



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

MKTG 384: Integrated Marketing Communications

Professor Canessa Collins



Team Members:

Michael Tacinelli
Andrea Borreo
Matthew Karpiak
Jack Begeny
Stern Cohen
Cassie Thompson

Duration of Campaign: July 1st, 2024 – June 30th, 2025

JAMES MADISON UNIVERSITY, SPRING 2024



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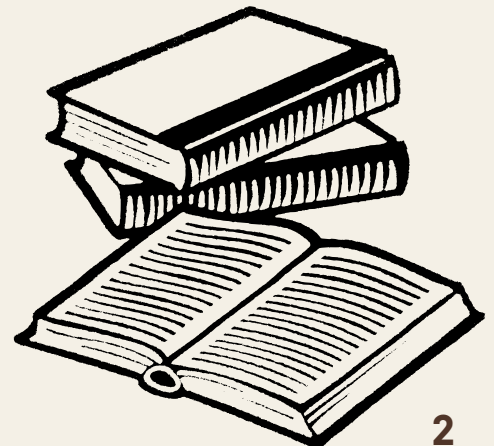
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THE AGENCY & PHILOSOPHIES

INSIGHTERS

ILLUMINATING ROADS, ONE BLINK AT A TIME

MISSION

Our mission is to empower brands to expand on their own creative possibilities as we strive to act as a catalyst for innovative ideas to boost our client's outreach and recognition.

OUR STANDARDS

We believe that a great work ethic and work environment will lead to a prosperous company. Through a standard of company-wide accountability and respect, all voices will be heard and be given the creative leisure to express themselves and their ideals.

COMPETITIVE ADVANTAGE

Our agency's persistence and dedication to our clients is our defining edge against our competition. We will not stop until our clients see positive results from our work. Our specialization is creative, and we provide outside-the-box thinking. No idea goes unexplored, and we are not scared to try something new. We are adaptable to step into any possible client's shoes and provide them with our best work.



Meet the Team

Michael Tacinelli



I am a Junior at James Madison University majoring in Marketing with a concentration in Digital Marketing and a minor in Entrepreneurship. I'm from Fairfax VA and currently, am a member of Delta Sigma Phi where I actively participate on their flag football, soccer, and softball teams. Away from my fraternity life in my free time I enjoy staying active by weightlifting, swimming, cooking, cutting hair and occasionally hiking. My true aspiration in life is to create and grow something that I can be passionate and excited about every day, making it so I never have to truly "work" a day in my life.

Stern Cohen



I am a Junior at James Madison University majoring in Marketing with a concentration in Digital Marketing. I am from Fredericksburg VA and am a member of Kappa Sigma Fraternity. Most of my time spent outside the classroom is on the golf course and watching DC sports. I take pride in being an outside-the-box thinker and creating new solutions to old problems. I am looking forward to the semester and achieving our group's goals and aspirations.

Cassie Thompson



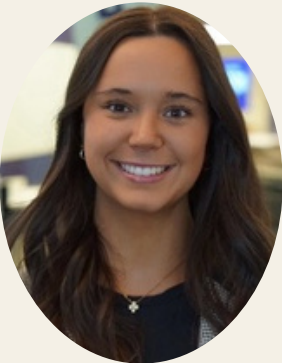
I am a Junior Marketing major with a Criminal Justice minor at James Madison University. I am from Virginia Beach, VA, and have lived there my whole life. I am a member of Alpha Sigma Alpha and President of the Panhellenic Executive Board, the governing body of panhellenic life at JMU. Outside of class I enjoy going to the beach and hanging out with my friends. I consider myself an outgoing and hard worker. I am excited to gain more knowledge in the marketing field within integrated marketing communications.

Jack Begeny



I am a Junior at James Madison University majoring in Marketing with a concentration in Digital Marketing. I am originally from McLean, Virginia, and have lived there my whole life. I am currently a member of Pi Sigma Epsilon. Outside of school, I enjoy watching football, specifically the Washington Commanders. I also enjoy playing golf and baseball with my friends. I am looking to gain a better understanding of the marketing world and learn ways to use a creative mindset in the workforce. I hope to use the knowledge I learn at JMU to drive impactful marketing campaigns in my future marketing career.

Andrea Borrero



I am a Junior at James Madison University majoring in Marketing with a Digital marketing concentration and a Human Resources minor. I am from Richmond, Va but I will soon call Michigan home. Outside of class, I participate in the Women of Business club and the Marketing club. I am also an active volunteer at two organizations; Special Olympics and MADD. I am very involved in my sorority, Alpha Sigma Alpha, where I serve on the Public Relations committee and Recruitment committee. My passion for marketing has allowed me to gain hands-on experience in the field through JP Morgan Chase & Co, JS Jewelry, Storage Scholars, and VicFontans. I take full pride in being a leader and not a follower, so my true aspiration in life is to lead by example and always leave a positive impact on everyone I encounter.

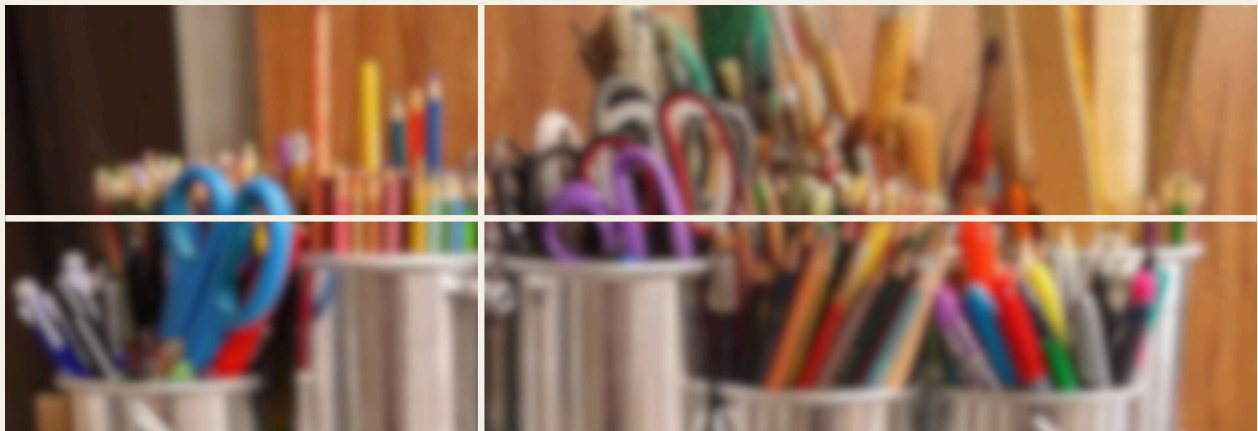
Matthew Karpiak



I am a Junior at JMU studying Marketing with a concentration in Professional Sales. I'm from Northern New Jersey in which I live on NJ's largest lake, Lake Hopatcong. I grew up fishing and wakeboarding, as well as playing football, basketball, and baseball. I am currently in Pi Kappa Alpha, serving on the Executive Board as Vice President, and am also an active member of the Investment Club. I am driven, quick learning, and enthusiastic and hope to leverage the knowledge gained from the College of Business to propel my career forward.



ROCKINGHAM EDUCATIONAL FOUNDATION, INC



#C84A27

#E8AA3A

#F4F0E6

#503528

Aa
Tan St. Canard

LARGE HEADING
SUB-HEADING

Aa
Neue Einstellung

A brand board is a visual guide that outlines how each brand element should be used. It helps your business stay on brand, ensuring consistency across all your designs, whether for print or digital materials, and allows you to have all your visual elements ready at a glance.





