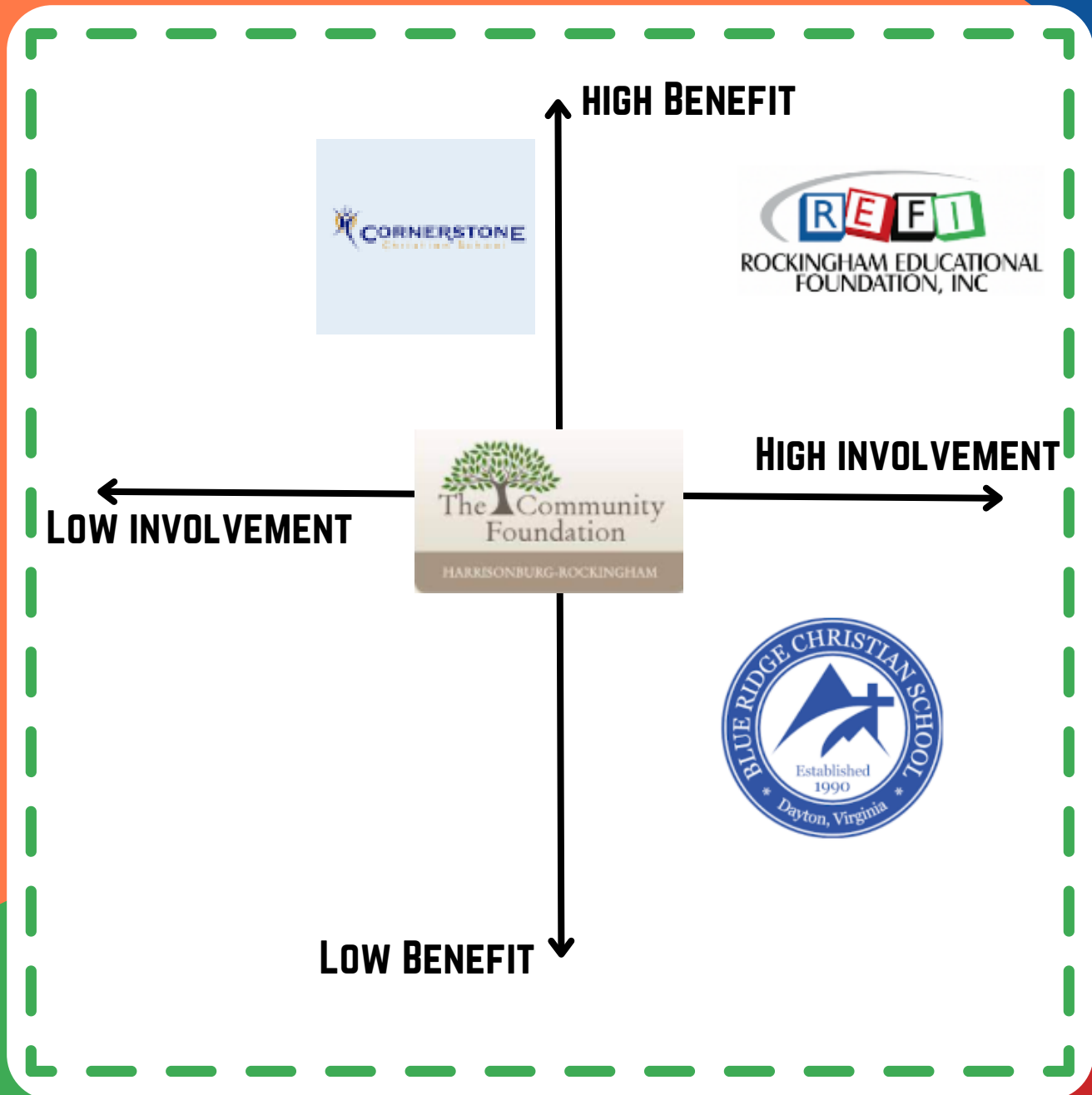
BRAND REVIEW

For those who know about REFI, they believe that they are a charitable institution that helps to keep Rockingham County schools partially funded while supporting students and educators alike. People come back because of the positive feeling they get when they donate, knowing that they are helping to make a positive impact. REFI gives off a warm, kind of caring feeling which can be owed to how they utilize community involvement

KEY BENEFITS

REFI supports local institutions that are often underfunded. REFI assists them as well as the students and educators within them. Through charitable services and products, REFI is able to directly and indirectly benefit a large portion of Rockingham County

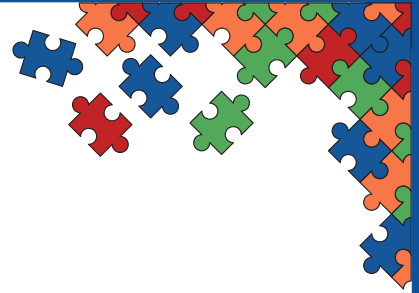
Perceptual Map



Benefit Axis represents the size of the educational benefit.
Involvement Axis represents the level of involvement the organization has in the community.

Competitor Review

Direct competitors



CORNERSTONE CHRISTIAN SCHOOL FOUNDATION

It focuses on raising money and getting resources to help students and teachers at Cornerstone Christian School. They're all about supporting education within a religious community and have strong ties to the church many donors attend. They host community events and partner with local businesses to spread the word. Their main strengths are their clear mission and good reputation, but they could do better in reaching out to more people. If you want to support Christian education and your local community, consider donating to them, but remember, your donation might take away from what REFI gets.

BLUE RIDGE CHRISTIAN SCHOOL FOUNDATION

Just like us, they're all about gathering donations to improve education, but they focus on the Blue Ridge region. They offer programs like grants, scholarships, and community outreach to support Christian education. They're strong in telling their story and have a clear mission, but they might rely too much on old-fashioned ways of getting the word out. If you're considering donating, keep in mind they're also competing for support in the same community.

THE COMMUNITY FOUNDATION OF HARRISONBURG

They're not only focused on education like us but do a lot of good things for the community too. They help manage funds from donors and give out grants to support local charities and projects. They've had a lot of contributions, around \$16.5 million in 2022, and they've been growing, with an increase of \$1.1 million from 2022 to 2023. They're known for their active involvement in giving grants and doing things for the Rockingham area. They've built up a reputation as a reliable place for people to give back to their community, even though they face tough competition because they're not just focused on one specific cause.



Competitor Review

Indirect competitors

SENTARA MEDICAL CENTER

They have different foundations people can donate to, such as the RMH Foundation and Southern Virginia Giving. They're mainly known for providing a wide range of healthcare services, like regular check-ups, special treatments, and emergency care. They've had sales of around \$504 million in 2022 and have a big share of the healthcare market in Rockingham County. They use various ways to advertise, like public relations, digital marketing, and community events. Their strength lies in their strong brand and financial support, but they face pressure to lower healthcare costs from the community.

GRACE COVENANT PRESBYTERIAN CHURCH

Affiliated with the Presbyterian Church, Grace Covenant is committed to spreading the teachings of Christ and promoting social justice. The spiritual leadership within this church community holds significant influence, impacting decisions and trust. While their strength lies in their spiritual connection with members, they may face limitations in financial resources due to their smaller community size.

ROTARY CLUB HARRISONBURG

They are a local group that hosts lots of events to raise money for different causes. The club works on projects to help people both locally and around the world. They raised about \$186,000 in donations in 2022, which was up from the previous year. They do things like events to raise money and get new members, and they're known for their commitment to helping others. Their strengths include having a strong community spirit, lots of volunteers, and connections all over the world. But sometimes they find it hard to reach certain groups of people who might be interested in what they do.

Buyer Analysis

DEMOGRAPHICS

- 30-80 years old
- Married
- Young children in home
- Undergraduate or college degree
- Income: \$75,000 - \$100,000

PSYCHOGRAPHICS

- Believe in the important of education
- Prioritize family values
- Desire to make a positive impact
- Concern for sustainability and growth of the future

BEHAVIORISTICS

- Regular giving, often through recurring donations.
- Frequent attendance for school-related activities
- Respond to emotional call-to-actions

GEOGRAPHICS

- Harrisonburg
- Rockingham County

KEY FACTORS THAT INFLUENCE THE BUYING DECISION

- Income: Comfortable discretionary income to donate
- Family and friend's recommendations
- High frequency of exposure to organization compared to other, similar non-profits
- Deep emotional response to marketing messages

Consumer Decision Making Process

Target Markets: Parents aged 30-60 of current students in Rockingham County Public Schools. Married couples aged 60-80. Both live in the Rockingham County area and are motivated to support education.

PROBLEM RECOGNITION

The customer realizes the need for deeper fulfillment after watching an ad about the importance of supporting local schools.



INFORMATION SEARCH

The customer speaks to friends and peers similar to her, and makes an additional search on the internet.

ALTERNATIVE EVALUATION

The customer has collected a list of educational non-profits. He or she begins comparing how each organization makes her feel.



PURCHASE DECISION

The customer has decided on the non-profit that most aligns with his or her beliefs, and sets up a monthly donation online for a specified amount of money.

POST PURCHASE DECISION

The customer is feeling happy to contribute and continues to build a relationship with REFI through community events.



Consumer Persona



BETHANY DONOR STAY AT HOME MOM

AGE 36

GENDER WOMAN

LOCATION HARRISONBURG, VA

ABOUT

Bethany, a vibrant 36-year-old stay-at-home mom, is deeply engaged in her community. Actively participating in numerous events, she serves as a spirited advocate for various nonprofit organizations. Bethany enjoys widespread popularity among fellow moms and families in the area, and she is a proud parent of three children, aged 6, 8, and 10, attending the local public school system.

GOALS

- Get more involved with nonprofits in the area and help expand the awareness of them.
- Attend all fundraising events for her children

SKILLS

Communication



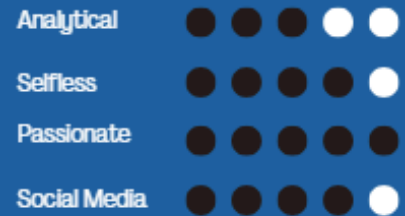
Financial Literacy



Leadership



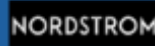
PERSONALITY



FRUSTRATIONS

- Lack of teacher appreciation and underpaid salaries of teachers
- Overall lack of funding for general public school systems

FAVORITE BRANDS



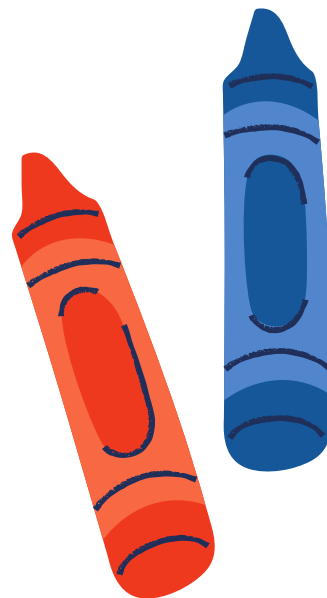
SEE APPENDIX A FOR
MORE



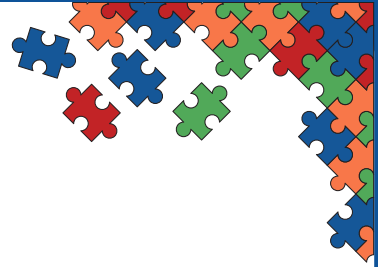
Consumer Journey

Stage	Awareness	Interest	Desire	Action	Loyalty
Customer Actions	Learns through colleague's recommendation	Attends teaching workshop and learns about fundraising opportunities	Interest in grants, explores teacher supply depot, and considers donation	Secures grant, uses resources, and makes a donation	Shares success, participates in events, and makes recurring donations
Touchpoint	REFI's website and social media	Registration for grant and golf tournament on website	Grant sessions, depot tours, and donation promotion at events	Approval via email and during event recognition	REFI Instagram, Facebook, annual events, and website
Customer Experience	Discovers mission and upcoming events	understands impact of donations	Navigates processes and contemplates impact of donations	Celebrates impact, benefits from resources, and feels a sense of contribution	Fulfilled through support
Pain Point	Limited awareness of available resources	Limited time for outside activities	Competitiveness in grant application	Initial challenges in adapting to new systems	Limited space to engage with other teachers and donors
Solution	Targeted online campaigns and promotions at events	Provide resources online and during every event	Information sessions and emphasize positive impact	Training sessions and support network	Establish REFI community platform on Facebook Groups and website blog

**SEE APPENDIX B FOR
MORE**



Primary Research



refigives · Follow

refigives Just 4 more hours until our fantastic 30th Anniversary "Pearls & Plows" Annual Auction and Party! 🥳

8w

laherrick1958 It was a fun evening for the best cause! ❤️

8w 1 like Reply

msdebbie_3 🥳🥳🥳! Yay! I can't wait! ❤️

8w 1 like Reply

6 likes
February 3

Add a comment... Post



Spotswood High School Activities
February 9, 2023 · 🌐

Thanks to REFI's Innovative Learning Grant, the reading lounge is open for sustained silent reading in the Spotswood Library. Named The 'Wood, the reading space is filled with sectional patio furniture and other outdoor seating options and made even cozier with warm lamp lighting and an overhead canopy of globe string lights. Mrs. Johnson hopes that a cozy environment for choice reading will increase the likelihood that our Trailblazers are on the path to becoming lifelong readers.

