

CREATIVE FLARE

presents you...

REFI

**ROCKINGHAM EDUCATIONAL
FOUNDATION, INC**



JULY 1ST 2024 TO JUNE 30TH 2025

**JAMES MADISON UNIVERSITY
MKTG 384: INTEGRATED MARKETING COMMUNICATIONS
PROFESSOR CANESSA COLLINS
SPRING 2024**



Creative Flare Team: Jensen Casassa,
Megan Kapij, Jenna Leedy, Gaby Mabalay,
Viet Nguyen, Abby Sauro





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AGENCY PHILOSOPHY



CREATIVE FLARE

"IGNITE YOUR BRAND'S FUTURE"

MISSION STATEMENT

Our mission at Creative Flare is to empower businesses to excel through strategic and forward-thinking marketing solutions. Through our innovative strategies, captivating creativity, and data-driven insights we are committed to elevating your business to its optimal capacity. We believe that making our services affordable is not just a strategy, but is a commitment to inclusivity and sustainable growth for brands to succeed today. We focus on transparency at Creative Flare and believe it is our pledge to openly communicate, share information, and build trust with our customers. Our agency promises to ignite widespread recognition and engagement for your brand's future.

STANDARDS AND BELIEFS



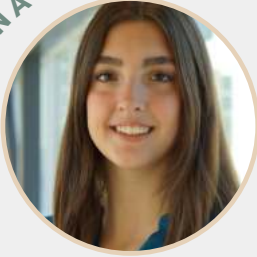
Our agency believes in transparency, integrity, growth, and creativity. Through having these standards and beliefs, we are able to satisfy our client's needs and wants.

COMPETITIVE ADVANTAGE

Through a relentless commitment to creative innovation, data-driven insights, and a deeply collaborative culture, our agency distinguishes itself with a powerful competitive advantage that consistently delivers impactful and tailored solutions for our client's unique marketing challenges. We emphasize the importance of adaptability and innovation and are dedicated to our client's needs by offering affordable services.

MEET THE TEAM

JENNA LEEDY



My name is Jenna Leedy. I am a Junior majoring in Digital Marketing and minoring in Communication Studies. On campus, I am a part of multiple organizations such as the Women in Business Club, Alpha Sigma Tau sorority, and Delta Mu Sigma Honor society. After graduating, I hope to find a job in corporate digital marketing.

JENSEN CASASSA



My name is Jensen Casassa. I am a junior majoring in Digital Marketing. I am from Stratham, New Hampshire. At JMU I am a member of Phi Mu and Delta Mu Sigma Honor Society. In my free time, I enjoy going to the beach, traveling, and spending time with friends and family. My plan after college is to move to Boston in hopes of finding a future career in digital marketing.

ABIGAIL SAURO



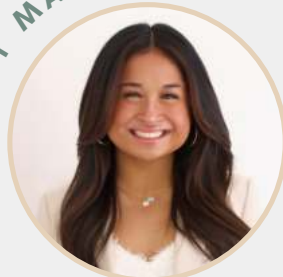
My name is Abigail Sauro. I am a Junior marketing major with a digital marketing concentration from Leesburg, Virginia. At JMU I am a member of Pi Sigma Epsilon and serve on current executive board. In my free time, I enjoy spending time with friends and family, attending concerts, and traveling. After graduating, I hope to pursue a career in social media marketing.

MEGAN KAPIJ



My name is Megan Kapij. I am a junior Marketing & Accounting major with an economics minor. I am from Old Saybrook, CT. I am involved in Zeta Tau Alpha as the Community Service Chair, Financial Professionals Club, and participate in Intramural sports. Upon graduation, I hope to move to a new city and find a job integrating my degrees, where I have the ability to work with new people.

GABY MABALAY



My name is Gaby Mabalay. I am a junior Marketing major with a concentration in Digital Marketing. On campus, I am involved with Sigma Kappa and the American Marketing Association (AMA). When I am not in class, I love spending time with my friends, making Pinterest boards, being in the sun, and finding the best iced chai tea latte. Post graduation, I hope to have a career in advertising and the more digital side of marketing.

VIET NGUYEN



My name is Viet Nguyen and I am a junior Marketing major. Some of my hobbies include playing basketball, hiking, thrifting, and playing my guitar. Throughout my life I've had a handful of businesses. I currently have a business where I sell vintage and secondhand clothing where I use a ton of business oriented skills like marketing, negotiation, management, sales, strategy, finance, and problem solving.

BRAND GUIDE

CLIENT LOGO



PRIMARY PALLETE



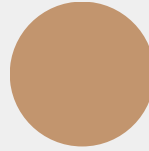
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TYPOGRAPHY

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HEADINGS

NOTO SERIF DISPLAY-37.6
CAPAITALIZED, BOLDED

Aa

SUBHEADINGS

GLACIAL INDIFFERENCE -
16.9

Aa

Body CAPITALIZED, BOLDED
Glacial Indifference - 11.3

MOODBOARD



EXECUTIVE SUMMARY

INTRODUCTION

The following integrated marketing communications plan serves as a roadmap, meticulously crafted to provide the Rockingham Education Foundation with the tools, strategies, and insights necessary to navigate the intricacies of today's marketing challenges. The Rockingham Education Foundation provides a variety of services that benefit public schools in Rockingham County including innovative learning grants, scholarships, teacher recognition, and a teacher supply depot. Throughout the plan, the Rockingham Education Foundation is commonly referred to as "REFI" which is an acronym that the organization uses to identify itself to consumers.

TIME FRAME, BUDGET, TARGET MARKETS AND THEME

The main goal of this plan is to increase REFI's revenues by June 30th, 2025 through the implementation of various marketing strategies, tactics, campaigns, and objectives. A total budget of \$20,000 has been allocated to reach the revenue goal through utilizing traditional, social media, digital, direct, and support media marketing. Extensive research has found that millennials have donated more to charities as they have aged, specifically, there has been a 40% increase in the amount that millennials have donated since 2016.

Additionally, Generation X (Gen X) has been more likely to give volunteer time to non-profit and community service organizations (Norman, 2023). This research has helped to identify the primary target audience of millennials and the secondary target audience of Gen X because of their interest in and support of non-profit organizations. Targeting these generations in Rockingham, County due to the geographical tie will prove to be beneficial.

With the target market in mind, the campaign theme of "Today's Youth, Tomorrow's Leaders" was created given the fact that many individuals in this target market likely have children in grade school.

MARKETING GOAL AND COMMUNICATION OBJECTIVES

The overall goal of this plan is to achieve the marketing goal of increasing revenues from \$108,000 to \$150,000 by June 30th, 2025. In addition to the marketing goal, there are four communication objectives. The first objective is to increase the percentage of consumers in the target market listed above who are aware of REFI and its programs by 22%. This will be achieved through a variety of marketing techniques including radio advertisements, Facebook paid advertising, search engine optimization, venue signage, and informational catalogs. The second objective is to increase the interest of consumers in the target markets who have an interest in donating and/or attending events hosted by REFI by 25%.

This will be done through the use of email/mail, Facebook advertisements, and venue signage. The third objective is to increase desire of consumers in the target market to attend events and/or donate money to REFI by 15%. This will be achieved through the use of a social media planner and venue signage. The fourth objective is to increase REFI's revenues from events and donations by 38%. This objective will be satisfied by using social media advertising, radio advertisements, and print advertisements. All communication objectives are aimed to be satisfied by June 2025.

EXECUTIVE SUMMARY

MEDIA PLAN AND EVALUATION PROGRAM

The media plan and budget for REFI consists of marketing categories including traditional advertising, digital marketing, social media marketing, direct marketing, and support media advertising. Each category has an accompanying evaluation program that will measure the success of each plan to ensure the satisfaction of the marketing goals and communication objectives previously listed. Each output under the categories will follow the same campaign theme of “Today’s Youth, Tomorrow’s Leader’s” to overall increase brand identity.

The traditional advertising section consists of radio advertisements through iHeartRadio and print advertisements including brochures and newspaper advertisements. The traditional advertising expenses are one of the largest allocations from the allotted budget. The largest expense comes from the digital marketing section, which accounts for website design, search engine optimization, and mobile marketing. Another large allocation comes from the social media marketing plan which utilizes the social media platforms Instagram and Facebook to conduct digital advertisements and also accounts for hiring a photographer medium and paying for the rights of the photos. The platforms Instagram and Facebook are highly utilized by those individuals in the target audiences.

Equally important, but less expensive are the support media plan and direct media plan. The support media plan consists of providing an outdoor banner to each public school in Rockingham County to display in high-traffic areas and an A-frame sign to set up during events. It also accounts for purchasing different types of stickers that include the campaign theme slogan, QR code, and REFI’s logo to brand supply depot items and increase brand awareness. The direct marketing plan consists of email, mail, and information catalog strategies which will include a variety of thank-you cards, flyers, and even branded coloring pages.

In addition to allocating funds to each marketing section, supportive funds have been reserved to evaluate the success of each strategy relative to the overall marketing objective. The traditional advertising, social media marketing, support media advertising, and direct advertising evaluation tools used are free of cost and do not have to have an allocated budget. However, in terms of evaluating search engine optimization for digital marketing, there is a small cost that has been considered in the budget. Each plan will be evaluated based on different variables including key performance indicators, click rates, analytics, and number of QR code scans.

INDUSTRY REVIEW

INDUSTRY DESCRIPTION

Educational nonprofits are strongly driven to address gaps in education and promote innovative change. Motivated by a strong sense of ethical behavior, these organizations work continuously to remove structural obstacles that stand in the way of underprivileged and disadvantaged communities' access to high-quality education. They implement a wide range of innovative activities, from curriculum development projects to mentorship initiatives, that are specifically designed to solve the complicated challenges students face. These groups work directly with local communities, companies, governments, and schools to encourage equality and work for improvements that will change the future of education. The size of the educational nonprofit industry is significant, with millions of 501(c)(3) educational nonprofits spread across the country. Yearly, this industry generates approximately \$276 billion (USAFacts Team, 2023).

Research has found that Virginia schools receive 14% less state funding than the 50-state average, equal to roughly \$1,900 less per student. Acknowledging the significant underfunding for Virginia schools, the number of educational nonprofits is projected to have a 4.53% growth trend, which supports the strong drive to combat this statewide issue (Cline, 2024).

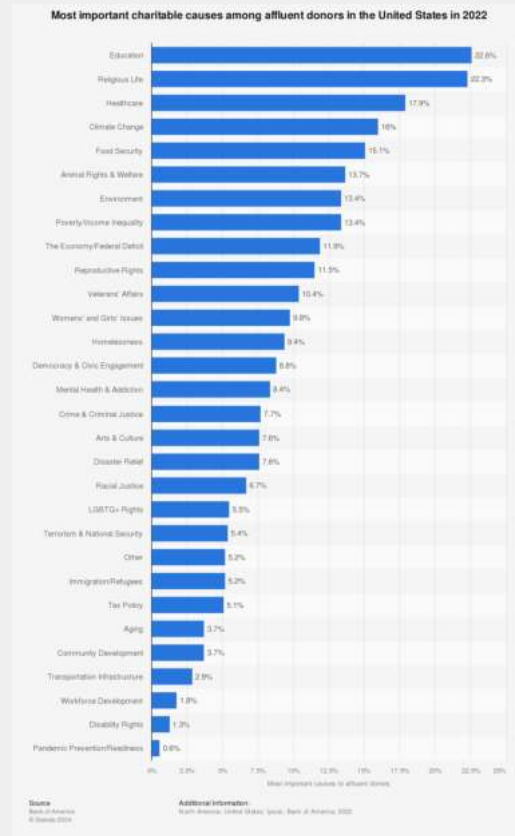
MACRO-ENVIRONMENT: FACTORS AND ISSUES

The educational nonprofit industry is impacted by a variety of challenges that have the potential to have a significant impact. By considering specific macro-environmental factors and issues, REFI can structure marketing strategies to tailor to the targeted audience and align with industry trends. Demographic factors and issues lie within Rockingham County residents, with a growing population, but declining access to quality education. As stated above, the economic status of the education system in Rockingham County and other Virginia counties experience a disadvantage in state funding leading to constraints in resource allocation. Targeting millennials, and Gen X in Rockingham County aims to raise awareness and incentivize change by building a community atmosphere. The digital divide between the present and future presents the issue of short-term vs long-term sustainability. The current status of targeting baby boomers seeks out a short-term solution as these individuals progress through their end stages of life. The future status and direction of targeting younger generations such as millennials and Gen X creates a long-term solution as these individuals represent today and now. The generational divide between the two statuses presents a challenge within the marketing strategies. Furthermore, the online presence of educational nonprofits should be continuously changing as the digital environment evolves and as targeting tactics move toward the future status of younger markets. Being conscious of cultural factors like diversity and values within the industry is crucial for successfully targeting each group. Legal and political factors play a big role in regard to 501(c)(3) regulations and tax exemption requirements.

INDUSTRY REVIEW

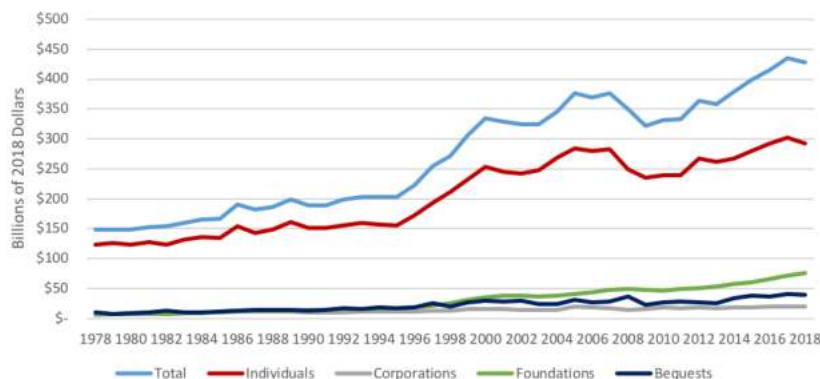
MOST IMPORTANT CHARITABLE CAUSES

According to survey research published on Statista, 22.6% of surveyed affluent donors in 2022 viewed education initiatives as the most important charitable cause (Bank of America). This means that donors are more likely to make financial contributions and volunteer for organizations that support educational needs.



CHARITABLE GIVING PER YEAR

TOTAL ESTIMATED US GIVING BY YEAR



According to the United States Congress, charitable giving is increasing, specifically for individuals. This graph displays the estimated total giving annually across the US (Bank of America). There is a clear trend showing that donations are increasing annually over the four decades. This will likely continue to rise.

COMPANY AND SERVICE DESCRIPTION

HISTORY AND DESCRIPTION

Rockingham Educational Foundation, Inc. (REFI) was established in 1994 with a mission to enhance the educational experience of students and teachers within Rockingham County Public Schools (RCPS). The organization operates as a nonprofit entity, focusing on providing financial assistance and educational resources to foster growth and enrichment in the learning environment.

REFI places significant emphasis on the pivotal role education plays in the overall well-being and prosperity of the community. One of the key objectives of REFI is to equip students and educators with the necessary tools and resources essential for delivering high-quality education. By doing so, they strive to empower both students and teachers to excel in their respective roles and contribute positively to the communities educational environment.

Through financial contributions, grants, scholarships, teacher recognition initiatives, and the teacher supply depot, REFI endeavors to support innovative teaching methods, academic programs, and extracurricular activities that enhance the overall educational experience for students in Rockingham County.

PRESENT STATUS

REFI is a 501 (c) (3) tax-exempt nonprofit organization. Every year REFI hosts an annual golf tournament in Harrisonburg, Virginia that brings in approximately \$23,000 - \$26,000 in fundraising according to past trends. Additionally, REFI's annual auction party is one of their biggest events for their supporters and the community. In the past, this event has raised approximately \$55,000 - \$70,000 per past year results.

COMPANY AND SERVICE DESCRIPTION

PRODUCT LINES

Innovative Learning Grants (ILG) provide the opportunity for educators to write a proposal sharing a learning experience that resonates with and motivates students to facilitate their academic success and achievement in accordance with standards from other schools. This is approximately a two-month-long process starting from when the grant application opens to when potential awardees are notified. There are varying levels of ILG submission that correspond to respective grant amounts - including individual, community partner, school-wide, and collaboration

The scholarships offered at REFI look to recognize high school students. When considering applicants, they look at the student's academic achievements, extracurricular participation, and volunteerism. Additionally, REFI conducts interviews, reads student essays, and reviews the student's letters of recommendation.

The Teacher Supply Depot provides RCPS staff members and teachers access to a growing collection of new and used school supplies and materials needed in the classroom to ensure student success. Items are donated and/or purchased by REFI. The depot warehouses items ranging from arts and craft supplies like glitter glue, foam boards, and construction paper, to office supplies such as dry erase markers, paperclips, and index cards. REFI also has an Amazon Wish List as another option for convenient school supply donations.

Annually, REFI selects an "Educator of the Year" and recognizes a teacher from each elementary, middle, and high school in Rockingham County to show appreciation for the hard work they put forth inside and outside the classroom. This award is sponsored by the Atlantic Union Bank Center. There is also the Lucy F. Simms Educator of the Year Award that is supported by the BotkinRose Law Firm, the Virginia Law Group, and Douglass Gunn.

TARGET MARKET

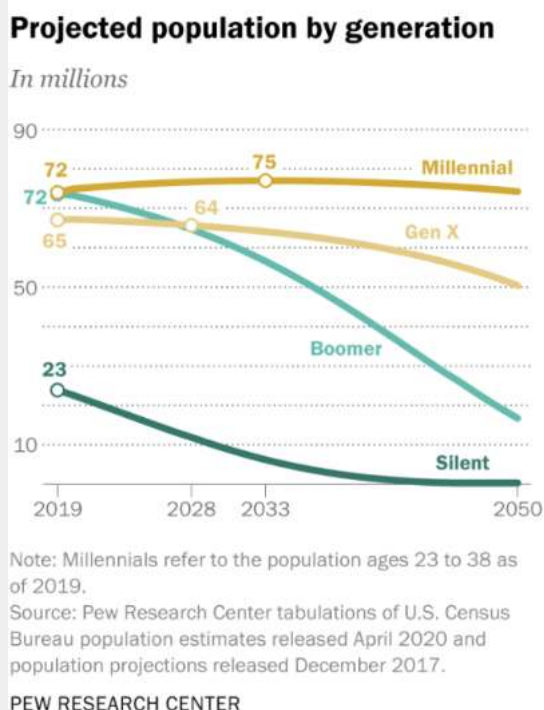
REFI currently targets its marketing efforts toward the baby boomer/boomer generation, ages ranging from 60-78, who are residents of Rockingham County with a passion for cultivating a strong sense of community and giving back to their local education system. These individuals are at a point in their life where they are looking to donate to different organizations, however, the downside is that they are at the end of their life cycle and will not remain donors for long. They are also not as digitally inclined as younger generations and will struggle to adapt to the technological advances REFI makes to keep up with the ever-changing digital world.

COMPANY AND SERVICE DESCRIPTION

SUGGESTED SEGMENTATION

MILLENNIALS IN ROCKINGHAM COUNTY

The primary target market suggested consists of millennials, ages 28-34, living in Rockingham County who have children attending RCPS. These individuals value their children's education, shaping the future for the next generations to come, and prioritize giving back to their community. The parents within this segment experience the issues within the school system firsthand, which provides an increased incentive to dedicate their efforts toward combating the pressing issues. According to Giving USA, in 2022, millennial households gave 40% more, on average, to charity than they did in 2016 - bumping their average annual contribution up from \$942 to \$1,323. As millennials grow older, their donating habits have increased. Research tells us that the number will continue to go up with time, making millennials a promising group to go after (Norman, 2023). Millennials are also technologically advanced and inclined to engage with online platforms and social media, making digital marketing strategies effective in reaching them. "Research shows that 90.4% of millennials use social media actively and 73% of millennials follow brands on social media to discover new products or services" (Lindner, 2023). This demographic is often praised for its strong sense of social responsibility and for reshaping the charitable landscape (Kocin, 2023). Millennials need to be able to see the tangible difference and be actively involved in where their money is going. Maintaining quality relationships after a charitable donation is what will keep millennials continuing to donate.



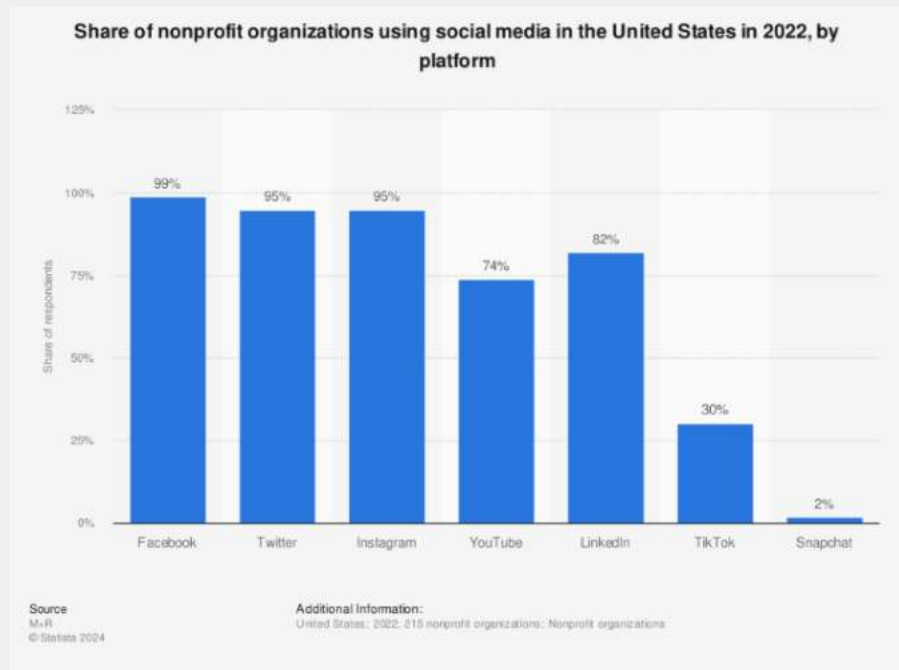
This chart from the Pew Research Center shows the dominance of the millennial generation and provides evidence that the Boomer and Gen X will see a downturn in the coming decades. This is important for REFI to take into account when considering its marketing strategies as its current target marketing of boomer/baby Boomers is not a reliable long-term plan. As of right now, they are struggling with their online presence across all platforms. In order to stay on trend and with population shifts, there needs to be a shift in strategy at whom they should prioritize targeting for the future.

COMPANY AND SERVICE DESCRIPTION

SUGGESTED SEGMENTATION

— GENERATION X IN ROCKINGHAM COUNTY —

The secondary target market consists of Generation Xers, ages 43 – 59, in Rockingham County who are parents with children graduating to higher educational opportunities. Individuals in this segment emphasize community giving that has a direct impact. This includes environmental issues, children’s welfare, and education. Older generations tend to contribute to higher charitable donation amounts, but younger generations like Gen X are more likely to donate their time, in volunteer hours, serve on an organization’s board of directors, and develop connections (Kocin, 2023). As donations are extremely helpful, the other ways that Gen Xers want to support will be valuable to REFI’s longevity staying afloat. Research also supports that Gen Xers do not have a preference between online and offline giving, which should encourage REFI to prioritize their media footprint and become more active on their platforms to target this segment.



This graph from Statista represents the differing social media platforms employed by nonprofit organizations in the United States as of 2022. This is very crucial data for REFI to prioritize when determining the best and most effective ways to reach their target markets and communicate their message. The lack of social media presence on multiple platforms from competitors presents a huge opportunity for REFI to improve engagement and consistency across the board, which is supported in the SWOT Analysis.

COMPANY AND SERVICE DESCRIPTION

MARKETING MIX



PRODUCT

REFI offers Innovative Learning Grants, Scholarships to high school level students, a Teacher Supply Depot, and a Teacher Recognition Program that are at the forefront of the resources they prioritize in changing the narrative of education in Rockingham County Public Schools.



PLACE

REFI was incorporated on September 19, 1994, in Rockingham County, Virginia, a surrounding county of Harrisonburg City. Currently, all of REFI operations are executed locally and their efforts are targeted toward Rockingham County Public Schools.



PRICE

The main source of cash flow going into REFI is donations from the community. However, other sources of funding come from the two annual events REFI hosts. Typically, charitable donations from individuals are specifically for something that the donor discloses along with the donation. The first event is the auction party that on average brings in approximately \$55,000 to \$70,000. REFI also hosts an annual golf tournament that, on average, raises \$23,000 to \$26,000 each year. Both of these events raise unrestricted funds that gives REFI flexibility in how they allocate these funds.



PROMOTION

The main promotional platform REFI advertises is its website. Their online presence on Instagram, Twitter/X, Facebook, and Linked In, are not as strong, but should be a prioritized method of advertising the brand.

COMPANY AND SERVICE DESCRIPTION

SWOT ANALYSIS

SWOT ANALYSIS

Strengths

- Annual Events
- Teacher Supply Depot
- Participates in Give Tuesday
- Direct Marketing

S

Weaknesses

- Poor online footprint: Facebook, Instagram, Website
- Level of social media engagement

W

Threats

- Current target market
- Educational nonprofit competition
- Economic downturn hurts donations

T

Opportunities

- Prioritize new target markets by creating consistency across all social media platforms
 - Increasing awareness of underfunding
 - New partnerships

O

COMPANY AND SERVICE DESCRIPTION

POSITIONING

CURRENT POSITION

Rockingham Educational Foundation, Inc. currently positions itself within a specific group of individuals; boomers and older ages in Gen X. That is, parents who attended a public school in Rockingham County, teachers currently employed in the county, or older parents with children enrolled in an RCPS school.

CONSUMER FOCUSED POSITIONING

To make it clear to the current customer group, the focus needs to be on emotional appeals and empathy. This group tends to have more disposable income, and if appealed to appropriately, this group can be successful in providing great donations. The focus should be on their grandchildren, and the future as their grandchildren would likely be the age group this is benefitting, as well as emphasize the futuristic impact this is having.

BRAND REVIEW

IDENTITY

REFI's brand identity stems from teachers who express their gratitude toward REFI as REFI is a resource for them to create a heightened learning experience inside and outside the classroom. Those who donate or support REFI experience recognition as well as a sense of community. Many of their donations come from local businesses in Rockingham County/Harrisonburg, and so, that sense of coming together and supporting one another is the message REFI is trying to encourage in their brand. Their annual events and golf outing helps their donors and supporters experience this sense of community firsthand as they all come together with the same goal and can celebrate, in unity, the differences and impact they are making for and on students and faculty.

STRATEGY

REFI's current strategy relies on existing donors and a trusted mail list that consists of individuals who voluntarily provide their contact information to continue getting emails and messages on upcoming news and events hosted by REFI. For annual events, REFI utilizes software that is catered to that specific event with current donors' information who are likely to attend the event again.