EXECUTIVE SUMMARY

INTRODUCTION

Insighters, Inc.'s goal of this project is to create an integrated marketing plan that will help Rockingham Educational Foundation, INC. rebuild its brand. This plan will focus on objectives specifically within the fields of traditional and digital marketing, direct and social media marketing, sales promotion, support media, and public relations. Insighters will provide REFI with tactics and strategies to help REFI increase their revenue.

TARGET AUDIENCES

The two main target audiences for this project are Generation X individuals aged 44-59 with children in the RCPS system, this is the primary market. The secondary market is small business owners within the Harrisonburg area.

CAMPAIGN MARKETING GOAL

To increase revenue from \$108,000 to \$150,000 by June 30th 2025. The communication objectives revolve around utilizing different forms of media to generate more attention and awareness to REFI. These mediums include traditional, digital, social media, support media, and sales promotion.

CAMPAIGN THEME

"Giving Back Where It All Started"

This campaign theme reflects REFI's mission to increase the donorship of Harrisonburg residents. In a hopeful effort to fund the community and give back to the children.

OVERALL BUDGET

\$20,000

This budget will be allocated to fund various forms of advertising media.

TIME PERIOD

July 1st, 2024 - June 30th, 2025

RESEARCH SUMMARY

Research was conducted on the history of non-profit organizations in the Harrisonburg area. The team's research was also based on the demographic, psychographic, and behavioral norms of the target audiences.

COMMUNICATION OBJECTIVES

- Increase the percentage of consumers in the target market who are **aware** of REFI and its programs by 20% by September 2024 by using social media platforms, traditional advertising, PR, and digital advertising.
- Increase interest of consumers in the target market who have **interest** in donating and/or attending events by REFI to increase revenue by 42,000\$ by December 2024 by using raffle events, sponsorships, advertising and donating events.
- Increase **desire** of consumers in the target market who have desire to attend events and/or donate money to REFI during the months of December, January, February, by 20% by March by using Social Media Marketing, Digital Marketing, and PR.
- Increase the **number** of donations that REFI brings in during the months of March, April, May by 20% by June 2025 by using PR, traditional advertising, and sponsorships.
- Increase the number of **repeat** donors and/or guests at events by 50% by June 2025 by using rewards/incentives such as raffle events, mailing questionnaires surveys, and all of the social media platforms.

MEDIA PLAN SUMMARY

Traditional advertising will use radio advertisements, brochures, and rack cards to raise brand awareness and interest. The brochures and rack cards will have QR codes leading directly to REFI's donation page. Broadcasts will be over radio advertisements via 107.9. Digital marketing will be promoted by continuous Google advertisements and search engine optimization, which will run all year round. Also, the use of email marketing by sending emails to REFI's donors on the 2nd and 4th week of every month will be employed. Social media marketing will help create engagement with potential and current REFI donors by using platforms like Facebook and Instagram. Sales promotion will allow REFI to create personalized experiences with REFI's donors to help raise retention rates by creating a loyalty program and using sweepstakes to encourage potential customers to donate. Lastly, support media will generate market engagement using billboard advertisements and event marketing, such as at JMU sporting events.

EVALUATION PROGRAM

The marketing campaign evaluation program will be measured by key performance indicators and customer performance surveys to measure REFI's success with its donors.

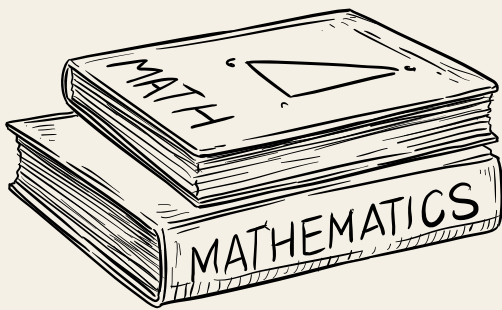


INDUSTRY REVIEW

Industry Review

Overview

Educational nonprofits compete with others in their industry through differentiation with mission and impact. Many educational nonprofits differ in how, who, and to what funds are being allocated, some funds will focus on those in need while the other on other innovative teaching strategies. Another way in which organizations compete is through diversified funding programs. Every organization differs in how they bring in donors and different strategies are used to bring in the most funding.



Industry Size

230,000 educational non-profits in the entire charitable sector, making it the 3rd largest of the public charities by subsector

In total, there are over 1.6 million non-profit public charities in the United States and over 13.6 million current employees for non-profits.

Industry Review

Growth Potential

Since 2006 to 2021 there has been a 33% increase in nonprofit employment numbers compared to for profit sector of 9%



Current Trends:

Development Affecting the Promotional Program



Digital funding and crowdsourcing

Influencer partnerships

Personalized social media engagement

Donor retention strategies

Decreases in Individuals' charitable giving's

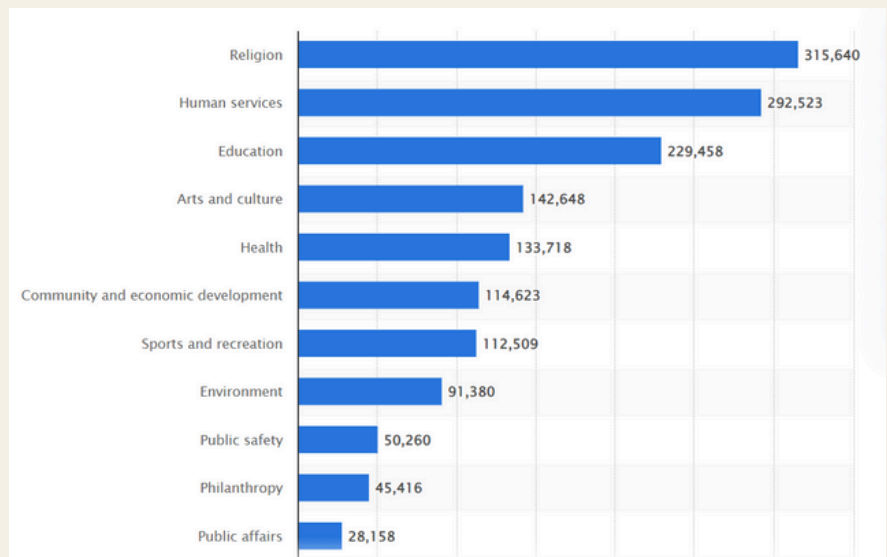
Industry Review

Industry Size

230,000 educational non-profits in the entire charitable sector, making it the 3rd largest of the public charities by subsector

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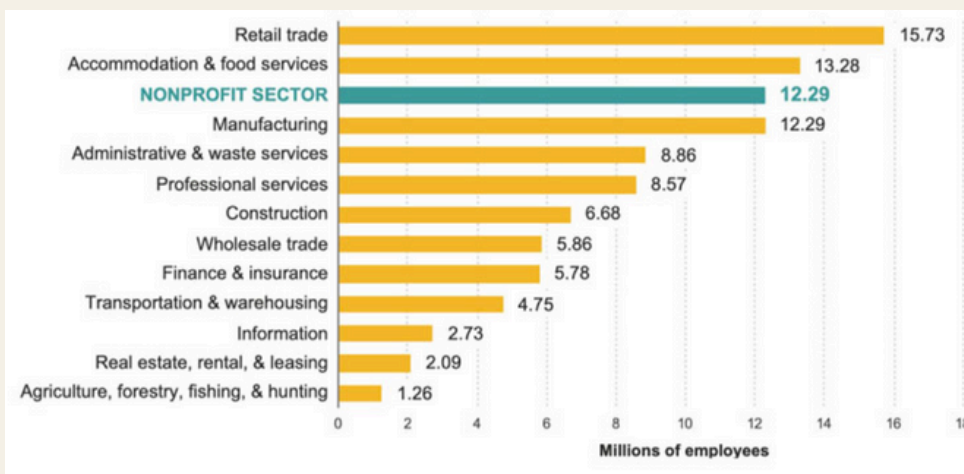
Number of Public Charities in the United States in 2021, by subsector



Growth Potential

Since 2006 to 2021 there has been a 33% increase in nonprofit employment numbers compared to for profit sector of 9%.