As Mr. Dansey always says, "It's a great day to be a Blazer." Now, it's also a great day to read at The 'Wood.

10

Like Comment Share

Lori Abbott-Herrick
Good job Rockingham Educational Foundation, Inc. - REFI!

1y Like Reply

**Instagram:**

- 110 followers
- Average of 4-8 likes per post
- Rarely receives comments
- Posts regularly

Facebook:

- 733 followers
- Average of 5-12 likes per post
- Rarely receives comments
- Posts regularly

Promotional Program Situation Analysis

PROMOTION MIX:

REFI relies on events, digital, and social media marketing to promote their educational programs. They organize events, such as golf, to attract people and gather donations. However, their website is outdated and lacks interactive features. Some links, notably their Facebook page, don't work.

MESSAGE STRATEGIES:

REFI's marketing message explains the programs and makes short-term requests for donations. While they occasionally blend this message with invitations to community events or special occasions, it lacks emotional appeal. They need to emphasize the long-term effects of donating.

MEDIA STRATEGIES:

REFI primarily promotes its programs through owned and earned media channels. They utilize their own website but often gain more attention when mentioned on the Rockingham County Public Schools' website. While their social media content attracts some attention, it could be greatly enhanced through more engaging posts and partnerships.

Segmenting, Targeting, and Positioning

SEGMENTATION & TARGETING

Primary: parents aged 30–60 of current students in Rockingham County Public Schools

- According to Mintel's journal "Attitudes Toward Nonprofits, US 2022," 72% of parents with children under 18 at home are willing to support causes related to child welfare, compared to 49% of non-parents.



Secondary: married couples aged 60–80 in Rockingham County

- According to a 2023 Forbes study, “Boomers —born between 1946 and 1964—are currently the wealthiest generation on the planet. Their mean net worth falls between \$970,000 to \$1.2 million.”



Segmenting, Targeting, and Positioning Continued

Positioning

- The positioning strategy will focus on local marketing efforts to evoke an emotional response from the target audience. Full Circle recognizes that donating is deeply emotional and involves a low involvement mindset, so simplicity is key. The integrated strategy will highlight REFI and its programs, emphasizing their impact on the lives of children. Sharing success stories, impact statements, and examples of how REFI's programs empower students to become future leaders will resonate with the target audience, particularly parents who aspire for their own children's success.
- This approach also appeals to those seeking to make a difference, demonstrating how their donations lead to long-term, life-changing outcomes rather than just short-term benefits. Additionally, Full Circle will differentiate REFI by spotlighting its unique Teacher Supply Depot program, which provides students and teachers with access to various resources at no cost. An example would be a young student being given the chance to experience high-quality scientific instruments, which sparks inspiration for a future career.

Marketing Goal

Increase revenue from \$108,000 to \$150,000 by June 30th, 2025

Campaign Theme

“Funding the Future”



The campaign theme chosen was “Funding the Future” which highlights the lasting benefits for RCPS students with REFI's support, especially through the Teacher Supply Depot. You will be taken through students' journeys from present to future success, such as winning science fairs and making significant discoveries. The theme is catchy and short, making it easy to remember.

Communication Goals & Strategies

COMMUNICATION OBJECTIVES

1.

Increase brand recognition by 20% by June 2025 through regular exposure to advertisements via radio, newspaper ads, and brochures, ensuring exposure at least 5 times per month. Targeting parents aged 30-60 and married couples aged 60-80, aim to receive a minimum of 10 responses monthly from Rockingham County residents. Prominently display contact information in all advertisements to boost brand awareness and donations for REFI.

2.

By June 30, 2025, increase interest and awareness by 40% among Rockingham County parents aged 30-60 and married couples aged 60-80 through targeted monthly email campaigns and organic Search Engine Optimization efforts, focusing on promoting services or products relevant to their demographic and geographic location.

3.

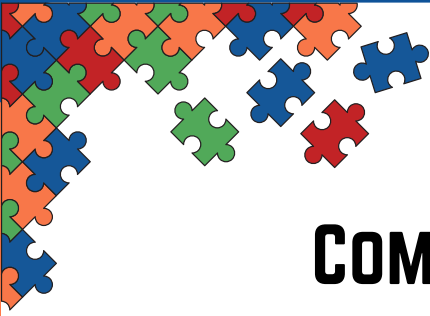
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4.

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5.

By June 2025, achieve a 20% increase in REFI's brand recall and awareness within target markets through strategic support media placements, including HDPT bus and bus stop ads during school seasons, and promotions at JMU and local high school football games, utilizing flighting patterns.



Creative Brief

COMMUNICATION CHALLENGE

- Change the public perception of REFI, which is often lumped together with other local educational non-profits.
- Shift the reason for donations away from short-term, event-specific needs towards a more long-term, impactful approach.

COMMUNICATION OBJECTIVES

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3. By June 2025, increase overall social media engagement by 40%, leveraging paid Facebook advertisements featuring influencer partnerships and a strategic posting strategy, alongside Instagram content planning, consistent posting, and active community engagement, to enhance brand visibility and foster meaningful connections with followers across platforms.
4. By June 2025, increase awareness of REFI among primary and secondary target markets in Rockingham County by 30%, reaching a combined total of 20,000 individuals, through a continuous sales promotion strategy utilizing promotional products such as lunch boxes, pencils, notebooks, tote bags, and water bottles that reinforce REFI's presence in the area among parents aged 30-60 and grandparents aged 60-80.
5. By June 2025, achieve a 20% increase in REFI's brand recall and awareness within target markets through strategic support media placements, including HDPT bus and bus stop ads during school seasons, and promotions at JMU and local high school football games, utilizing flighting patterns.



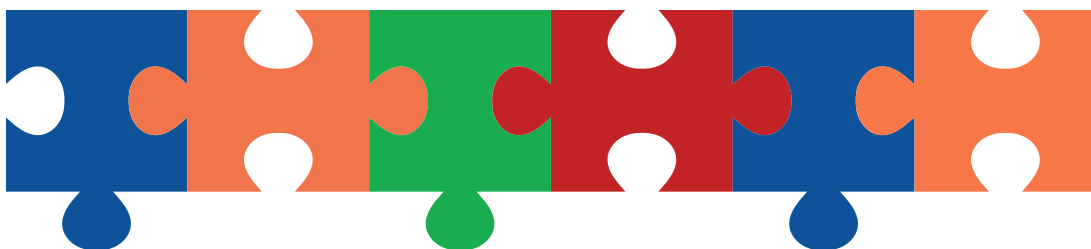
Target Audiences

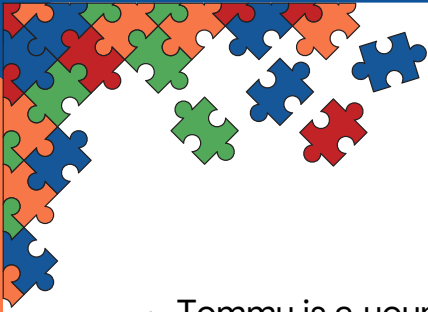
- **Primary:** parents aged 30-60 of current students in Rockingham County Public Schools
 - Behavior: 72% of parents with children under 18 at home are willing to support child welfare
- **Secondary:** married couples aged 60-80 in Rockingham County
 - Behavior: currently the wealthiest generation on the planet and that charitable giving is apart of the overall wealth strategy
- **What target market currently thinks:**
 - REFI is the same as all the other educational non-profits in the area
 - Donations help short-term supply issues and other school issues in Rockingham County
- **What target market will think as a result of IMC:**
 - REFI is a one-of-a-kind organization with their Teacher Supply Depot and level of impact
 - Donations dramatically improve the long-term success of students and families

Product Position/Major Selling Idea

- REFI's positive impact on children's lives
- Donations lead to long-term outcomes, highlighted by the unique Teacher Supply Depot program, inspiring future careers.

Campaign Theme: "Funding the Future"





Story

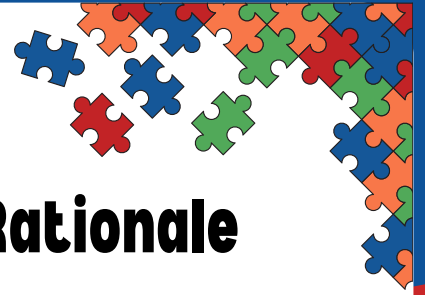
- Tommy is a young student with a passion for science and, supported by REFI's resources, applies it to his learning
- As he improves through school, he ends up winning the science fair
- Much later in life, he makes a groundbreaking scientific discovery as a professional, highlighting the lifelong impact of REFI's support on his education and career

Advertising Appeal & Rationale

- Full Circle will utilize an emotional appeal, specifically love and connectedness
- Rationale: Since REFI is marketing to parents and older, married couples, emotional appeal was chosen. Parents have naturally strong feelings of love for their children, which REFI aims to connect to them. Older couples, having been together for a long time, value feelings of connectedness

Positioning & Rationale

- Full Circle positions REFI and its programs with two key strengths: benefit and involvement.
- In terms of benefit, REFI stands out as the place where your money can make the most impact compared to other similar options
- Regarding involvement, REFI offers the highest level of community engagement, measured not just by the number of events, but by the meaningful impact these events have on donors, stakeholders, parents, and children



Executional Framework Used and Rationale

- Full Circle selected a "slice of life" strategy to translate REFI's message into advertising, taking viewers through key moments in a child's academic journey and showcasing how REFI's support contributes to their growth and achievements.
- By focusing on the long-term progression of students, viewers will see the true value of REFI

Creative Considerations

- Tone: Warm, welcoming, family-oriented
- Graphics: families, children, teachers, and volunteers happily engaging with one another
- Colors: Colors of the classroom, such as solid reds, greens, blues, and oranges

Creative Tactics

- Repetition: using the "Funding the Future" theme across many marketing deliverables
- Story-telling: Integrating Tommy's story throughout all media platforms, each giving a unique perspective to cater to each strength
- Testimonials: Along with scripted scenes, real examples of REFI's impact will be shown too



Media Plan



Introduction to Traditional Advertising

The objective of traditional advertising involves increasing awareness of REFI by 20% among parents aged 30-60 with children in Rockingham County Public Schools, as well as married couples aged 60-80 in the same area. This will be accomplished by utilizing traditional marketing methods such as printed brochures, radio, and newspaper advertisements. Radio will be leveraged by targeting individuals in cars who are passionate about their children's education in Rockingham County. Emphasis will be placed on the significance of donations in providing access to a brighter future for children. Scheduling for radio advertisements will be during prime time in the morning to reach parents driving their kids to school. Brochures will be strategically placed in local grocery stores, coffee shops, and school-sponsored events on a weekly basis. They will feature images of children in school along with the theme "Funding the Future" to capture attention. The content will introduce REFI and its mission, with the aim of raising awareness among individuals frequenting these locations. Additionally, contact information for REFI will be included, potentially leading to increased donations. Newspaper advertising through the Daily News Record will feature an engaging story about a boy named Tommy, highlighting how REFI's support enabled him to excel in the science fair. This narrative approach aims to captivate readers and demonstrate the positive impact of REFI's initiatives in the community.