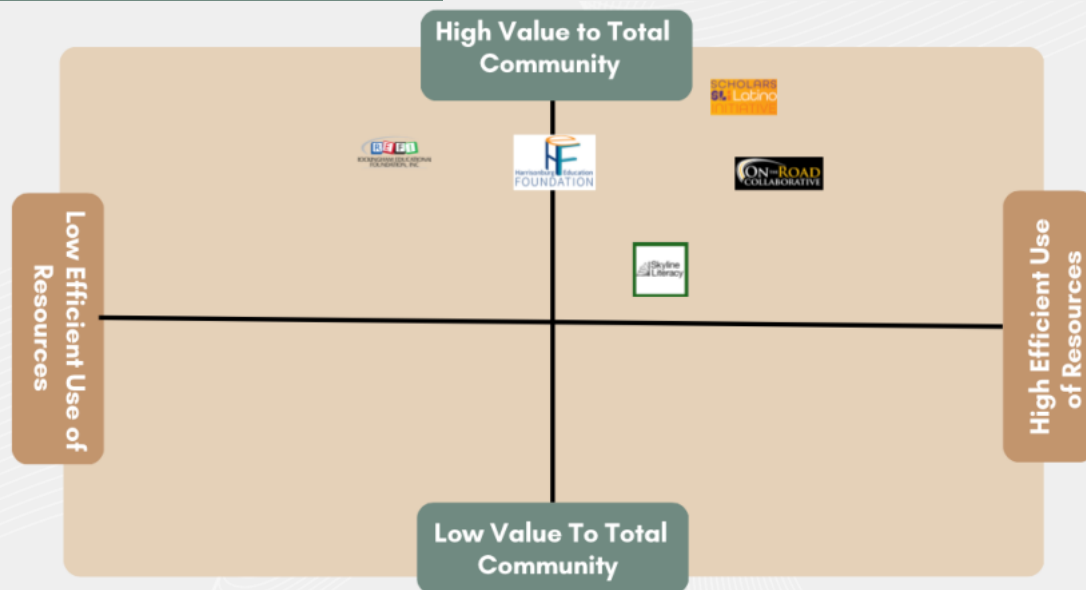
COMPANY AND SERVICE DESCRIPTION

KEY BENEFITS

The key benefits in effectively capturing the attention and interest of prospective donors/supporters that REFI uses are listed below. The benefits are all tailored around the needs of students and teachers within Rockingham County. It is important to articulate that the organization is focused on the schools with the priority on the students and creating the best opportunities for them. The key benefits all share the same overarching goal of student opportunity.

- Teacher supply depot where teachers and staff can visit for free school supplies instead of having to reach into their own pockets.
- Innovative Learning Grants are available for teachers in efforts to create additional experiences for their students, by helping all learners to become Critical Thinkers, Communicators, Collaborators, Creators, and Good Citizens (5 C's).
- Scholarships are available for high school students looking to further their education.
- Teacher Recognition program that provides an opportunity for educators to move on to compete at the state level Teacher of the Year Event

PERCEPTUAL MAP



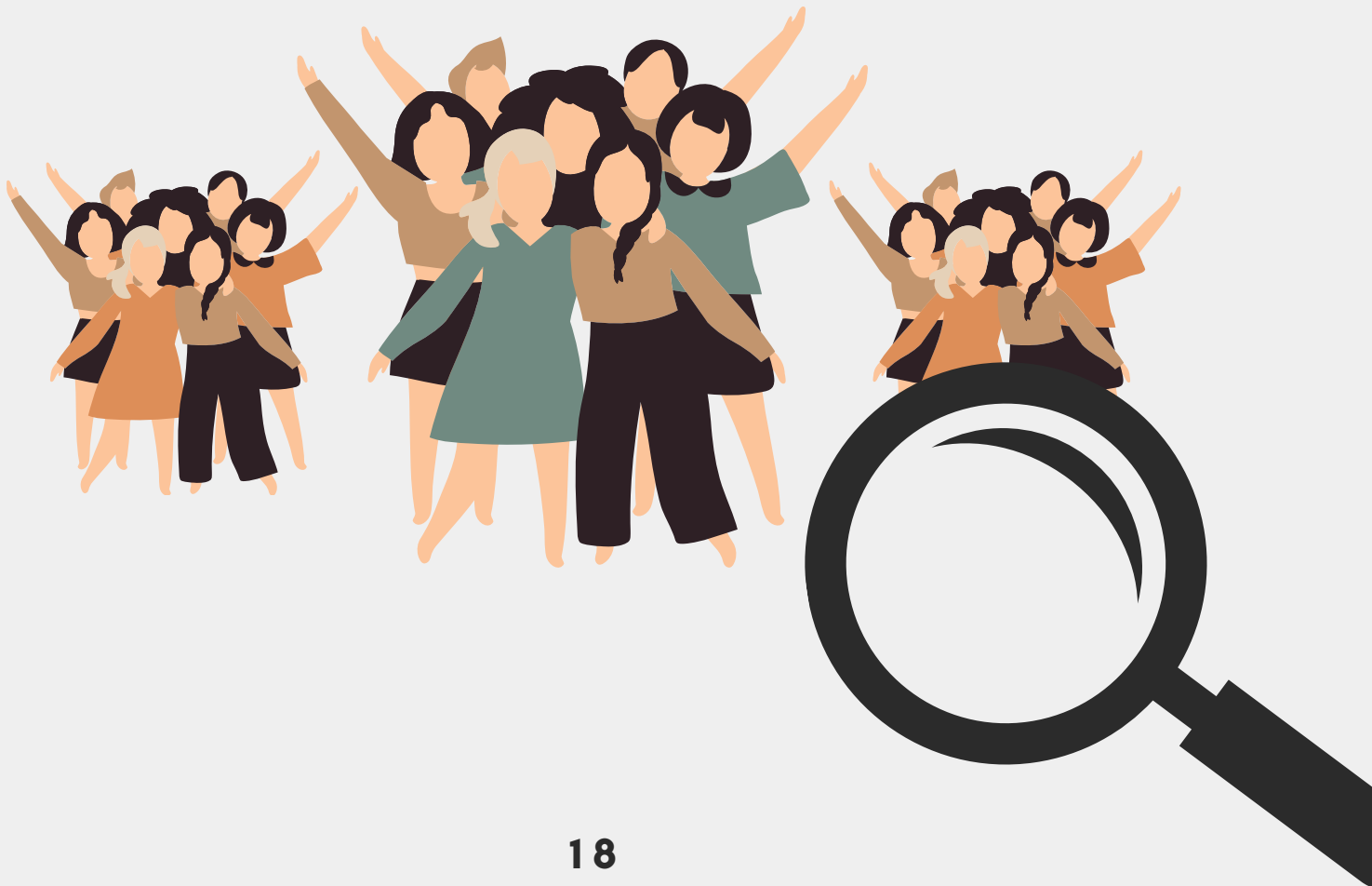
To determine the criteria used in the perceptual map, the value each of these nonprofits provide to the overall community and how efficiently they use their resources was evaluated. The justification behind this is nonprofits similar to REFI were founded because a problem was recognized that affected a significant amount of people, and it is important that with their donations, opportunities, and resources, they are efficiently using them to their advantage to take their foundation one step further. The nonprofits featured all exist within the education section in Rockingham County.

COMPETITIVE ANALYSIS

COMPETITOR JUSTIFICATION

Determining the direct and indirect competitors of the Rockingham Education Foundation involves analyzing organizations or entities that offer similar or related services, target similar audiences, or operate within the same geographical area. Identifying and understanding REFI's core services and mission, other nonprofits can be labeled as direct and indirect competitors based on similarities to these factors. Direct competitors and REFI offer very similar services and target the same audiences, meaning that these organizations and REFI are competing for these audiences' attention and interest. Indirect competitors may not offer identical services but compete for the same resources, attention, or audiences. Conducting market research and analyzing the social media presence of nonprofits can help to identify them as either direct or indirect competitors.

With the abundance of nonprofit organizations in Rockingham County and the state of Virginia, it is important to narrow this search down and focus on up to six main competitors. To determine which organizations compete with REFI the most, trends can be identified using SEO, mission and services, and social media presence. The direct and indirect competitors were identified based on how similar these aspects align with REFI's and other similarities.



COMPETITIVE ANALYSIS

DIRECT COMPETITORS

HARRISONBURG EDUCATION FOUNDATION

Harrisonburg Education Foundation (HEF) supports engaging learning experiences, educator appreciation, and student scholarships, which justifies why it is REFI's first direct competitor. Both REFI and HEF target the Harrisonburg/Rockingham County area, so they are consistently competing for market share within the education nonprofit sector. As of the fiscal year, end of June 2023, HEF brought in \$222,683 in revenue with \$123,549 in expenses, bringing in \$99,134 in net income. From the previous fiscal year of 2022, their recorded net income was \$74,695 showing significant growth in revenue compared to their expenses (Harrisonburg Education Foundation).

Benefits

Harrisonburg Education Foundation implements initiatives like Innovative Learning Grants that fund in-school projects envisioned by HCPS educators to inspire new ways of learning. HEF awards scholarships to graduating Harrisonburg High School seniors every spring. Funds come from a variety of sponsors and each has unique eligibility requirements. Similar to REFI, HEF encourages students, families, caregivers, and community members to use the first week of May to honor the city educators. Lastly, Harrisonburg Education Foundation, for years, has been celebrating the Educators of the Year, which are selected through the nomination and selection by leaders and staff of HCPS. HEF hosts events such as galas, festivals, and celebrations. One option HEF offers is contributing directly by providing caps and gowns for graduating students. This ensures the donors can physically see where their money is going.

Positioning

Harrisonburg Education Foundation targets Harrisonburg residents and the local community. These individuals have a passion for aiding the enrichment of student's education by providing essential resources and support that will foster success within the community.

Promotion and Message

Harrisonburg Education Foundation is dedicated to providing the resources, funding, and services for students attending Harrisonburg City Public Schools to thrive in an enriching and stimulating educational environment.

STRENGTHS

- Offers a variety of outlets for donors to choose from when considering making a charitable donation
- Features candid photos of HEF's impact on the community
- Direct link to social media platforms
- Active and engaged social media accounts

WEAKNESSES

- No clear display of all partnerships, only includes lead sponsors
- Link to YouTube page does not exist
- Increasing expenses over the years
- Organization website lacks visual appeal and interaction

COMPETITIVE ANALYSIS

JAMES MADISON UNIVERSITY FOUNDATION

Located in the heart of Rockingham County, the James Madison University Foundation is another direct competitor of REFI. While supporting this foundation may seem like it only affects people involved at JMU, it directly affects those in the local community. JMU is a huge part of the Rockingham County area and has great effects on the local community regarding things such as traffic, housing, opportunities, etc. This similarly aligns with the goals of REFI, to develop and strengthen the community through support. In the 2022 fiscal year, the JMU Foundation revenues amounted to \$35,499,884, compared to REFI's \$102,953. When looking at the foundation's financials from the past few years, their total revenues have steadily increased and their expenses have recently dropped. However, their total assets have also decreased in the past two years. In 2023, the JMU Foundation market value of endowment totaled \$135,362,639. When donating, donors must enter their email address and street address to receive updates and communication. This foundation does not utilize any social media channels. This could potentially restrict their outreach, however having such a vast group of alumni and connections, the foundation does not need to promote itself as much as a comparable foundation, such as REFI might. (JMU Foundation, 2021)

Benefits

The JMU Foundation offers academic scholarships, athletic scholarships, administration, student affairs, academics, professorships/fellowships, and chairs. The foundation offers many ways to donate, such as gifts of stock and wire transfers.

Positioning

The JMU Foundation targets individuals located in the Rockingham County and Harrisonburg area who would like to support the JMU network which includes students, faculty, alumni, and the general community. The JMU foundation has a broader range of support compared to REFI because it has additional targets outside of the Rockingham County area consisting of JMU alumni and students from all over the country.

Promotion and Message

The JMU Foundation's mission is to foster the JMU community and establish a reliable stream of private backing for the university. Its vision is centered on advocating for careful investment practices and responsible management. The foundation prioritizes principles of trust, cooperation, creativity, responsibility, and outstanding performance.

STRENGTHS

- A strong and broad network of alumni and students
- High amount of revenue and contributions
- Contributions go towards a large variety of initiatives
- Growth trend in recent years

WEAKNESSES

- No specific social media presence
- Contributions only go to the JMU community and network
- Website is difficult to locate and navigate
- Website lacks visual appeal
- No community events

COMPETITIVE ANALYSIS

BLUE RIDGE COMMUNITY COLLEGE EDUCATION FOUNDATION

The Blue Ridge Community College (BRCC) Educational Foundation helps to improve the quality of the educational environment for students, faculty, staff, and the entire community. BRCC Educational Foundation generates financial support to further the mission of Blue Ridge, helps to drive student success, and funds programs and needs, making it a direct competitor of REFI. BRCC Educational Foundation's revenue in the fiscal year of 2022 totaled \$1,728,729, but in past years have decreased slightly along with its expenses. However, their total assets have increased. (Pro Publica, 2024).

Benefits

The BRCC Educational Foundation offers the Blue Ridge Fund, which helps enhance the quality that is Blue Ridge Community College: academic excellence through student scholarships, innovative teaching through faculty mini-grants, emergency assistance through the Student Outreach and Resource Center (SOAR), and professional development through workshops and training. They also offer Endowment funds that allow future needs to be met exclusively from the fund's investment earnings. The BRCC Educational Foundation hosts a Casino Royale event every year, which raises over \$73,000 to support scholarships awarded to deserving students, grant funding for innovative programs, advanced technology in the classrooms, and a variety of other initiatives to enhance educational opportunities.

Positioning

The Blue Ridge Community College Educational Foundation targets students at the college level attending Blue Ridge Community College.

Promotion and Message

The BRCC Educational Foundation builds community relationships and secures resources to strengthen the programs and services of Blue Ridge Community College.

STRENGTHS

- Provides videos from some of their recent luncheons from years before
- Provides an easy and accessible way to contact the BRCC Educational Foundation
- Provides direct links to all social media platforms for easy access

WEAKNESSES

- Website does not feature visual aids of how they are directly impacting the community college
- Target audience is limited to Blue Ridge Community College and not grade school level
- Declining revenue

COMPETITIVE ANALYSIS

INDIRECT COMPETITORS

THE VIRGINIA EDUCATION FOUNDATION

The Virginia Education Foundation (VEF) is an indirect competitor of REFI because while the two organizations have similar missions and visions, VEF impacts schools all over the state of Virginia and is located in Madison, Virginia. VEF has more connections and a large base for acquiring contributions and donations because it affects Title I public schools across Virginia. VEF has a wider target market and may attract donors from the Rockingham County area who want to have a bigger impact in a bigger area. With this large network, VEF can bring in mass amounts of revenue per year and has shown continuous financial growth over the years. In the 2023 fiscal year, VEF's revenues totaled \$2.54 million. Over the past few years VEFs total revenues, expenses, and assets have steadily increased (Pro Publica, 2024).

Benefits

VEF provides educational programs, scholastic instruction, scholastic assistance, scholarships, supportive services, and educational resources to enhance educational opportunities and outcomes for low-income children and eligible students with disabilities

Positioning

VEF targets individuals across the state of Virginia who have the desire to make a difference in Title I public schools. Title I public schools have a high percentage of students who are living in poverty and who struggle financially.

Promotion and Message

VEF's mission is to provide grants and assistance to Virginia Title I public schools and qualifying organizations in Virginia that serve the educational needs of low-income children and children with disabilities.

STRENGTHS

- Broad target market
- High revenues and contributions
- Specifically impacts children in need
- Displays and highlights success stories on the website
- Organizations can be easily contacted through website and links

WEAKNESSES

- Visually unappealing website that is hard to navigate
- No social media presence
- Does not provide a place for consumers to receive communications from the organization
- High and increasing expenses

COMPETITIVE ANALYSIS

SKYLINE LITERACY

Skyline Literacy's vision is to create a community where adults are empowered by literacy skills to be self-sufficient, navigate daily life, and participate in the workforce, education, and civic affairs. As REFI's mission is to support learning by securing financial contributions and educational resources that benefit RCPS students and teachers, this makes Skyline Literacy an indirect competitor as the nonprofit targets a different segment. While REFI directly aims to improve the education of young adults, Skyline Literacy specifically focuses on adults. However, they are both local educational nonprofit organizations that benefit the Rockingham County community as a whole. Skyline Literacy provides a variety of programs such as basic literacy, citizenship preparation, English language learning, family learning, digital literacy, and GED test preparation. In the 2023 fiscal year Skyline Literacy's revenues totaled \$259,940. Skyline Literacy has had a slight increase in total assets and expenses over the last few years and a slight decrease in total revenues. Skyline Literacy offers an end-of-the-year campaign, and newsletters, and also partners with Kroger and Amazon to gain a portion of specified purchases (Pro Publica, 2024).

Benefits

Skyline Literacy partners with large corporations as a way to source part of their revenues. In regard to the resources they offer, they host basic literacy classes, citizenship reparation small groups, provide English Language Learning (ELL) tutors, host family literacy classes, GED test preparation, and digital literacy help

Positioning

Skyline Literacy targets adult minorities in Rockingham County who are looking to further their education, tackle a language barrier, and excel in literacy.

Promotion and Message

Skyline Literacy's mission is to provide instruction, based on need, in various literacies, for adults in Harrisonburg and Rockingham County using trained, qualified instructors and volunteers.

STRENGTHS

- Partnerships with large corporations
- Provides various means of support
- Engaging and visually appealing website
- Active and engaged social media accounts

WEAKNESSES

- Targets adults, which may not evoke the same emotional need and desire as children-focused nonprofits
- Low revenues
- Lack of fundraising events

COMPETITIVE ANALYSIS

— MASSANUTTEN REGIONAL LIBRARY —

Massanutten Regional Library (MRL) is an indirect competitor of REFI because it is located in Rockingham County and provides educational resources to the community. Massanutten Regional Library hosts a multitude of events each month, however not all of them are fundraising events and instead are events for the community to participate in and have fun. Massanutten Regional Library's total revenues amount to about \$3 million. The library's total revenues, assets, and expenses have increased over the past few years. On the website, there is an option to sign up for newsletters to receive communication about events and achievements. MRL is very active on its social media, posting at least once a day. They seem to have decent engagement, with thousands of followers and interactions on their posts (Cause IQ, 2024).

Benefits

MRL produces a mass amount of revenues allowing the nonprofit to easily host events and contribute to different causes. By hosting a multitude of events each month and maintaining an active presence on social media platforms, MRL effectively connects with residents and fosters a sense of community involvement.

Positioning

MRL targets a broad demographic within Rockingham County. This includes individuals of all ages and backgrounds who are interested in accessing educational resources, participating in community events, and engaging in lifelong learning activities.

Promotion and Message

The Massanutten Regional Library is an engaged community partner providing programs and services that bring people together, foster creativity, and encourage lifelong learning in the Rockingham County area.

— STRENGTHS —

- High social media engagement
- Multiple community events
- Provides community resources
- Engaging and visually appealing website
- Online resources are available

— WEAKNESSES —

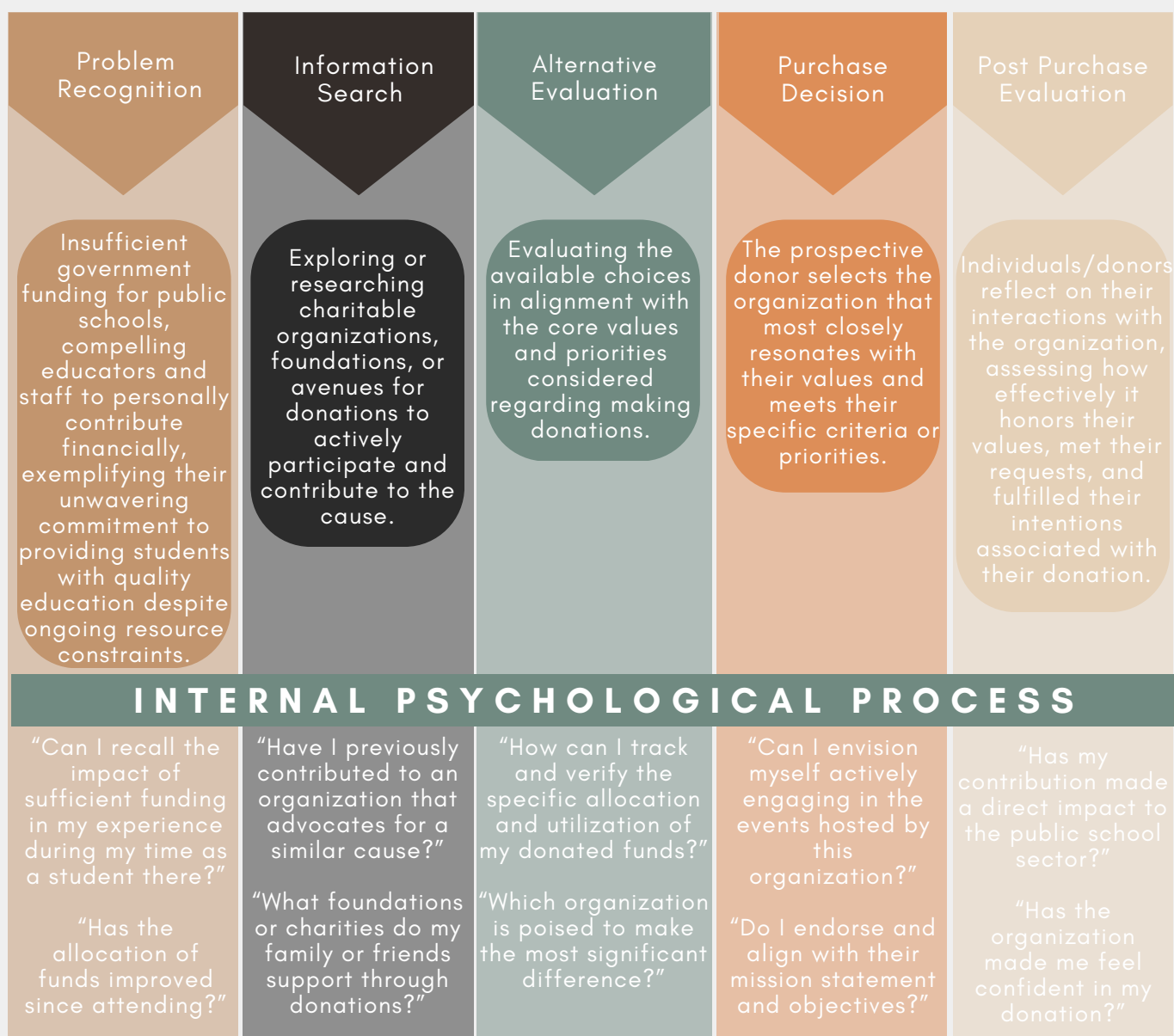
- Limited fundraising events
- Increasing expenses
- More prone to controversy due to the wide variety of products and services (ex. displaying banned/inappropriate books, or hosting controversial events)

BUYER ANALYSIS


BUYING DECISION PROCESS

Marketing Steps

1. **PROBLEM RECOGNITION:** build brand awareness for REFI's resources to empower individuals to contribute to positive change.
2. **INFORMATION SEARCH:** emphasize the importance of SEO, cultivate a strong social media and online footprint, and enhance local visibility.
3. **ALTERNATIVE EVALUATION:** showcase how REFI stands out in its commitment to addressing the issue through initiatives such as the teacher depot, grants, scholarships, and teacher recognition programs.
4. **PURCHASE DECISION:** ensure transparency in communicating how REFI utilizes donations for its nonprofit and keep donors and the public informed about ongoing activities.
5. **POST PURCHASE EVALUATION:** genuine testimonials from those impacted, consistently staying active on social media with candid content.



USER PROFILES



ELIZABETH WRIGHT

RETIRED STAY AT HOME/PTA MOTHER

AGE 55

GENDER WOMAN

LOCATION CALIFORNIA


ABOUT

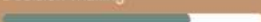
Elizabeth Wright is a fifty five year old female born and raised in Rockingham County, Virginia with her husband Jacob Wright. Together they have 3 kids whom they raised in Santa Clara County, California. Elizabeth prospered as a stay at home mom and enjoys cooking, spending time with her family, volunteering, and shopping.


GOALS

- Live a healthy and fulfilling lifestyle and give back to her community in any way she can
- Now that she has more free time, she is interested in picking up new hobbies like golf or tennis


SKILLS


Communication 


Decision-Making 


Interpersonal 

PERSONALITY

Compassionate 

Generous 


Creative 

Social Media 

FRUSTRATIONS

- Clutter around the house
- When her husband leaves his dirty socks on the floor
- Unpunctuality
- Lack of communication

FAVORITE BRANDS





JANET JOHNSON

PART TIME RECEPTIONIST

AGE 38

GENDER WOMAN

LOCATION BROADWAY, VA

ABOUT

Janet Johnson is a middle-aged woman living with her husband Jack and two children. Her two children attend John C. Meyers elementary school in Broadway, VA. Janet works part time to provide a source of income while also being there for her children who are her pride and joy.

GOALS

- Janet strives to be the best mom possible, working hard to ensure her children grow up happy, educated, healthy, and kind people
- Janet never made it to college so her goal is to ensure both of her kids have the option to attend if they desire, hence her receptionist job alongside being a mother

SKILLS

Communication 

Time Management 

Cooking 

PERSONALITY

Empathy 

Humor 

Encouraging 

Problem-Solver 

FRUSTRATIONS

- Janet dislikes when people tell her how to parent her children
- She doesn't love her children's school PTA/PTO, she believes the organizers of it only have their specific children in mind and not students as a whole
- She dislikes messes, disorganization and when her children play on their ipad and not outside

FAVORITE BRANDS



BUYER ANALYSIS

PRODUCT INVOLVEMENT LEVELS

The primary factors influencing nonprofit selection for Rockingham Educational Foundation narrows down to transparency, relevance, and results. The main target market is looking for tangible results from their donations that justify REFI's cause and why they are encouraged to continue donating. Another important factor is community engagement from REFI through their events and volunteer opportunities. Individuals in the target audience value immersing themselves in the causes they support especially when it comes to their children's education. Before making a decision, they do an adequate amount of research to find the nonprofit that aligns with their expectations, morals, and values. The buying behavior itself is influenced by personal connection through word of mouth.

The buying behavior is characterized as both extended problem-solving and low-involvement purchases. The behavior is characterized as extended in its problem-solving due to the high level of research for information in order for an individual in the target market to make a choice between different nonprofits in the education sector they are considering donating towards. As REFI starts to retarget its marketing efforts from baby boomer/boomer generations to millennials and Gen X individuals, extended problem-solving is more likely to occur because the individual is participating in charitable donations to a foundation that they have never donated to before. The purchase is low involvement as the donation amount is up to the discretion of the donor. There is no required donation amount that REFI accepts, as REFI recognizes even volunteer help is equally appreciated.

CONSUMER FACTORS

DEMOGRAPHIC

- Millennials range from ages 28-43
- Gen X range from ages 43-59
- Parents with children zoned for RCPS
- Middle- to upper-class

GEOGRAPHIC

- Rockingham County Residents
- Past graduate of RCPS living elsewhere with a family connection

PSYCHOGRAPHIC

- High involvement with their community
- Morals and values align with educational improvement for the next generation of students

BEHAVIORISTIC

- High involvement with their children's education
- Prioritizes generating sustainable opportunities for their children to excel in the classroom

PRIMARY RESEARCH

REFI REVIEWS FROM SOCIAL MEDIA

"Yay! It was so much fun. I always feel honored and grateful to volunteer at this worth event! Also, thanks to the board for the wonderful card!"