Employment in Non-profit vs. Key Industries, 2016



Industry Review

MACRO- ENVIRONMENT FACTORS AND ISSUES

DEMOGRAPHIC

- Population trends and shifts; demand for educational services are increasing.
- Increasing aging population
- Diversification of race and ethnicity creates a more of an emphasis on diversification everywhere

TECHNOLOGICAL

- Advancements in tech: AI, Virtual reality
- Online learning resources
- Digital Divide between differing generations

SOCIAL & CULTURAL

- Societal changes in educational perceptions
- Equity and inclusion: access to learning for all
- Cultural outreach and community engagement in the educational sector

ECONOMICS

- Economic stability/standing; donors' expendable incomes.
- Increases in Inflation and cost of living have decreased Individuals donations.

POLITICAL & LEGAL

- Government policies and political agenda reforms surrounding education
- Government regulations and tax regulations
- Decreases in Industry revenue since the 2021 pandemic due to economic uncertainty

ENVIRONMENTAL





- Other charities competing in taking donors dollars through the environmental sector



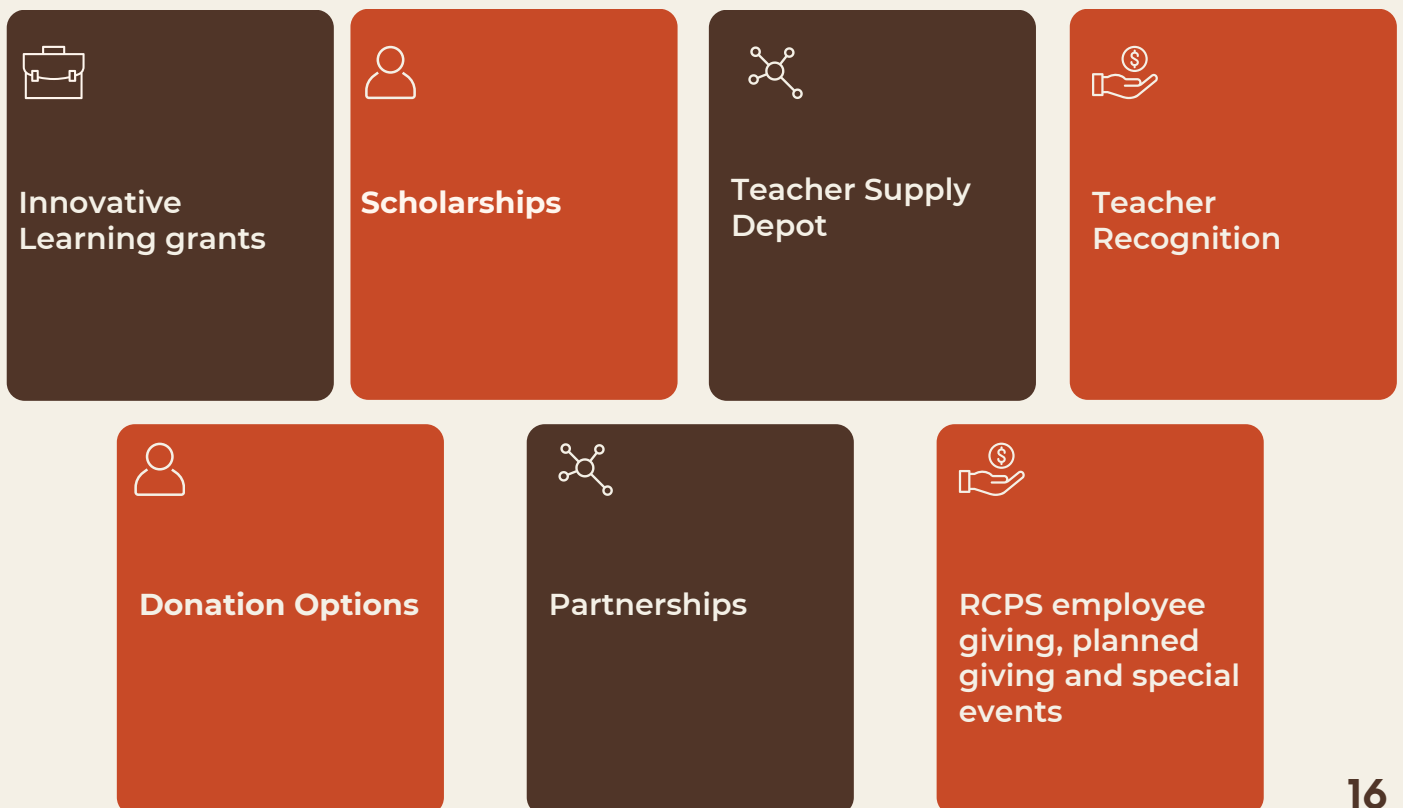
COMPANY DESCRIPTIONS

Company Descriptions

History

-  In 1994, a group of individuals came together with the belief that a good education is vital to a community's economic and social health.
-  They formed REFI, a foundation that helps enhance the quality of education in the Rockingham community.
-  September 19th, 1994. REFI was incorporated as a non-profit organization that supports learning by securing financial contributions and resources that benefit RCPS students and teachers.
-  REFI is governed by 25 volunteers serving on the Board of Directors. There are also 5 core programs: Early Literacy, Educational Grants, Teacher Recognition, Scholarships, and the Teacher Supply Depot. This is what REFI essentially does.

Services Provided



Company Descriptions

Present Status

- Active Company
- As of 2022, REFI'S revenue amounted to \$797,000
- A board of Directors consisting of 25 members along with a 6 person Emeritus Board of Directors
- Supports 23 current schools

Primary Target Markets



Younger to middle aged parents of the Rockingham Community from 28 - 50.



Past and current faculty teachers

Additional Target Markets



Harrisonburg, VA Rockingham County residences



Baby Boomers and all other retirees

<p>S Strengths</p> <ul style="list-style-type: none">• Well known reputation• Diverse programs and opportunities• Support from the Rockingham and Harrisonburg community	<p>W Weakness</p> <ul style="list-style-type: none">• Small amount of social media presence• Not many customer reviews that are easily viewable
<p>O Opportunities</p> <ul style="list-style-type: none">• Use social media to promote REFI's values, testimonials, and events• Loyalty programs for current customers	<p>T Threats</p> <ul style="list-style-type: none">• Competitor non profit organizations that individuals can donate to• Seasonal Demand• Dependency on donors

Company Descriptions

POSITIONING

REFI's positioning is well and effective as their competitive advantage is the direct financial contributions they use. Their clients are able to take their financial contributions and use them in different ways in order to support teachers and students. A few examples of the use of their financial contributions would be their innovative learning grants and their teacher supply depot warehouse.