Objective 1

Enhance brand recognition through repeated exposure among target markets by 20% by June 2025. REFI will do this by making sure they are getting exposed to advertisements at least 5 times per month whether it's radio or newspaper ads or brochures. REFI will schedule radio advertisements during prime time in the morning and have ads in the daily newspaper 3 times a week.

Strategy 1: Making sure that REFI is tracking frequency for all forms of traditional advertising.

Tactics



Keep records of when the newspaper ads are placed and who is buying them.



Use audience measurement tools provided by radio stations to track the reach and frequency of radio ads.



Keep track of how many brochures are taken and how many given to certain places.

Strategy 2: Implement surveys on all types of marketing to see how customer is finding out about REFI

Tactics



Implement survey through email marketing campaign

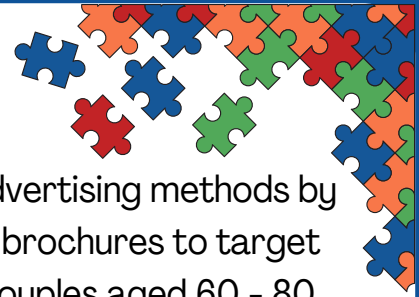


Implement post surveys/interactions on social media



Ask on website when the consumer has donated, "would you mind telling us how you found out about REFI?"




Objective 2



Increase consumer engagement through traditional advertising methods by 20% before June 2025. Utilize radio, newspaper, and brochures to target parents aged 30 - 60 (primary target) and married couples aged 60 - 80 (secondary target). Aim to generate a minimum of 10 responses per month, measured through calls and website visits from individuals in Rockingham County. Determine the effectiveness of marketing efforts by asking respondents how they learned about REFI. Ensure visibility of contact information, including phone number and website, in all advertisements to facilitate response tracking. Enhanced customer interaction is anticipated to elevate brand awareness for REFI, potentially leading to increased donations.




Strategy 1: In all forms on traditional advertising make sure to emphasize call to action bringing more consumers to website

Tactics

-  Add a call to action “Help fund the future now” on all forms of traditional marketing
-  On news paper and brochure, change every week so it has a new call to action
-  Find through surveys which call to action is most effective

Strategy 2: Making sure the target market is getting consistently exposed to REFI ads.

Tactics

-  Track the demographic of who is buying newspapers and who is listening to radio ads.
-  Assign surveys asking if they have kids in Rockingham County.
-  With the use of brochures, ideally REFI’s target markets will see their newspaper ad or radio ad then



Traditional Advertising Rationale

The rationale behind making these decisions for the use of traditional marketing was made in order for people to get more of an awareness of REFI.

The organization wants everyone who lives in Rockingham County to know about REFI because everyone in the community is sending their kids to school here. For the first method, radio advertisements were chosen and will go through WRMA- Harrisonburg during prime time day. Research shows that during this time parents with children in Rockingham county will be off driving their kids to school and then a radio ad will come up. According to TEC Direct Media, radio marketing is very effective for being able to target specific audience members. The target marketing during this time of the day will be dropping off their kids or driving to work. REFI Recognizes that the reason these parents are going to work is so that their children can have a better future. With the script of the ad, emotional topics will be brought up to better

help convert people to REFI supporters. For the next use of traditional marketing, newspaper ads will be run in the Harrisonburg Daily News Record.

Print ads have a really appealing story that will draw something out of the people who read it. It follows a story about a boy who wants to be a scientist when he is older and is entering a science fair and his teacher can't afford the supplies. Then REFI comes in and gets the supplies to the teacher through their

Supply Depot and Tommy is able to win the science fair. This is going to resonate with every parent because they want their kid to be following their passions. One of the main reasons the Daily News Harrisonburg was chosen is because it has been the biggest source of information in Shenandoah for over 100 years according to their website. Research shows that a majority of the primary target market is subscribed because everyone wants to see the latest news. Finally, the last medium of traditional marketing utilized is brochures. The brochures are going to be placed in coffee shops, rest stops, and schools for the target markets to learn about REFI. People are going to these places every single day and this is a great opportunity for REFI to create awareness It's going to show them how they can get involved.

Radio Script Deliverable

Item	Description
Gender	Woman
Length	30 seconds
Target Demographic	Moms with school age children
Character / Narrative	Neighborhood mom
Vocal Direction	Inspirational and friendly
Suggested Music	Pop music / talk show
Suggested Sound Effect	School bell at the beginning

SFX of kids squeal on playground

Are you ready to make a difference in the future of our community? Join Rockingham Education Foundation Inc, also known as REFI, in funding the dreams of the next generation! REFI is dedicated to providing resources and opportunities for students to thrive. From scholarships to teacher depot's, we're paving the way for success. With your support, REFI can ensure every child has the chance to reach their full potential. Invest in the future today with REFI. Visit our website refigivesback.org or call us to see how you can get involved today! Together, let's Fund the Future!

Print Ad Deliverables



REFI
ROCKINGHAM EDUCATION
FOUNDATION, INC

**HELP US
FUND THE FUTURE**
— donate today —

TOMMY'S STORY:
Young Tommy's passion for science knew no bounds. Hindered by scarce supplies, his dreams of exploration seemed out of reach. But thanks to the nonprofit REFI Teacher Supply Depot, Tommy's teacher, Mrs. Rodriguez, received a wealth of different materials for free! Tommy's eyes sparked with excitement as he delved into experiments, igniting a newfound love for science. With REFI support, Tommy's journey from curiosity to discovery became a reality, inspiring his classmates and fueling his dreams of becoming a scientist.

More Details: (540)-564-3211
To help more kids and teachers Donate Now
[HTTPS://WWW.REFIGIVESBACK.ORG](https://www.refigivesback.org)



REFI
ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

FUNDING THE FUTURE

Tommy's Story
Young Tommy's passion for science knew no bounds. Hindered by scarce supplies, his dreams of exploration seemed out of reach. But thanks to the nonprofit REFI's Teacher Supply Depot, Tommy's teacher, Mrs. Rodriguez, received a wealth of different materials for free! Tommy's eyes sparked with excitement as he delved into experiments, igniting a newfound love for science. With REFI's support, Tommy's journey from curiosity to discovery became a reality, inspiring his classmates and fueling his dreams of becoming a scientist.

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

CONTACT US! 100 Mount Clinton Pike Harrisonburg, Virginia 22802
www.refigivesback.org

Brochures



Traditional Advertising Budget

Traditional Advertising				\$3,000.00	15.00%
Radio Ads	Radio	WMRA- Harrisonburg	\$1,600.00	\$1,600.00	8.00%
NewsPaper	Printed ad	Harrisonburg Daily News Record	\$993.00	\$993.00	4.97%
Brochures	Printed Ad	Brochures at grocery/coffee stores 2000	\$520.00	\$520.00	2.60%

SEE APPENDIX C FOR
MORE





Introduction to Digital Advertising

The primary digital marketing objective aims to boost awareness by 40% among parents aged 30-60 with children in Rockingham County Public Schools, as well as married couples aged 60-80 in the same vicinity. This will be accomplished by directing traffic to the REFI website through Search Engine Optimization (SEO). This strategy involves identifying pertinent keywords commonly used by the target audience and incorporating them into the website content to enhance visibility. Furthermore, image optimization will be implemented by integrating prevalent images of educational foundations into REFI's website. Emphasizing the campaign theme, "Funding The Future," digital marketing endeavors will underscore the enduring impact of REFI's support on students' educational paths. Blog posts will spotlight success narratives of children positively influenced by REFI, accentuating the organization's role in molding future professionals. Integration of keywords such as "growth," "future," and "success" on the website will reinforce this messaging, resonating with parents' aspirations for their children's achievements. The secondary digital marketing objective seeks to heighten interest by 35% through monthly email campaigns targeting Rockingham County parents aged 30-60 and married couples aged 60-80 by June 2025. A long-term strategy will be adopted, featuring informative newsletters. These emails will showcase compelling stories highlighting REFI's accomplishments, upcoming events, and links to social media platforms. The campaign theme will seamlessly permeate these communications, with inspiring tales of REFI's impact serving as a recurring segment. Potential donors will be reached through targeted email lists tailored to the desired demographics.



Objective 1

By June 30, 2025, increase interest by 40% by sending monthly emails to Rockingham County parents aged 30-60 and married couples aged 60-80.

Strategy 1: Send out monthly update emails with information about REFI, inspiring stories, and links to social media and website.

Tactics



Compile a list of as target market individuals within the target market from purchased email lists in order to maximize REFI's email's reach.



Make email content entertaining, relevant, and emotional to the people that they are being sent.



Have promotional materials at parent events within the schools to drive more interest in joining the email list.

Strategy 2: Send out event-based emails to promote REFI events and other events that REFI will have a presence at.

Tactics



Promote participation and attendance at REFI events and even events that REFI supports or participates in.



Promote monthly info emails within these emails as a way to stay up to date with all the latest REFI information.



Include in these emails an incentive to attend the event by highlighting the fun raffles and contests that will be going on.

Objective 2

By June 30, 2025, utilize organic methods of Search Engine Optimization to increase interest by 40% among parents aged 30-60 with children in Rockingham County Public Schools, as well as married couples aged 60-80.

Strategy 1: Conduct Keyword Optimization

Tactics



Research different keywords that would be commonly used to search for an organization like REFI.



Use tools like Google Keyword Planner or SEMrush to find high-performing keywords.



Implement these keywords for REFI's website.

Strategy 2: Optimize Images

Tactics



Research different ways to optimize images for REFI's website.



Use these findings to edit the images for REFI.



Optimize keywords that describe the image that can come up in the search results.



Digital Marketing Rationale

The decision to prioritize Search Engine Optimization (SEO) for the REFI website is informed by comprehensive research conducted by industry experts such as HubSpot and Moz. These organizations consistently emphasize the significance of SEO in enhancing website visibility and attracting visitors. By strategically selecting and integrating pertinent keywords that resonate with the target demographic—parents aged 30–60 and couples aged 60–80 in Rockingham County—the objective is to augment website traffic. Additionally, monthly email campaigns will be employed, supported by research from Mailchimp’s online learning center.

Their findings underscore the efficacy of personalized email communication in cultivating robust customer relationships. In today's digital landscape, characterized by information overload, personalized emails serve as a beacon of authenticity amid the noise. Through compelling storytelling, informative content, and visually captivating design, the emails will provide recipients with a personalized experience aligned with their needs and aspirations. Successful examples from marketing internships have provided firsthand insight into the effectiveness of email and SEO campaigns. Companies like Brother International invest considerable time, energy, and expertise in hiring professionals to optimize their online presence, resulting in increased viewership, sales, and publicity. Email campaigns serve a distinct purpose in marketing, contributing to brand promotion and enhancing participation in donation-related events. Regarding email lists, the cost per thousand emails typically ranges from \$100 to \$400. For REFI’s target market, estimating an approximate cost of \$200 per thousand addresses. Based on these projections, a budget of \$2,000 will be allocated to email marketing and \$1,000 to support SEO goals and strategies.