"Thank you @REFIGives for a grant to build an AR Sandbox! The AR Sanbox will travel & provide hands-on learning: topographic maps, watersheds, habitats & ecosystems, human geography, & techtoic activity. We can't wait to take this show on the road!"

"I had a wonderful time volunteering with the best ladies! The theme was fun and the costumes were so much fun to see. The board and staff of REFI are fabulous and I'm grateful for all they do for our schools. Last night was a success in my book"

"On behalf of my wife, her students, and the families at McGaheysville Elementary School, thank you for making a difference every day. Because of your twenty-five-year commitment to this community, teachers have had the opportunity to dream big and provide students with meaningful lessons, great books, and countless experiences, using the wonderful supplies and generous donations provided"

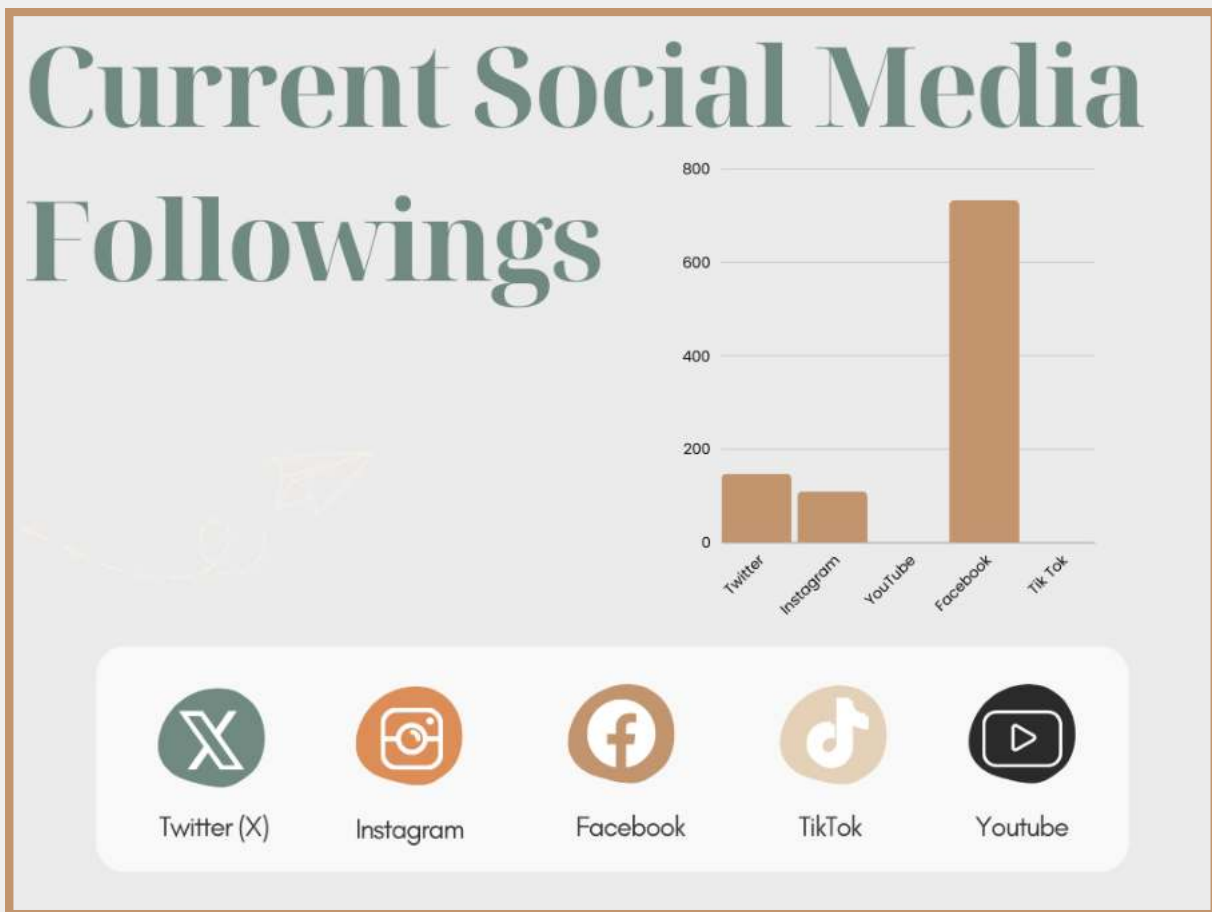
"REFI is an amazing organization that helps us fund our ideas!"

"Teachers form our future leaders. They deserve all we can give them!"



These reviews have been sourced from social media platforms such as Facebook, Instagram, and X (Twitter). REFI currently has no Google reviews, which can lead potential donors to become uninterested in donating because of the lack of easily accessible information.

PRIMARY RESEARCH



GRAPH DESCRIPTION

The graph represents a breakdown of REF1's social media following in percentages. Currently, REF1's most prioritized media platform is Facebook with 733 followers. With their target marketing efforts towards baby boomers/boomers, emphasizing their Facebook presence is an adequate way to reach those generations. However, as their marketing strategies turn in a new direction toward millennials and Gen X, there should be a focus shift to Instagram and TikTok. Currently, REF1 has 110 followers on Instagram and there is no clear marketing plan for their posting strategy as the page is identical to their website. REF1 has no media presence on TikTok and a weak presence on Twitter with only 148 followers. As REF1 starts to implement the new retargeting tactics, more of its marketing efforts need to go towards prioritizing these two platforms, as well as Facebook, to ensure maximum reach to the target market. The use of social media within a marketing plan is to complement and add to advertising objectives. REF1's current status online does not support this idea and is a detriment to the success of spreading awareness of REF1's mission.

PROMOTIONAL PROGRAM SITUATIONAL ANALYSIS

MESSAGE STRATEGY

REFI currently focuses its message on giving back to the community. On their website, this is phrased as the most valuable investment in the community. This message is delivered through their website. There is also a page on mission, vision, and value. This shares more information about what REFI does, and its goals. They share that REFI strives to contribute to RCPS to increase experiences and educational resources to help achieve more. The values REFI is based on, are philanthropy, learning, collaboration, excellence, and recognition.



PROMOTIONAL MIX

REFI previously has not put any money into their advertising besides their three annual events. These events make a huge contribution to their funds every year. The events include a golf tournament, an annual auction party, and a scholarship reception for the recipients and donors to attend. These events all occur in the spring. REFI is found on social media platforms, including Instagram, Facebook, and Twitter. On Twitter specifically, most of their posts are reposts from teachers in the RCPS district, expressing their gratitude for funds given to have a new opportunity for their students or supplies from the supply depot. Facebook is used more than their Instagram page, some posts being the same on both platforms. These platforms are not used on a consistent schedule but typically have a few posts per month. Depending on the events going on during a specific month, there may be more or less frequent posts adjacent to the activity level of the organization. They offer promotional donor spotlights, to those who donate certain dollar amounts. They group them into premier, diamond, platinum, gold, silver, bronze, and friends of REFI partners, which is based on a specific dollar amount. The more money donated, the higher on their website the shoutout is given. Any donor silver and above, gets their logo featured on the site. Their website has a promotional video on the homepage but is otherwise informational and provides information on what they do and how to donate.

PROMOTIONAL PROGRAM SITUATIONAL ANALYSIS

EXAMPLES

Instagram feed



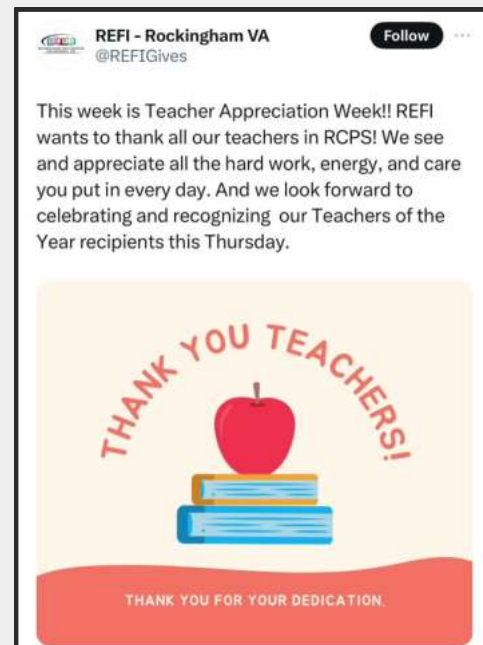
Donor spotlights



Twitter example



Twitter example



SEGMENTATION, TARGETING, AND POSITIONING



MARKET SEGMENTATION

The primary target market for this campaign is millennials in Rockingham County. This group ranges from 28–43 in age, has high involvement with their community, cares about the educational improvement of RCPS, and prioritizes the opportunities for the children as a focal point. They know the opportunities their children are getting, so they will be more inclined to donate because of their insight and engagement within the area. There is also a high likelihood that millennials have attained higher levels of education, so they are more likely to value and support educational initiatives. Millennials value causes that align with their personal beliefs and priorities, such as education and community development. Since many millennials have higher education to some degree, they are in the workforce and have disposable income. Over the past years, the donating habits of millennials have increased, and are expected to continue to increase as they age. Millennials are also technologically advanced and inclined to engage with online platforms and social media, making digital marketing strategies effective in reaching them. “In 2022, millennial households gave 40 percent more, on average, to charity than they did in 2016 — bumping their average annual contribution up from \$942 to \$1,323” (Norman, 2023). As millennials slowly grow older, their donating habits have increased. Research tells us that the number will continue to go up with time, making millennials a good group to go after.

The secondary target market for this campaign is the Gen Xers in Rockingham County. Gen X is currently aged 43–59. This segment will be effective because this generation contains parents who most likely have children entering the higher education system. Beyond having children that REFI impacts, Gen Xers also prefer to support organizations that directly impact their community. This includes environmental issues, children's welfare, and most relevant to REFI, education. While Gen Xers typically prefer to utilize online giving, they are also comfortable with offline giving which can help get items for the supply depot and large checks (Kochin, 2023). This generation is also more inclined to provide long-term support beyond just a cash donation, which means Gen Xers will be continuous donors. With many Gen Xers in Rockingham County at a stage of financial stability or planning for retirement, they may be more comfortable making substantial contributions or considering planned giving options (Wolfe, 2021).

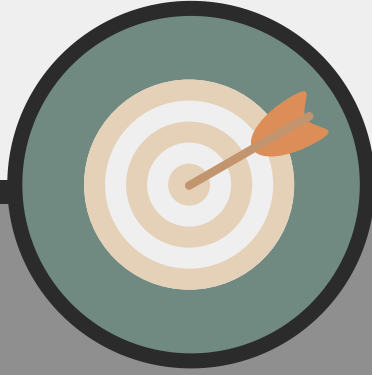
SEGMENTATION, TARGETING, AND POSITIONING



TARGETING AND POSITIONING

"A product user positioning strategy distinguishes a brand or product by clearly specifying who might use it" (Clow and Baack, 2005). For REFI to position themselves using this strategy they are targeting or penetrating a market that is directed toward individuals who would see the impact of underfunding of public schools, and who would be most inclined to be a part of the change. Ideally, the target market would recognize the significance of enhancing government funding to support students in the public school sector. However, to effectively boost long-term donations and engagement, REFI's target audience must comprise individuals who not only hold these beliefs but also directly experience the issue's effects and will benefit directly from REFI's services.

MARKETING GOAL



To increase revenue
from \$108,000 to
\$150,000 from July 1st,
2024 to June 30th, 2025.



CAMPAIGN THEME



"TODAY'S YOUTH, TOMORROW'S LEADERS"

The essential campaign theme created for REFI can be summed up in the campaign slogan, "Today's Youth, Tomorrow's Leaders". The slogan aims to highlight how important it is for young people to shape our society's future, and how education can change lives by producing tomorrow's talented and dependable leaders. By focusing the campaign on this idea, REFI hopes to give parents, teachers, and community members a sense of empowerment and duty. It acts as a call to action, encouraging those involved to acknowledge the value of funding children's education and development since their progress and accomplishments now will open the door to a better tomorrow.

The theme connects strongly with parents whose children attend RCPS because it speaks directly to their hopes for their children's future success. Through the utilization of this common objective, the campaign aims to encourage parental participation and support for REFI's initiatives, developing a solid feeling of community cooperation, and group accountability for reshaping the educational environment. "Today's Youth, Tomorrow's Leaders" is a call to action as well as a statement of purpose. It encourages people to actively participate in helping achieve that vision while inspiring confidence for a better future. By pairing effective communication and engagement tactics with the theme, REFI hopes to inspire significant change and build a brighter tomorrow for future generations.

COMMUNICATION GOALS AND STRATEGIES



AWARENESS

Increase the percentage of consumers in the target market, parents with children in public schools, and millennials/Gen X who are aware of REFI and its programs by 22% by June 2025 by using traditional advertising, digital marketing, and social media marketing as well as support media, and direct marketing.



INTEREST

Increase interest of consumers in the target market of parents with children in public schools and millennials/Gen X who have interest in donating to and/or attending REFI events by 25% by June 2025 by using direct marketing, social media marketing, and support media.



DESIRE

Increase desire of consumers in the target market, parents with children in public schools, and millennials/Gen X who have a desire to attend events and/or donate money to REFI during the months of July through June by 15% by using support media and social media.



ACTION

Increase the revenue that REFI brings in for its events and donations during the months of July 2024 through June 2025 by 38% by using our desired promotional techniques which are traditional advertising, digital marketing, social media marketing, support media, and direct marketing.

COMMUNICATION GOALS AND STRATEGIES

OBJECTIVE 1

Increase the percentage of consumers in the target market, parents with children in public schools, and millennials/Gen X who are aware of REFI and its programs by 22% by June 2025 by using traditional advertising, digital marketing, and social media marketing as well as support media, and direct marketing.

— **TRADITIONAL MARKETING** —

Advertising REFI across all six iHeartRadio network stations within the Rockingham County area to raise brand awareness and reach a wide range of the target audience and additional members of the Rockingham County area. Creating brochures to be spread out throughout the county, allocating \$160 a quarter allowing around 1,000 brochures to be created and printed. The stock amount will be viewed once a month.

— **DIGITAL MARKETING** —

Digital marketing will look to increase the percentage of consumers in the target market through implementing SEO, including SMS text messages to certain donors, and lastly improving the website design.

— **SOCIAL MEDIA MARKETING** —

Utilize Facebook's paid ad tools to target millennials and Gen X individuals in Rockingham County and work with a student photographer to help capture strong visual elements for posts. Utilize free social media posts on Facebook and Instagram.

— **SUPPORT MEDIA** —

Support media will aid REFI in increasing the percentage of consumers through venue signage and stickers. Venue signs will be displayed at all public schools in Rockingham County and stickers will be placed on donation items or handed out to individuals at select events.

COMMUNICATION GOALS AND STRATEGIES

DIRECT MARKETING

Direct marketing will help increase the percentage of consumers in the target market by using information catalogs sent home with students and utilizing teachers to gather email lists of parents that may be interested in helping their childrens education.

OBJECTIVE 2

Increase interest of consumers in the target market of parents with children in public schools and millennials/Gen X who have interest in donating to and/or attending REFI events by 25% by June 2025 by using direct marketing, social media marketing, and support media.

DIRECT MARKETING

With the use of mail and email, send messages to millennials and Gen X individuals in Rockingham County spreading awareness of REFI, and following up with past donors to enhance their pre-existing interest. Additionally using information catalogs to increase interest.

SOCIAL MEDIA MARKETING

Social media will promote the interest of consumers by using paid Instagram and Facebook ads. It will provide content in support of different events and use testimonial videos.

SUPPORT MEDIA

Banners and A-frame signs will be used around public campuses and popular events. Additionally, stickers will be handed out at events and placed on donation items from the supply depot.

COMMUNICATION GOALS AND STRATEGIES

OBJECTIVE 3

Increase desire of consumers in the target market, parents with children in public schools and millennials/Gen X who have desire to attend events and/or donate money to REFI during the months of July through June by 15% by June 2025 by using support media and social media.

SOCIAL MEDIA MARKETING

Develop and schedule biweekly posts for REFI's current followers, increasing partnership posts as well as brand recognition to entice followers to want to donate again.

SUPPORT MEDIA

Banners and A-frame signs will be used around public campuses and popular events. Additionally, stickers will be handed out at events and placed on donation items from the supply depot.

OBJECTIVE 4

Increase the revenue that REFI brings in for its events and donations during the months of July 2024 through June 2025 by 38% by using our desired promotional techniques which are traditional advertising, digital marketing, social media marketing, support media, and direct marketing.

SOCIAL MEDIA MARKETING

Social media will look to increase the revenue through directing social media users to the donation pages from their posts. REFI will provide enticing content and interact with users through both free posts and paid ads.

TRADITIONAL MARKETING

This form of advertising will be useful in increasing revenues through promoting REFI on the radio giving a number to call or listing the website to donate. Brochures will be handed out including all information that will direct users towards the donation page to increase revenue.

COMMUNICATION GOALS AND STRATEGIES

SUPPORT MEDIA

Support media can be used to increase donations with the use of a QR code on the A-frame sign print and stickers that will direct people viewing them to the donation page or to the information page which will be important for increasing overall revenue.

DIRECT MARKETING

Digital marketing will be used to increase revenue through the website being designed in a more visually appealing way that will have a clear call to action to donate and therefore bring in more revenue. Using SEO it will also help by making sure when people search different organizations to donate to that REFI is popping up first. Direct marketing will additionally be helpful as the thank you flyers and emails will contain a link to donate again or a suggestion to share with friends and social media pages. Information catalogs will include REFI's information and a call to action to donate.



CREATIVE BRIEF

BASIC PROBLEM



Increase revenue donated from consumers by using a variety of marketing channels to reach the target market, specifically millennials in the Rockingham County area, resulting in an increase of \$42,000 in revenue from July 1st, 2024–June 30th, 2025.

COMMUNICATION OBJECTIVES

1.

Increase the percentage of consumers in the target market, parents with children in public schools, and millennials/Gen X who are aware of REFI and its programs by 22% by June 2025 by using traditional advertising, digital marketing, and social media marketing as well as support media, and direct marketing.

2.

Increase interest of consumers in the target market of parents with children in public schools and millennials/Gen X who have interest in donating and/or attending REFI events by 25% by June 2025 by using direct marketing, social media marketing, and support media.

3.

Increase desire of consumers in the target market, parents with children in public schools, and millennials/Gen X who have desire to attend events and/or donate money to REFI during the months of July through June by 15% by June 2025 by using support media and social media.

4.

Increase the revenue that REFI brings in for its events and donations during the months of July 2024 through June 2025 by 38% by using our desired promotional techniques which are traditional advertising, digital marketing, social media marketing, support media, and direct marketing.

TARGET AUDIENCE

The primary target audience focused on is millennials in Rockingham County who have children attending RCPS. This group is typically very caring about the schools, has high expectations and opinions about the quality of education, and wants what is best for their kids. REFI wants them to think that Rockingham County schools are a functional education system and a place they should trust for their children's education. It is also needed for the target audience to know that education in general lacks funding, and REFI is here to come in and help support this need. The secondary market is Gen X, which extends the age group of the targeted market and includes parents who have already had children go through the school system but have a place in their heart for improving the school system for children to follow.

CREATIVE BRIEF

TARGET AUDIENCE



DEMOGRAPHIC

Individuals age 28-43 and 43-59



GEOGRAPHIC

Lives in Rockingham County with children in or have gone through the Rockingham County School District



PSYCHOGRAPHIC

Prioritize high involvement with their children, community engagement, prioritize learning, caring personality



BEHAVIORISTIC

Interested in knowing what goes on in school for their children, wants great opportunities for their kids, involved in community

PRODUCT POSISITONING



The major selling idea revolves around the campaign theme, that donating to REFI is not just for the students and teachers today, but it will have a greater effect on our world in the future, which is why it is so important. We position ourselves as an organization that benefits society not just today, but tomorrow too. It has a direct impact on the kids within Rockingham County by providing them with opportunities that would not be possible without the support and contributions of REFI as well as, an indirect contribution to the future, as the education the children are getting now will be feeding into the work world and future of society.

CREATIVE BRIEF

SUPPORTING INFORMATION

Positioning REFI this way will get the best results from donors because people will see the importance of it not only being beneficial today but also in the future. 76% of adults said that the future of our nation is a significant source of stress in their lives (American Psychology Association, 2022). Additionally, one's childhood is crucial in shaping the kind of person you will be, so a proper education is vital to have successive leaders and good humans in the future to protect our world.

CAMPAIGN THEME

"TODAY'S YOUTH,
TOMORROW'S LEADERS"

The campaign theme is "Today's Youth, Tomorrow's Leaders". This was chosen because it focuses on the kids, the primary group impacted by the contributions. Secondly, REFI's contribution should impact the kids' education to an extent that leads to a better future for everyone. The next generation will be the leaders of society, and REFI's mission is to make that possible through the contributions and opportunities provided.

STORY

Emily is a 5th grader at Rockingham Public School. Emily excels in school and is grasping concepts much easier and faster compared to her classmates. Because of this, Emily feels bored and unchallenged by the material she is learning. There is no current program for gifted students to show their knowledge. One teacher at the school is trying to gather funding to start a gifted program for someone like Emily. This is where REFI excels, with its grants and scholarships that give the opportunity for teachers to enhance the education offered. Fast forward to 20 years, Emily now has the world at her feet with all the opportunities she could imagine. She could aspire to be a teacher, lawyer, doctor, etc. She is still in contact with the teacher who changed her path to academic success. Emily is forever grateful for her grade school teachers who made her into the person she is today. We are choosing this story because we can use the same ad/story but change different elements of what she may want to be, in some ads maybe an astronaut, or a doctor, or an artist, or a surgeon, etc.

CREATIVE BRIEF

ADVERTISING APPEAL

The advertising appeal that REFI uses throughout the campaign includes both fear and emotions. We believe these are both fitting for the goal REFI is aiming to accomplish. Fear can be used because the theme addresses the present and the future. The present speaks to the current children and alludes to the future when these children will be the leaders of the world, and it is important that they are properly educated and set up for success. The fear of the world not being a good place in the future without quality education would strongly connect to the slogan, "Today's Youth, Tomorrow's Leaders". The emotional appeal can tie into REFI's message because kids can be used for their cuteness, as well as to draw in viewers to feel bad for them, in their inability to have certain opportunities. Here is where REFI can step in to help, and the emotional appeal of showing children having dreams they wish to conquer will help draw in people feeling bad and want to contribute to the cause.

MESSAGE STRATEGY

Donating to this organization will benefit not only children today but the future of our world. This integrates with the advertising appeal of using fear and emotion because most people want the best for the future and will feel like they should/have to donate. It'll relate to our target audience because although people in this age group may not have a child, they also want what is best for the future of the world and more specifically, their community. The age groups should care about their future as well as the future of their younger loved ones whether it means their children or others.

CREATIVE EXECUTIONAL FRAMEWORK

The campaign theme will primarily use imagery as a main creative message because it will create the visual between their donation and the effects it will have on kids. The variety of deliverables for the campaign theme focuses on kids, so viewers can make a connection to see that the contributions to REFI are directly benefiting the kids of RCPS. While today the money is being placed into teacher grants, student grants, or the teacher depot, it is ultimately going into the future of doctors, lawyers, firefighters, governors, and many more. This is the best choice to fit with our emotional and fear appeal.

CREATIVE BRIEF

CREATIVE CONSIDERATIONS

The tone for REFI's advertisements should be very empowering and empathetic. We want to inspire our audience to understand our message, take action, and make a donation to benefit the public education of a child who attends a Rockingham County School. The promises and claims involved with our advertisements would be ensuring the respective donor that with their help, REFI is guaranteed to better the quality of education a student receives through opportunities including grants, scholarships, or the teacher supply depot. The colors we will incorporate will consist of the current REFI color palette of black, blue, green, and red. We want the colors to complement one another and be aesthetically pleasing to the eye to draw the attention of viewers and keep them engaged with REFI's brand. As for the graphics depicted in the ads, the focus is on visuals of students K-12 in school and how REFI positively impacts their learning environment and gives them more avenues to explore their full potential to grow as a student and as a person.

CREATIVE TACTICS

Through the variety of different channels being used, digital marketing, traditional advertising, social media marketing, support media, and direct marketing; an array of tactics will be used. Print ads will be used and distributed to local businesses so those in Rockingham County can see them. Digital marketing will use research and analytics to improve search engine optimization. Support media will be used as a reinforcement tool to keep the brand around and relevant to those in Rockingham County. The frequency will be improved by this. Direct marketing tactics are focused on the retention of the current donors. Social media marketing tactics will include the use of social media to keep the donors and prospective donors updated on different events REFI is hosting, and updates to where the money is being used.

TRADITIONAL ADVERTISING

INTRODUCTION

The traditional advertising plan for Rockingham Educational Foundation, Inc. (REFI) focuses on awareness and fostering growth. Utilizing traditional advertising mediums such as print advertising, newspaper advertising, and radio ads will aid in raising awareness about REFI and its initiatives among our target audiences, and will additionally encourage engagement and support for the foundation's work. Central to our communication strategy is the integration of our campaign theme, "Today's Youth, Tomorrow's Leaders," into all materials and messaging. This theme underscores the foundation's commitment to nurturing the potential of young students and preparing them to become future leaders. The theme can easily be incorporated into these mediums through sharing stories following our campaign theme on both the radio and print. Through cohesive branding and messaging, REFI will ensure that our traditional advertising efforts reflect this theme, highlighting the importance of education in shaping the leaders of tomorrow. Examples of children who have an aspiration of a certain career path would be most beneficial. The overarching goals include aiming to increase overall communication with the target audience by expanding awareness by 38% by June 2025, increasing overall revenue by \$42,000, and lastly, increasing the number of repeat donors.

The following objectives for traditional advertising work cohesively with communication to achieve these goals. For the first objective of print media, REFI will distribute brochures and place print ads in local newspapers, community magazines, and relevant publications. These materials will be strategically placed in high-traffic areas frequented by our target demographic, including schools, libraries, community centers, etc. Tangibility is important in capturing viewers' attention and if they can pick up a brochure when checking out at a store or are visibly noticing print ads at some of their favorite local spots they may be more enticed to support the organization. In addition to print media, a second objective focuses on radio stations. REFI will implement radio ads on various stations within Rockingham County to reach individuals who are in our target markets. Almost everyone rides in a car on a daily, so implementing a form of advertising where donors are sitting in the car with nothing to do but listen to what the ad has to say could greatly help REFI's proceeds. Capitalizing on the radio's pervasive presence during daily commutes, these ads will work on a continuous schedule, placing the ads on 4 main stations throughout the year (12 times per year on these stations) and twice on two of the less popular stations. Using a strategy to schedule these on differing stations that capture different audiences will guarantee the maximization of the potential of spreading brand awareness.

TRADITIONAL ADVERTISING

OBJECTIVE 1

Increase awareness of REFI by distributing print advertisements in local businesses through Rockingham County, reaching millennials and Gen X individuals. This can be measured through the restock rate of what REFI provides to different businesses measuring how well it is grabbing the attention of customers, and which locations are best suited to reach the intended audience. Each quarter 1,000 brochures are printed and disbursed to the community. In addition to brochures, rent out space in the local newspaper to promote REFI's mission, values, and purpose monthly for smaller ads and quarterly for big ads.