BRAND REVIEW

The brand is solving the pain point that children, teachers and the community are experiencing when they do not have enough financial contribution and resources to provide them the good educational experience they deserve and need. Individuals do understand what the company does and why it matters, as everyone knows how important education truly is

KEY BENEFITS

The various uses and applications of donations
How REFI can use such donations in different ways to support the local community
All the different ways financial contributions can go towards:

- Innovative learning grant
- Teacher supply depot warehouse
- Teacher Recognition Awards

Company Descriptions

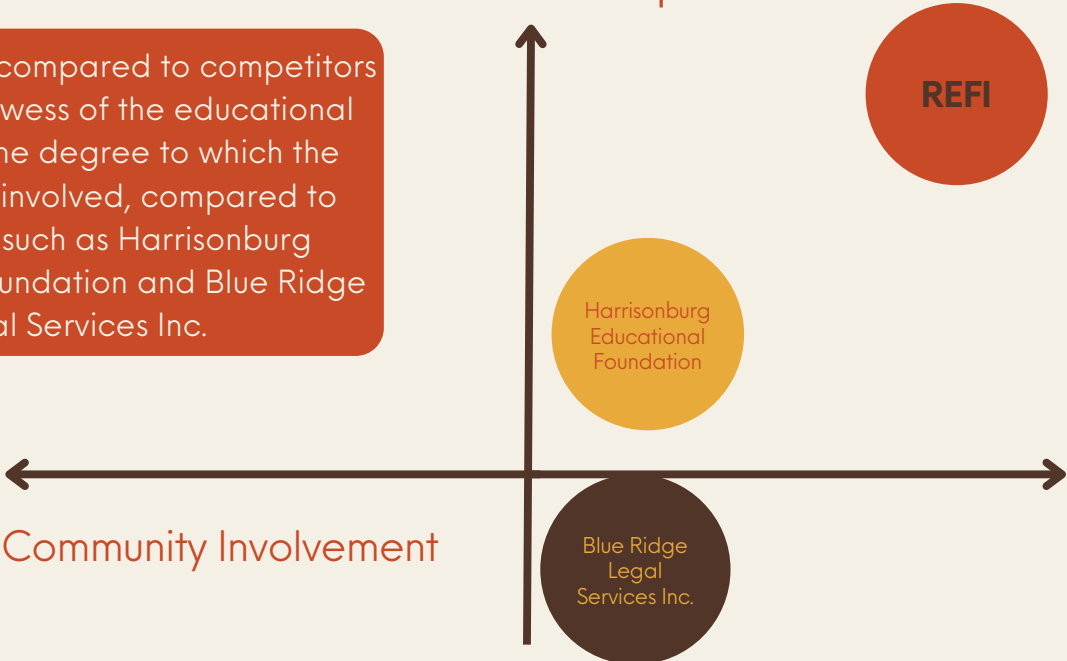
The REFI Experience

- Individuals experience the brand in a positive light as it is a foundation that exists better to enhance the education experience for the Rockingham community and give back to the community. What brings individuals back to the foundation is the difference their contributions make and the endless joy they experience when contributing resources.

Perceptual Map

Educational Impact

REFI stands out compared to competitors due to the prowess of the educational impact and the degree to which the community is involved, compared to companies such as Harrisonburg Educational Foundation and Blue Ridge Legal Services Inc.

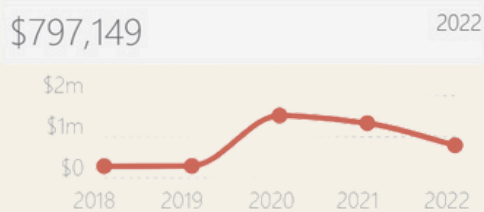


Company Description

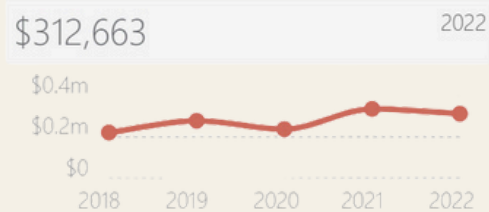
Supplementary Data

REFI 2022 Spending

Total revenues



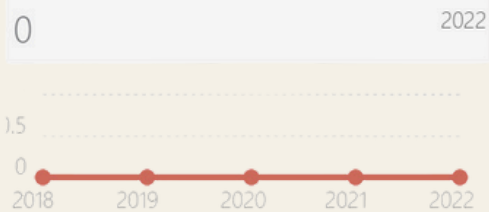
Total expenses



Total assets

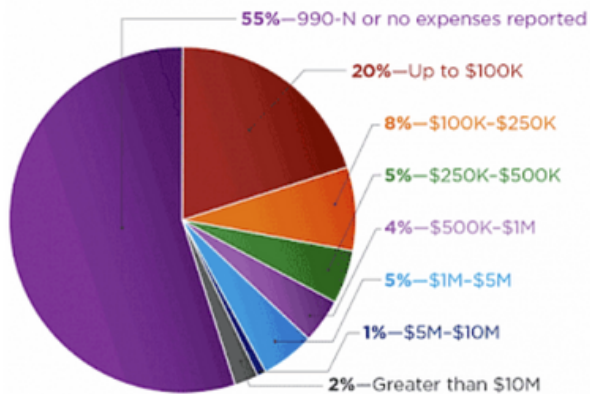


Num. employees



Non-Profits by the Numbers

501(c)(3) Charitable Nonprofits by Size (excluding private foundations)



97 percent of nonprofits have budgets of less than \$5 million annually, 92 percent operate with less than \$1 million a year, and 88 percent spend less than \$500,000 annually for their work. The “typical” nonprofit is community-based, serving local needs.



COMPETITIVE REVIEW

Competitive Review



COMPETITIVE REVIEW

Indirect competitors of REFI are companies taking away possible donations and donors. Sites like Facebook Marketplace, NAEF, and National PTA all have that ability to take away from REFI. For Direct competitors, other non-profits and scholarship foundations with the same target markets and location, such as Harrisonburg Education Foundation (HEF), Anabaptist Scholarship Foundation of Virginia, and Virginia Educational Foundation, all are recognized as direct competition to REFI. Determination of these competitors was made by analyzing the market and researching on Google search different non-profit organization options individuals can donate or contribute to and similar non-profit organizations in the education sector.

DIRECT

HEF

**Anabaptist Scholarship
Foundation of VA**

**Virginia Educational
Foundation**

INDIRECT

Facebook Marketplace

NAEF

National PTA

Competitive Review



DIRECT COMPETITORS

HEF



Provides:

- Student scholarships
- Appreciates educators in Harrisonburg City and Public schools.
- Supports students engaging in learning experiences.
- Active Social Media channels with consistent updates.

Positioning:

- Focused most on Community Impact and Educational Support.

Benefits include:

- Grants, scholarships
- Teacher appreciation
- Educator of the Year awards

Strengths:

- Various ways of accepting donations
- Total amount of initiatives HEF participates in.

Weaknesses:

- Reliance on donations
- Competition for funding

Competitive Review



Anabaptist Scholarship Foundation of VA

Provides:

- Scholarships to students entering into Private schooling
- Financial Assistance to students in Christian Schools

Positioning:

- Focused on educational support and community impact.

Benefits include:

- Scholarships
- Grants
- State tax credits

Strengths:

- 10+ Years of experience
- Successful firm

Weaknesses:

- Small target market of private schools
- Dependence on donations



Virginia Educational Foundation

Provides:

- Grants and assistance to the Virginia Public Schools

Positioning:

- Focused on grants and assisting public VA schools

Benefits include:

- Grants
- Enhancing education
- Helping children with disabilities



VIRGINIA BEACH
EDUCATION
FOUNDATION

Strengths:

- Networking with other non-profits around VA

Weaknesses:

- Website is not competitive comparatively

Competitive Review



INDIRECT COMPETITORS

Facebook Marketplace

Provides:

- Personal interactions and dual platform use

Positioning:

- User-friendly selling platform for shipped and local orders

Benefits include:

- Ease of interaction
- Easy exposure
- Easy Interaction with other social media platforms



Strengths:

- Large consumer base, making easy outreach and messaging

Weaknesses:

- Trust and safety concerns for buyers and no payment protection

NAEF

Provides:

- Develop education foundations and run fundraisers
- Donations, teacher recognition, and scholarships

Positioning:

- Community-focused impact and education advancement

Benefits include:

- Determination and passion to help across nation
- Vision for student opportunities
- Advance the education profession

Strengths:

- Networking with other non-profits around VA

Weaknesses:

- Website is not competitive comparatively



Competitive Review



National PTA

Provides:

- National Recognized to help students and children in need

Positioning:

- Targets their voice for parents and educators, as well as community engagement.