Digital Marketing Deliverables

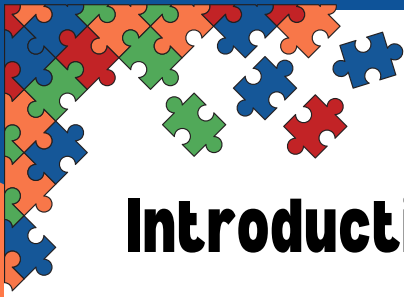


Digital Marketing Budget

Digital Marketing				\$3,000.00	15.00%
Email Marketing	Email	Gmail Professional Account PLUS Consumer Email Lists (average of \$200 per thousand email addresses)	\$2,000.00	\$2,000.00	10.00%
SEO Strategies	SEO Sites	Google Keyword Planner and/or SEMrush	\$1,000.00	\$1,000.00	5.00%

SEE APPENDIX D FOR
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Introduction to Social Media Marketing

The aim for social media marketing is to increase Facebook engagement by 40% and Instagram engagement by 50% by June 30, 2025. This will be accomplished through targeted paid Facebook advertising campaigns, conducted in partnership with influencers, and complemented by a strategic posting schedule to nurture meaningful connections with the audience. On Instagram, strategic content planning, consistent posting, and active community engagement will be employed to enhance brand visibility and foster connections with followers. The focus is on engaging parents, guardians, and grandparents associated with students attending, planning to enroll, or alumni of Rockingham County Public Schools. With the campaign theme, "Funding the Future," Facebook will be utilized to demonstrate how REFI contributes to the long-term benefit of students.

The primary target market comprises parents aged 30 to 60, with a secondary emphasis on married couples aged 60 to 80. Outreach efforts will be localized within Rockingham County. To achieve these objectives, a flighting-based posting strategy will be implemented on Facebook, featuring carefully planned intervals and breaks aligned with school schedules. Additionally, paid advertisements in collaboration with influencers will be strategically timed to coincide with the resumption of school activities and peak fundraising periods. This multifaceted approach ensures targeted engagement and efficient resource utilization to attain the desired outcomes.

Objective 1

By June 30, 2025, increase Facebook engagement by 40% by running paid facebook advertisements that incorporate partnerships with influencers while maintaining a flighting posting strategy to create meaningful connections with REFI's followers.

Strategy 1: REFI will run paid Facebook advertisements that include partnerships with influencers to direct the target markets to REFI's account.

Tactics



Run inspiring and engaging ads to reach new target audience users and users who have interacted with REFI's Facebook content in the past.



Use Facebook Ads Manager to target specific demographics, interests, and geographic locations to reach people that align with REFI's parent target audience.



Use Facebook Boost Posts to get REFI's latest posts higher on the follower's feed.

Strategy 2: REFI will grow their following in an organic way and post on a flight based schedule which will allow time for REFI's posts to go viral.

Tactics



Create engaging posts with inspiring visuals and persuasive messaging that incites curiosity to REFI and what they do.



Encourage user-generated content by releasing posts that encourage followers to share their experiences and tag REFI's Facebook account.



Use a content calendar to ensure consistent posting of content every Sunday and Wednesday, with more posting around the holiday seasons.



Objective 2

By the end of June, 2025, increase Instagram engagement by 40% through strategic content planning, consistent posting schedule, and active community engagement, ultimately driving higher brand visibility and fostering meaningful connections with REFI's followers.

Strategy 1: Content Strategy

Tactics



Develop a content strategy that focuses on creating visually appealing and relevant posts that resonate with REFI's target audience.



Post high-quality images, informative captions, engaging stories, and interactive features such as polls or do live streams at least once a week.



Deliver valuable content that aligns with the interests and needs of REFI's audience, can encourage more likes, comments, and shares, thereby boosting engagement.

Strategy 2: Community Engagement through Instagram

Tactics



Actively engage with REFI's followers by responding to comments, messages, and mentions in a timely and genuine manner.



Proactively seek out and engage with relevant accounts, influencers, and communities within REFI's industry or niche.



By fostering authentic interactions and building relationships with REFI's followers and other users, they can increase their reach, visibility, and overall engagement on Instagram.



Social Media Rationale

Rockingham Educational Foundation, (REFI), as a nonprofit organization dedicated to enhancing educational opportunities within Rockingham County Public Schools, stands to benefit significantly from leveraging Instagram and Facebook boosted ads and posts to amplify its outreach efforts. The strategies outlined achieve specific engagement objectives, driving higher brand visibility and fostering meaningful connections with potential donors. There are plenty of reasons why this approach is important. Firstly, we'd like to target a demographic which primarily consists of parents aged 30 to 60 and grandparents aged 60 to 80. Instagram and Facebook serve as touchpoints where people seek information, engage with content, and connect with causes that resonate with them. By strategically crafting content tailored to these demographics and utilizing targeted advertising, REFI can reach and engage the audience. The use of paid Facebook advertisements presents an opportunity for REFI to expand its reach beyond its existing follower base. Leveraging Facebook Ads Manager allows for precise targeting based on demographics, interests, and geographic locations. The implementation of a flighting-based posting strategy on Facebook, with a consistent posting schedule on Instagram, ensures that REFI maintains a steady supply of engaging content. This approach not only keeps the organization top-of-mind but also allows for strategic timing of posts to coincide with key periods and school activities. By fostering authentic interactions and encouraging user-generated content, REFI can cultivate a sense of community and belonging among its followers. The emphasis on high-quality visuals, connecting captions, and interactive features on Instagram aligns with the preferences of REFI's target market.

Social Media Deliverables

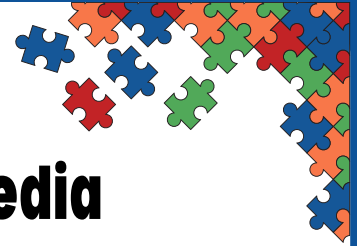


Social Media Budget

Social Media Marketing				\$4,000.00	20.00%
Facebook Ads	Internet	Facebook	\$2,500.00	\$2,500.00	12.50%
Facebook Post Boosts	Internet	Facebook	\$300.00	\$350.00	1.50%
Instagram (CPC)	Internet	Instagram	\$1,200.00	\$500.00	6.00%

SEE APPENDIX E FOR
MORE





Introduction to Support Media

For the use of support media the main goals are looking to increase the level of awareness from parents with children in Rockingham county ages 30-60 and people age from 60-80 who reside in Rockingham county by 15% and have it done by June 2025. The first way Full Circle is going to achieve this will be by having REFI advertisements on HDPT buses during the time when school is in session. Full Circle think that this will be a great way to reach REFI's target markets. Everybody is going to be driving in Rockingham county or going through town and they are going to see REFI on the HDPT buses. At first they are going to wonder what it is but if they have been exposed to REFI's other advertisements this will make REFI pop up again in their head and will make them remember how REFI is funding the future. By incorporating REFI's theme into this ad on the bus it is going to show everyone who sees it that REFI is funding the future of kids in Rockingham county. A second way REFI is going to use support media is by having REFI sponsor JMU football and basketball games by having REFI come up on the screen and showing REFI's theme about funding the future. This will be a great way to build awareness from REFI because REFI's target market is attending these games and with having REFI on the billboard it will draw attention, also REFI will sponsor local high school games as well. For REFI's scheduling pattern REFI will use a flighting schedule and only during the months of school. With these two ways of using support media REFI will be able to reach 15000 people.



Objective 1

For the first objective REFI is going to implement advertisements on local HDPT buses and bus stops by using a flighting pattern to match the time when school is in season. With this REFI should see a 30% increase in REFI recall with their target markets. The goal is to achieve this by June 2025.

Strategy 1: Bus bench ad and bus ad is created to cater to the environment and situation while relating to the “Funding the Future” campaign.

Tactics



REFI logo is displayed large enough to make sure the target market can visually interpret the brand among all the other outdoor advertising commanding their attention.



Keep the message on the advertisements short and sweet due to the short exposure time. An example message would be “Join REFI’s mission of educational excellence in RCPS.”



Provide a clear call to action underneath the main message in smaller letters showing REFI's website and phone number. “Visit refigivesback.org or call 540-564-3218.”

Strategy 2: Advertisements are strategically placed based on target market preferences and geographic scope in order to achieve maximum exposure and recall.

Tactics



Bus bench advertisements are located near schools, such as near school bus stops, to effectively reach REFI's target market (parents with children in RCPS).



Bus advertisements are placed specifically on Harrisonburg Department of Public Transportation (HDPT) buses to make sure the people viewing the advertisements are target market individuals.



The advertisements will be placed on the sides of the buses rather than the back because the sides are more visible to parents walking on the sidewalk when they are talking their kids to the bus stop each day.

Objective 2



For the second objective REFI is going to be promoting on the screen at JMU football and basketball games. REFI will also be promoted with banners at local high school football games as well. REFI will use a flying approach for this and hopes to see a 30% increase in brand awareness within the target markets. REFI wants to achieve this by June 2025

Strategy 1: With the use of social media encourage people who are attending these games to share their experience on social media with a REFI hashtag. This will help spread awareness of REFI.

Tactics



Visual branding- make sure all advertisements that are displayed at these games are including the REFI hashtag. This will ensure that everyone who is attending will be familiar with the hashtag and this can spread awareness of REFI



Announcements- during halftime or timeouts have the announcer say something about sharing their experience with the REFI hashtag. REFI can also have it as a contest and say the person who's hashtag gets the most likes or something of that nature wins a prize.



Geo targeted filters- through snapchat and instagram have a REFI x JMU or local highschool game filter that is exclusive to the location of where the game is taking place. This will have people post with these filters and build awareness to REFI.

Strategy 2: Having REFI being interactive during the games during these events. Have students from local highschools come to the games and compete for a fun prize.

Tactics



For the JMU games, have REFI vip experiences this will be for donors of REFI who have donated over \$1000. With this these donors will receive seats that are paid for and free food.



Have interactive quizzes at the games that are based on facts about Rockingham County and educational topics. With this make sure to include an outro with funding the future with REFI.



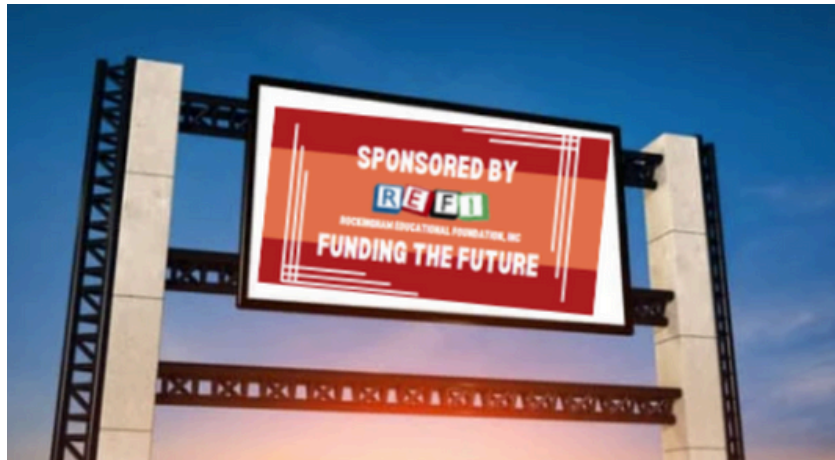
Student scholarship contest- at the games have students who have excelled in their academics and have achieved many things get a scholarship during halftime. While handing the scholarship they should talk about how the money is going to be put to funding the kids future.



Support Media Rationale

The strategy to enhance recall and awareness with REFI's target market involves two primary approaches. Strategically positioning bus bench and bus advertisements near schools and school bus stops ensures maximum exposure to the target market (parents with children in RCPS). The closer the ads are placed relative to the target audience, the more effective they will be. Locating ads near schools optimizes exposure to, parents, REFI's primary demographic. Additionally, placing advertisements on HDPT buses and other bus services around the county guarantees visibility among the target market because bus advertising reaches massive amounts of people over a span of weeks while the traveling billboard is active. Side placements on the buses were chosen because parents will be walking their children to bus stops and will be able to better see the side of the bus compared to the back. The goal is increasing brand awareness by 10% through promotion at sporting events requires social media integration for full success. Incorporating the REFI hashtag in all event advertisements helps to create brand recall. Engaging event attendees through announcements and contests during the sporting events makes the venue messaging more effective and encourages social media sharing, creating user-generated content that is highly effective in generating buzz for a brand. Moreover, implementing geo-targeted filters specific to the sporting event on Snapchat and Instagram will enhance the overall effectiveness of venue marketing. According to an article by Adweek, geo-targeted filters are a great way to enhance a marketing campaign and get around some of the privacy restrictions set in place. With these filters, game attendees can take pictures or videos of themselves at specific games that include fun features in the frame. In this filter, the REFI logo will be displayed in a subtle but noticeable manner, likely resulting in many pictures and videos being shared with friends and family, thus enhancing exposure to the REFI campaign. The addition of interactive games during halftime and special scholarship announcements will also assist in generating awareness for the "Funding the Future" campaign. These methods were chosen because the more interactive the venue marketing can be made, the more overall engagement and awareness REFI will receive. REFI's overall goal of venue advertising is to generate interest that leads to voluntary exposure, whether that be the target market searching for REFI on social media platforms or using the REFI hashtag in their posts, leading to more exposure.