STRATEGY & TACTICS

Strategy 1: Create brochures to be spread out throughout the county, allocating \$160 a quarter for around 1,000 brochures to be created and printed. The stock amount will be viewed once a month.

- **Tactic 1:** Distribution can begin with all of the public county service buildings. Including but not limited to, town halls, libraries, police stations, parks and recreation, and the school buildings.
- **Tactic 2:** Continue distribution in local businesses. Local restaurants, shops, services (gyms, nail salons, car service shops), coffee shops and more.
- **Tactic 3:** Use a variety of appeals that can draw in a wide customer base due to the reach that will be achieved through such a wide span of businesses. Different versions of the brochures can be available, including an emotional appeal, a humor appeal, and some that share an example, using our story about Emily.

Strategy 2: Place a newspaper ad in the Harrisonburg Daily News-Record weekly on Saturdays reaching the Shenandoah Valley at a circulation rate of 26,419. The cost is around \$31 per column inch (Daily News-record). Implement small ads twice a month and the larger ad once a quarter.

- **Tactic 1:** Create a small, quick attention-getting ad that is just for a one-inch column. Simply include REFI, the slogan Today's Youth Tomorrow's Leaders, and a QR code for more information. With the ad being so small, it is important to see the main important details. 2 ads per month in the paper resulting in a cost of \$62/month.
- **Tactic 2:** Create a larger, 2x2 ad, showcasing a picture, a small description of REFI, and an appeal to the readers. Leave a QR code to direct a call to action. This can be done once a quarter. It will have a cost of \$124/quarter.
- **Tactic 3:** Maintain consistency with the ads, running them on the highest circulated day, Saturdays, keeping the REFI colors and logo included in all ads, and simplifying as much as possible with such little space to work with, the ads need to be memorable which can be achieved through the same vocabulary associated with a logo and colors.

TRADITIONAL ADVERTISING

OBJECTIVE 2

Enhance brand exposure to REFI from July 1st, 2024 to June 30th, 2025 to millennials and Gen X individuals in Rockingham County through advertising radio scripts on 6 different stations throughout the community using a pulsing strategy. Utilizing different scripts it will appeal to different groups of people and increase overall donations.

STRATEGY & TACTICS

Strategy 1: Rotate a variety of scripts between six different stations to hit a variety of listening groups, and for the audience to learn more about REFI through multiple scripts.

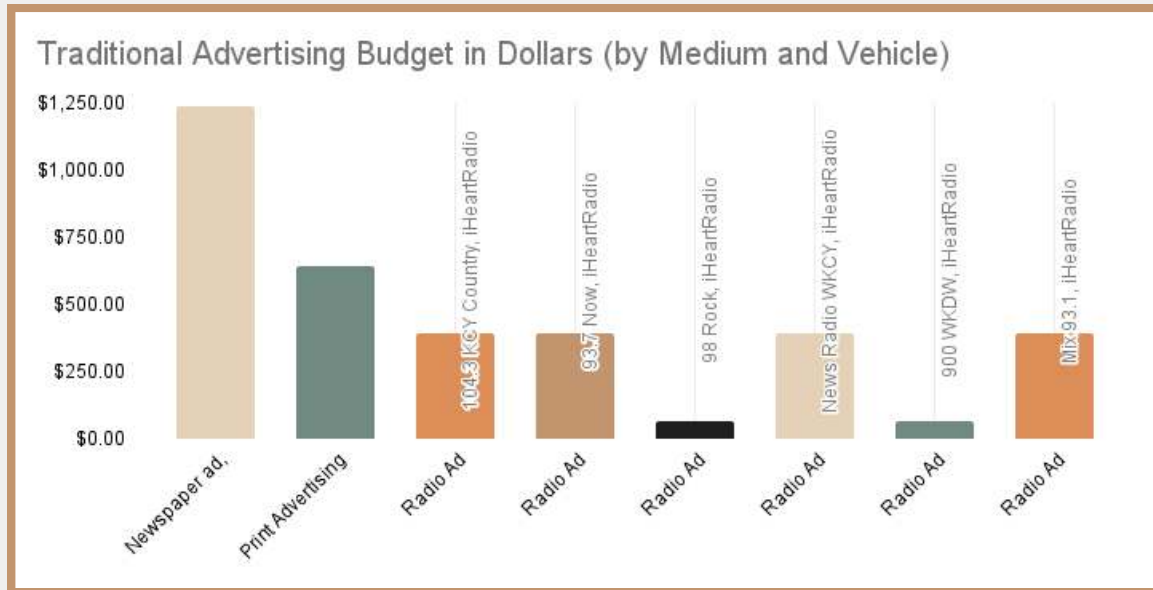
- **Tactic 1:** Use an emotional appeal-based script to get listeners to grow a fear for the future of the school systems and life in general, as well as learn about the importance of quality education and ways REFI helps provide this.
- **Tactic 2:** Have an informational-based advertisement to inform listeners what REFI does, its mission, and how listeners can donate to the cause today to be clear and concise with the message incorporating the campaign slogan.
- **Tactic 3:** Use a storyline of a student who has been positively impacted by REFI and share the successes of the organization on children. A testimonial will be beneficial in targetting an emotional side of listeners.

Strategy 2: Advertise REFI across all six iHeartRadio network stations within the Rockingham County area to raise brand awareness towards a wide range of the target audience and additional members of the Rockingham County area. Create a unique schedule to do so.

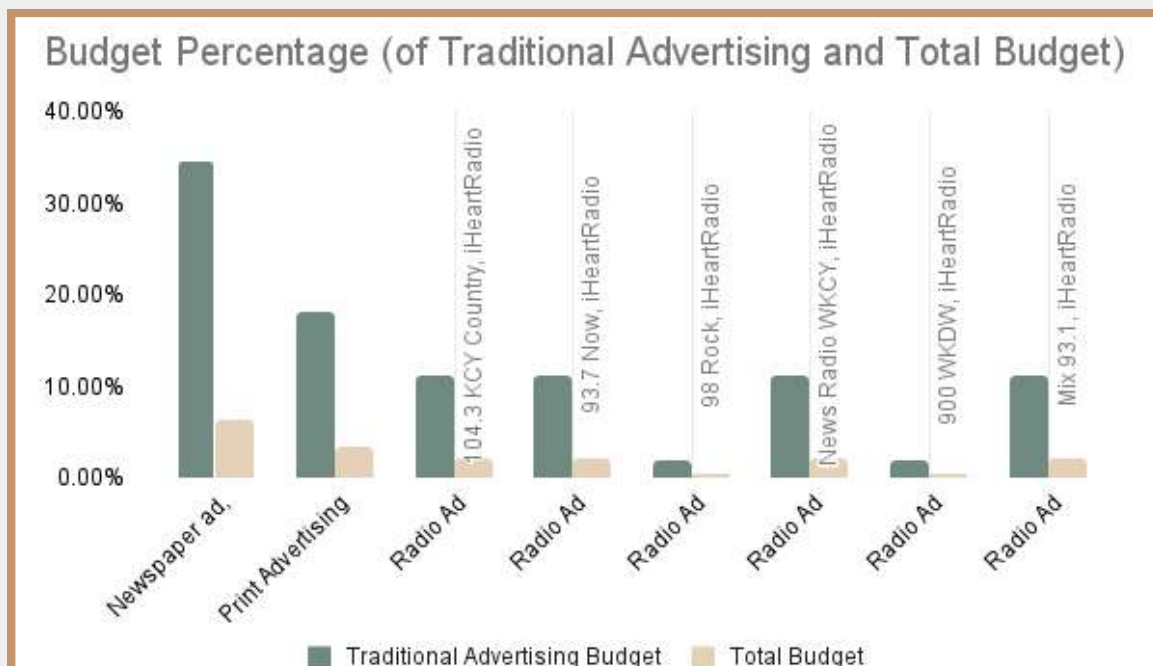
- **Tactic 1:** Utilize stations hosting different genres of music, as lots of people stick to one or two familiar channels, therefore using multiple stations can lead REFI into the cars of many different types of people. 6 different stations will be chosen with the four most frequently being used one time a month and the two least frequently listened to stations being used twice a year. The four most frequent are: 104.3 KCY Country, 93.7 Now, Mix 93.1, and News Radio WKCY while the least frequent are 900 WKDW and 98 Rock.
- **Tactic 2:** Change the times of day the ad is played in. Throughout the year, switch up the time slot the ad is played in to hit different groups. This will ensure we are hitting the morning commuters, night commuters, daytime drivers versus the weekend leisure drivers, etc.
- **Tactic 3:** Switch the radio script being used for each station frequently. The more knowledge gained from listeners through the various scripts can help them gain more knowledge of REFI's purpose.

TRADITIONAL ADVERTISING

BUDGET



The traditional advertising budget is broken up into radio, newspaper ads as well as print advertising. Radio with a selection of a weekly ad run throughout the year varying between six channels for each week will account for a majority of the expenses (\$1,705). Following that REFI will allocate around \$1,240 towards newspaper ads that will be run in the Harrisonburg Daily News Record to promote brand awareness. Lastly, with the least spending, 1,000 brochures will be printed and distributed to popular local places for \$640.



TRADITIONAL ADVERTISING

MEDIA VEHICLES

HARRISONBURG DAILY NEWS RECORD NEWSPAPER

REFI will advertise in the Harrisonburg Daily News Record newspaper with multiple different advertisements, one will feature a QR code to scan that is a larger sized ad, and others will be smaller and use the slogan “Today’s Youth, Tomorrow’s Leaders” with the REFI logo. The larger ad will be disbursed throughout the paper once a quarter vs. the smaller ad will be twice a month and the money spent will go towards the publication and printing costs. Although newspapers can be old, they are a great source of information that the local community will read not just in their own homes but local places such as doctor's offices.

PRINT ADS - BROCHURES

REFI will distribute brochures throughout the Rockingham County public spaces including coffee shops, restaurants, parks and recreation centers, town halls, and more. This will show REFI’s connectivity to the community and spread the message to local members of the community. These will be available to take and will be restocked in various locations as needed. Providing a tangible resource will be important as donors will have the ability to take one home and it will stay in their consideration for a longer period of time if they keep looking through it. The least amount of money is spent on these because it is not being published through anyone else and it focuses on just the printing cost.

RADIO ADS

REFI will advertise through six different stations through the iHeartRadio network. These six stations will be different genres and will hit different audiences. The ads will be shared at different times of day as well to target different groups. Multiple scripts will be rotated between the six channels to provide different appeals to various audiences and give as much awareness and information as possible to listeners. Strategically, REFI plans to run one radio ad a week, being sure to play an ad on the four most popular channels once a month while hitting the two least common ones twice a year. In terms of traditional advertising, REFI will spend a considerable amount of that on radio ads based on the ability to put them on a multitude of radio stations to capture the whole audience necessary.

TRADITIONAL ADVERTISING

RATIONALE

REFI is dedicated to supporting educational initiatives within the community, empowering students and educators alike. To effectively communicate its mission, engage with the target audience, and raise awareness for REFI's cause, it is ideal to utilize a combination of local newspaper ads, print brochures, and radio advertisements. Local newspapers continue to serve as a trusted source of information within the community, reaching a broad audience of residents, parents, educators, and stakeholders. By placing ads in local newspapers, REFI can effectively target individuals who are actively engaged in community events and initiatives, including those related to education. Newspaper ads offer a tangible and credible platform to showcase the work of REFI, highlight upcoming events and initiatives, and encourage community involvement. Additionally, newspaper ads allow for targeted placement in sections relevant to education or community news, ensuring maximum visibility and impact among our target audience. Utilizing the Harrisonburg Daily News Record is ideal because it is a popular local news source for the area that covers a variety of topics. This particular news source claims to have the greatest reach of any advertising medium in the Central Shenandoah Valley (Daily News Record Rate Card). By placing a small ad in this paper twice a month, basic information about REFI is spread, and awareness is slightly increased cost-effectively. Placing the small ad in the paper only twice a month keeps the ad prevalent but does not overwhelm the paper with REFI ads. The Harrisonburg Daily News record charges \$31 per column inch, so running the ad twice a month will cost \$62/month, translating to \$744/year (Gaebler). To increase awareness and spread of information, a larger ad (2x2) will be run with more information once a quarter. This ad can include a picture and updates on upcoming events. A 2x2 ad will cost \$124 per run (31x4), resulting in a cost of \$496/year. Adding the cost of the small ad plus the larger one results in a cost of \$1,240/year. Ideally, these newspaper ads will be displayed in the Saturday paper because it has the highest circulation rate (26,419 average daily paid circulation) and will expose the most people to the ads (Daily News Record Rate Card).

TRADITIONAL ADVERTISING

RATIONALE CONTINUED

Using brochures as an additional way of advertising will prove beneficial because they are a relatively cheap way to spread more in-depth information about REFI. To find the budget information for creating and printing brochures, Staples printing services has been used as an example price. Printing 250 brochures costs about \$160. To reach 1,000 brochures, 250 would be printed per quarter totaling \$640 per year for 1,000 brochures (Staples). These brochures will be placed in high-traffic areas of our target market. The brochures will be initially placed in public school offices in Rockingham County. This will be the most effective area to place the brochures because parents of RCPS students frequent this location for a variety of reasons and it is the most relevant, considering that REFI directly benefits these schools. Additionally, brochures will be placed in service buildings, including police stations, town halls, or public libraries as they are high-traffic areas for the target market. Creating a few different versions of the brochure will be effective when placing them in different areas. For example, brochures placed in libraries and schools will be more effective if they are informational and education/benefit-focused. Brochures in local businesses will need to have more of an eye-catching element to grab the attention of customers since the brochure and information are not related to the place of display. Lastly, radio channels will be useful to increase awareness. There are six different stations that have been budgeted to be advertised on, all through the same network, iHeartRadio. Using exclusively stations through this network will simplify the process of payments and contact points. The high price in DC for a measured CPM is \$277.88. The low in the DC area is \$4.82. Taking the percentage of Rockingham County's population (US Census) in comparison to DC (US Census), Rockingham County is 11.8% of DC's population. Taking 11.8% of the cost brings the cost to \$32.79 per 30-second ad. Spending \$32.79 a week for a radio ad for the entire year will come to approximately \$1,705. Rockingham County has six different stations through iHeartRadio, so it is easier to go through one network (iHeartRadio) which can disburse the ads throughout the various stations in the area for REFI. To gain the strongest exposure possible, the four most common stations (104.3 KCY Country, 93.7 Now, Mix 93.1, and News Radio WKCY) will be run once a month throughout the year while the other two which are least common (900 WKDW and 98 Rock) are run twice a year.

TRADITIONAL ADVERTISING

DELIVERABLES

RADIO SCRIPTS



Do you hear that? (SFX of eager students in a classroom) That's the sound of our future doctors, lawyers, professors, or maybe even teachers. And it all started in the classroom. Molding our youth, providing endless opportunities, so they can reach for the stars! Support your child's future and their careers that lie ahead and donate today at refigivesback.org. REFI: today's youth, tomorrow's leaders.



(SFX of children talking and laughing on the school bus) How was school today Emily? It was good, we learned about volcanoes, I want to be a scientist when I grow up! Is that so? REFI is a nonprofit organization that can help support Emily and thousands of other students to reach their dreams of becoming a future scientist, doctor, lawyer, and the list goes on and on. REFI aims to give all teachers and students the tools they need to ensure academic success in the classroom for their future careers. Donate to REFI today at refigivesback.org and support these youth minds that will lead generations to come because Today's Youth are Tomorrow's Leaders.

TRADITIONAL ADVERTISING

DELIVERABLES

BROCHURE

WHAT IS REFI?

ABOUT US
Founded in 1994, Rockingham Educational Foundation, Inc. (REFI) is an educational non profit organization that specializes in supporting both students and teachers in Rockingham County Public Schools (RCPS) through financial contributions and educational resources to strengthen and enrich students' learning experience. They place value in the belief that a good education is the starting point for growing the economic and social health of the community.



WHY SHOULD YOU DONATE TO REFI?

1. Supporting the futures of generation to come— future doctors, lawyers, and teachers.
2. Getting connected and involved with the Rockingham County community.
3. Giving back and bettering the quality of public education for grades K-12.

STAY CONNECTED & IN TOUCH

540/564-3218
refigivesback.org
vlandiserockingham.k12.va.us

REFI

**TODAY'S YOUTH
TOMORROW'S LEADERS**



GIVE EMILY THE OPPORTUNITY OF A LIFETIME
As an academically gifted child, Emily excels beyond measures and needs more challenging classes to reach her full potential. This is where REFI plays a crucial part in bettering her public education and opening many unimaginable doors for her future.



OUR SERVICES AT REFI

We focus on providing the tools, training, and resources students and educators need to create the best quality education.



LEARNING GRANTS
Innovative Learning Grants (ILG) allows educators to write a proposal sharing a learning experience that resonates and motivates students to facilitate their academic success and achievement in accordance with standards from other schools. These grants aim to help all learners better their skills as Critical Thinkers, Communicators, Collaborators, Creators, and Good Citizens



SCHOLARSHIPS
The scholarships offered at REFI look to recognize high school students. When considering applicants, they look at the student's academic achievement, extracurricular participation, citizenship, and volunteerism. We additionally conduct interviews, reads student essays, and reviews the student's letter of recommendations.



TEACHER SUPPLY DEPOT
The Teacher Supply Depot provides RCPS staff members and teachers access to a growing collection of new and used school supplies and material needed in the classroom to ensure student success. It houses items ranging from arts and craft supplies like glitter glue, foam board, and construction paper to office supplies such as dry erase markers, paperclips, and index cards to list a few.



TEACHER RECOGNITION
Annually, REFI selects an Educator of the Year and recognizes a teacher from each elementary, middle, and high school in Rockingham County. They hope that all teachers feel appreciated for the hard work they put forth in and outside the classroom. This award is sponsored by the Atlantic Union Bank Center.



ANNUAL GOLF TOURNAMENT
Every year in late April, REFI hosts their Annual "Chip-In" for Quality Schools Gold Classic. This event get the community together in support of making a significant impact on the lives of both teachers and students that reside in Rockingham County. The financial aid by the locals help enhance the quality of public education offer to students K-12.

TRADITIONAL ADVERTISING

DELIVERABLES

NEWSPAPER

HARRISONBURG DAILY NEWS RECORD

August 2024

MONTHLY NEWSLETTER

Vol 8 Issue 22



TIPS ON ACING THAT TEST

Written by Mrs. Olivia Wilson

A newsletter is a great way to keep the students, faculty, parents, and guardians abreast of what's happening in your school. It's an effective way of disseminating information and touching base with all the parties mentioned.

The value of the newsletter, however, lies in its creation. First, it needs to have strong visual impact so that its receivers will want to read it.

Second, it needs to be planned, organized and put together well so that its content interests and engages its target audience.

When creating a newsletter for a Primary School setting, consider your target audience. Make sure your first page can really catch their eye. Include photos and articles that are related to the school, such as recent events, sports activities, and more.

DIGITAL MARKETING

INTRODUCTION

The overall mission of the digital marketing plan for Rockingham Educational Foundation, Inc. uses several digital platforms to build brand awareness of REFI, inform the target market of its services and cause, and increase user engagement. These goals will be performed through website design, mobile marketing, email marketing, and search engine optimization. Across all platforms, REFI wants to highlight the campaign theme “Today’s Youth, Tomorrow’s Leaders” in grabbing the attention of the target market and the entirety of the Rockingham County community. This message prompts individuals to envision the students in RCPS as future business people, lawyers, doctors, and teachers and encourages them to make an impact in helping those children succeed in their future career paths. An important aspect of the campaign theme stresses that these students will be the ones who are in control of the future once the current generations retire. REFI will be positioned as an educational nonprofit that does not only make a difference in the students’ lives but in the community and world as a whole. The parents and families that donate are opening endless doors for the students, teachers, and staff that make up RCPS.

Two guiding objectives will help accomplish these digital marketing goals. The first objective is to prioritize the overall improvement of the website design and content including updating the landing page and providing easy user-friendly access to the website on social media posts. The website is the main place where donors will visit to complete their donation so keeping it up to date and visually appealing is important. That objective also looks to utilize SEO to encourage more users to visit the website followed by a donation. The second objective is to implement Short Message Service (SMS) notifications providing REFI updates and a direct link to the website for subscribed users. This will engage users in a more personal way and provide a source for faster live updates when necessary. REFI plans to use this form of marketing to keep users updated on each incremental milestone as it is being achieved. Our digital marketing plan works in support of REFI’s communication objectives to increase the percentage of consumers in the target market and increase revenue over the 2024-2025 year. All of these objectives combined will improve REFI’s brand awareness in the Rockingham County community and foster a stronger connection between the organization and millennials and Gen X.

DIGITAL MARKETING

OBJECTIVE 1

To increase traffic engagement with our website from users, specifically Gen X and millennials in Rockingham County by 20% from June 30th, 2024 to July 1, 2025, by improving overall content on the website to engage interest, updating our landing page quarterly (December, March, June, and September) to reflect current events, as well as providing the link to REFI's websites/a QR code on social posts and advertisements. Utilize SEO to direct users towards REFI's website rather than competitors.

STRATEGY & TACTICS

Strategy 1: Improving overall design and content on the website to engage interest with our donors to keep them engaged and intrigued so that REFI doesn't lose out on potential donations. Connect advertisements to the website to constantly direct users.

- **Tactic 1:** Inserting visual content of the campaign theme onto the landing page with "Today's Youth, Tomorrow's Leaders" and visualizing the importance of the impact REFI has on kids' future. Updating images, events tab, and any other relevant info in December, March, June, and September of each year to stay up to date.
- **Tactic 2:** Any social media advertisements will link the website not only in the bios of the account but at the end of each social post in the caption as an easy way for donors to get to the website. Selected printed advertisements will contain a QR code that directs potential donors to the website in a timely manner.
- **Tactic 3:** A bright-colored call to action will be located on the landing page with a hyperlink to where you can donate on the webpage. Visually having a clear call to action on the home page is important.

Strategy 2: Utilize researched keywords and analyze which words, terms, and phrases are delivering the most optimal visibility and increasing ranking on search engines such as Google. This will be updated monthly as necessary.

- **Tactic 1:** Strategically integrate and update keywords for paid search every two weeks to maximize keyword density and topic relevance and gauge which searches are predominantly prevalent.
- **Tactic 2:** Evaluate which search queries are most attractive and have high response rates from individuals who use Google to learn more about REFI and navigate ways to donate. REFI will think about what keywords competitors may use and include those to direct donors away from competitors and towards you.
- **Tactic 3:** Review key metrics involving organic traffic, click-through rate, exit rate, and pages per session to track performance data and facilitate continuous growth within SEO.

DIGITAL MARKETING

OBJECTIVE 2

To increase awareness of the services that REFI provides by 15% by utilizing SMS Marketing to millennials and Gen X individuals in Rockingham County from July 2024 to June 2025. The SMS text messaging will allow users to go to REFI's webpage directly from their phone and will be sent out to existing partnerships and previous donors. Through the efforts of other objectives like SEO, website design, digital marketing, etc, SMS marketing will grow to new audience members who are curious about REFI and sign up for more information by providing a phone number.

STRATEGY & TACTICS

Strategy 1: Form an SMS marketing program for REFI where a phone number can alert and notify those signed up to receive texts. These texts will include updates, news, and reminders about REFI.

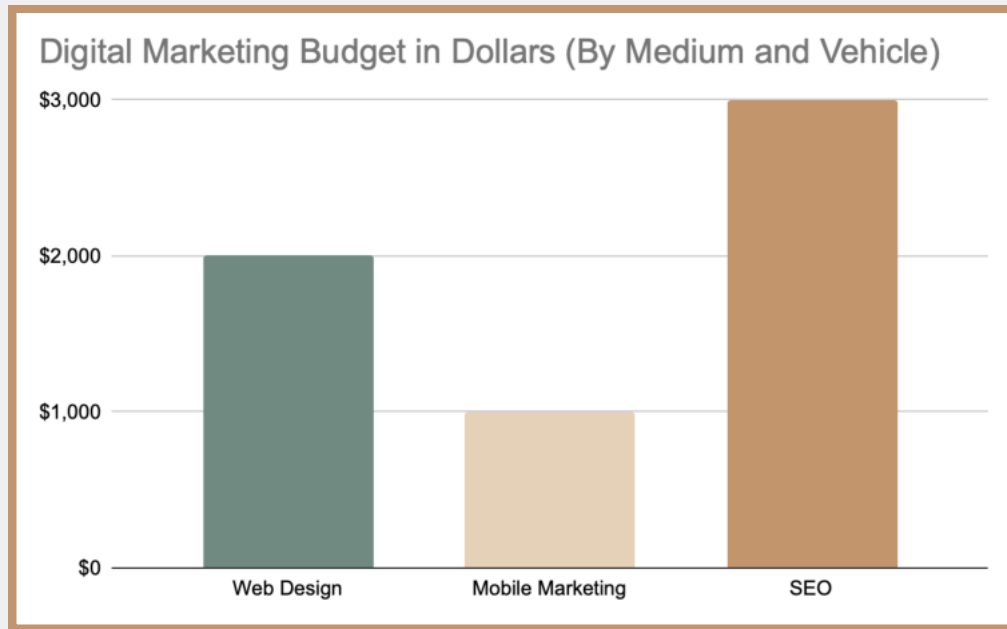
- **Tactic 1:** Give updates about REFI's upcoming events, and direct potential donors towards the website.
- **Tactic 2:** Share testimonials from donors and community members and ask "Why REFI?" to entice new supporters through a short text message. This will persuade and inspire new supporters to join REFI's cause
- **Tactic 3:** Text messages will be sent out during the second and fourth week of every month throughout the year. The budget allows for 20,000 texts a year.

Strategy 2: In order to encourage people to sign up for SMS text messaging, utilize the other marketing channels. Include an exclusive, unique feature that only receivers of text messages will receive to encourage people to sign up.

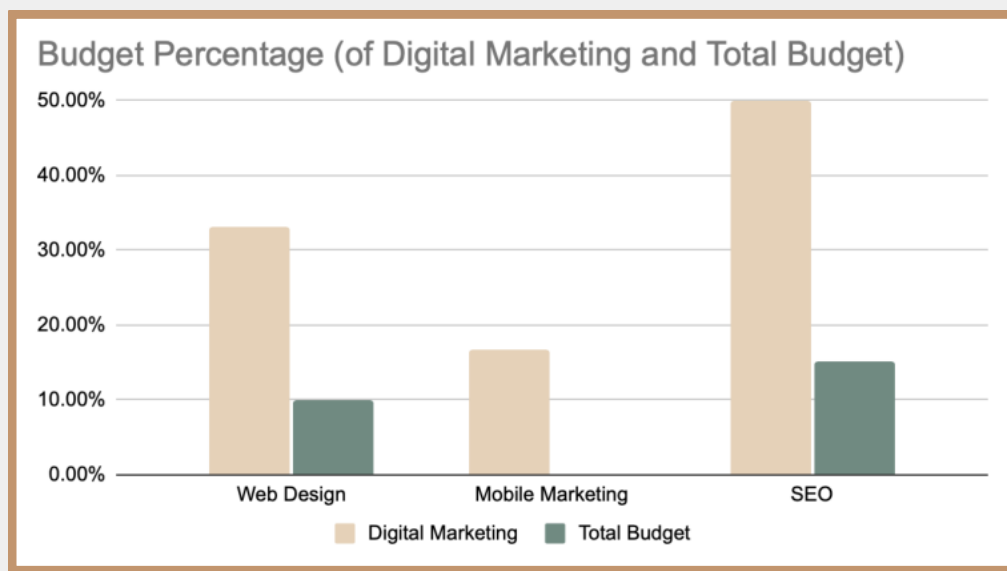
- **Tactic 1:** At the end of a donation, allow users on the website to check a box and subscribe for SMS text notifications.
- **Tactic 2:** In social media posts, include a number to text to sign up for SMS texting with REFI to be notified about events, testimonials, and donation information in the future.
- **Tactic 3:** To keep the audience engaged, in the texts that occur sporadically, be sure to include an update on how much money REFI has raised over the past few weeks. This will entice people to want to donate to raise that amount even higher. It will be the only platform to consistently give updates on how much money has been raised over short increments of time. Along with that, the message will contain anything that they were able to do over the last two weeks with learning grants or scholarships. This form of marketing will target a certain group of donors who wish to see every change REFI is making whether it is small or large.