Benefits include:

- Family Resources
- Grants
- Award opportunities
- Resources for Spanish-speaking parents, teachers, and students

Strengths:

- National Involvement
- Years of successful experience
- Number of resources that are accessible for a variety of needs

Weaknesses:

- Need for volunteers
- Resource constraints due to high dependence on donations



BUYER ANALYSIS

USER PROFILE



DEMOGRAPHIC

High earning, men and women aged 40-60



GEOGRAPHIC

Suburban areas near large public schooling districts



PSYCHOGRAPHIC

Philanthropic individuals who prioritize education

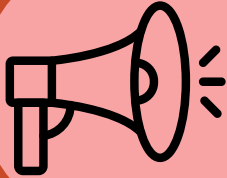


BEHAVIORISTIC

Active in community and local charities



CONSUMER BUYING DECISION PROCESS



PROBLEM RECOGNITION

Potential donors become aware of the educational non-profit through various channels such as word of mouth, social media, or marketing campaigns.



INFORMATION SEARCH

They develop an interest in the non-profit's mission, programs, and impact, often by the compelling campaign theme, testimonials, or educational content.



EVALUATION

As they learn more about the non-profit's and the services they provide, potential donors feel a desire to contribute and make a positive difference.



PURCHASE DECISION

They make a donation, whether it's one-time, a recurring donation, or volunteering. They dedicate their money or time to support the non-profit.



POST PURCHASE

Satisfied with their donation experience or impressed by the non-profit's impact, donors may become loyal supporters, continuing to contribute regularly and become an advocate.

BUYING BEHAVIOR

Limited Problem Solving

The buyer behavior is limited problem solving, the majority of non-profit purchasing is very unpredictable and many donors will purchase in the spur of the moment and won't tend to look to other non-profits before deciding to purchase or not.

Low Involvement Purchase

Donating to a non-profit is very low-involvement purchase. As if the consumer does donate to REFI it poses them no risk, and is simply a donation. Additionally the thought process of choosing a charity can be very simple and not complex.

Key Factors

Key factors that influence the buyer's behaviors are the feeling and results of the donation. When a buyer decides to help REFI with a donation they will feel better and more satisfied with themselves and that they have helped a greater cause



CONSUMER PERSONA



JENNIFER JONES

ACCOUNTING

AGE 45

GENDER WOMAN

LOCATION VIRGINIA

ABOUT

I am a devoted wife and mother to two incredible children. Holding a BBA in accounting from UVA, I am actively engaged in both my family's life and various pursuits. Whether it's attending to my children's needs or participating in hot pilates during my leisure hours. I have also cultivated a profound interest in knitting and book clubbing.

GOALS

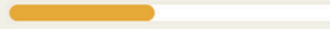
- I aim to run a half marathon by the end of 2024.
- I want to give back to my community and aim to donate funds to non-profit organizations that align best with my morals
- I aim to be able to knit sweaters for my two kids and husband

SKILLS

Communication



Leadership experience



Computer proficiency



PERSONALITY

Analytical



Social



Active volunteer



Social Media



FRUSTRATIONS

- I find frustration when people are late to meetings, appointments, etc.
- I get frustrated when people don't put 100% of their effort into daily tasks, etc. ad when individuals get lazy

FAVORITE BRAND



CONSUMER PERSONA



CHARISSA O'DONNELL

RETIRED TEACHER

AGE 72

GENDER WOMAN

LOCATION VIRGINIA

ABOUT

Charissa is a retired elementary school teacher. She taught for over 20 years and is now focusing on helping to raise her three grandchildren. Throughout her career, she was heavily dedicated to the school as she was a member of the board.

GOALS

- She aspires to help make schools all around Virginia become a better and safer learning environment for the students.
- She looks to maintain a connection with former students to assist them in their futures.

SKILLS

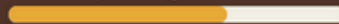
Leadership



Patience



Public Speaking



PERSONALITY

Caring



Adaptable



Sociable



Social Media



FRUSTRATIONS

- She is very frustrated with how overlooked the importance of creating a safe and productive work environment for students
- Since she struggles with technology, she often finds herself feeling left behind as technology continues to change.

FAVORITE BRAND



CONSUMER PERSONA

KEVIN O'BRIEN
 SMALL BUSINESS OWNER

AGE 52
 GENDER MAN
 LOCATION HARRISONBURG, VA



ABOUT

Kevin O'Brien owns a local law firm in Harrisonburg Virginia. He is married with 3 kids all in the Rockingham county educational system. Outside of work he's a avid golfer and very intertwined within his community

PERSONALITY



GOALS

- To support the local Harrisonburg communities
- Increase recognition and brand association of his law firm

FRUSTRATIONS

- That REFI does not have the best outreach it could have to increase donors dollars

SKILLS



FAVORITE BRAND



LAURA GELLER
 REAL ESTATE AGENT

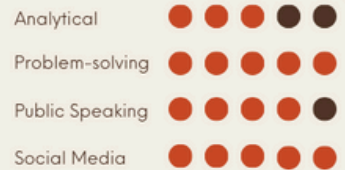
AGE 38
 GENDER WOMAN
 LOCATION HARRISONBURG, VA



ABOUT

Laura Geller is a real estate agent at Valley Realty Associates. Laura has 3 children. Two in elementary school, and one in middle school, all in the Rockingham Public School District. Laura spends majority of her free time spending time with her kids. As she's seen he kids grow up, she has noticed he kids struggle at school, so she has started donating to REFI in hopes that sheer donations will create educational resources.

PERSONALITY



GOALS

- Lauras goal is to be the top donor to REFI throughout 2024.
- Laura hopes to spread awareness about REFI by going to speak to parents at PTA meetings.

FRUSTRATIONS

- One of Laura main frustrations is REFI not having a large social media presence.
- Another one of Laura's frustrations is donor retention rate.

SKILLS



FAVORITE BRANDS



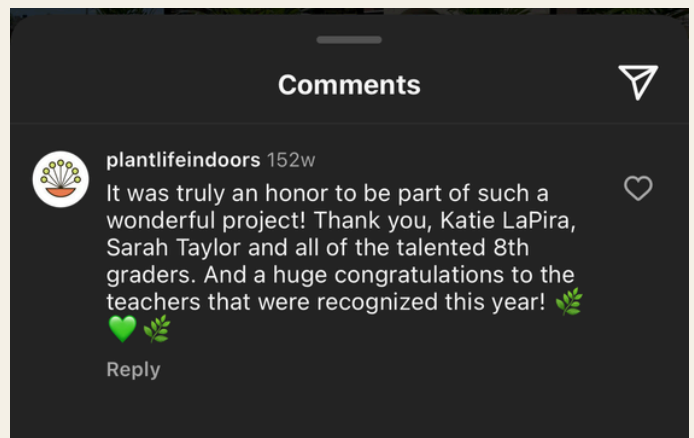


PRIMARY RESEARCH

Testimonials & Reviews



-Instagram



-Instagram

REFI has a clear positive impact on the community. From all their fundraisers and events, their attendees and donors are always impressed with their dedication and efforts toward supporting education.