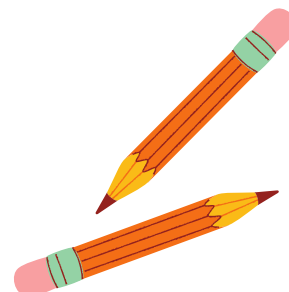
Support Media Deliverables

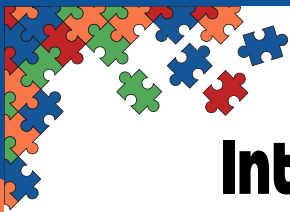


Support Media Budget

Support Media				\$4,000.00	20.00%
Bench Advertisements	Physical	Advertisements placed on bus benches and on the buses themselves around Rockingham County	\$1,500.00	\$1,500.00	7.50%
Venue Advertising	Physical	Advertisements placed in venues, for example at sporting events	\$2,500.00	\$2,500.00	12.50%

SEE APPENDIX F FOR
MORE

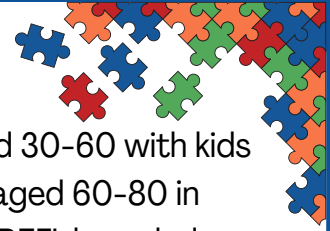




Introduction to Sales Promotion

The primary objective for the support media is to enhance awareness of REFI among consumers in the target markets by 20% before June 2025. These markets include parents aged 30-60 with children enrolled in Rockingham County schools and grandparents aged 60-80 in the same area. To achieve this, REFI plans to distribute promotional items such as lunch boxes, pencils, and notebooks, reinforcing its presence in Rockingham County. The goal is to reach 8,000 individuals through a continuous strategy. Increasing awareness among these demographics is vital for REFI to expand its reach and establish itself as a trusted brand within the community. By targeting parents and grandparents, who play influential roles in family decisions, REFI aims to solidify its position in the area and foster stronger connections. The first strategy involves offering free lunch boxes featuring REFI's logo to individuals who donate \$100 or more. This tactic serves as an incentive to encourage donations while providing tangible benefits to donors, such as practical and durable lunch boxes for their children. The second strategy entails offering notebooks and pencils as complimentary gifts for donations of \$30 and above. By leveraging the appeal of school supplies as incentives, REFI seeks to drive engagement and support for its initiatives. The multiple promotional campaigns to raise awareness for both strategies REFI will be "Funding the Future" themed which aligns with REFI's campaign theme. These strategies align with REFI's mission to enhance community engagement and support while increasing brand visibility. Through the distribution of branded merchandise and donation incentives, REFI aims to strengthen its presence in Rockingham County and establish meaningful connections with local families and residents.

Objective 1



Increase awareness of REFI by 20% among primary (parents aged 30–60 with kids in Rockingham County schools) and secondary (grandparents aged 60–80 in Rockingham County) target markets by June 2025. Distribute REFI-branded promotional products like lunch boxes, pencils, and notebooks to reinforce presence in Rockingham.

Strategy 1: Create a lunch box with REFI's logo on it and give them out for free when a donation has been made of \$100 and up. Guests are encouraged to give their children (students) to use for school and other events.

Tactics



Collaborate with a manufacturer to design durable, safe lunch boxes featuring REFI's logo. Ensure high-quality materials and consider adding features like compartments, insulation, and easy-to-clean surfaces.



Promote a campaign offering lunch boxes for donations of \$100+. Use social media, email newsletters, flyers, and school websites to inform parents. Emphasize the benefits like practicality, durability, and safety of the lunch boxes.



Encourage parents and guardians to donate for REFI's incentives to receive a lunch box for their child. Highlight the importance of family engagement with REFI's initiatives and the chance for children to enjoy nutritious meals in their new REFI-branded lunch boxes.

Strategy 2: Create a notebook and pencil featuring REFI's logo prominently displayed on the front and give them out for free when a donation has been made of \$30 and up. Guests are encouraged to give their children (students) to use for school and other events.

Tactics



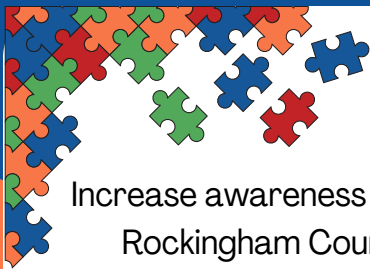
Provide free notebooks and pencils for donations of \$30 or more at REFI-sponsored school events. Simplify the donation process with online, on-site, and mail-in options.



Collaborate with a supplier to design notebooks and pencils featuring REFI's logo. Ensure high-quality materials and sustainability for pencils. Customize the design to reflect REFI's branding.



Encourage parents to donate and receive notebooks and pencils for their children by highlighting the benefits of supporting education. Offer opportunities to learn more about REFI's cause and its community impact.



Objective 2

Increase awareness of REFI among primary (parents aged 30-60 with children in Rockingham County schools) and secondary (grandparents aged 60-80 in Rockingham County) target markets by 20% by June 2025. Utilize promotional products like tote bags and water bottles to reinforce REFI's presence in the area.

Strategy 1: Offer a free tote bag featuring REFI's prominent logo at sponsored events, such as specific raffles within various hosted events.

Tactics



Offer tote bags as prizes for participating in raffles during REFI events. Attendees can earn entries by engaging in various activities. Highlight the stylish design and practicality to encourage participation.



At the REFI event, conduct on-site raffle draws for tote bag prizes. Announce winners and distribute prizes, exciting attendees. Promote participation by emphasizing the chance to win exclusive merchandise with REFI's logo.



Create event-specific tote bag designs with unique branding elements. Offer these limited-edition bags as raffle prizes to incentivize participation and enhance their perceived value.

Strategy 2: Create a water bottle with REFI's logo displayed on the front and given out for free when people participate in REFI sponsored events: such as a specific raffle, golf tournament, and send in donations.

Tactics



Offer the water bottle as a prize for participating in a REFI-sponsored raffle. Participation is open to all attendees, who can also engage in games, surveys, or donations to support REFI's goals.

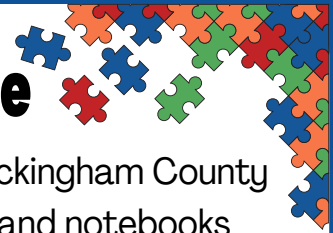


Provide the water bottle as a reward to individuals who sign up to participate in the "Chip In" golf tournament, as a gesture of appreciation for their donation and support of REFI.



REFI will also send the water bottle to those who have donated over \$100, in addition to receiving the lunchbox. As a bonus thank-you for supporting the organization, REFI will include a water bottle when you spend \$100 or more.

Sales Promotion Rationale



The decision was made to promote REFI's name across Rockingham County using promotional products such as a lunch box, pencils, and notebooks adorned with the REFI's logo. Research indicates that promotional products are effective tools for building brand recognition and enhancing consumer engagement (Forbes, 2021). According to a study by the Advertising Specialty Institute (ASI), "Consumers have learned to ignore most forms of advertising. The recall rate for promotional products is a record 85% for some products. There is something unique about receiving a physical item that you can touch, feel, and actually use, that far exceeds the impact of a TV commercial or search ad." This approach was deemed the most beneficial for reaching the primary target market of parents aged 30-60 with children enrolled in the Rockingham County school system. REFI's mission is to give back to the community, but community support and donations are essential for achieving this mission. The inclusion of tote bags and water bottles as rewards for participation in REFI-sponsored events, such as annual golf tournaments and fundraising drives, leverages the appeal of practical merchandise and community engagement. Similarly, offering notebooks and pencils featuring REFI's logo as complimentary gifts for donations of \$30, a lunchbox for donations reaching \$100, and a water bottle for donations exceeding \$100 serves as an effective strategy to promote consumer engagement and support. By aligning the distribution of these school supplies with donations, the aim is to reinforce the message of giving back to the community while providing valuable resources for students' educational needs. Encouraging parents and guardians to participate in the donation drive and receive notebooks and pencils for their children highlights the benefits of supporting the cause and emphasizes the importance of education and school supplies in students' academic success. Providing opportunities for attendees to learn more about the cause supported by REFI and its impact on the community fosters a sense of connection and purpose among donors. By aligning tactics with the preferences and needs of the target audience, there is confidence in the ability to achieve objectives and foster lasting connections with the community.

Sales Promotion Deliverables



\$30 Donated:
Notebook & Pencil!

↓

\$100 Donated:
Custom Lunch Box!

ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

EARN FREE GIFTS

\$10

\$20

\$30

\$50

\$70

\$100

Name :

Phone Number :

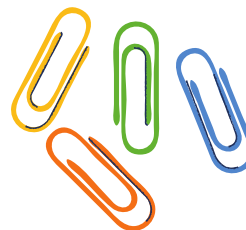
Thank you for helping us fund the future. One step at a time.
[refgivesback.org](https://www.refgivesback.org)

*To redeem gifts, please mail in with check or call if donated online

Sales Promotion Budget

Sales Promotion				\$6,000.00	30.00%
Promotional Goods	Handed Out	Given out and delivered to consumers who meet the qualifications	\$4,000.00	\$4,000.00	20.00%
Promotional Materials	Digital and Physical	Flyers, posters, various social media platforms	\$2,000.00	\$2,000.00	10.00%

SEE APPENDIX G FOR
MORE



Media Flowchart

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
	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
Traditional																								
Radio																								
Newspaper																								
Brochures																								
Digital																								
SEO																								
Email																								
Social Media																								
Facebook (Paid and Organic)																								
Instagram (Paid and Organic)																								
Support Media																								
Venue																								
Bus Advertisements																								
Bench Advertisements																								
Sales Promotion																								
Loyalty Programs																								
Premiums																								
Key																								
No Activity																								
Low Activity																								
High Activity																								

A	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW
	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																								
Radio																								
Newspaper																								
Brochures																								
Digital																								
SEO																								
Email																								
Social Media																								
Facebook (Paid and Organic)																								
Instagram (Paid and Organic)																								
Support Media																								
Venue																								
Bus Advertisements																								
Bench Advertisements																								
Sales Promotion																								
Loyalty Programs																								
Premiums																								
Key																								
No Activity																								
Low Activity																								
High Activity																								

Budget Breakdown

Total Budget:	\$20,000.00				
	Medium	Medium Vehicle	Dollar Amount		Percent of Budget
			Medium Vehicle	Medium	
Traditional Advertising			\$3,000.00		15.00%
Radio Ads	Radio	WMRA- Harrisonburg	\$1,600.00	\$1,600.00	8.00%
NewsPaper	Printed ad	Harrisonburg Daily News Record	\$993.00	\$993.00	4.97%
Brochures	Printed Ad	Brochures at grocery/coffee stores 2000	\$520.00	\$520.00	2.60%
					0.00%
					0.00%
					0.00%
Digital Marketing			\$3,000.00		15.00%
Email Marketing	Email	Gmail Professional Account PLUS Consumer Email Lists (average of \$200 per thousand email addresses)	\$2,000.00	\$2,000.00	10.00%
SEO Strategies	SEO Sites	Google Keyword Planner and/or SEMrush	\$1,000.00	\$1,000.00	5.00%
					0.00%
					0.00%
					0.00%
					0.00%
					0.00%
Social Media Marketing			\$4,000.00		20.00%
Facebook Ads	Internet	Facebook	\$2,500.00	\$2,500.00	12.50%
Facebook Post Boosts	Internet	Facebook	\$300.00	\$350.00	1.50%
Instagram (CPC)	Internet	Instagram	\$1,200.00	\$500.00	6.00%
					0.00%
					0.00%
					0.00%
Support Media			\$4,000.00		20.00%
Bench Advertisements	Physical	Advertisements placed on bus benches and on the buses themselves around Rockingham County	\$1,500.00	\$1,500.00	7.50%
Venue Advertising	Physical	Advertisements placed in venues, for example at sporting events	\$2,500.00	\$2,500.00	12.50%
Direct Marketing					0.00%
					0.00%
					0.00%
Sales Promotion			\$6,000.00		30.00%
Promotional Goods	Handed Out	Given out and delivered to consumers who meet the qualifications	\$4,000.00	\$4,000.00	20.00%
Promotional Materials	Digital and Physical	Flyers, posters, various social media platforms	\$2,000.00	\$2,000.00	10.00%
Total Budget:			\$20,000.00		100.00%

Budget Summary



BUDGET OVERVIEW

The budget created by Full Circle marketing will include traditional marketing, Digital Marketing, Social Media Marketing, Support Media and Sales promotion. With a budget of \$20,000 Full circle marketing knows that this will be able to help REFI increase their revenues by June 2025. The overall campaign theme for the campaign that Full Circle Marketing hopes to achieve with this is Funding the Future.