DIGITAL MARKETING

BUDGET



The budget for digital marketing will be split between website design, mobile marketing, and SEO search. Website design which includes quarterly updates to make the site more visually appealing will account for \$2,000 of the \$6,000 budget. Mobile marketing focuses on SMS text messaging as a form of increasing the number of donors and will also account for \$1,000 to be able to send around 20,000 text messages a year. Lastly, SEO will account for \$3,000 of the budget to use keywords that will help direct searchers toward REFI's page.



DIGITAL MARKETING

MEDIA VEHICLES

WEBSITE DESIGN

The website design for REFI is crucial in making sure that once getting to the home page the user is engaged and enticed to continue looking through information with the end goal of receiving a donation. REFI will spend money to update the website quarterly to ensure the information is up to date and the content will engage users even if they have donated or visited before by providing a different visually appealing look. A clear call to action is important as well as REFI's most successful contributions should be clearly integrated on the landing page with the campaign theme to provide a sense of consistency.

MOBILE MARKETING

Mobile marketing will be used to interact with donors on a consistent basis. SMS text messages will be sent twice a month and the budget will allow for about 20,000 messages a year. The goal for these text messages is to provide timely updates on any contributions REFI makes small or large. Text messages are harder to get lost than other forms of marketing such as email or flyers as users are constantly on their phones texting. It can be a fast and easy way to let users know about events, certain promotion deals, and more.

SEARCH ENGINE OPTIMIZATION

SEO will be used for REFI to direct more users towards their organization's page rather than competing nonprofits. It will help ensure that when people are searching for ways to improve their school districts or education system, REFI will be one of the first things to pop up. Additionally, REFI can focus on using keywords that competitors may use to help direct people away from other nonprofits and towards REFI. Utilizing half of the budget for this vehicle is important as SEO is expensive. \$3,000 has been allocated to do this per year until it is run out. SEO will be updated once a month.

DIGITAL MARKETING

RATIONALE

The first objective of the digital marketing plan for REFI involves website design and Search Engine Optimization. The first strategy focuses on website design. Currently, the REFI website is very bland and offers selective, surface-level information about the organization and the services it provides. The layout and navigation lack visual appeal and do not appear intriguing to users as they utilize a very generic font and typography, incohesive color scheme, and outdated graphics. It can be argued that the website design is “simple” and “streamlined”, but it is interpreted as dull and average by people viewing the site. To flip the REFI website and give it a rebrand to increase engagement on this digital platform, the first step is improving the content and adding the campaign theme that is presented through the first tactic. “Through website design, business owners may establish a welcoming and user-friendly online environment where clients can get helpful information whenever they want” (LinkedIn). By integrating the campaign theme “Today’s Youth, Tomorrow’s Leaders” on the landing page, REFI will engage the audience with a captivating story and uses an emotional appeal in sharing the story and mission. Adding updated images on each page of the website, especially the events tab, will show users relevant and up-to-date activities, enticing them to join the cause and take action. Incorporating a call to action button, hyperlinked to a webpage where you can donate, will stand out and create ease for individuals to make charitable donations. Aside from the improved website, REFI must ensure that all users and potential donors have access to the REFI website through social media advertisements and print advertisements, accomplished by the second tactic. There will be QR codes that will take viewers directly to the website upon scanning, allowing for a user-friendly experience with the website. The third tactic is to implement a distinct clear call to action is currently missing from REFI’s website and will be improved to make it easier for donors to easily donate. The second strategy focuses on paid SEO search. This is essential in elevating REFI’s online presence and will be reflected in their increased website visibility, engagement, and overall traffic ranking high on search engines such as Google. By strategically strengthening REFI’s search engine optimization brand awareness is heightened. “SEO offers you the chance to introduce your brand to a new audience through education, problem-solving, and countless other methods” (Forbes). With the first and second tactics, this will be carried out through comprehensive keyword research and the actual execution and application of those researched words and phrases. By making it easier for users to search for REFI on the web and then effectively simplifying the navigation of the website to cater to the target market, parents, donors, or any individual will have more possibilities of engaging and looking into REFI. It will take into consideration keywords that competitors may use to direct their own users so that REFI can make sure to cover those same words to direct the most traffic. Lastly, the third tactic looks to check SEO metrics to understand what words have the best success rates and change/update them as necessary. SEO will be updated no more than once a month.

DIGITAL MARKETING

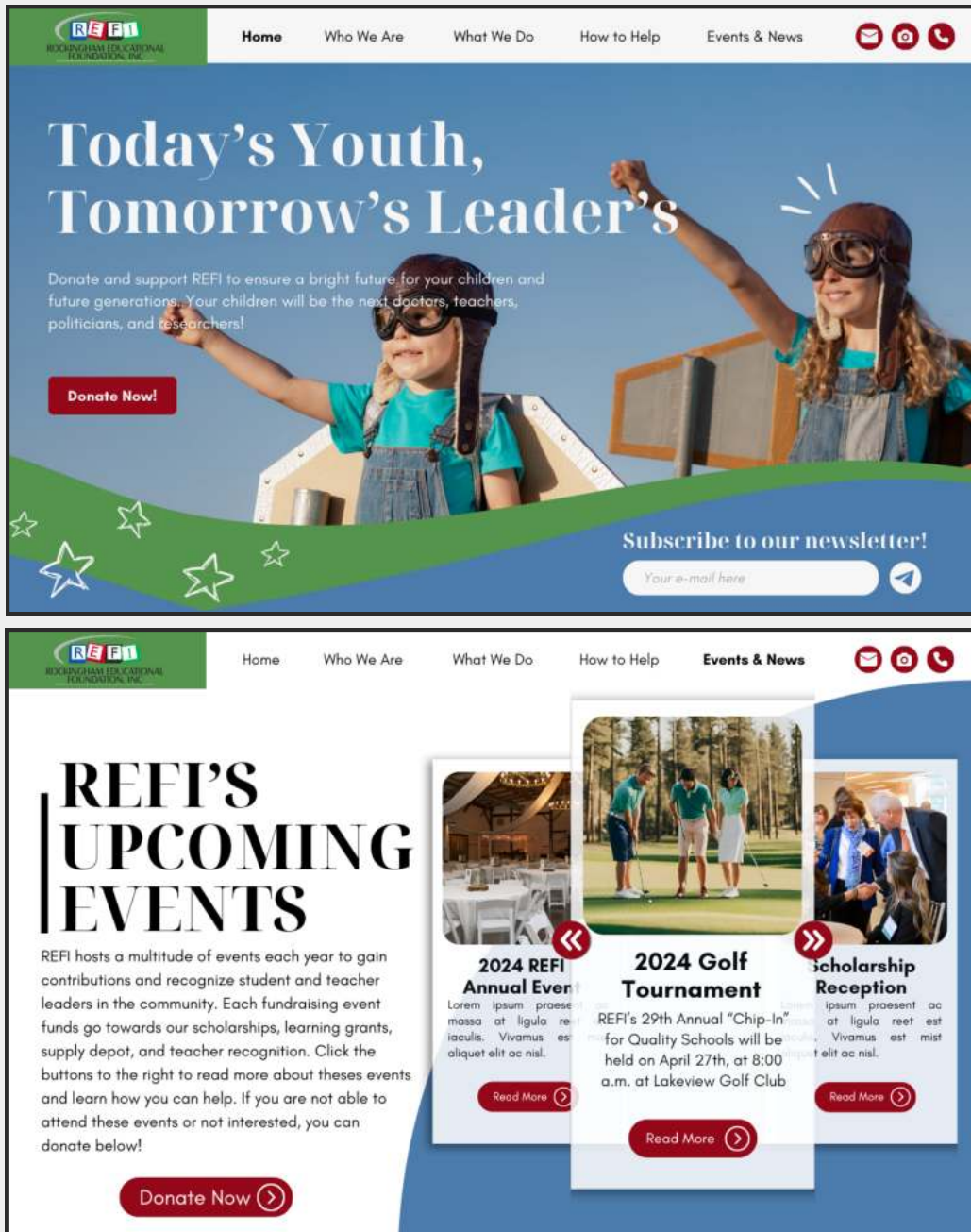
RATIONALE CONTINUED

The second objective in the digital marketing plan highlights the initiative for mobile marketing. With the continuous advances in technology, REFI must adapt its marketing efforts to mobile devices. With the target market of millennials, their smartphone is an essential tool used daily, even hourly, for contacting friends and family, staying connected on social media platforms, streaming music and entertainment, and checking personal accounts like your email or bank. To increase the awareness of REFI's brand and its provided services, Short Message Service notifications will be developed for the first strategy. With the first and second tactics, these push notifications will consist of updates regarding REFI events and activities, parent, teacher, staff, or donor testimonials and stories, and a navigation link to redirect users to REFI's website. It costs on average \$0.05 per SMS text sent making this an affordable, yet effective strategy to send 20,000 text messages a year ("how much does sms marketing cost?"). The third tactic highlights how REFI plans to send these out twice a month to give consistent updates to its users. This channel of mobile marketing establishes convenience for users and gives them easier access to all material about REFI by directly communicating to users through text and receiving an immediate response. With content consistent from desktop computers to smartphones, information is now much more accessible to readers as they can access it by the click of a button in the office or on the go from their text messages. "SMS has an open rate of 98% and up to 90% of people who open the message will read it within three seconds" (Forbes). This highlights how SMS will be very efficient in informing and connecting with millennials and Gen X in Rockingham County. The second strategy that is part of this objective is centralized on how to encourage and retain users to sign up for SMS text messaging, by incentivizing text receivers with an exclusive, unique feature that only text receivers can obtain. In the first tactic, there will be an option for donors at the end of their donation transaction to check a box and subscribe to SMS text notification. This will motivate individuals to be more involved and build their brand awareness of REFI. The second tactic revolves around incorporating a phone number to text to subscribe to SMS messages on REFI's social media posts across all platforms. This gives our audiences easy access to these push notifications and will prompt them to sign up. The third tactic aims to keep the audience of text receivers highly engaged by providing updates on how much REFI has raised for the schools, students, teachers, and staff in Rockingham County. Because these updates will be periodic, donors will be more inclined to keep helping the cause. The objective of SMS text messaging will provide a form of advertising that is harder to miss than email and can connect with individuals in a personal way.

DIGITAL MARKETING

DELIVERABLES

WEBSITE DESIGN



DIGITAL MARKETING

DELIVERABLES

SMS MESSAGES



REFI

now

Happy Monday! Today, REFI is proud to announce that over the past two weeks, we have provided 4 learning grants for 4 separate teachers based on the help of our loyal donors like you!! Based on this, over 100 students' educational experiences have been enhanced in a way that wouldn't be possible without the support of REFI. Our goal is to continue making a difference, after all, today's youth are tomorrow's leaders. Check out our website for more information or consider donating again at <https://www.refigivesback.org>.



REFI

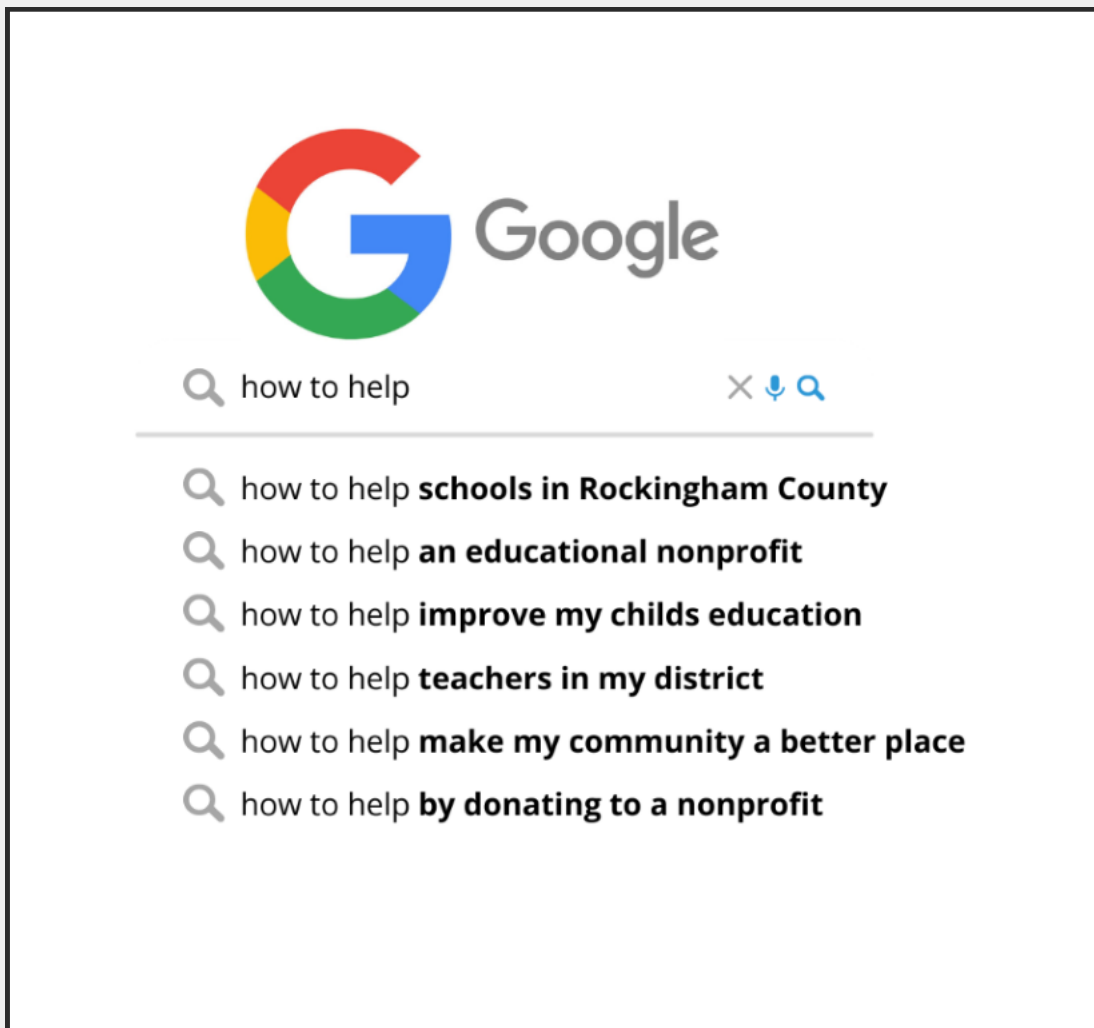
now

Hello all, this is a teacher from Spotswood Elementary School. I am writing to all of you today, to share my inspirational story with REFI. With limited resources, I had been struggling to find the money to get a subscription for students at my school to BrainPop. It is an interactive website helping kids in all educational areas that will be beneficial for their futures. After requesting a learning grant from REFI, they were able to supply us with the money needed to purchase this educational platform. I have never felt so touched and happy that people care so much to donate towards schools like us. Knowing how much this has made a difference for my children in class, I encourage you all to check out REFI's website and consider donating or referring your friends to donate too!
Donate today at: <https://www.refigivesback.org>

DIGITAL MARKETING

DELIVERABLES

— SEARCH ENGINE OPTIMIZATION —



SOCIAL MEDIA MARKETING

INTRODUCTION

The social media advertising plan for Rockingham Educational Foundation, Inc. aims to enhance visibility within the target audience, foster active participation among Rockingham County residents, and entice prospective supporters to join REFI's cause. This plan will draw in engagement by targeting our audience using Facebook and Instagram with the use of a student photographer from one of the local high schools.

The first objective focuses on promotional efforts through Facebook's ad tools that will extend our reach to families and residents of Rockingham County who have previously shown interest in the education system. As well as, those who engage with various related nonprofit Facebook pages. Additionally, this objective seeks to maintain consistency in the continuous posting schedule in order to deepen engagement and cultivate long-term relationships. The second objective centers around using Instagram to ignite curiosity among our target audience regarding REFI and provide an opportunity for questions and further exploration into the resources REFI offers. Through paid partnerships and collaborations with local businesses, this plan will establish a sense of community in Rockingham County and a sense of connection among the audience.

By incorporating REFI's communications objectives which look to increase the percentage of consumers in the target market by 38%, increase the overall revenue by \$42,000, as well as the number of repeat donors, these objectives will be accomplishable with the aid of the social media plan. The campaign theme of "Today's Youth, Tomorrow's Future" will be incorporated into our social media platforms by catering an emotional appeal to the audience and a sense of fear that the future is in the hands of children today. Social media is a powerful tool for implementing a sense of emotions into the target audience. The efforts of the social media advertisements will remain consistent with the overall campaign theme and will position REFI in front of the product users of millennials and Gen X, with a goal to send a message of superiority as there is no current direct competitor to REFI that is comparable to their initiatives. The informative and educational aspect of the social media marketing campaign serves the purpose of highlighting a problem-solution scenario that REFI pours its efforts into in hopes of shaping a different future for coming generations.

SOCIAL MEDIA MARKETING

OBJECTIVE 1

Increase Facebook engagement of Rockingham County residents who are millennial and Gen X by 35% over the course of July 1, 2024, to June 30, 2025, by creating a targeted Facebook Ad campaign that reaches our target market through promoting REFI's cause, encouraging donations, and regularly scheduling biweekly posts for followers of REFI's page.

STRATEGY & TACTICS

Strategy 1: Utilize Facebook's paid ad tools to target millennials and Gen X individuals in Rockingham County and work with a student photographer to help capture strong visual elements for our posts.

- **Tactic 1:** Take advantage of Facebook's audience targeting features to identify people in Gen X or millennials in Rockingham County who have demonstrated an interest in the education system or have engaged with nonprofit pages. Cater the content to be guided towards the benefits children, teachers, and the community overall will get from REFI as well as the future impact. Use the part-time student-hired photographer from Rockingham County Public Schools to help capture important and relevant events such as outings, the granting of scholarships, or children in the classroom.
- **Tactic 2:** Utilize a retargeting strategy to find people who have previously donated to REFI and create specific ads towards them that show how their efforts specifically may have contributed to kids' or teachers' happiness and encourage them to spread awareness and donate again.
- **Tactic 3:** Use Facebook's tools to boost posts that have had the most successful interaction in reaching the audience and focus on creating similar posts for the future to receive the best reaction.

Strategy 2: Develop and schedule biweekly posts for REFI's current followers, increasing partnership posts as well as brand recognition to entice followers to want to donate again.

- **Tactic 1:** Create a continuous posting schedule according to the best times to post on Facebook, which for REFI will be 10 am on Tuesdays and Thursdays to provide consistency and peak interaction with social media users. As for paid ad tools, with the allocated budget run a paid ad quarterly. These months will be August, November, February, and May.
- **Tactic 2:** Design compelling and informative posts about all that REFI has to offer, upcoming events, and different ways that followers can help today.
- **Tactic 3:** Regularly update the page on stories of success REFI has created, and the emotional impact on teachers, kids, and the community in whole. Having testimonial and differing content such as videos would be beneficial in this area.

SOCIAL MEDIA MARKETING

OBJECTIVE 2

Increase brand awareness of millennials and Gen X of Rockingham County in the public schools through Instagram presence by 55% from July 1, 2024, to June 30, 2025, by creating consistent Instagram reels and posts twice a week that encourages engagement with our target audience and educates individuals about all that REFI has to offer.

STRATEGY & TACTICS

Strategy 1: Develop an engaging presence on Instagram by strategically scheduling posts, creating interactive content, and increasing brand awareness throughout the year, and hiring a part-time photographer to help with our content.

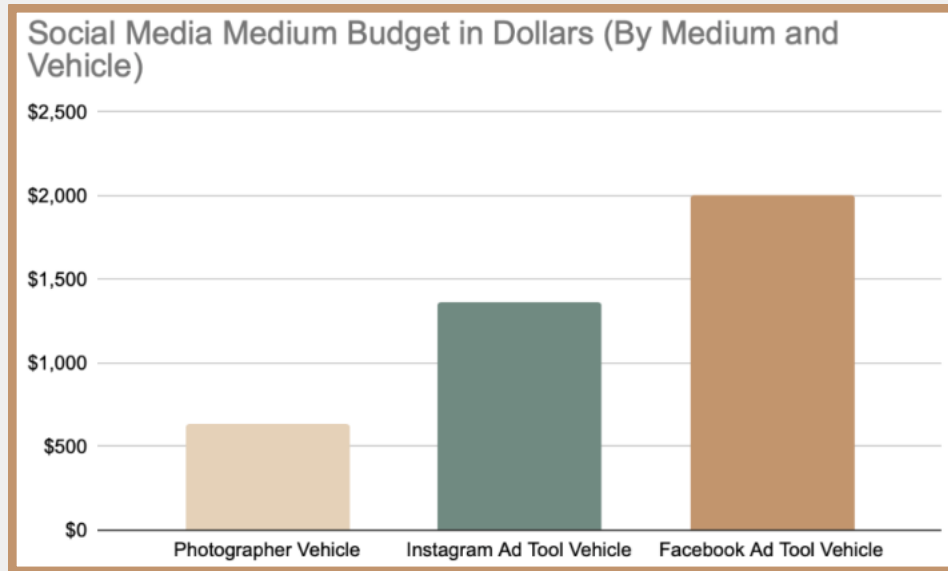
- **Tactic 1:** Create interactive Instagram stories that allow potential target members to ask questions about REFI, and respond to polls, or giveaways. This allows a personal connection to form between donors and the organization and will create a stronger sense of stability when considering a donation.
- **Tactic 2:** Use the part-time student-hired photographer from RCPS to help capture important and relevant events such as outings, the granting of scholarships, or children in the classroom. It will give the social media ads a more personal connection of how REFI has helped rather than random pictures.
- **Tactic 3:** Begin a “why REFI” segment and include testimonials from all REFI employees and board members as well as any volunteer who wants to share how REFI is changing lives one day at a time. Additionally could feature past donors and how donating made them feel.

Strategy 2: Utilize Instagram paid ad tools to focus on millennials and Gen X in Rockingham County who could be potential donors.

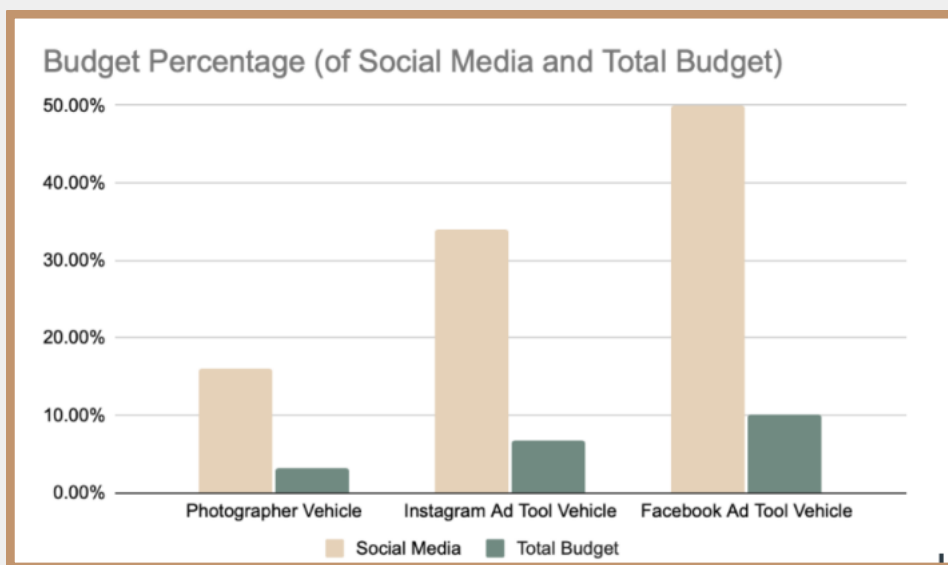
- **Tactic 1:** Strategically use a continuous schedule for Instagram posts to occur on Mondays and Wednesdays to spread out between our other social media platforms (posted on Tuesdays and Thursdays) in order to maximize the potential spread of our brand. As for paid ad tools, with the allocated budget run a paid ad quarterly. These months will be September, December, March, and June.
- **Tactic 2:** The paid ad tools feature allows you to focus on both geographics and demographics, so using these tools to nail specifically millennials and Gen X residents of Rockingham County. Paid ad posts would mostly consist of event awareness or showing the effect REFI has on the community, the kids, and the future.
- **Tactic 3:** Embellish a retargeting strategy with paid ads that Instagram allows based on sites people may visit off of the app. Focusing on people who have visited REFI’s website or other social media pages would be a strong way to retarget individuals.

SOCIAL MEDIA MARKETING

BUDGET



The social media budget of \$4,000 which is 20% of the total budget is allocated to all social media tasks. The budget for further is divided up to \$2,000 (50%) of the social media budget towards Facebook, \$1362 (34.05%) towards Instagram, and lastly \$638 (15.95%) towards the student photographer who will capture content at specialized events for the social media pages.



SOCIAL MEDIA MARKETING

MEDIA VEHICLES

PHOTOGRAPHER

REFI will hire a high school photographer from Rockingham County schools. REFI will pay them \$12 an hour to work 2 hours per month capturing the biggest event that occurs for REFI during that month. Their hourly rate per year will come out to approximately \$288 a year (Indeed). To get licensing for their pictures REFI will also pay them an additional \$350 per year to pay for ownership of their photos (Robert, 2024). The images will go into both Instagram and Facebook posts as well as advertisements.

FACEBOOK

As the most commonly used social media platform, Facebook is the largest social media platform where REFI can complete both regular posts as well as paid ads. The use of strong visual content from the photographer to highlight and capture major events for REFI will be the best way to spread the message to the target audience.

INSTAGRAM

Another commonly used social media platform by our target audience, Instagram, allows for paid ads as well as posts/stories that can be useful to spread the message. With the help of the photographer's content REFI can revamp their content to increase followings and enhance their brand representation across the site.