SITUATIONAL ANALYSIS

Situational Analysis



A Review of Previous and Current Media Strategies

REFI's current promotional programs include social media platforms such as Facebook and Instagram. The graphics below are from the REFI Facebook page. They do not update their page very often and don't have many followers, often receiving below 5 likes on their posts. Recently the page has been receiving more attraction as they received 11 likes on their most recent post. Majority of REFI's post are event reminders for events like the REFI annual golf tournament and the Pearls and Plows Annual Party. The other posts from REFI are posts recognizing REFI's sponsors. In 2022, REFI spent \$3,471 on promotion and advertising. In 2021, they spent \$2,421. That is a 43.1% increase in expenses related to advertising and promotion.

Situational Analysis



Current Ad and Promotional Examples





SEGMENTATION, TARGETING, AND POSITIONING

Segmentation



The Campaign will target two distinct market segments to maximize its effectiveness. Firstly, there will be a focus on engaging Generation X adults (aged 44-59) who are parents within the Rockingham County School District. These individuals will want to act upon and support the future of the community and are an integral part to shaping the educational landscape. Secondly, the efforts will be directed towards alumni who have graduated from middle and elementary schools within the same district. By tapping into their sense of connection, they will have a deep-rooted affinity towards the campaign's message. Through this multi-faceted approach, the campaign will be most effective.

Targeting

The rationale behind targeting the first segment comes from the desire of Gen X adults with children to invest in and enhance their child's' education. Research, such as "Attitudes towards nonprofits" reveals that 42% of Gen X consumers are driven to support initiatives for local communities over non local communities. Because of this there is more local Gen X individuals are the best demographic to contribute to REF1's cause.

The second market segment is to invoke a sense of loyalty for individuals that grew up in the area. By supporting REF1, they enrich the educational experiences of current and future students within the same community. These markets optimize the outreach and fosters a deeper sense of engagement and commitment within the community.

Positioning

The positioning strategy is positioning by use, a deliberate decision to more transparently communicate how REFI utilizes the donations it receives. By adopting this strategy, REFI aims to connect the donors with their tangible impact that their money will make. Through clear communication REFI will demonstrate how every donation serves a purpose in the educational programs, resources, and opportunities for the Rockingham County School District. This approach not only reinforces their commitment to accountability but also instills confidence and trust among the supporters, which will boost overall participation in the mission to enhance education for all.





MARKETING GOAL AND CAMPAIGN THEME

Marketing Goal and Campaign Theme

Marketing Goal:

**INCREASE REFI REVENUE FROM
\$108,000 TO \$150,000 BY JUNE
30TH 2025**

Campaign Theme:

**GIVING BACK TO
WHERE IT ALL STARTED**

Rationale:

This campaign theme was chosen because it appeals to emotions and influences individuals to give back to where it all started, and for mostly all adults, it is with a good and enhanced education experience. Without a strong and valuable education experience, many adults, teachers, parents, etc., would not be where they are today. As they are happy for all of their blessings, opportunities, and achievements, influencing as many individuals as possible to give back to where it all starts, and that is with a good, robust education system.



COMMUNICATION GOALS & STRATEGIES

AWARENESS COMMUNICATION GOAL



Increase the percentage of consumers in the target market (middle-aged parents with current/past students in Rockingham County and current/retired teachers/faculty and staff) who are aware of REFI and its programs by 20% by September 2024 by using social media platforms, traditional advertising, sponsorship, PR and digital advertising.

STRATEGY 1

Utilize social media platforms to visually appeal to current and potential donors. By creating content that is tailored to the target market of REFI.

STRATEGY 2

Create interactive social media posts such as polls, Q&A's and live stories in order to showcase REFI's behind the scenes/

STRATEGY 3

Participate in community and local wide events to promote the values of REFI. Have advertisements at events and tabling booths so that potential customers can ask REFI questions

STRATEGY 4

Utilize facebook paid advertisements to target markets that may not be potential donors to REFI. These advertisements will

STRATEGY 5

Use QR codes to promote the REFI donation page and track the number of users who open the QR code.

INTEREST COMMUNICATION GOAL

Increase the interest of consumers in the target market (middle-aged parents with current/past students in Rockingham County and current/retired teachers/faculty and staff) who have interest in donating and/or attending REFI events to increase revenue by \$42,000 by December 2024 by using raffle events, sponsorships, advertising, and donating events.

STRATEGY 1

Utilize social media platforms to visually appeal to current and potential donors. This will be executed by creating content that is tailored to the target market of REFI.

STRATEGY 2

Develop customized sponsorship packages tailored to sponsors interest with varying levels of sponsorships.

DESIRE COMMUNICATION GOAL



Increase the desire of consumers in the target market (middle-aged parents with current/past students in Rockingham county and current/retired teachers/ faculty and staff) who have a desire to attend events and/or donate money to REFI during the months of December, January, February, by 20% by March by using Social Media Marketing, Digital Marketing, and PR.

STRATEGY 1

Utilize social media platforms such as facebook and instagram to promote the values and story of REFI.

STRATEGY 2

Use sweepstakes such as venmo challenges to encourage donors to participate and promote REFI.

STRATEGY 3

Create digital advertisements via graphic design websites that visually appeal to the REFI target market.

STRATEGY 4

Implement targeted social media platform posts to exclusive event access for potential donors to see all sides of REFI.

DONOR INCREASE COMMUNICATION GOAL

Increase the number of donations that REFI brings in during the months of March, April, May by 20% by June 2025 by using PR, traditional advertising, and sponsorships.

STRATEGY 1

Create visually appealing brochures and place them throughout the community for donors to see.

STRATEGY 2

Utilize local radio stations to promote potential donors to donate to REFI.

REPEAT CUSTOMER COMMUNICATION GOAL



Increase the number of repeat donors and/or guests at events by 50% by June 2025 by using rewards/incentives such as raffle events, mailing questionnaires, surveys, and all of REFI's social media platforms.

STRATEGY

1

Create feedback forms for current donors to see how REFI can improve their current use of donation platforms

STRATEGY

2

Implement sweepstake contests to encourage current donors to keep donating to REFI.

STRATEGY

3

Utilize loyalty programs for current donors to create a connection and relationship with REFI, which will help future donations towards REFI.





CREATIVE BRIEF

CREATIVE BRIEF



PROBLEM TO SOLVE

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

COMMUNICATION OBJECTIVES

- Increase the percentage of consumers in the target market (middle-aged parents with current/past students in Rockingham County and current/retired teachers/ faculty and staff) who are aware of REFI and its programs by 20% by September 2024 by using social media platforms, traditional advertising, sponsorship, PR and digital advertising.
- Increase the interest of consumers in the target market (middle-aged parents with current/past students in Rockingham County and current/retired teachers/ faculty and staff) who have interest in donating and/or attending REFI events to increase revenue by \$42,000 by December 2024 by using raffle events, sponsorships, advertising, and donating events.
- Increase the desire of consumers in the target market (middle-aged parents with current/past students in Rockingham county and current/retired teachers/ faculty and staff) who have a desire to attend events and/or donate money to REFI during the months of December, January, February, by 20% by March by using Social Media Marketing, Digital Marketing, and PR.
- Increase the number of donations that REFI brings in during the months of March, April, and May by 20% by June 2025 by using PR, traditional advertising, and sponsorships.
- Increase the number of repeat donors and/or guests at events by 50% by June 2025 using rewards/incentives such as raffle events, mailing questionnaires, surveys, and all of REFI's social media platforms.