TRADITIONAL MARKETING BUDGET (15%)

For traditional Marketing the overall budget is \$3,000 or 15% of the total budget and it's split into 3 parts. With \$1,600 dollars or 8% going to radio advertising through the WMRA. Full Circle Marketing knows that this will be a great opportunity to reach parents driving or coming home from dropping their kids off from school. REFI should plan on running these once a week when school is in session during prime time morning. REFI's second piece for traditional will be newspaper advertising which is allocated 4.97% of the budget. The reasoning for this is that through the use of newspaper REFI will be able to pop into the target markets head. The last piece of traditional marketing would be the use of brochures which is 2.6% of the budget. The reasoning for the brochures is very similar and it's to put REFI on the map.

DIGITAL MARKETING BUDGET (15%)

For digital marketing Full Circle advertising will be utilizing 15% of the budget or \$3000. Out of the \$3000 half will go to Email marketing and the other half will go to SEO Strategies. For the email marketing Full Circle advertising will be utilizing a Gmail professional account and also including the current customer list from REFI. With the email marketing REFI will be able to reach out to people more frequently through email. Lastly, with SEO REFI will be utilizing google keyword planner search. With this REFI will be known in Rockingham County when people search up local non profits REFI will be the foundation to pop up due to SEO.



SOCIAL MEDIA MARKETING (20%)

With Social Media Marketing Full Circle Advertising will be allocating 20% of the budget towards it divided up into three categories with the following allocations. Facebook ads which will be 12.5%, Facebook Post Boosts which will be 1.5% and finally instagram which will be 6%. The reasoning with Facebook is that out of all the social media platforms this is the one that is going to be most commonly used with REFI's target market which is why it has the largest portion of the budget allocated to it. For the Facebook posts boost this is to help build REFI from the organic side and help it be shown to more people to build up its brand. Lastly, with instagram Full Circle Advertising knows that people who are in the target market are starting to make instagram accounts and this will be another way for REFI to reach them.

SUPPORT MEDIA (20%)

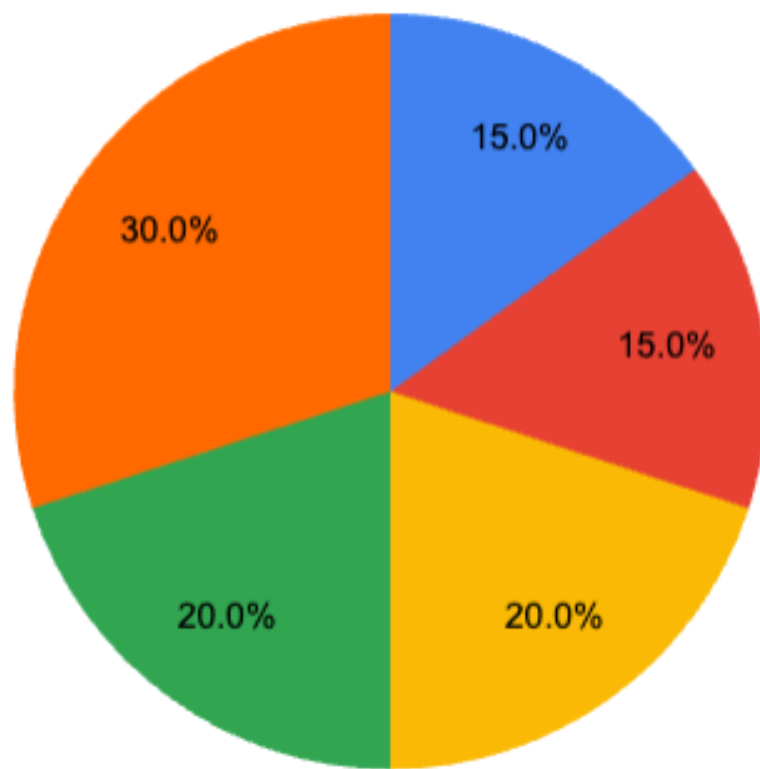
For support Media 20% or \$4,000 will be allocated and it will be divided into the following 7.5% to bench and bus advertising and 12.5% to venue Marketing. The rationale for the bench and bus advertising is that the target market is going to be around in the area and they are going to see the buses going to and from their destination. With REFI being on them this will serve as a way to remind them of REFI and if they have previously seen it before. With Venue Marketing Full Circle Advertising plans to be at JMU football games and possibly the basketball games. Once REFI has the opportunity to sponsor a segment this will attract a ton of attention to them and their target Market is likely to be at JMU games.

SALES PROMOTION (30%)

For the last piece of the budget the remaining 30% will be allocated into sales promotion. It will be split up into two parts and 20% going to promotional goods which will be part of REFI'S reward program so when someone donates a certain amount they will get handed a good. The last 10% of the budget will be through promotional materials both digital and physical. These will take place in social media and flyers and will be placed on places where the target market frequents.

Budget Breakdown Pie Chart

- Traditional Advertising
- Digital Marketing
- Social Media Marketing
- Support Media
- Sales Promotion





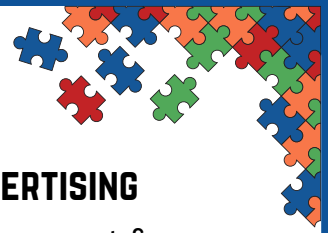
Measuring IMC Program Effectiveness

MEASUREMENT AND EVALUATION OF MARKETING GOALS

Full Circle's primary marketing goal is to increase revenue from \$108,000 to \$150,000 by June 30th, 2025, serving as the ultimate measure of success for the marketing plan. Quarterly revenue checks will be conducted to monitor progress leading up to June 30th, 2025. On this date, a meticulous review of accounting records will align the anticipated revenue of \$150,000 with the actual figure, ensuring goal attainment.

MEASUREMENT AND EVALUATION OF COMMUNICATION GOALS

Full Circle's primary communication objective is to increase awareness by 30% among the core demographic of parents aged 30-60 with children enrolled in Rockingham County Public Schools, while also targeting the secondary demographic of married couples aged 60-80 in Rockingham County, by June 30th, 2025. To assess the effectiveness of this objective and others with awareness as a focus, Full Circle will employ metrics pertaining to both digital marketing and website engagement. Concerning digital marketing efforts, Full Circle will meticulously differentiate between organic and paid views to gauge their individual efficacy, while also monitoring the overall volume of views across all digital advertisements. In tandem, Full Circle's website analytics will focus on measuring click-through rates to evaluate traffic, alongside analyzing the level of consumer interaction and engagement. The secondary communication goal at Full Circle revolves around increasing interest within REFI's primary and secondary target markets. Full Circle's approach will primarily focus on boosting website traffic, recognizing that the wealth of information available therein will inherently spark interest. Evaluation of this strategy will center on click-through rates (CTR) to gauge the influx of traffic to the website. Furthermore, Full Circle will use Key Performance Indicators (KPIs) to understand the correlation between website traffic and donation metrics. Full Circle's next major communication goal aims to elevate the desire within both REFI's primary and secondary markets by 35%. To quantify this enhancement, Full Circle will employ metrics such as Share and Forward rates, which will provide valuable insights into the extent of audience engagement and willingness to share content.

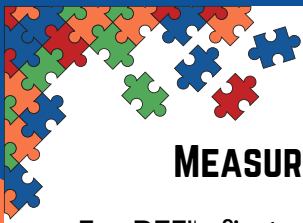


MEASUREMENT AND EVALUATION OF TRADITIONAL ADVERTISING

Full Circle will influence consumer behavior by increasing engagement from traditional advertising by 10% before June 2025. A part of the plan is to use radio, newspaper and brochures that will reach parents ages 30 - 60 (primary target) and married couples 60 - 80 (secondary target). The plan is to receive a minimum of 10 responses per month from calls to website visits from people in Rockingham County. REFI will be able to see if it comes from the marketing efforts by asking them how they found out by REFI. Full Circle can achieve this by having REFI's phone number and website in all of the advertisements. By getting more interaction from customers, Full Circle knows this can increase brand awareness of REFI and lead to more donations. This objective can be evaluated by tracking how many potential donors are buying REFI newspapers and are also listening to the radio when the ads are playing. Then they can evaluate this by using surveys to see out of these potential donors how many have a student or know a student attending a Rockingham County public school. These surveys will be able to show the effectiveness of the newspaper and radio ads on the customers' understanding of the brand after noticing the print ads.

MEASUREMENT AND EVALUATION OF SOCIAL MEDIA MARKETING

Full Circle Ad Agency's social media marketing efforts will be primarily focused on Facebook and Instagram. It was designed to increase Instagram engagement by 20% through strategic content planning, consistent posting schedule, and active community engagement, ultimately driving higher brand visibility, driving up donations and fostering meaningful connections with REFI's followers. Also to increase REFI's Facebook account following by 40% by June 30, 2025. Both of these objectives can be evaluated through different analytics tools provided by both Instagram and Facebook platforms to help track relevant metrics. There are different platforms that also provide valuable tools such as, Meta Business Suite, which lets you look at your Instagram and Facebook metrics side-by-side which could be very helpful in getting insights into the audience's behavior and responses to social media posts by tracking clients views, click-through rates, cost-per-click, and return on ad spending, etc.



MEASUREMENT AND EVALUATION OF SUPPORT MEDIA MARKETING

For REFI's first support media objective, Full Circle will deploy REFI advertisements on local HDPT buses and bus stops using a lighting pattern aligned with the school season. This approach aims to yield a 20% increase in REFI recall within REFI's target markets by June 2025. To evaluate effectiveness, Full Circle will conduct post-testing after each ad run during the games, allowing viewers to scan a QR code displayed on the big screen to participate in contests and raffles. The success criterion is achieving at least a 10% scan rate among venue attendees. For the second support media objective, Full Circle will promote REFI on screens at JMU football and basketball games, as well as via banners at local high school football games. Employing a lighting strategy, REFI anticipates a 10% increase in brand awareness within REFI's target markets by June 2025. Venue marketing at JMU football games will involve displaying REFI on the megatron and encouraging viewers to learn more and donate. Full Circle will track effectiveness by monitoring QR code scans, aiming for a 10% scan rate among attendees. Additionally, for bus advertisements, Full Circle will assess visuals by conducting focus groups with the target market to gauge reactions and responses. Cognitive testing using eye trackers will help analyze which parts of the ad draw the most attention, critical for capturing viewer interest within a limited timeframe.