SOCIAL MEDIA MARKETING

RATIONALE

Instagram is a strategic platform that provides an outlet for engagement and awareness for REFI to highlight its efforts in improving the underfunding in the public school sector. Prioritizing long-term relationships with REFI's existing partnerships on this platform inspires a sense of community and will increase brand awareness. With that in mind, 34% of the social media budget will be allocated towards Instagram's ad tools (Zote, 2024). The first strategy in this objective is to develop an engaging presence on Instagram by strategically scheduling posts, creating interactive content, and increasing brand awareness throughout the year. The first tactic used in executing this strategy will be hosting interactive Instagram stories/reels/highlights using polls, questionnaires, and giveaways to entice our audience to participate. This allows for a personal connection to form between donors and the organization and will create a stronger sense of stability when considering a donation. Additionally, for the second tactic, 16% of the social media budget will go to a photography internship position employed by REFI (Indeed). This will ensure that the execution of our tactics for achieving this strategy is perceived as professional, but also authentic and personable as the photographer will be at the intermediate level attending a school in Rockingham County. The third tactic of using testimonials from employees, board members, or volunteers creates an emotional appeal to the target audience that will have a higher chance of resonating and developing brand association. The second strategy for the first objective is to utilize Instagram's paid ad tools to focus on millennials and Gen X in Rockingham County who could be potential donors (Zote, 2024). The first tactic focuses on consistency across the platform, which is crucial for maintaining high engagement and increasing awareness. The second tactic dives deeper into the paid ad tools feature that allows you to focus on both demographics and geographics. These ads would likely feature events that show the effect REFI has on the community, the students, and the future. The third tactic takes advantage of Instagram's feature to incorporate paid ads into an individual's algorithm feed that stems from sites visited off the app. The focus is to prioritize people who have visited REFI's website or other social media platforms affiliated with REFI.

SOCIAL MEDIA MARKETING


RATIONALE CONTINUED

Facebook is the largest social media networking site with over 3 billion people using it monthly (Oladipo, 2024). As a platform, it serves as a communication source that allows people to post pictures or videos, create stories and reels, go live, advertise, shop, or message people. Most users of Facebook tend to be in the age group of millennials and Gen X which is our target market proving it to be a beneficial source of social media. The platform's ad capabilities make Facebook a worthwhile investment for marketers, especially for smaller organizations like REFI attempting to make a difference on a limited budget. Increasing engagement on Facebook through catered posts and ads will help increase donations from our target audience (Oberlo). Strategy 1 is to utilize paid ads to target millennials and Gen X individuals with the help of our student photographer. This strategy will be executed by creating ad content catered towards relevant individuals in the area and the use of strong visuals from our photographer. Tactic 1 focuses on utilizing Facebook's targeting features to properly identify people in the geographic area who have an interest in either education systems or nonprofits as well as taking advantage of our young student photographer from Rockingham County who will help capture important moments for REFI for distribution. By utilizing the student photographer, REFI can capture professional yet authentic images from someone who has grown up in Rockingham County and help them fulfill their possible dream of photography. Tactic 2 stresses to use of a retargeting strategy, which will be executed by focusing on those who have already donated to REFI in the past, to show them how they have helped shape the success of the organization and what could be possible with even more donations. Tactic 3 looks at boosting successful posts that have had strong interactions with people and looking to create similar content. Facebook tools allow accounts to understand more about their views, likes, and interactions so that REFI can constantly be improvising what content they post and don't post. Strategy 2 focuses on what to do with Facebook unpaid posts by scheduling content and increasing partnership posts and brand recognition. Overall, is important for REFI to utilize its strengths in an uncostly manner, which is crucial for nonprofit organizations to be successful. Tactic 1 focuses on creating a content schedule. For social media, Facebook posts are scheduled to be posted on Tuesdays and Thursdays at 10 am, while Instagram will be on Mondays and Wednesdays to maximize potential viewings. Tactic 2 looks at the physical design of the content REFI posts on its pages. This will be accomplished through making interactive posts for our users such as polls or question responses that followers/viewers can get involved with. Lastly, tactic 3 is tearing at the heartstrings of viewers by focusing on the emotional impact REFI has on the community and the future. Using testimonials or partnership posts with whom REFI has helped impact will be important for this tactic as well as compelling visual images.

SOCIAL MEDIA MARKETING

DELIVERABLES

INSTAGRAM



REFI was able to provide all new art supplies to students in grades K-5 at Linville Edom Elementary School this week. A special thank you to all who donated! To be apart of our next project, check out our website to donate: <https://www.refigivesback.org>



DONATION DEAL!

Donate to support students in Rockingham County, tomorrows leaders

Tier 1: Donate \$150 or more to get featured on our website for your contribution!

Tier 1: Donate \$250 or more to get featured on our website in addition to receiving a free ticket to our annual golf tournament fundraiser

Contact Us :

(540) 564-3218
www.refigivesback.org



DONATE TODAY and join REFI in shaping education for our youth so they can look towards brighter futures!

SOCIAL MEDIA MARKETING

DELIVERABLES

FACEBOOK



DIRECT MARKETING

INTRODUCTION

The direct marketing plan for REFI aims to support the entire marketing plan by spreading brand awareness and retaining previous donors by keeping them engaged well after their donation. With the use of direct marketing, REFI is able to keep a stronger personal connection with previous and potential donors by targeting specific personalized messages to their mailboxes or inboxes. Direct marketing supports the overall marketing plan to increase revenue for REFI from \$108,000 to \$150,000 by June 30, 2025.

The first objective focuses on increasing the amount of donations by at least \$5,000 through the use of physical flyers and brochures mailed to millennials and Gen X individuals in Rockingham County over the course of the year. Spreading awareness to people living in the area but who may have not donated yet to REFI can be easy with the use of free online address books to filter out people living in Rockingham County. Additionally, this goal objective can be conquered with the help of teachers in putting together email lists of parents who would be interested in helping improve their children's education. This objective also plans to send home information catalogs with students at RCPS to ultimately landing in the hands of our target market. These information catalogs will be sent out a maximum of 3 times a year, one directed toward the golf outing, one directed toward the auction, and a general informational one at the beginning of the school year. One tactic used is to include a coloring page with REFI's logo on it in hopes that young kids will color the artwork and their parents will keep it for display, essentially keeping REFI in the back of their minds.

The second objective looks at previous donors who REFI wishes to re-attract in donating again or in spreading a positive message about the foundation. One way REFI plans to do this is by sending specifically targeted emails and mail pieces to previous donors thanking them for their donations and sharing a recent success story with them that their donation could have contributed to. REFI will strategically space out when they send both the mail piece and email so that it gives the donor time after the initial donation to see the effect they had and reconsider donating again after a long enough period. The other strategy within this objective focuses on sending direct mail or emails that invite past donors to share their experiences with REFI to socials, and friends or write Google reviews to support the organization in general. These overall objectives, strategies, and tactics connect with our communication objectives by increasing the number of repeat donors, overall awareness for REFI, spreading information about events, and creating a stronger online presence for REFI on social media and online reviews. REFI can incorporate the campaign theme of "Today's Youth, Tomorrow's Leaders" into the direct marketing plan by sending out stories of how REFI has helped shape different children's future aspirations in what they want to do with their careers later on in life. Focusing on making it a point in all stories that making a stronger education today will improve the future world will be a powerful point when spreading overall awareness and encouraging repeat donations. Through direct marketing, REFI will easily be able to capture their target markets of millennials and Gen X individuals in the county and will have a lasting impact on their impression of the organization.

DIRECT MARKETING

OBJECTIVE 1

Increase the amount of donations by at least \$5,000 through the use of flyers and information catalogs given to millennials and Gen X individuals in Rockingham County by June 30, 2025. To conquer this, utilize the teachers in public schools to help spread awareness by sending home information catalogs with students, forming interest lists of parents' emails, and using online free phone books.

STRATEGY & TACTICS

Strategy 1: With the strategic use of personalized mail and email, send direct messages to millennials and Gen X individuals in Rockingham County spreading awareness of REFI, and upcoming events and encouraging them to donate.

- **Tactic 1:** Use online free address books such as "Postable," to strategically send mail flyers to individuals within Rockingham County who fit the target market identity. These flyers will contain general REFI info and an introduction.
- **Tactic 2:** Entice public schools and teachers within Rockingham County to ask for a list of parents' emails who may be interested in improving their child's education. Once given a list, use it in monthly email reminders.
- **Tactic 3:** Create a schedule for the mail flyers and emails where emails are to be sent at 10 am on Monday and mail flyers will be sent on the first Thursday of every month as long as the budget allows.

Strategy 2: Distribute information catalogs to the teachers and staff at the RCPS who will then send the catalogs home with their students, with the end goal of reaching millennials and Gen X parents in Rockingham County.

- **Tactic 1:** Throughout the school year, create 3 separate information catalogs catered around the golf event, the auction, and lastly a general information one given at the start of the school year.
- **Tactic 2:** Create an interactive coloring page in the catalog where children can color an image with REFI's logo on it. This is in hopes for parents to keep their children's artwork as well as keep REFI in their heads.
- **Tactic 3:** Within the information catalog, include a success story of a learning grant or scholarship, images, REFI's goals, the coloring page, and all the contact info on how to donate.

DIRECT MARKETING

OBJECTIVE 2

Grow the current retention rate of donors by 20% from July 1, 2024, to June 30, 2025, through a retargeting strategy towards individuals in the county who have previously made a contribution to REFI by sending out mail letters as well as emails. In addition, encourage people who have donated before to share their experience with others to increase donations.

STRATEGY & TACTICS

Strategy 1: Increase the amount of repeat donors by sending specifically targeted mail flyers and emails to people who have previously donated to REFI encouraging them to donate again and see how much they helped the organization from their past donation efforts.

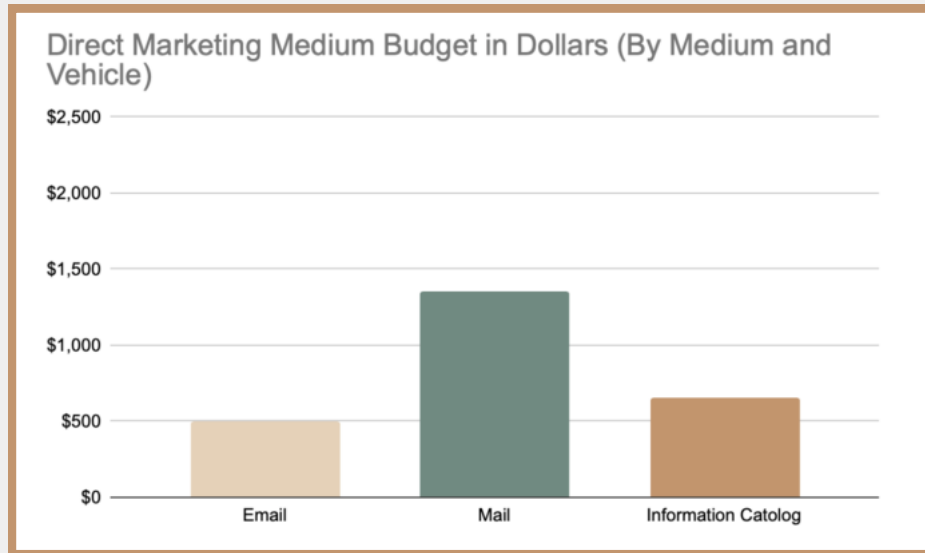
- **Tactic 1:** Send mail flyers with an included REFI sticker from the support media to people who have previously donated, hoping that our thank you message and sticker will encourage them to donate again. Include in each mail package a success story about how their recent donation has helped through either a teacher learning grant or scholarship. Additionally include any information about upcoming REFI events.
- **Tactic 2:** Use a similar technique to email people who have been previous donors to thank them for their contributions, let them know about REFI's successes, and suggest that they refer a few friends to donate in the future.
- **Tactic 3:** Strategically schedule sending physical mail and online emails out to recent donors. Send follow-up emails within the first month of donating, mainly to thank them for the donation and give them the option to share the message with a friend. Plan to send mail flyers out to people approximately 4-5 months after their donation. Spacing this out with an email that will be sent earlier on in the process will give them a long enough period of time that they may be ready to donate again once they get the mail flier and will feel glad that REFI is still thanking them for their donation that occurred months ago.

Strategy 2: Boost the amount of publicity from previous donors by sending direct mail pieces encouraging them to share their stories, leave a review, and help spread awareness for REFI!

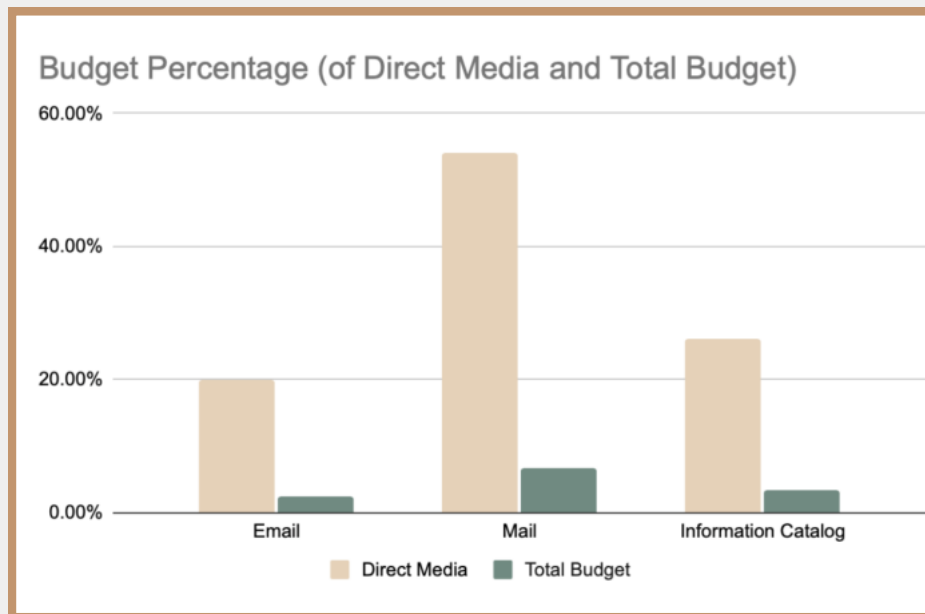
- **Tactic 1:** When sending the mail pieces out to previous donors who donated months ago, include a small index card with REFI's socials as well as a note encouraging them to share REFI's purpose and their support for the organization on social media with their followers.
- **Tactic 2:** In the brief email sent out to donors within the first month of donating, ask them to share the success story message with 3 friends of theirs who they think would be interested in supporting REFI.
- **Tactic 3:** Attach a link to the email message sent out to donors to leave a Google review of their experience with REFI. For the physical mail pieces, leave the Google review link on the business card with the socials, and in the note encourage them to leave a review if they haven't already!

DIRECT MARKETING

BUDGET



The direct marketing budget of \$2,500 is divided up into three categories email, mail, and information catalogs. Email (20%) of the budget is allocated to creating digital thank you cards as well as digital info flyers sent to parents. Information catalogs (26%) are printed no more than three times a year and sent home with students to end up with their parents. Mail (54%) is used more frequently than information catalogs and will be more expensive than email which is why most of the budget is allocated towards this for thank you notes and flyers.



DIRECT MARKETING

MEDIA VEHICLES

EMAIL

Within email, REFI plans to use two separate vehicles which are thank you digital cards sent to donors within a short time after donating and additionally, email flyers that will be sent with the assistance of teachers who gather interested parents' emails. Email is a strong medium because it is cheaper than mail, however, emails can get lost quickly in donors' inboxes and are not a tangible object.

MAIL

Mail is a strong medium that REFI can use to send tangible, memorable pieces to previous donors and potential donors. REFI will use two separate media vehicles within the mail, one will be thank you packages that will occur 4-5 months following the initial donation. In this package, a sticker will be included and donors will be able to see REFI's accomplishments since the donation and feel honored that REFI is still reaching out, increasing the chance of a second donation. The other media vehicle will be general flyers sent to people who have been located through online free address books. Mail is an expensive medium, but having tangible pieces can provide a stronger and lasting impression on donors.

INFO CATALOG

The last medium used is an information catalog which teachers will give out to students so that they will bring them home to their parents. The information catalog will include upcoming events, success stories, and additionally a coloring page for children with REFI's logo. The coloring page is an attempt to keep REFI's logo around in the household and not forgotten. They will be printed approximately three times per year, once for the golf outing, once for the auction, and once to kick off the school year. A bit more money will be allocated towards these due to the printing however they are less frequent than mail.

DIRECT MARKETING

RATIONALE

Direct marketing as a platform serves to provide an opportunity and the control to focus objectives on specific segments to spread brand awareness. It's imperative not only to target potential donors but also to nurture existing relationships with current donors, underscoring the significance of sustaining these connections for the advancement of REFI's presence within the community. The direct marketing budget makes up 12.5% of the total budget. Within this, \$500 will be allocated to email, \$1,350 to direct mail, and \$650 for information catalogs.

The first objective aims to increase the amount of donations through the use of physical fliers and brochures pushed out to the targeted audience. The first strategy in this objective is to utilize mail and email to send messages to residents in Rockingham County to spread awareness of REFI of possible upcoming events and encourage donations. The first tactic used in executing this strategy will be using online free address books to strategically send mail flyers to individuals within the target market that focus on spreading REFI's brand. Taking advantage of free address books like Postable will help us navigate through even more of our target market through geographic location. The second tactic focuses on encouraging public schools in Rockingham County to conduct sign-ups through their classroom where parents of students can give their email addresses if they are interested in supplementing and improving their child's education. Monthly emails sent out from this list will cater directly to the primary market of families and parents with children attending a public school in Rockingham County. The third tactic establishes a structured schedule of when flyers will be mailed out and emails sent throughout the year. This is essential for the success of this objective as it increases exposure and creates consistency. The second strategy in this objective focuses on distributing information catalogs to the teachers and staff in RCPS who will then send the catalogs home with their students, with the end goal of reaching our target markets of millennials and Generation X. The first tactic is to create 3 separate information catalogs throughout the school year, that are catered around the golf event, auction event, and general information. The second tactic is to create an interactive coloring page in the catalog where the students can color an image with REFI's logo on it. The strategy here is to increase brand association as the parents will keep their children's artwork as well as be reminded of REFI. The third tactic is to include success stories of a learning grant or scholarship, images of REFI's goals, the coloring page, and all essential contact info on how to donate, in the catalogs. The second objective is to grow the current retention rate of donors through retargeting that will encourage them to share their experiences and generate word of mouth. Genuine reviews and word-of-mouth marketing result in more credibility and a higher likelihood of turning prospective donors into actual donations. Additionally, it increases the likelihood of engagement with the brand and the chances of the experience being shared with others. (Digital, 2020) The first strategy in this objective is to act as a reminder to individuals who already donated and see the impact they have already had on the nonprofit to hopefully incentivize repeat donations by sending out mail flyers and emails.

DIRECT MARKETING

RATIONALE CONTINUED

This will also help build a brand image for REFI as a foundation that truly values its community and its support. The first tactic works toward this by sending flyers in the mail with success stories about how their contribution generated a tangible result. The mailed flyers will come with a complimentary sticker along with a thank you message. The second tactic looks to give an email that encourages returning donors to share the message with their friends while also thanking them for their contribution. The third tactic outlines the best way to structure the timing of sending out thank you flyers and emails, the goal is for the emails to come quickly after donation while the mail letter would come 4-5 months after donating. Developing a smart and well-thought-out schedule will avoid making the emails turn into spam and will also allow the receivers enough time to decide if they are ready to donate again. Having an email marketing calendar will help strategize potential future marketing efforts throughout the year, help formulate a practical set of topics that will shape the most effective agenda, and develop proposed goals in a concise and straightforward language (Urrutia, 2024). The second strategy in this objective is to boost the amount of publicity from previous donors by allowing them to leave a review, testimonial, and or share their story. The first tactic aims to include a business card with the mail flyer for donors to leave reviews/comments or interact with REFI's social media pages. The second tactic looks at doing a similar thing as the first tactic but instead with emails which provide all of REFI's social media pages and links so that past donors can connect and interact with the pages to boost awareness and positivity. As word of mouth is considered a credible form of marketing, this is a cost-effective way to spread REFI's brand. Lastly, the third tactic shows that REFI is open to feedback and values the opinion of the residents in their community, which is important when trying to build a positive brand image around a sense of unity. Each physical mail piece will have a Google review link on a business card and each email will also include a link for people to leave a Google review on their experience. This is important because as of now, REFI does not have any Google reviews.

DIRECT MARKETING

DELIVERABLES

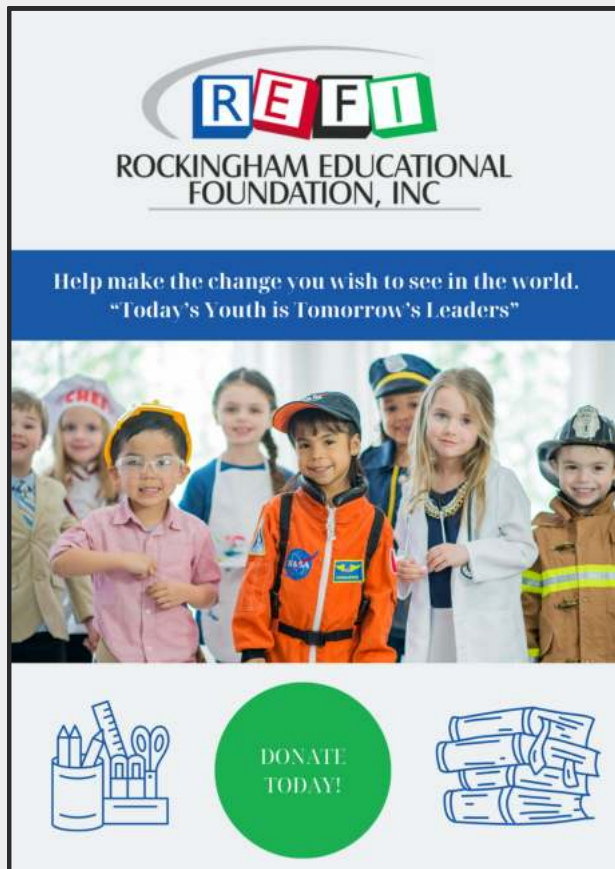
FLYERS AND THANK YOU CARDS



DIRECT MARKETING

DELIVERABLES

INFORMATION CATALOG



SUPPORT MEDIA

INTRODUCTION

The support media advertising for Rockingham Educational Foundation, Inc. works to increase visibility and awareness within the target audience. The support media is prominent for people within Rockingham County, as it will be located throughout the schools in the district. The plan includes venue signage to be showcased at the schools and stickers to be used on items donated through the supply depot, to brand the items and spread awareness to individuals who may see them in the classroom. The venue signage includes a large weatherproof banner that can be hung outside on fences, tables, or buildings on the school campus, as well as an A-frame sign that can be set up near entrances of the schools and used for special occasions/events that draw in a large crowd. The campaign theme is being incorporated by putting the slogan on the signs and the stickers. The campaign theme is “Today’s Youth, Tomorrow’s Leaders” which will help grab the attention of these parents and relatives by urging them to think about the future of the community and of their children, in addition to how they can have an impact. The support media plan aims to increase the frequency that the target market views ads for REFI, as the families of students will be the main group seeing the signage when they go in and out of the common school areas such as the auditorium, school gyms, or out on the sports fields. Support media will help reinforce the message REFI is trying to give to the audience. The support media plan will also aid in the overall goal of increasing REFI’s revenue from \$108,000 to \$150,000.

The first objective of this strategy focuses on using support media in and around school settings to draw awareness and attention. This will be done by providing weather-proof banners to each school for a total of \$1,725. Additionally, REFI will provide an A-frame sign with the included print to set up at school events which will cost \$194 after the sign and printing. The second objective focuses on creating stickers to brand the items in the supply depot to increase brand awareness and support from donors in addition to handing stickers out at certain events or in thank-you packages. A specific part of this idea that will be useful is including a QR code on the stickers that allows for an interactive experience between the users and REFI. The QR code can direct users to various places which would be beneficial in different parts of the buying decision process of donors. The support media plan will focus on achieving REFI’s communication goals of increasing revenue, desire, and the percentage of consumers in the target market.

SUPPORT MEDIA

OBJECTIVE 1

Incorporate venue signage that will be seen by millennials and Gen X individuals between July 1, 2024, to June 30, 2025, on Rockingham County public school campuses to increase awareness and visibility of REFI by at least 25%.

STRATEGY & TACTICS

Strategy 1: Design banners to be placed around the school's campuses to draw attention to potential donors during high-traffic events.

- **Tactic 1:** Create a visually appealing sign that can be read from far away. In high-traffic events, the best use of the sign is to keep the message large and simple. This could include the REFI logo, the slogan, and the QR code. Keeping it to just these three items allows them to be big and stand out from afar.
- **Tactic 2:** Use a 6x2 banner with high-quality printing. The main goal is to grab the attention of the viewer through the size of the sign along with the size of the content on the sign. This must be readable from around 100 feet away. The cost of each sign when using a 6x2 ft with grommets is \$75 per sign, and printing one per school (23 schools) leads to a cost of \$1,725.
- **Tactic 3:** Use a weather-resistant material banner with grommets on the corners to easily attach the banners to fences, walls, etc. The weather-resistant material will also ensure that the banner stays high quality and legible for year-round use.

Strategy 2: Create a double-sided print to be placed on an A-frame sign to be set up near ticket booths, entrances, and other high-traffic events.

- **Tactic 1:** Including REFI's slogan, mission, and contact information on one side of the poster allowing customers to come up to the sign and read about REFI.
- **Tactic 2:** Adding a QR code that directs users to REFI's website and details about making donations to REFI on the other side of the A-frame sign. This will entice the public to pull out their phones to engage with REFI and see how they can get involved. Snapping a picture of the sign with the QR code would allow them to directly reach the website as well as past the time of the event.
- **Tactic 3:** When REFI has an upcoming event, such as the Golf Classic or Annual Auction Event, this information can be posted in the print in addition to the general information about REFI to keep the community updated with current events. Print can also be used to give small facts about recent success stories that could be relevant to the particular school or event where the A-sign is placed.

SUPPORT MEDIA

OBJECTIVE 2

Increase the number of REFI donations from millennials and Gen X residents in Rockingham County from July 1, 2024, to June 30, 2025, by 20% by implementing support media such as stickers to be handed out to potential donors and placed on REFI's donated items to spread awareness.

STRATEGY & TACTICS

Strategy 1: Create shareable digital stickers that donors can use on their social media profiles to show their support for our cause. These stickers can act as virtual badges, spreading awareness and encouraging others to donate. Additionally, use QR codes on any physical stickers given to potential donors to direct them to where they can find more information. Using different QR codes on different stickers will help move donors through the buying process depending on what stage they may be in at that time and will overall have better results in reaching more donations.