TARGET AUDIENCE

It is crucial the communication objective assists in helping educational organizations and schools provide an enhanced educational experience to communities. The demographic of the target audience is middle-aged women aged 30-50. Geographically they live in suburban neighborhoods and are located near the public schooling district. The key aspect of the chosen target audience is that they have children in the school system grades K-12. This narrows the audience to individuals whose behavioral characteristics are hardworking, selfless, and kind-hearted. Based on research conducted within the community, individuals think that the education system in Rockingham and Harrisonburg should seek improvement. It is essential to shed light on REFI and make the community think of them as their primary donating organization.

PRODUCT POSITIONING

The key to positioning REFI is in how they compare to competitors, as donors only choose one organization to give to. Within a positioning map, it is important for REFI to excel in community outreach and recognition. This will give them an absolute advantage in being able to pull in new donors and funding. A few examples of the use of their financial contributions would be their innovative learning grants and their teacher supply depot warehouse. REFI also has supporting testimonials from the community already that helps support their image as an organization.

CREATIVE BRIEF



CAMPAIGN THEME

“Giving Back To Where It All Started”

CAMPAIGN STORY

The story revolved around the campaign theme. It is about a kid who struggled financially throughout grade school. However, once he graduated, he became a successful businessman and returned to his hometown. He returned to see that his community was still struggling with its educational programs. He decided that no one should have to struggle like he did and decided to donate and support the community to generate a positive impact.

ADVERTISING APPEAL

Within this story, the appealing to sadness and emotions of joy will show how REFI can turn emotions of sadness into happiness through the support of its donors, volunteers, and programs. The emotional appeal will be used in order to touch the hearts of more people by appealing to sadness and then joy. This appeal will be most helpful to the chosen target audience as they can feel both emotions and see how their contributions can make a huge difference in children's lives and their communities.

MESSAGE STRATEGY

The message strategy of this theme is to show how, by donating to such organizations, you are positively impacting the lives of children and enhancing their educational experience for the better. This strategy will help relate it to the target audiences, as most of them have kids of their own in the educational institutions that they are supporting. Additionally, the execution framework of the campaign story is between testimonial and slice of life. Showcasing what a child's everyday life is like (with dramatization) and then showcase how better their everyday life can look if you donate to REFI. The ad showcases that, also ending with testimonials as individuals are more inclined to donate based on testimonies and word of mouth. When utilizing the appeal of emotions, it is believed that with the use of both slice-of-life and testimonials, the target audience will be more inclined to donate. As the testimonies are positive word-of-mouth recommendations about REFI, making it more convincing to donate.

CREATIVE EXECUTIONAL FRAMEWORK

The tone being used in the theme is positive and kind. Due to the primary goal of wanting to touch the hearts of many individuals and influence them into donating, REFI will want to utilize positive and kind words or tone. This is also supported by the color palette chosen, which only further reinforces the objective. The creative tactics that are being used help to support the tone of testimonials, statistics, and videos highlighting REFI's positive impact.



MEDIA PLAN

TRADITIONAL ADVERTISING
DIGITAL MARKETING
SOCIAL MEDIA MARKETING
SUPPORT MEDIA
SALES PROMOTION

TRADITIONAL ADVERTISING

INTRODUCTION

For Traditional Advertising, REFI hopes to increase its brand presence and use continuous rote conditioning in order to build a strong and prevalent presence in its target audiences' minds. It is important to increase brand awareness of REFI's value and services, as well as both inform and persuade the target audiences to donate to REFI's cause through emotional appeals. REFI will accomplish this goal through the print media distribution of brochures across Rockingham and Harrisonburg County to spread brand awareness of REFI's services.

Additionally, there will be implementation of radio advertisements on Rockingham local news radio to once again work on creating brand awareness directed towards the target audiences and try to spread word of mouth about REFI and how they help the Rockingham community in supporting teachers and students in need. The story that will be portrayed through the traditional advertising channels is that of the slogan "Giving back to where it all Started." This theme is based primarily on the story of a man who used to grow up in a difficult schooling district with limited supplies and necessities available to him. Thankfully, though, this child prevailed, became a successful businessman, and returned to the same community to give back, hence the slogan "Giving Back to Where it All Started."



TRADITIONAL ADVERTISING

Objective 1: Print Media

Increase brand awareness of REFI by 15% through the distribution of Brochures and Rack Cards around the Harrisonburg and Rockingham community, monthly restocks, and possible relocations of both print ads. Starting on August 1st, 2024, and ending on July 1st, 2025, a representative will drop off print ads in locations such as schools, bus stops, community centers, etc. Continuous scheduling will be used due to stock always being available to grab.

Strategy 1: Placement in key locations

Tactic 1:

- Community centers and Schools, create for target audience

Tactic 2:

- Outdoor parks, doctors offices, and Libraries allow for multiple use a “pass along” effect

Tactic 3:

- Change locations based on monthly events happening to target high volume areas

Strategy 2: Deliver more value with the print media

Tactic 1:

- Have QR codes that lead to website for more traction and appeal to younger and more “digital” friendly audience

Tactic 2:

- Include Promos on the print ads to attract more interest in REFI, such as coupons and giveaways.

Tactic 3:

- Display the value of a donation. And the effect it will have on the children



TRADITIONAL ADVERTISING

Objective 2: Radio

Increase brand awareness and knowledge about REFI's services and support by 30% through radio ad broadcasting on 107.9 FM: The Harrisonburg News, Weather, and Traffic Station. Advertisements will be used two days a week starting August 1st, 2024, and ending July 2025. The target hours will be the later home commute hours because that will target the preferred commuting audience and is additionally cheaper than the morning commute time. There will be a flighting schedule because there will only be radio ads twice a week.

Strategy 1: Effective and Creative Radio Script

Tactic 1:

- Make it intense or out of the box, trying to bypass selective delivery

Tactic 2:

- Keep it simple and short, not to bore the audience.

Tactic 3:

- Make it refreshing and unique in order for a more likely chance of being remembered.



TRADITIONAL ADVERTISING

Strategy 2: Deliver more value with the print media

Tactic 1:

- Play music in the background that 28-45-year-olds will enjoy, recognize, and enjoy. Ex: 80's/90's classics

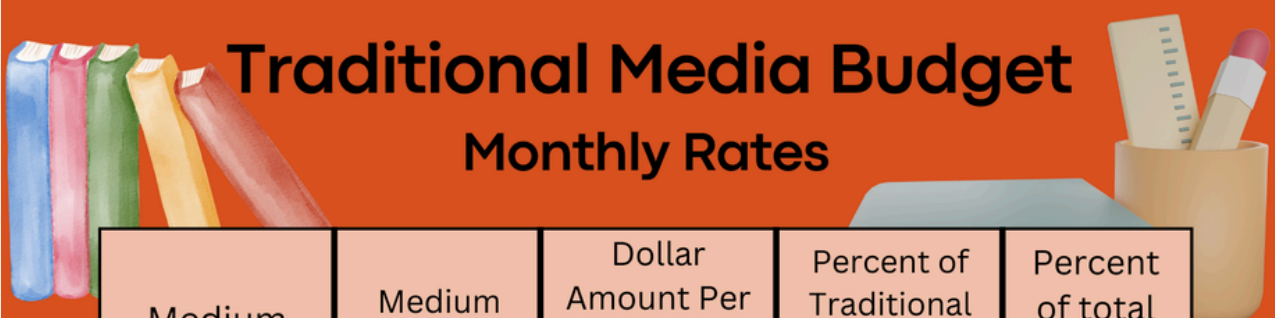
Tactic 2:

- Use words/slang that would resonate with the chosen target audience.