MEASUREMENT AND EVALUATION OF SALES PROMOTIONS

Full Circle is committed to keeping a close pulse on the effectiveness of REFI's sales promotion efforts, such as REFI's loyalty programs and giveaways, to ensure they're hitting the mark with REFI's audience. We'll be continuously monitoring key metrics like the number of inquiries received, the level of participation in REFI's events, and the loyalty REFI's customers show to REFI's brand. If any areas are detected where the strategies aren't performing as strongly as we'd like, Full Circle will swiftly adjust course to optimize results. Furthermore, Full Circle will be closely evaluating the impact of REFI's loyalty programs and freebies, assessing how well they're encouraging REFI's audience to take desired actions and remain engaged with REFI's offerings. Through meticulous tracking and analysis, the aim is to continually refine and enhance REFI's sales promotion strategies to better align with the objectives of REFI's campaign. REFI's ultimate goal is to foster stronger connections with their audience and drive meaningful results that contribute to the success of their initiatives.



MEASUREMENT AND EVALUATION OF DIGITAL MARKETING

As Full Circle rolls out the IMC plan, they will be keeping a close eye on how well the digital marketing is performing. This means looking at things like our social media posts, emails sent out, and how people find REFI on Google. Full Circle will be checking regularly to see how many people are seeing and interacting with REFI's social media posts. REFI will want to know if their followers are growing and if they're liking, sharing, and commenting on what is shared. For online newsletters, Full Circle will be watching to see if people are opening them, clicking on the links inside, and signing up for events or newsletters. Trying to make the emails more personal will generate better results. And when it comes to REFI's website, Full Circle will be using tools like Google Analytics to see how many people are visiting, what they're doing on the site, and if they're doing what is wanted of them like signing up for events or making donations. By keeping a close watch on all these elements, Full Circle can make sure the digital marketing piece is on track to help us reach REFI's goals.



Conclusion

The “Funding The Future” Campaign will be used to express to the people of Rockingham County the importance of funding the next generation. With the use of this campaign REFI hopes that it will be able to increase revenue from \$108,000.00 to \$150,000 by June 30th, 2025. The plan will be put in action starting July 1st 2024 and will conclude on June 30th 2025. By following the plan that has been laid out, Full Circle believes that REFI will be able to achieve this goal. By focusing on the primary and secondary markets, REFI will be able to create more brand awareness with the use of a structured IMC plan. Once REFI sees this increase in awareness, it will lead to a higher attendance of their events which will lead to a larger amount of support, both financial and through service. Using marketing strategies which include traditional advertising, digital advertising, social media marketing, support Media, and sales promotion; REFI will be able to reach both the primary and secondary target markets. By implementing this theme and consistent messaging into all of REFI’s marketing, everyone in Rockingham County will know that REFI is funding the future for children in their community. REFI knows how much the people of Rockingham County value their child's future and with this message, every parent in the county will support REFI. Full Circle has delivered a fully functioning integrated marketing communication plan to REFI so that REFI can make more of an impact than ever.

RECOMMENDATIONS MOVING FORWARD

- Keep a consistent schedule with organic content on all social media
- Create more content with the people they are helping (ex. teachers or students who won scholarship and how it changed their life)
- Keep stressing the message, “Funding the Future,” and make it something that people will associate with REFI

Appendix A: Consumer Persona

ABOUT ME

This is Jennifer Stone a Social Media Manager at an Ad agency. She enjoys designing ads for her clients and working with her staff to meet the needs of the clients.

GOALS

A goal of Jennifer's is to grow her team and meet the expectations faster for her clients. She also wants to improve her public speaking and work on being more extraverted in the work place.

FRUSTRATIONS

She however is frustrated by how slow it takes apps to open or load. As well as she isn't very good at analytics so some websites take longer for her to figure out.



JENNIFER STONE
Social Media Manager
Age: 23
Gender: Female
Location: Miami, Florida

FAVORITE BRAND



PERSONALITY

DESIGN THINKING ●●●●●

SOCIAL MEDIA ●●●●●

PUBLIC SPEAKING ●●●●●

ANALYTICS ●●●●●

SKILLS

EXTROVERT INTROVERT

COMMUNICATION

PROBLEM-SOLVING

LOYAL INTUITION



ROCKINGHAM RANDY

AGE 35
GENDER MAN
LOCATION ROCKINGHAM VIRGINIA

ABOUT

Rockingham Randy is a 35 year old man who resides in Rockingham Virginia. He lives an upper middle class lifestyle and has young kids who are in the school district. He is also married. Randy works really hard and cares about his community. He has recently moved here and want to get involved with the community.

GOALS

- Right now for Rockingham Randy he is trying to make sure his family is secure he is making lots of smart financial decisions and investments
- Since Randy has recently just moved into the county he wants to get involved and start to make a difference in his new hometown. He is also looking for friends.

SKILLS

Problem Solving

Time Management

Computer proficiency

PERSONALITY

Calm ●●●●●

Confident ●●●●●

Extrovert ●●●●●

Social Media ●●●●●

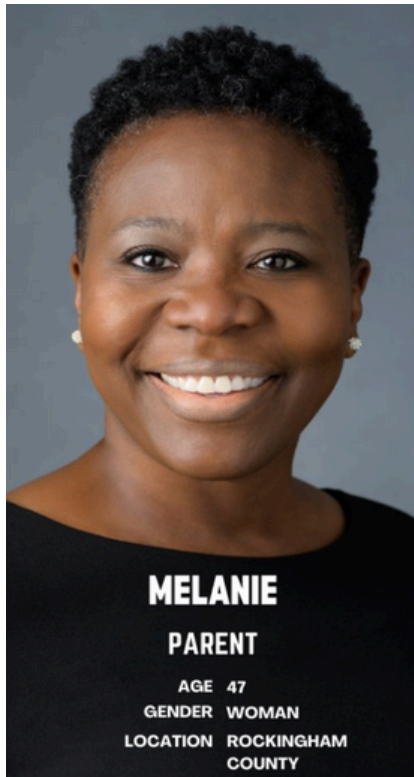
FRUSTRATIONS

- Rockingham Randy has just moved to Rockingham and he used to live in a big city so he is really bored because there is not much to do beside be with his families.
- Randy is looking to make new connections and friends and is having a hard time doing that he thinks that getting involved with the community might be able to solve this.

FAVORITE BRANDS



Appendix A: Consumer Persona



ABOUT

Melanie is a parent of a student within the Rockingham County school system. Melanie and her husband love supporting their children in any way they can and are active in their community.

GOALS

- Melanie and her family prioritize education and want their children to grow up and feel the same way.
- Melanie is a regular volunteer within the community and wants to show her appreciation for hardworking students and educators within Rockingham County.

SKILLS

COMMUNITY COMMUNICATION

FAMILY LEADER

SUPPORTIVE

PERSONALITY

ANALYTICAL



PROBLEM-SOLVING



SOCIAL



CARING



FRUSTRATIONS

- Melanie is frustrated that some people believe education isn't important or that it doesn't need extra support from the community.
- Melanie doesn't like how some organizations don't use all of their donations to support the cause they were intended for. She wants her time and money to directly support Rockingham County schools.

FAVORITE BRANDS



ABOUT

Taught Language Arts for 20 years at Elkton Elementary School. Actively involved in the community, regularly attends church, and is a member of a book club. Has two kids, both freshmen at James Madison University. On weeknights, she sometimes goes to her monthly book club meetings.

GOALS

- Wants to make a positive impact on her students, not just in subject matter but also in shaping their outlook on life and instilling good values.
- Strives to be an excellent mother to her two kids, providing them with the same opportunities she had at their age.

SKILLS

Public Speaking

Writing

Interpersonal Communication

PERSONALITY

Patience



Empathy



Faith



Humility



FRUSTRATIONS

- She can't always do interactive activities with her students. Language Arts might be challenging to get them excited about, so having more field trips could be a great idea.
- Believes there aren't as many after-school activities as when she was younger. Funding for these activities has become more challenging due to recent budget cuts.

FAVORITE BRANDS



Appendix B: Consumer Journey

CUSTOMER JOURNEY MAP

STAGE	AWARENESS	INTEREST	DESIRE	ACTION	LOYALTY
CUSTOMER ACTIONS	The customer comes in contact with REFI	The customer conducts research into what REFI does	The customer wants to donate their time or money	The customer donates, attends an event, etc.	The customer feels connected to REFI and their cause
TOUCHPOINT	Customer hears friends talking about REFI	Customer gets sent an email that gets their attention	Customer views website and wants to donate	Customer attends a REFI event to make a donation	Customer receives reminder emails and direct mail
CUSTOMER EXPERIENCE	Customer experiences a simple introduction	Customer experiences a feeling of intrigue	Customer experiences a wanting to donate	Customer experiences satisfaction	Customer feels tied to and a part of the REFI brand
PAIN POINT	Customer doesn't come in contact with REFI	Customer isn't interested in donating to REFI	Customer likes REFI, but doesn't want to donate	Customer wants to donate, but doesn't know how	Customer donated, but doesn't want to do it regularly
SOLUTION	Advertise REFI and promote REFI's brand and purpose	Promote how REFI helps the community	Advertise the benefits of donating	Advertise different ways someone can donate	Stay in touch with past supporters to build loyalty




COSTUMER JOURNEY MAP


Stage	Awareness/Attention	Interest	Desire	Action	Loyalty
Customer Actions	They see on social media of REFI doing good for the community.	The customer is interested because he wants to get involved in the community	They see someone they know who donated through REFI and talked to them about it	He now wants to donate to REFI	He now feels great and fulfilled.
Touchpoint	They see that it is in their community helping someone they know	They see advertisements about how REFI helps	It is his neighbor and he is a loyal customer	He clicked on their social media and is impressed and checking out.	Everytime he sees people in his community he thinks about how he is helping them
Customer Experience	They are happy with this because someone from the area is getting the help they need	Once clicking on advertisement they see the website and how it works	He tells him how great he feels because of it	Everything is going great website is running smooth	He now feels fulfilled and recommends it to everyone he knows
Pain Point	They look at the website and see that they can't see what their money goes too	The ad was on social media and REFI has bad activity on social media	He told him how much money he donated and it seemed like a lot	On the website he got confused about how his money was going to be spent.	He wish there was more events so he meet new people
Solution	On the website they are showing how money is being spent	Post more on social media	Make it show on website that all donations even small ones are appreciated	For customer service add website support	Make it so REFI supporters can meet with each other

Appendix B: Consumer Journey

Customer Journey Map: Bethany

STAGE	AWARENESS	INTEREST	DESIRE	ACTION	LOYALTY
CUSTOMER ACTIONS	Bethany becomes aware of REFL from a post on Instagram and decides she'd like to look into it more.	She does a deep dive on social media and gets onto their website and becomes interested in possibly donating!	Bethany then realizes that she aligns perfectly with the philanthropic needs of REFL.	She decides it would be the most generous thing to help by signing up to be a partner and make a donation of \$7,000.	Bethany ends up loving the events she was included in through her partnership and she donates every year!
TOUCHPOINT	Post shared by other mothers on Instagram	Instagram and their website	Instagram	Website	Instagram, events, and website
CUSTOMER EXPERIENCE					
PAIN POINT	Uncertainty	Uncertainty	Uncertainty	Uncertainty	Lack of Media
SOLUTION	Get more advertisement materials out there.	Get more informational materials out there.	Get more informational materials out there.	Get more informational materials out there.	Get more posts on different media channels materials out there.