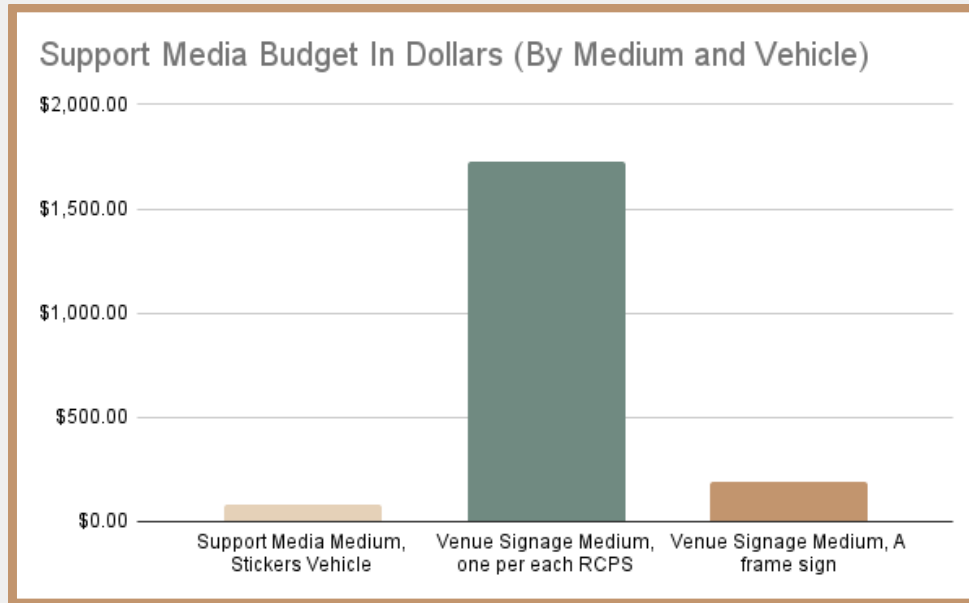
- **Tactic 1:** Design a sticker with a QR code that directs the user to the REFI website where they can learn more about REFI and its mission, scholarships, donations, events, etc. This use may be best when targeting brand-new people who have never heard of REFI.
- **Tactic 2:** Create a different QR code sticker that directs the user to the donation page of the REFI website and include a call to action to donate and support REFI's ongoing efforts. These stickers which direct people straight to the donation page would be better for people who already have some information about REFI and are feeling willing to donate.
- **Tactic 3:** Construct a 3rd and final QR code sticker that leads to a virtual tour of the supply depot. This will help users visualize where the donations go, especially for students and families who get supplies from the teacher and not directly from the depot. These stickers will be best for people who are seen as furthest from donating, and this visual representation would have the strongest impact.

Strategy 2: Create branded stickers that can be put on all items donated to REFI through the supply depot. This will remind teachers, students, and families where the supplies are coming from and the generosity and impact REFI is having on the everyday lives of students, families, and teachers.

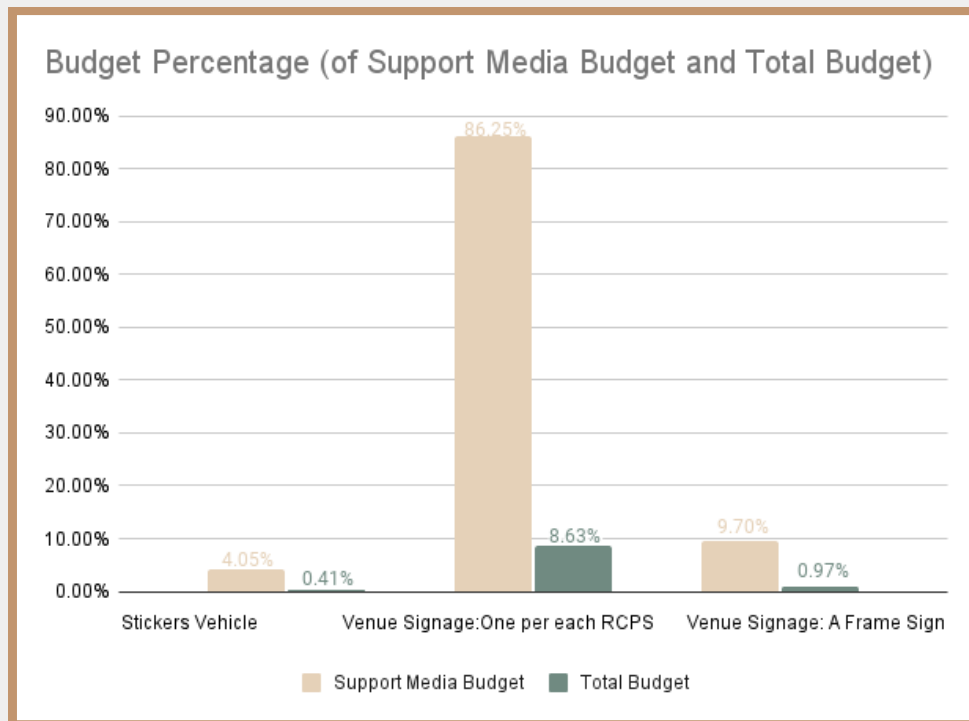
- **Tactic 1:** Design a sticker that showcases REFI's logo. These can be placed on all items that are donated in the supply depot to increase overall brand awareness once they reach their intended place like classrooms or schools.
- **Tactic 2:** Print a different sticker that has REFI's slogan on it, in addition to the logo. This will allow further recognition of the slogan with the brand name. Having our target audience know REFI based on the slogan will help further advertising, so showcasing the slogan can create a brand association.
- **Tactic 3:** Print a total of 1,575 stickers, including some with logos, slogans, and QR codes as a rough over-estimate of the supplies in the depot donated annually. 1-inch stickers can be custom-made for \$81.00 (Custom 1" labels). Utilizing differing stickers will be important for its varying purposes of informing, exposing, then lastly convincing people to donate.

SUPPORT MEDIA

BUDGET



The support media budget of \$2,000 is divided into two mediums venue signage and stickers. Venue signage takes up 95.95% of the budget based on the use of two different vehicles which are A-frames as well as larger signs placed in all RCPS. The other medium, stickers, only take up 4.05% of the support media budget as they are relatively inexpensive, but are an effective way to spread brand awareness and increase donations to REFI.



SUPPORT MEDIA

MEDIA VEHICLES

BANNER SIGNS

The use of banner signs is an important aspect of REFI's support media plan and accounts for a majority of the cost. This is because REFI will utilize all 23 schools to place a banner-printed advertisement intended to be hung on their school campuses for an extended period of time. The purpose of these signs is to be large and visible with minimal writing to gain the most attention without distracting viewers. In total, it will cost REFI \$1,725, however the benefits of reaching all possible schools in the targeted district will far outweigh the costs. Paying extra for material that will not weather is also crucial in these banner signs.

A-FRAME SIGN

An A-Frame sign will also be a crucial aspect of REFI's support media plan. Working in congruence with the school banner signs, the small A-frame signs will act as an aid to the larger banners where people can access a QR code, and understand our slogan, mission, and basic information on how to donate. Printing on both sides of the sign is an important aspect in attracting the most viewers and will approximately cost \$194. A benefit of these smaller signs is that they can easily be moved between different venues and schools depending on where the biggest events are for that time.

STICKERS

Stickers as a form of tangibility that can stick with potential donors are a major part of the success of REFI's campaign. REFI will be creating both digital stickers that can be sent out to donors that they may put on their social media profiles as well as physical stickers. The physical stickers will have five separate designs to serve a distinct different purpose. Three stickers will have QR codes leading to different intended places such as a virtual tour of the teacher supply depot, the information page as well as straight to the donation page on REFI's website. These different locations that the QR code directs users to will be important in moving different people through separate stages of the buyer's decision process. The other 2 stickers focus on fostering brand association and development where there will be a logo sticker and one with the campaign theme that will be placed on items donated to REFI in the supply depot. For printing a total of 1,575 stickers, it will cost about \$81.

SUPPORT MEDIA

RATIONALE

The first objective of the support media plan is to promote awareness and visibility of REFI and its services through venue signage placed throughout RCPS. Recognizing the pivotal role of visibility in amplifying REFI's message and reach, venue signage has been strategically selected as a foundation of the support media approach. Venue signage will prove to be extremely effective in increasing awareness if they are placed around athletic fields, and entrances for high-traffic events in RCPS since REFI directly impacts these schools. The first type of venue signage REFI will have is a large and long weatherproof banner that can be placed on fences around athletic fields at each school. With a focus on legibility and brand recognition, these banners feature prominent fonts and the distinctive REFI logo, ensuring they can be easily recognized and legible from a distance (from bleachers, stands, entrances, etc). To ensure legibility while also being cost-effective, an ideal measurement would be 6x2 ft. This sign will also be made with water-resistant material to be protected from the outdoors and include six grommets along the edges for ease of use to hang up using zip ties on the fence. Using staples as a price guide, a 6x2 ft outdoor sign with grommets costs around \$75 (Staples). To place one at each RCPS, the cost will be \$1,725 because there are 23 schools. In addition to these outdoor banners, REFI will also have an A-frame sign to place at ticket booths or entrances of big events at the schools, such as sporting games or plays/musicals because of the high traffic of our target markets. A typical A-frame sign costs around \$128 (Metal Sidewalk A-frame Signs) and the print, including both sides, is around \$66 (Staples), totaling \$194 per sign. The print for the sign will consist of REFI's logo, slogan, and mission in a visually appeal way to enable viewers to learn about REFI. Additionally, the print will contain a QR code that leads scanners to the REFI's website which will increase website traffic and overall awareness of REFI and its services.

The second objective is to increase donations among the suggested market markets by designing and creating interactive stickers with QR codes to hand out to potential donors and to place on items in the supply depot in an effort to brand items. Tangible reinforcement is important in fostering brand association and engagement and will be achieved when members of the target market come into contact with these stickers. There will be three different types of stickers shareable stickers, one featuring a QR code that directs users to the REFI website, one that a QR code directs users to the donation page, and one that a QR code will provide a virtual tour of the supply depot. All of these tactics will lead users to have a general interest and knowledge about REFI and urge them to donate. The stickers used to brand the supply depot items will also come in three different varieties because the items are different shapes and sizes. One will feature the logo to raise brand awareness, one will feature the slogan to increase association, and the third will feature a QR code directing users to different places to get users through separate stages of the buyer process. Placing these stickers on the items that are donated will remind everyone who comes in contact with these supplies of how they were able to get the supplies and will overall increase awareness as well as handing them out at events or in thank you mail packages. Since the exact number of items in the supply depot is unknown, REFI used 1,575 as a reference. These stickers will be used continuously throughout the year as they will be used for a variety of reasons, however, they will be printed at the start of the year. Printing this amount of stickers will cost around \$81 (StickerYou). The strategic and cohesive use of venue signage, A-frame signage, and stickers, the support media plan embodies REFI's commitment to fostering awareness, community involvement, and educational advancement within Rockingham County. By leveraging the unique strengths of each medium, REFI can effectively reach our target audience, generate awareness for our cause, and inspire community involvement. Through cohesive messaging, impactful design, and strategic placement, these advertising channels collectively contribute to achieving our communication objectives and advancing the mission of REFI.

SUPPORT MEDIA

DELIVERABLES

VENUE SIGNAGE



**TODAY'S YOUTH,
TOMORROW'S LEADERS**

*Are you concerned about the future of
our world?*

If so, REFI is the solution. Donate today!

MORE INFO

(540) 564-3218 <https://www.refigivesback.org> 100 Mt Clinton Pike, Harrisonburg, VA 22802





**Today's Youth,
Tomorrow's Leaders**



**ROCKINGHAM EDUCATIONAL
FOUNDATION, INC**

SUPPORT TOMORROW'S LEADERS!

-  (540) 564-3218
-  [refigivesback.org](https://www.refigivesback.org)
-  100 Mt Clinton Pike,
Harrisonburg, VA 22802

SUPPORT MEDIA

DELIVERABLES

STICKERS



MEDIA FLOWCHART

	July				August				September				October				November				December					
	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29
Traditional Advertising																										
Harrisonburg Daily News Record																										
Brochure																										
104.3 KCY Country, iHeartRadio																										
93.7 Now, iHeartRadio																										
Mix 93.1, iHeartRadio																										
News Radio WKCY, iHeartRadio																										
900 WKDW, iHeartRadio																										
98 Rock, iHeartRadio,																										
Digital Marketing																										
Website Design																										
Mobile Marketing (SMS text messages)																										
SEO (Google)																										
Social Media Marketing																										
Use of Student Photographer																										
Facebook Posts																										
Facebook Paid Ads																										
Instagram Posts																										
Instagram Ads																										
Support Media																										
Promotional Products (Stickers)																										
Venue Signage: One sign per RCPS																										
Venue Signage: Frame Sign																										
Direct Marketing																										
Information Catalogs																										
Mail (Flyers)																										
Email (Thank you/follow up emails)																										
Mail (Thank you notes, business card/socials)																										
Email (Digital Flyers)																										
IMPORTANT EVENTS:																										

	January				February				March				April				May				June					
	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29
Traditional Advertising																										
Harrisonburg Daily News Record																										
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104.3 KCY Country, iHeartRadio																										
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900 WKDW, iHeartRadio																										
98 Rock, iHeartRadio,																										
Digital Marketing																										
Website Design																										
Mobile Marketing (SMS text messages)																										
SEO (Google)																										
Social Media Marketing																										
Use of Student Photographer																										
Facebook Posts																										
Facebook Paid Ads																										
Instagram Posts																										
Instagram Ads																										
Support Media																										
Promotional Products (Stickers)																										
Venue Signage: One sign per RCPS																										
Venue Signage: Frame Sign																										
Direct Marketing																										
Information Catalogs																										
Mail (Flyers)																										
Email (Thank you/follow up emails)																										
Mail (Thank you notes, business card/socials)																										
Email (Digital Flyers)																										
IMPORTANT EVENTS:																										

MEDIA EXPLANATION

<i>Daily News Record</i>	Small ad posted twice a month, 2x2 ad will be posted quarterly.
<i>Brochure</i>	250 brochures quarterly and will be distributed at time of printing.
<i>iHeart Radio Stations</i>	The four main stations will be played 12 times a year each, while the two least listened to stations are played only twice a year.
<i>Website Design</i>	Updating the website quarterly for design/differing events.
<i>Mobile Marketing (SMS)</i>	Send text messages every other week to subscribers.
<i>SEO (Google)</i>	Will be updated once a month to best fit needs of REFI/competition.
<i>Use of Student Photographer</i>	Used once a month for the largest event. Dates will vary.
<i>Facebook Posts</i>	Posted continuously twice a week at 10 am on Tuesday and Thursday.
<i>Facebook Paid Ads</i>	Will be run quarterly and will last until the budget runs out.
<i>Instagram Posts</i>	Posted continuously twice a week at 10 am on Monday/Wednesday.
<i>Instagram Ads</i>	Will be run quarterly and will last until the budget runs out.
<i>Promotional Products (Stickers)</i>	Printed at the beginning of the year then will be placed on teacher supply depot products given to teachers, so it will be continuous.
<i>Venue Signage: One sign per RCPS</i>	The signs placed at each school will begin in August when kids go back to school and will stay displayed for the entirety of the year.
<i>Venue Signage: Frame Sign</i>	Will be moved to support different public community events.
<i>Information Catalogs</i>	These will be sent home with students, once at beginning of school year, prior to the auction, and prior to golf outing.
<i>Mail (Flyers)</i>	Will be sent out every other month at the beginning to gather more potential donors with help of address books.
<i>Email (Thank you/follow up emails)</i>	Email thank you notes will occur right after donation which is why it is continuous. This is to show fast appreciation for the donors.
<i>Mail (Thank you notes, business card/socials)</i>	Will occur 4-5 months after donation to show that REFI is thankful for the donation and to consider donating again. Sent at end of month.
<i>Email (Digital Flyers)</i>	Digital flyers that REFI sends to targeted people will be sent at the end of each month. This is more frequent and inexpensive than mail.

BUDGET BREAKDOWN

Budget Section	Medium	Medium Vehicle	Dollar Amount		Percent of Budget
			Medium Vehicle	Medium	
Traditional Advertising			\$4,000.00		20.00%
	Newspaper	Harrisonburg Daily News Record	\$1,240.00		6.20%
	Print Ad	Brochure	\$640.00		3.20%
	Radio Ad	104.3 KCY Country, iHeartRadio	\$393.48		1.97%
	Radio Ad	93.7 Now, iHeartRadio	\$393.48		1.97%
	Radio Ad	98 Rock, iHeartRadio	\$65.58		0.33%
	Radio Ad	News Radio WKCY, iHeartRadio	\$393.48		1.97%
	Radio Ad	900 WKDW, iHeartRadio	\$65.58		0.33%
	Radio Ad	Mix 93.1, iHeartRadio	\$393.48		1.97%
Digital Marketing			\$6,000.00		30.00%
	Mobile Marketing	SMS Text Messages	\$1,000.00		5.00%
	SEO	Google	\$3,000.00		15.00%
	Web	Website Design	\$1,000.00		5.00%
Social Media Marketing			\$4,000.00		20.00%
	Student Volunteer	Photographer	\$638.00		3.19%
	Instagram	Instagram Ad	\$1,362.00		6.81%
	Facebook	Facebook Ad	\$2,000.00		10.00%
	Instagram	Instagram Posts/Stories	\$0.00		0.00%
	Facebook	Facebook Posts/Stories	\$0.00		0.00%
Support Media			\$2,000.00		10.00%
	Support Media	Stickers	\$81.00		0.41%
	Venue Signage	One sign per school	\$1,725.00		8.63%
	Venue Signage	A frame sign	\$194.00		0.97%
Direct Marketing			\$2,500.00		12.50%
	Email	Digital Flyer and Digital Thank you Notes	\$500.00		2.50%
	Mail	Information flyers and physical thank you notes	\$1,350.00		6.75%
	Information Catalog	Catalog with information about REFI that is distributed to the public schools	\$650.00		3.25%
Measurement & Evaluation			\$1,500.00		7.50%
	Marketing	Revenue tracking at the end of the time period	\$0.00		0.00%
	Communication	Analytic tools on social media platforms that evaluate the number of followers gained in the time period, the number of website views, and the growth of the email campaign	\$0.00		0.00%
	Traditional Advertising	Donation questionnaire using QR code	\$0.00		0.00%
	Digital Marketing	SEO/ track organic traddic, update keywords, enhance SERP visibility, incorporate backlinks and view user engagement time	\$1,500.00		7.50%
	Social Media	Analyze KPI's	\$0.00		0.00%
	Support Media	QR Code	\$0.00		0.00%
	Direct Marketing	Google Analytics	\$0.00		0.00%
Total Budget:				\$20,000	0.00%

BUDGET BREAKDOWN

TRADITIONAL ADVERTISING

Traditional advertising makes up 19.41% of the total budget of \$20,000, totaling \$3,882. The traditional advertising budget allocates costs to print ads and radio ads. The print ads include newspaper ads that will cost \$1,240 and will be published in the Harrisonburg Daily News Record. Print ads will also consist of placing 1,000 brochures around local businesses and the Rockingham County Public Schools for a total cost of \$640. The radio ads will be dispersed through a variety of iHeartRadio channels which are broadcasted on local radio stations. Each iHeartRadio station selected has been chosen based on its inclusion of different target audiences and the popularity of users. The stations include Mix 93.1, 900 WKDW, News Radio WKCY, 98 Rock, 93.7 Now, and 104.3 KCY Country, for a total of \$1,705.08 which is 8.53% of the total budget. Each time an ad is run on the radio it costs about \$32.79 and REFI plans to run an ad a week for all 52 weeks.

DIGITAL MARKETING

Digital marketing makes up 30% of the \$20,000 budget, totaling \$6,000. The digital marketing plan is divided into website design, mobile marketing, and search engine optimization efforts. Updating the layout and content of the website will cost \$2,000. The mobile marketing plan accounts for the utilization of a short message service which costs a total of \$1,000 to send around 20,000 texts a year. Search engine optimization will spend around \$3,000 for keyword research related to education foundations, nonprofit organizations, philanthropy, and Rockingham County. SEO will be updated once a month.

SOCIAL MEDIA MARKETING

Social media marketing makes up 20% of the total budget, totaling \$4,000. The social media marketing plan accounts for Facebook ads, Instagram ads, and the hiring of a photographer. The photographer will be paid \$12/hr for their efforts and an additional \$350 for the rights to their photos. The photographer will only use one date a month to capture the most important event for around 2 hours. The total cost for the photographer will be \$638, making up 3.19% of the total budget. \$2,000 will be allocated to implementing Facebook ads and partnerships, as Facebook is the most commonly used platform by the target markets. An additional \$1,362 will be budgeted for the use of Instagram paid ads and partnerships, as this is the second most used platform of the target audiences.

BUDGET BREAKDOWN

SUPPORT MEDIA

Support media advertising encompasses 10% of the total budget of \$20,000, equaling \$2,000. The support media budget accounts for banners showcased on the school campuses, an A-frame venue sign, and stickers. Venue signs will cost \$1,725, which is 8.63% of the total budget, and includes a large waterproof banner that can be hung outside on fences, tables, or buildings on the school campus. One banner sign will be given to each public school in RCPS. The A-frame venue sign costs \$194, 0.97% of the total budget, and can be set up near entrances of the schools and used for special occasions/events that draw in a large crowd. Stickers will cost \$81 for a pack of 1,575 featuring three different designs.

DIRECT MARKETING

The direct marketing budget makes up 12.5% of the total budget of \$20,000, equaling \$2,500. This budget includes email flyers, physical flyers that will be mailed, and informational catalogs. Email flyers will cost \$500 to design the flyers, but emailing them to the target audiences will be free of cost. The email flyers will be used to spread awareness of REFI's brand and its cause to donors and supporters. The physical flyers that will be directly mailed will cost \$1,350, which includes the cost to make the individual flyers, and the cost to ship and deliver the flyers to the receiver. Both the digital flyers and the physical flyers will be used in a retargeting strategy toward individuals in the county who have previously contributed to REFI. Additionally, the information catalog will cost \$650 and will be distributed 3 times a year to different classes based on upcoming events.

EVALUATION PROGRAM

EVALUATION OF MARKETING GOALS

The primary marketing objective of the Integrated Marketing Communications (IMC) plan is to increase revenue from \$108,000 to \$150,000 from July 1st, 2024 to June 30th, 2025. This goal will be assessed by tracking the revenue that comes in during the time period given. To assess this, at the end of the time period, if the revenue that came in throughout the noted time was greater than or equal to \$42,000, reaching the total to be \$150,000, the goal will be considered accomplished.

EVALUATION OF COMMUNICATIONS GOALS

The communication goals range over a variety of channels all with different primary goals and methods of hitting the target audience. The first communication goal strives to increase the percentage of consumers in the target market by 22% using a mix of the different channels incorporated in the plan. This includes traditional advertising, digital marketing, social media marketing, support media, and direct marketing. This can be evaluated by using the analytics of the social media platforms, evaluating the number of followers gained in the time period, the number of website views, and the growth of the email campaign. There are a variety of ways to check the measurement of this goal and all channels of marketing will be useful in helping achieve this. The second goal is to increase interest of consumers in the target market of parents with children in public schools and millennials/Gen X who have interest in donating to and/or attending REFI events by 25% by June 2025 by using direct marketing, social media marketing, and support media. This can be evaluated by reporting the number of attendees at REFI's event to do comparison year-to-year. Also, by tracking the donations that come in as new versus repeat donor, by including that as a part of the donation form, the percentage of new donors can be found. The support media will be used to draw the interest, while direct and social media marketing will support as well as help the goal be measurable. Another communication goal is to increase desire in the target market, parents with children in public schools and millennials/Gen X, who have the desire to attend events and/or donate by 15% in the given time frame (July 1st, 2024-June 30th, 2025) by using support media and social media. This can be traced by viewing Instagram analytics of followers and those who are interacting with posts- both likes and comments. Instagram will give the percentages of users in different age ranges who are viewing and interacting with the REFI accounts. Measurement can also be tracked by asking people in registration for events how they know about REFI and tracking how much of it comes out of different support media (kid's supplies with stickers, or venue signage on RCPS property). The final communication goal is to increase revenue by \$42,000 (38%) using direct marketing, social media marketing, and support media. This can be easily tracked by looking at the monthly income and donations that come, which can be broken down by months, quarters, or evaluated by the year as a whole. This can be helpful in seeing the progress throughout the year, which months have higher donations, and what months need a marketing push to hit the overall goal.

EVALUATION PROGRAM

EVALUATION OF TRADITIONAL ADVERTISING

To effectively evaluate the success of the two traditional advertising objectives, the evaluation process will include a question on the donation form of what form of advertisement introduced the donor to REFI, as well as a monthly conversation with the radio network to get the data analytics for the time period REFI's ad was played. The QR code placed on the brochure can also be tracked as to how many scans it received, seeing how many people are viewing the ad and expressing further interest in REFI's work. The objectives for traditional advertising include increasing awareness by distributing print advertisements to different local businesses as well as producing multiple newspaper ads, and sharing the brand with the community through the local radio stations connected to the iHeartRadio network. For the first objective, print advertisements will be measured monthly by seeing how quickly the stock of print ads is being taken by different people within the various businesses. It will help gain an understanding of what places are hosting more of the target audience, which locations are not very successful in increasing awareness, and give an idea of how many people became aware of REFI based on the total number of ads taken each month. For newspaper ad effectiveness evaluation, one of the ads will feature a QR code which can be tracked for how many times this is scanned. This will be evaluated on a weekly basis to determine if this ad is worth keeping in the newspaper, or if there is a better use of the space and money currently allocated. For objective two, which is focused on sharing the brand through multiple radio stations in Rockingham County, an assessment can be made by gathering data analytics from the network itself on the number of listeners during a time period in which the ad was played. Each station can be assessed separately to understand which station is getting the most listen, and which is worth putting more ads on versus stations that do not have a large group of listeners. The donations brought in through radio ads can also be tracked in the donation form with the question "Where did you learn about REFI?" Adding this question to the donation forum will give us a great understanding of which channels are the most effective for the specific target market allowing REFI to evaluate and possibly reallocate the budget based on the data collected following the year after the current plan is in place.

EVALUATION PROGRAM

EVALUATION OF DIGITAL MARKETING

When monitoring the effectiveness of digital marketing strategies implemented throughout the campaign for REFI, a focused evaluation of the four guiding objectives will be assessed to achieve the communication objective of increasing the percentage of consumers in the target market and increasing the revenue from 2024-2025. This evaluation process will be executed with Google Analytics to measure and organize key metrics regarding user engagement, website traffic, conversation rates, and other relevant indicators. For mobile SMS marketing and email marketing, these objectives will be observed by looking at the open rate of these messages and at the click-through rate on hyperlinks to the REFI website. Likewise, the click-to-open rate can be tracked to measure the effectiveness of the information and content found in emails (Campaign Monitors). Both Google Analytics and analyzing REFI's mobile and email marketing can be performed at no cost. An additional option to gauge feedback from donors and the Rockingham County community would be by conducting surveys. This survey can be found on the REFI website and can be linked at the end of SMS and email messages. This would allow individuals to share their experience with REFI, their level of satisfaction and loyalty to REFI, and any suggestions for REFI in the future. Assessing REFI's search engine optimization performance is the only medium that requires money from the budget. The allocated \$1,500 is designated to track organic traffic, update keywords, enhance SERP visibility, incorporate backlinks, and view user engagement time (Childers, 2024). These are all crucial factors to REFI's digital marketing objectives in this campaign.

EVALUATION OF SOCIAL MEDIA MARKETING

When evaluating the performance and effectiveness of the social media marketing strategies, the focus is on implementing a Facebook ad campaign and producing Instagram content that would increase Facebook engagement of Rockingham County residents who are millennials and Gen X by 35% over the course of July 1, 2024, to June 30, 2025. It would also increase brand awareness of millennials and Gen X of Rockingham County in the public schools through their Instagram presence by 55% from July 1, 2024 to June 30, 2025. This evaluation process would consist of utilizing Facebook/Instagram insights. Together we'll analyze the number of KPIs that would assist us with information that would be beneficial to improving the performance. This would include impressions, engagement, reach, click-through rates, and conversion rates. These factors will be closely monitored and analyzed every 2 weeks up to the end of the campaign to determine the effectiveness of the social media marketing campaigns and make any adjustments to improve outcomes. The campaigns will be in line with the main objectives of raising brand exposure and engagement among millennials and Gen Xers in Rockingham County, due to the data-driven strategy.

EVALUATION PROGRAM

EVALUATION OF SUPPORT MEDIA

When analyzing the effectiveness of support media strategies executed during the duration of the campaign for REFI, the two objectives centered around venue signage and stickers will be reviewed to accomplish the communication objective of increasing revenue, desire, and the percentage of consumers in the target market. The first part of the evaluation process will be centered around measuring key metrics based on the QR codes on venue signage such as banners around RCPS campuses and the A-frame sign for high-traffic events. When individuals scan our QR code on their personal devices, their engagement can be tracked when they are redirected to the REFI website. The rate of scans will be checked monthly. Additionally on the website after using the QR code, there will be a pop-up survey question that asks “How did you hear about REFI?” and users will be presented with a variety of options to choose from including venue signage. This data can be implemented to examine if members of the Rockingham County community are effectively locating REFI’s banners and signs and utilizing the call-to-action through the QR code. Similarly, this can be practiced with the QR codes on REFI’s digital stickers on social media. The goal is to find which medium channel is attracting the most people. For the stickers placed on school and office supplies at the Teacher Supply Depot, inventory of items will be reviewed in relation to the number of REFI stickers available, and they will be affixed to various notebooks, pens, folders, etc.

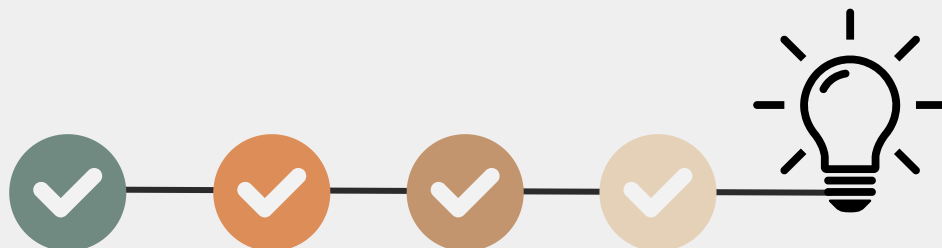
EVALUATION OF DIRECT MARKETING

When analyzing the effectiveness of the direct marketing objectives, an integrated strategy will be used to track the effectiveness of the direct marketing activities, which include a retargeting campaign directed at Rockingham County residents who have previously given to REFI. First, we'll use metrics like click-through rates, and conversion rates to monitor the success of the retargeting initiatives. User interactions with mail and email will be tracked using programs like Google Analytics and Facebook Pixel in order to evaluate user engagement and conversion rates. Additionally, motivating those who have previously donated to share their beneficial experiences with others will be a key strategy. Word-of-mouth marketing will be utilized to further boost donations. Actual flyers strategically placed across the county will enhance the impact of the operations. The amount of donations linked to flyer distribution will be tracked. Through these direct marketing efforts, the goal is to increase donations by at least \$5,000. An effective data tracking process will be implemented every two weeks to ensure continuous oversight and improvement of direct marketing campaigns. This routine analysis will involve organizing data from various sources, including mail letters, email campaigns, retargeting advertisements, and flyer distribution. The cost of collecting data using these resources is entirely free. Regular review of performance data will be conducted to improve results and make any necessary adjustments.

CONCLUSION

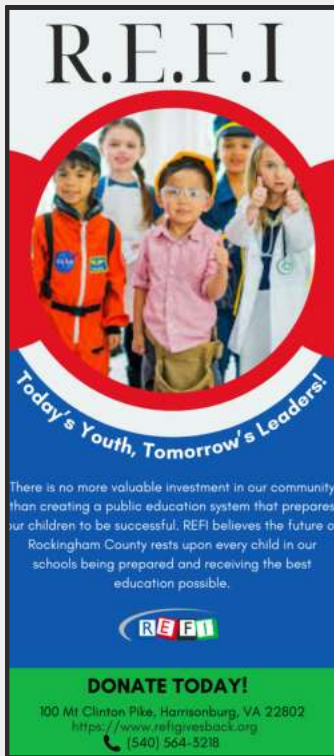
The Integrated Marketing Communications plan created for the Rockingham Educational Foundation, Inc. presents a comprehensive strategy to enhance the foundation's visibility, engage stakeholders, and drive support for its mission of advancing education in the community. By leveraging a mix of traditional, digital, social media, mobile, direct, and support marketing channels, Creative Flare believes that the goal of increasing revenue from \$108,000 to \$150,000 by June 30th, 2025 can be achieved. Integrating the campaign theme of "Today's Youth, Tomorrow's Leaders," through various forms of media, aims to draw attention to how REFI's efforts will have an immense impact on the future. The campaign theme brings an emotional and fearful appeal that will entice people to donate for the concern that the children today will be running the world in the future. Creative Flare has identified the target markets of millennials and Gen X individuals in Rockingham County as the segments to best support this campaign plan due to their age and lifestyle. These age groups in Rockingham County would have children currently in Rockingham County Public Schools or ones that may have just finished. This is important because people in these generations will have the strongest connection to the schools in Rockingham County and will be most influential in donating.

The next step in this campaign is for REFI to implement the strategies listed throughout this plan beginning in July 2024. Utilizing the strategies that Creative Flare has designed for REFI to generate the most revenue accounts for the use of traditional marketing, digital marketing, direct marketing, social media marketing, and support media. The most important aspect of this plan that should be focused on first is to ensure that REFI maximizes its potential for donations. Within traditional advertising, brochures would be the strongest way to increase donors as it is tangible and can be supported through local businesses improving REFI's reputation as a whole. For digital advertising, website design is important as essentially all donations will come through it. Therefore, it is vital for the website to be visually appealing and easily navigatable. Direct marketing, mail flyers, and thank you packages are of the highest importance. Most of this budget was allocated towards mail due to the benefits that tangibility can provide and forming strong relationships with past donors through the thank you packages that will create strong relationships with REFI's customers. In social media marketing, it is most important to first hire a student volunteer photographer. This should happen before anything else to have the best visual content that can then be used for paid ads on Instagram and Facebook. For support media, the first step that should be taken is to implement the venue signage at all public schools in Rockingham County. Placing a banner of REFI at all of the public schools will be the fastest way to spread the word about REFI to the target market. These priorities are crucial at the beginning of this marketing campaign. While the above suggestions are most vital to starting this campaign on a strong note, these steps must be done in conjunction with the rest of the plan to reach the end goal of increasing revenue by \$42,000 from July 1st, 2024 to June 30th, 2025.



APPENDICES

DELIVERABLES: RACK CARDS



R.E.F.I

Today's Youth, Tomorrow's Leaders!

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

DONATE TODAY!

100 Mt Clinton Pike, Harrisonburg, VA 22802
<https://www.refigivesback.org>
(540) 564-3218



Rockingham Educational Foundation, Inc

We support our teachers, so they can support your children

100 Mount Clinton Pike
Harrisonburg, Virginia 22802
refigivesback.org



EVENTS

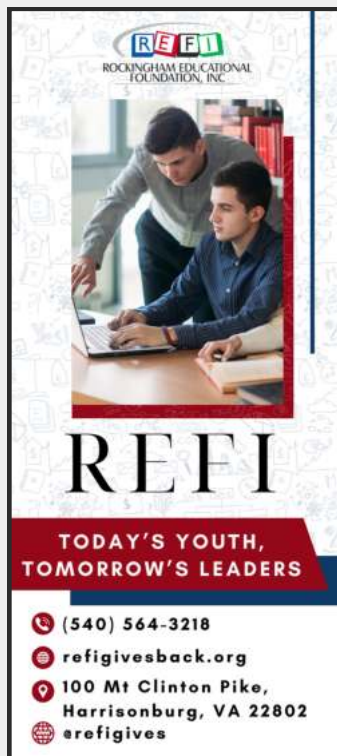
ANNUAL GOLF TOURNAMENT

The annual golf tournament is held every spring and is a great event to socialize with friends and different members of the community while getting to do an activity a lot of people love. Play a great game of golf and donate to a great cause.

REFI ANNUAL EVENT

REFI holds an annual party and auction that allows community members to get involved, learn more about REFI and have the opportunity to donate to the cause. This event brings in lots of funds for the various scholarships and grants given by REFI.

540-564-3218
100 Mount Clinton Pike, Harrisonburg, VA 22802
www.refigivesback.org
vlandia@rockingham.k12.va.us



REFI

ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

TODAY'S YOUTH, TOMORROW'S LEADERS

(540) 564-3218
refigivesback.org
100 Mt Clinton Pike,
Harrisonburg, VA 22802
arefigives



TODAY'S YOUTH

TOMORROW'S LEADERS

I WANT TO BE A LAWYER!

GIVE EMILY THE OPPORTUNITY OF A LIFETIME

As an academically gifted child, Emily excels beyond measures and needs more challenging classes to reach her full potential. This is where REFI plays a crucial part in enhancing her public education and opening many unimaginable doors for her future. REFI offers Innovative Learning Grants, Scholarships, the Teacher Supply Depot, Teacher Recognition, and more.

REFI

APPENDICES

DELIVERABLES: FLYERS & CARDS



APPENDICES

DELIVERABLES: RADIO SCRIPTS

Do you worry about what's in store for the future? (SFX climax music building up with fear). What if there was a way to guide future generations toward success instead of failure? (anticipation building). Well, I have a solution for you. REFI is a nonprofit organization guided towards helping teachers and students be most successful in their educational careers. Yes kids will be kids today (SFX of kids playing and laughing) but in the blink of an eye they will be the ones running our country (SFX cheering/ blurred out sound of presidential speech). Donate to REFI at <https://www.refigivesback.org>, and let's make sure kids receive the resources needed to make this world a better place. Today's youth are tomorrow's leaders (SFX happier music).

[Background music: Upbeat and uplifting]

Narrator: "Are you passionate about education and making a difference in the lives of students and teachers? Look no further than REFI!

[Sound effect: Kids playing]

Narrator: With our scholarships, we're paving the way for bright futures. Our supply depot ensures that every classroom has the resources for success. And with our teacher recognition program, we're honoring those who shape young minds every day.

[Sound effect: Applause]

Narrator: Join us in empowering the next generation. Visit our website at www.refigivesback.org, or call us today at (540) 564-3218 to learn how you can get involved with REFI. Today's Youth, Tomorrow's Leaders!

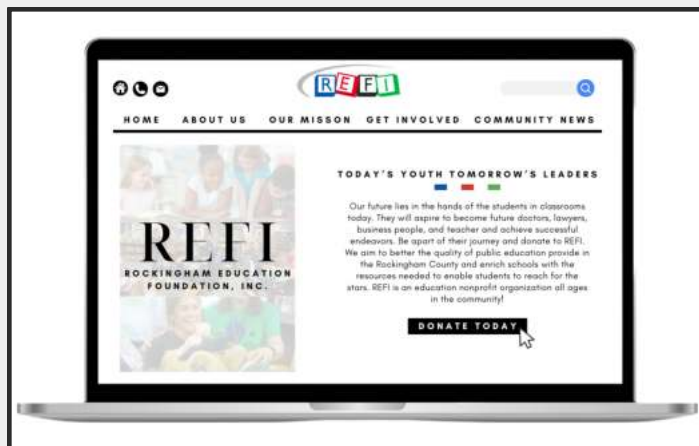
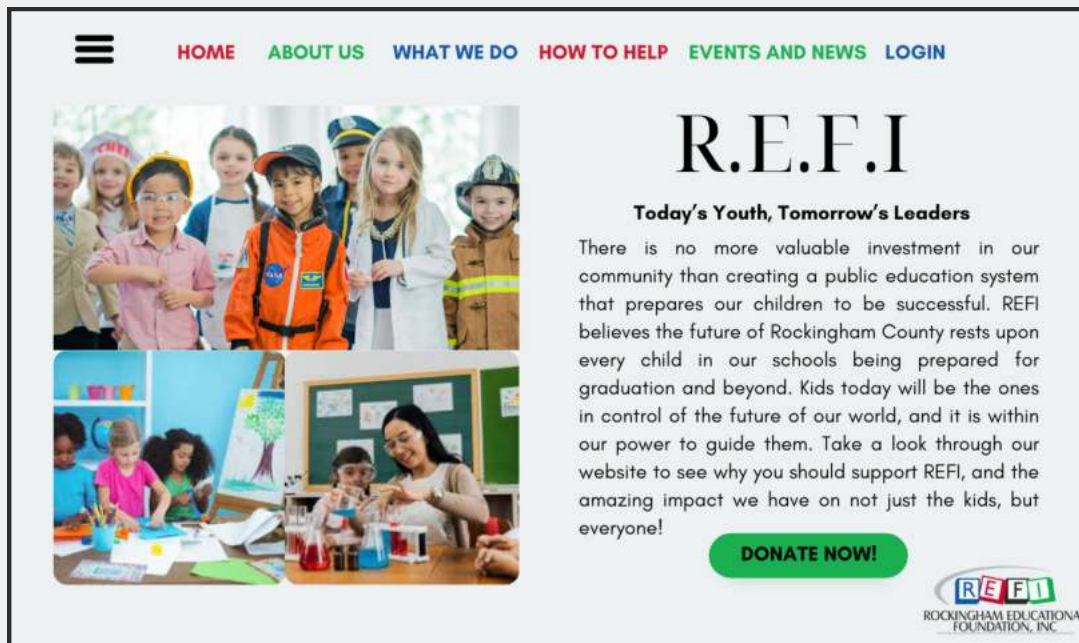
[End with uplifting music and fade out]

Rockingham County children need to be provided the same opportunities as all kids across America getting educated. Our children deserve to be on the same playfield as everyone else when they grow up and move into the job world. REFI provides the funding for our children to get the additional opportunities and quality education they deserve. They have also provided me with supplies for the kids. (bell sound) Time for me to get back to the kids, and make today's youth, tomorrow's leaders. Help out today by going to refigivesback.org!

(Soft inspiring music fades in) In a world brimming with challenges, you will lead us into tomorrow? (music fades out) Here at the Rockingham Educational Foundation, Inc. REFI believes that the answer lies in nurturing today's youth. (SFX kids laughing and playing). Through providing financial support to teachers, students, and the education system as a whole, we're shaping the leaders of tomorrow. (SFX classroom ambiance, pencils on paper). Every child empowered with knowledge becomes a beacon of change. Join us in building a brighter future. (SFX heartfelt music) Let's unleash the potential of our youth because today's youth are tomorrow's leaders. (Music fades) Visit our website or call to learn how you can make a difference.

APPENDICES

DELIVERABLES: DIGITAL MARKETING



APPENDICES

DELIVERABLES: PRESS RELEASE/PR



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC.

FOR IMMEDIATE RELEASE

 Victoria Landis, REFI
 540-564-3218
 vlandiserockingham.k12.va.us

**REFI'S INNOVATIVE LEARNING GRANTS CONTINUE TO
OPEN DOORS FOR STUDENTS!**

\$50,000 In Grant Funds Awarded to Classrooms in Rockingham County

ROCKINGHAM COUNTY, VIRGINIA, JULY 2024— Rockingham Educational Foundation, Inc. (REFI) presents \$50,000 in Innovative Learning Grants to enhance educational experiences for students in the classroom across Rockingham County Public Schools.

The following schools in the Rockingham County Public School district have been named recipients of the Innovative Learning Grant: Cub Run Elementary School, River Bend Elementary School, Elkton Middle School, Mantevideo Middle School, Broadway High School, Spotswood High School, East Rockingham High School, and Turner Ashby High School. REFI is humbled to support the growth and development of students in various grade levels and give them endless opportunities to maximize their education.

The Innovative Learning Grant (ILG) allows educators to write a proposal sharing a learning experience that resonates and motivates students to facilitate their academic success and achievement in accordance with standards from other schools. These grants aim to help all learners better their skills as Critical Thinkers, Communicators, Collaborators, Creators, and Good Citizens. This can be in the form of additional field trips, new textbooks, or other learning materials and equipment.

REFI wants to help today's youth become tomorrow's leaders. We strive to help every student reach their academic goals and pursue future endeavors. We focus on providing the tools, training, and resources students and educators need to create the best quality education.

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If you would like to know more information about this topic, please call Victoria Landis at 540-564-3218, or email vlandiserockingham.k12.va.us.

THANK YOU,
Rockingham Educational Foundation, Inc. (REFI)



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC.

PRESS RELEASE

FOR IMMEDIATE RELEASE

05/21/2024

Contact: Victoria Landis
Phone: (540) 564-3218
Email: vlandiserockingham.k12.va.us

**REFI LAUNCHES NEW TEACHER SUPPLY DEPOT TO SUPPORT
SCHOOL STUDENTS**

New drop off spot for supplies have made it even EASIER to donate!

Harrisonburg, VA - March 21, 2024 - REFI, a leading non-profit education organization committed to enhancing educational opportunities for students, announces the grand opening of its latest initiative - the Teacher Supply Depot. This innovative venture aims to provide much needed resources for educators and students alike, fostering a supportive environment for learning and growth within our community.

The Teacher Supply Depot is designed to serve as a central hub where individuals, organizations, and businesses can donate essential school supplies, ranging from textbooks and writing materials to educational games and art supplies. These donations will directly benefit teachers and students in Rockingham County by ensuring they have access to the tools necessary for a successful educational experience.

"Our mission at REFI has always been to empower educators and enrich the learning journey of students," said Victoria Landis, a representative of REFI. "With the launch of our Teacher Supply Depot, we are taking a significant step forward in fulfilling this mission. By providing a platform for the community to contribute resources, we aim to alleviate the burden on educators while ensuring that every student has the opportunity to thrive in the classroom."

###

Yours Sincerely,
REFI



If you would like more information, please contact us at (540) 564-3218 or at vlandis@rockingham.k12.va.us or visit our website www.refigivesback.org
100 Mt Clinton Pike, Harrisonburg, VA, 22802

APPENDICES

DELIVERABLES: BROCHURES

WHO ARE WE?

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

The Foundation will achieve its mission by directing resources toward these goals:

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

GET IN TOUCH!
 (540) 564-3218
www.refgivesback.org
vlondar@rockingham.k12.va.us

DONATE NOW

OUR VALUES

Preservation We believe providing funding and the space of education enhances the educational possibilities for our students, educators and parents.

Collaboration We are committed to involving parents to enhance and establishing partnerships that provide the best possible outcomes for all students.

Leadership We are dedicated to going above and beyond in accomplishing our mission and supporting the continued pursuit of quality learning in our efforts, regardless of the barriers to the progress of accomplishing. From who supports educational excellence and support our dreams.

WHAT WE OFFER

Scholarships
 Our nonprofit organization is dedicated to fostering educational opportunities for aspiring students, and one of the primary ways we achieve this is through our scholarship programs. Each year, we diligently seek out talented individuals who demonstrate not only academic excellence but also a commitment to their communities and a drive to make a positive impact on the world.

Free Supplies for Students and Teachers
 At our nonprofit, we understand the crucial role teachers play in shaping the future. That's why we've established a Teacher Supply Depot, stocked with donated materials generously contributed by the community. From textbooks and classroom supplies to educational games and technology, our depot provides educators with the resources they need to create engaging and enriching learning environments for their students.



MEET EMILY

A determined student with big dreams of becoming a lawyer. Despite facing financial obstacles that could have hindered her path in higher education, Emily refuses to let anything stand in her way. With the help of our scholarship program, Emily's dream of attending law school is now within reach. This scholarship not only provides financial assistance but also serves as a beacon of hope and encouragement, showing Emily that her aspirations are attainable and that her community believes in her potential. With this support, Emily is empowered to pursue her passion for law and make a meaningful impact in the world.

OUR SERVICES

- Scholarships**
 REFI provides various scholarships to students throughout the district. They are mainly designed for students in the district looking to further their education.
- Grants**
 These grants are designed for employees in the district to apply for, to provide additional opportunities to their students.
- Depot**
 A donation-based supply depot available for teachers to provide supplies for their classroom.



CONTACT US

(540) 564-5218
www.refgivesback.org
vlondar@rockingham.k12.va.us
 100 Mount Clinton Pike
 Harrisonburg, VA 22802

WHY REFI?

REFI is an essential part of the community as it prepares our students within to step into the world and make a change. Students abilities to make a difference all begin with their education and the opportunities provided to them throughout their education. Without quality education and opportunities, the students of Rockingham County will not have the same opportunities as others. Our children need to be prepared for success. Donate now to help the future of education!



KIDS NEED US

Rockingham County children need to be given quality education opportunities that allow them to grow into tomorrow's leaders. This starts with providing those opportunities. REFI is here to create those. Donate today to help our future leaders.

About Us

Our Vision:
 Through generous community funding, all education are empowered to provide every RCPS student with experiences they engage and inspire all to achieve more.

Our Values:

- Philanthropy
- Learning
- Collaboration
- Excellence
- Resilience

Our Service

- Scholarships & Grants
- Supply Depot
- Teacher Recognition

Our Future

Today's youth, tomorrow's leaders.

Emily's Story
 Emily enrolled in school and prospered throughout high school and college. She earned excellent grades, but her family's financial struggles prevented her from attending college. Emily's teachers noticed her potential and encouraged her to apply for a scholarship. She was awarded a scholarship from REFI, which allowed her to attend college and pursue her dream of becoming a lawyer. Emily's story is a testament to the power of education and the support of the Rockingham Educational Foundation.

Contact Us

(540) 564-3218
refgivesback.org
 100 Mt Clinton Pike,
 Harrisonburg, VA 22802
refgivesback.org

APPENDICES

DELIVERABLES: BROCHURES CONTINUED

Who is REFI?

Rockingham Educational Foundation, Inc. or REFI, is a non-profit organization based in Harrisonburg, Virginia. REFI supports learning by securing financial contributions and educational resources that benefit Rockingham Public School students and teachers. They seek to achieve this through generous community funding that empower all educators to provide every RCPS student with experiences that engage and inspire all to achieve more.



REFI
DONATE TODAY!



Contact Us

(540) 564 - 3218
vlandis@rockingham.k12.va.us

**Today's Youth,
Tomorrow's Leaders**

100 Mount Clinton Pike
Harrisonburg, Virginia 22802

Annual Events

Annual Event Celebration

We organize a yearly commemorative event to honor our volunteers, donors, partners, and the invaluable support that has been instrumental in establishing REFI over the years.

Golf Classic

In the Spring, we host an annual golf tournament. Funds raised every year go towards the various initiatives and services.

Why Choose Us

The Foundation plays a pivotal role in the future of our county by striving to improve the quality of education for our children. Our programs and initiatives are focused on areas that have the most impact in and outside the classroom in supporting improvement and transformation efforts in Rockingham County Public Schools.

Our Services

- Innovative Learning Grants**
These grants ask educators to provide a learning experience that motivates and actively engages students and helps them achieve academic excellence that aligns with standards that can be replicated at other schools.
- Scholarships**
REFI is proud to offer scholarships that were established to honor or remember special people. They are reviewed by the REFI selection committee and are open to all four high schools.
- Teacher Supply Depot**
REFI manages a collection of ever-changing new and used materials and equipment in a depot warehouse. RCPS staff members may select items for use in the classroom with the students. Some supplies are donated and some are purchased on behalf of REFI.
- Teacher Recognition**
REFI selects an Educator of the Year from who goes on to compete at the Virginia Department of Education level.




Donate Now!
refigiveback.org

By donating... we provide

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

For Rockingham County Public Schools



R.E.F.I

How do you envision our future?



CONTACT US

100 Mt Clinton Pike, Harrisonburg, VA 22802
http://www.refigiveback.org
(540) 564-3218

EVENTS:

- Annual Auction Event: February 5th, 2025!
- Annual Golf Tournament: April 27, 2025!




Today's Youth, Tomorrow's Leaders

OUR VISION

Through generous community funding, all educators are empowered to provide every RCPS student with experiences that engage and inspire all to achieve more.

OUR MISSION

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

The Foundation will achieve its mission by directing resources toward these goals:

- Strengthen and assist learning through the development of innovative programs.
- Support additional training and resources for educators of RCPS.
- Provide the best to prepare students for future success.
- Build community support and positive perception for RCPS.

OUR VALUES

- Volunteerism:** We believe in giving time and the best of volunteerism to enhance the educational possibilities for our students, educators and community.
- Learning:** We encourage and support curriculum and learning opportunities that engage and inspire our students.
- Collaboration:** We are committed to working out to others and creating partnerships that provide the best possible outcome for all students.
- Excellence:** We are dedicated to giving others and beyond it, supporting our mission and supporting the continued growth in quality learning in our schools.
- Recognition:** We believe in the importance of acknowledging those who inspire us, educational excellence and support our mission.



For the kids today, and for the future of everyone



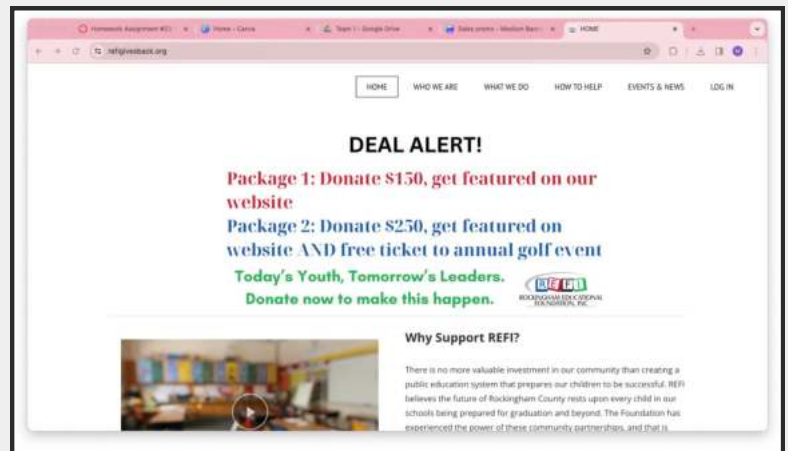
OUR STORY:



Meet Emily: She is a gifted student in the third grade who is far beyond her academic grade level. Her teacher sees a great success among Emily's capabilities and applies for a teacher grant to create an accelerated learning program at their school. REFI is able to give her \$3,000 to get materials needed to keep students like Emily on path for their successes. Emily in the future goes on to become an oncologist, and does extensive research for cancer. In the end, this wouldn't have been possible without REFI.

APPENDICES

DELIVERABLES: SALES PROMOTION



APPENDICES

DELIVERABLES: SOCIAL MEDIA ADS



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"Discovering REFI was a life-changing moment for me. As a high school student with big dreams but limited resources, I felt like my aspirations were out of reach. However, everything changed when I connected with REFI. Their dedicated team not only supported me through the scholarship application process but also provided invaluable guidance and mentorship every step of the way. Thanks to their assistance, I was awarded a scholarship that not only covered my tuition but also opened the doors to my dream school. -Emily Johnson


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APPENDICES

DELIVERABLES: SUPPORT MEDIA

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LEADERS**



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