Customer Journey Map: Jennifer

Stage	Awareness	Interest	Desire	Action	Loyalty
Customer Actions	Jennifer becomes aware of REFL through a Facebook post and decides to look more into it.	From the facebook post she goes and looks at there website and sees all the possible donation options	She looks at what they do and how they give back to the community and she loves the idea.	Jennifer decides this is something she wants to be apart of and decides to to donate 5,000	Jennifer decided to go out to their charity event and loves it and ends up signing up to donate every year
Touchpoint	Post shared by other mothers and women on Facebook	Facebook and their Website	Facebook, Website, and Email	Website	Facebook, Website, and events
Customer Experience					
Pain Point	Uncertainty	Uncertainty	Uncertainty	Uncertainty	Uncertainty
Solution	Create more advertising on social media	Create more advertising on social media	Create more advertising on social media	Create more advertising on social media	Create more post on more social media platforms

Appendix C: Traditional Advertising

SFX of school bell ringing

Are you passionate about shaping the future of our community? Then listen up! The Rockingham County Education Foundation, or REFI, is calling on all hearts and hands to join them in their mission to empower the next generation. With your support, whether through a donation of your time or funds, we can ensure that every child in Rockingham County has access to quality education and opportunities for success. From mentoring programs to scholarships, and teacher support, every contribution counts. Together, let's build a brighter tomorrow. Visit our website, refigivesback.org and call us today to learn how you can make a difference with REFI. **Funding the future starts today, with REFI!**

Attention all moms with school-age children! Are you ready to make a difference in your community? The Rockingham County Education Foundation, or REFI, needs your help to empower the next generation. By donating your time or funds, you can ensure that every child in Rockingham County receives a quality education and the opportunities they deserve. Join us in building a brighter future. **Visit our website, refigivesback.org, and call today to learn how you can get involved with REFI.** Be a part of **funding the future** together with REFI! **beep beep of a bus**

Are you passionate about shaping the future of our community? Then listen up! The Rockingham County Education Foundation, or REFI, is calling on all hearts and hands to join them in their mission to empower the next generation. With your support, whether through a donation of your time or funds, we can ensure that every child in Rockingham County has access to quality education and opportunities for success. From mentoring programs to scholarships, and teacher support, every contribution counts. Together, let's build a brighter tomorrow. Visit our website, refigivesback.org and call us today to learn how you can make a difference with REFI. **Funding the future starts today, with REFI! [END]**

[Background music: Uplifting and inspirational]

Narrator (Energetic, optimistic voice):

Parents, it's time to fund the future! Discover how your contributions impact your children and the Rockingham community as a whole.

[Transition sound effect]

Narrator:

Imagine a young student, driven by a passion for science. From classroom dreams to remarkable achievements, Rockingham Educational Foundation and their Teacher Supply Depot fuels their journey to success.

[Sound effects: Classroom chatter, cheering]

Narrator:

Witness as they excel through life and shape tomorrow's world. This is the enduring legacy of REFI.

[Transition sound effect]

Narrator:

Ready to make a difference? Visit our website today at refigivesback.org and donate to support our future leaders.

[Background music fades out]

Narrator:

Funding the Future, lighting the way to a brighter tomorrow.

[Sound of school bell ringing]

[END]

Appendix C: Traditional Advertising



ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

Funding the Future





Starts With You!

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

Our Impact





Every little bit helps so contact us today and make a difference where it matters most!



ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

Teachers and Students Alike...

Young Tommy's passion for science knew no bounds. Hindered by scarce supplies, his dreams of exploration seemed out of reach. But thanks to the nonprofit REFI's Teacher Supply Depot, Tommy's teacher, Mrs. Rodriguez, received a wealth of different materials for free! Tommy's eyes sparkled with excitement as he delved into experiments, igniting a newfound love for science. With REFI's support, Tommy's journey from curiosity to discovery became a reality, inspiring his classmates and fueling his dreams of becoming a scientist.

This is only possible with your help!

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

"Funding The Future"



Contact us

100 Mount Clinton Pike Harrisonburg, Virginia 22802
(540)-564-3218
www.refigivesback.org

We need your help to fund the future!
www.refigivesback.org



Tommy's Story

Young Tommy's passion for science knew no bounds. Hindered by scarce supplies, his dreams of exploration seemed out of reach. But thanks to the nonprofit REFI's Teacher Supply Depot, Tommy's teacher, Mrs. Rodriguez, received a wealth of different materials for free! Tommy's eyes sparkled with excitement as he delved into experiments, igniting a newfound love for science. With REFI's support, Tommy's journey from curiosity to discovery became a reality, inspiring his classmates and fueling his dreams of becoming a scientist.

Our Mission

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

How will we achieve our goal?

- 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



OUR MISSION:

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

TOMMY'S STORY:

Young Tommy's passion for science knew no bounds. Hindered by scarce supplies, his dreams of exploration seemed out of reach. But thanks to the nonprofit REFI's Teacher Supply Depot, Tommy's teacher, Mrs. Rodriguez, received a wealth of different materials for free! Tommy's eyes sparkled with excitement as he delved into experiments, igniting a newfound love for science. With REFI's support, Tommy's journey from curiosity to discovery became a reality, inspiring his classmates and fueling his dreams of becoming a scientist.

HOW YOU CAN HELP!

Go to our website and donate now!
<https://www.refigivesback.org/>





ROCKINGHAM EDUCATIONAL FOUNDATION, INC.


Funding the Future

(540)-564-3218

100 Mount Clinton Pike
Harrisonburg, Virginia 22802


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

vlandis@rockingham.k12.va.us



ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

FUNDING THE FUTURE



DREAMS ONLY TURN INTO REALITY WITH YOUR HELP

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

Appendix C: Traditional Advertising




ROCKINGHAM EDUCATIONAL
FOUNDATION, INC.

Funding the Future



Starts With You!

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



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC.

Young Tommy's passion for science knew no bounds. Hindered by scarce supplies, his dreams of exploration seemed out of reach. But thanks to the nonprofit REFI's Teacher Supply Depot, Tommy's teacher, Mrs. Rodriguez, received a wealth of different materials for free! Tommy's eyes sparked with excitement as he delved into experiments, igniting a newfound love for science. With REFI's support, Tommy's journey from curiosity to discovery became a reality, inspiring his classmates and fueling his dreams of becoming a scientist.

Help Us Make This a Reality For All Students!



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC.



Funding The Future

Your Support Can Shape
Our Childrens' Future



REFIgivesback.org
540-564-3218
vlandis@rockingham.k12.va.us

About Us

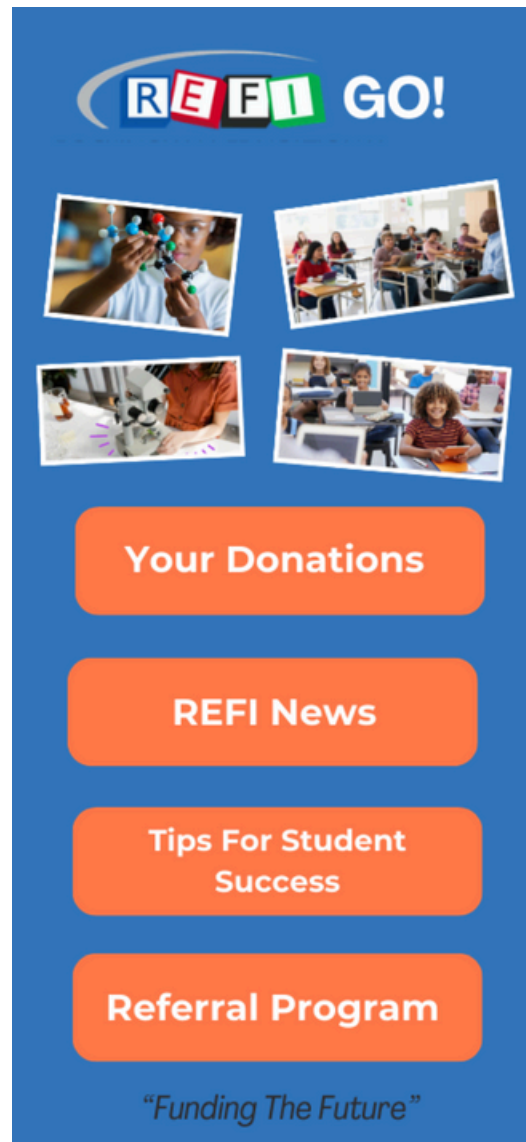
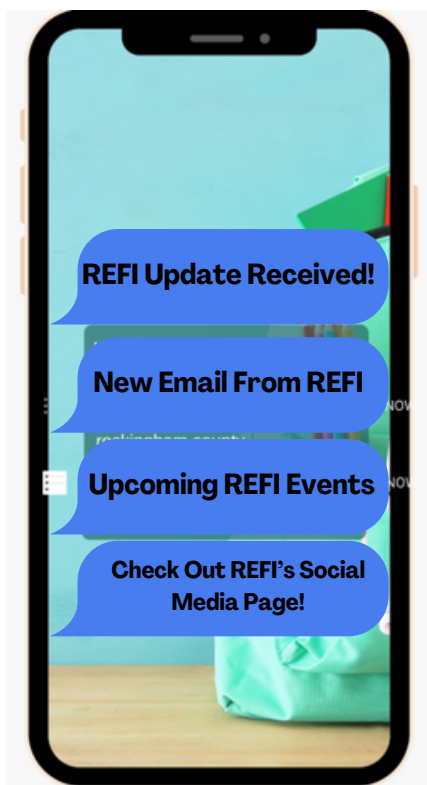
We are transforming education in Rockingham County. With your support, we empower students to excel. Join us today in creating a brighter future for our community and the world as a whole.

Programs

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



Appendix D: Digital Advertising



Appendix E: Social Media Advertising

ROCKINGHAM EDUCATIONAL FOUNDATION INC.



FUNDING THE FUTURE
ONE STUDENT
ONE TEACHER
ONE DREAM AT A TIME

GET STARTED



(540) 564-3218

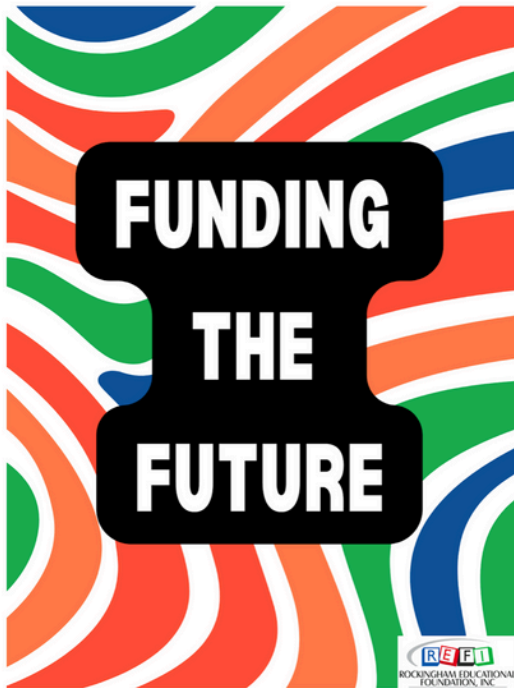


REFI is here to help fund
our future leaders and
support our teachers!

FUNDING THE FUTURE



Appendix F: Support Media Advertising



T-shirt Design



Appendix G: Sales Promotion Advertising

REFI Giveaway!

Help REFI Fund the Future and Recieve
this Complimentary Lunchbox!



For any donations over \$100 until June 1st, 2025, you will
recieve this customized lunchbox, perfect for
students.

Visit our website to learn more <https://www.refigivesback.org>



ANNUAL AUCTION

LOCATED AT ISLAND WINGS!

COME AND HELP FUND THE FUTURE

Delicious Food

Enjoy some nice wings and acholic
drinks come and have a good time

Auction & Raffle

Come bid on exciting items and
potnetial vacations.



Contact Us
(540)-564-3218

More Information
<https://www.refigivesback.org/>

7-PM-11PM

18
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HARRISONBURG, VA
22801

We appreciate you helping us Fund the Future! One donation at a time!

(540)-564-3218

To redeem email us the loyalty card or fill free to call

100 Mount Clinton Pike Harrisonburg, Virginia 22802



EARN FREE GIFTS

www.refigivesback.org



\$30 Donation Free Notebook and Pencil

\$10

\$20

\$30

\$40

\$50

\$60

\$70

\$80

\$90

\$100

\$100 Donation Free Lunchbox

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