Tactic 3:

- Emotionally appeal to them through examples of children in need and how that could be their child, or teachers struggling and how that could be them struggling in work.

Budget:



Traditional Media Budget Monthly Rates

Medium	Medium Vehicle	Dollar Amount Per Medium Vehicle	Percent of Traditional Media Budget	Percent of total budget
Print Ads	Brochure	\$3,500	78%	17.5%
Radio	Radio Advertising	\$1,000	22%	5%
Total Traditional Media Budget		\$4,500	100%	22.5%

TRADITIONAL ADVERTISING

Rationale:

In the digital age of mass online advertising that dominates consumers' attention, it is still crucial for REFI to implement traditional advertising mediums. Through creative and repetitive traditional practices, REFI can establish a robust and lasting presence within the Rockingham community, pushing engagement to their cause and increasing donor numbers. The approach to traditional advertising derives from REFI's understanding of its mission and the uniqueness of its target audience. The primary goal is emotional marketing, which pushes a persuasive message to encourage more people to donate. The traditional advertising strategy is not a constant clutter of simple brand recognition but rather a creative approach to igniting emotion in the community to help support REFI's goal.

These traditional advertising efforts have two primary objectives: increasing brand awareness and driving donations. The chosen mediums and strategies to accomplish this are print media distribution and radio advertisement. These channels can inform the audience about REFI's value and services and invoke an emotional response for them to take action and support the REFI cause. These mediums are helpful because by utilizing print media and radio advertisements, it is easy to reach individuals where they live, work, and through their daily lives, ensuring maximum exposure for the message. Additionally, they can deliver a compelling narrative through the campaign story that will leverage emotional appeals. Traditional advertising is typically seen as the least creative or least engaging; however, the story of "Giving back where it all started" This story can create a lasting emotional appeal to the audience.



Rationale Extended:

The objective with print media is to enhance brand awareness by 15% with a focus on strategically distributing brochures and rack cards in key locations around the Harrisonburg and Rockingham community area. For print media, visibility is key, so it is crucial to use a continuous schedule with monthly restocks and possible relocations to ensure maximum exposure. By leveraging a variety of locations such as schools, bus stops, and community centers, it is important to reach the target audience where they frequently gather. Additionally, incorporating QR codes and promotional offers adds value to the print ads, making them more appealing. The QR code is the most important aspect, as Media Space Solutions says. Print ads with a call to action have a 70% higher chance of creating continuous engagement with the prospective consumer.

For radio advertising, the goal is to increase brand awareness and knowledge of REFI's services by 30% through targeted broadcasts on 107.9 FM: The Harrisonburg News, Weather, and Traffic Station. For radio advertising, airing time is very important. So it is wise to opt for advertisements during later home commute hours, ensuring maximum reach to the target audience that will be commuting home from work then and in their cars. (Iheart radio) The script will be heavy on emotional appeal, which will stand out compared to other ads and will captivate listeners to leave a lasting impression. Additionally, background music will be played that will appeal to the main target demographic and ensure that the message strikes a chord with the audience on a personal level.


Overall, the traditional advertising efforts of print ads and radio media will work together to increase brand awareness while also fostering a meaningful connection with the audience. The leverage created from both print media and radio advertisements will help REFI further push the narrative of the campaign story "Giving Back to Where it All Started," inspiring the target market to support REFI's cause and make a difference in their community. Also it is important to continuously adjust the print ads and script depending on consumer feedback in order to achieve REFI's main objectives.



TRADITIONAL ADVERTISING

Deliverables:

FULL CIRCLE
The Journey of Giving Back to where it started



SUPPORT YOUR LOCAL COMMUNITY

We strive to support learning through financial contributions that provide resources and programs to public school students in Rockingham County. We want to make sure that every student has an equal opportunity to learn through a quality educational system that can jumpstart their futures.

ROB'S STORY


Rob struggled throughout grade school financially growing up. Once he graduated college, he became a very successful businessman. After becoming financially stable, he returned to his hometown in Rockingham County. He quickly realized that the educational system hadn't improved and was struggling. He decided that no one should go through the pain and struggle that he went through during his young years. He then decided to donate to change the Rockingham Educational system's atmosphere forever.

REFI
ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

GIVING BACK TO WHERE IT ALL STARTED



REFI
ROCKINGHAM EDUCATIONAL FOUNDATION, INC.



GIVING BACK

TO WHERE IT ALL STARTED

REFI believes the future of Rockingham County rests upon every child in our schools being prepared for graduation and beyond. The Foundation has experienced the power of these community partnerships, and that is why we need your support!

WWW.REFIGIVESBACK.ORG
100 MOUNT CLINTON PIKE, HARRISONBURG VA

TRADITIONAL ADVERTISING

Deliverables:



**Giving Back To
Where It All Started**

FULL CIRCLE
The Journey of Giving Back
to where it started

Donate Now!



**ROCKINGHAM EDUCATIONAL
FOUNDATION, INC**


100 Mount Clinton Pike Harrisonburg, VA 22802

OUR MISSION

We strive to support learning through financial contributions that provide resources and programs to public school students in Rockingham County. We want to make sure that every student has an equal opportunity to learn through a quality educational system that can jumpstart their futures.

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**WE NEED
YOUR HELP!!!**

Contact Us

(540)-564-3218
www.refigivesback.org/

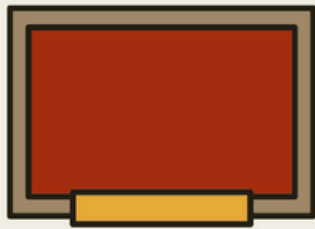
TRADITIONAL ADVERTISING

Deliverables:

Donate to RCPS



MAKE A DIFFERENCE IN YOUR COMMUNITY



**Giving Back to Where
It All Started**

WWW.REFIGIVESBACK.ORG



HELP OUR CHILDREN EXCEL

Our mission is to provide resources, support, and innovative programs to public schools, ensuring every student has access to a quality education regardless of their background.

CHRIS'S STORY

Chris, once a struggling student, returned to his hometown to find little had changed in the underfunded school. Moved to make a difference, he donated generously, transforming the school and providing hope for future generations.

**Be The Difference
Donate Now**



TRADITIONAL ADVERTISING

Radio Deliverable:

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Adults with children in the Rockingham County Public School District.
Character/Narrator	A parent who went to RCPS when he was younger and is trying to strengthen the school system.
Vocal Direction	Inspiring, loud, smart, enthusiastic
Suggested Music	Upbeat and instrumental
Suggested Sound Effects	Cheering, applause

Script (opens with instrumental and upbeat music)

Narrator: “Good evening folks! This evening we are going to be talking about how REFI changed Jack and his family's lives.”

Narrator introduces REFI to the audience and gives background information about REFI.

Narrator: “Welcome, Jack! So glad to have you back in Harrisonburg!”

Jack: “Thanks,, I am so glad to be here. Ever since I knew RCPS was struggling, I wanted to somehow give back to the community of where I'm from to strengthen the educational system And that's why I donated \$200,000 REFI was the perfect place to get involved with and I am so glad I did.”

Narrator: “That's just amazing, Jack! There needs to be more people like you!”

(Background music begins) Narrator: **CALL TO ACTION:** “If you want to create a difference like Jack did, please visit www.refigivesback.org or call 540-564-3218”

DIGITAL MARKETING

INTRODUCTION

Within the digital marketing segment, REFI seeks to improve its digital presence, aiming for more traffic and engagement with the local community through REFI's web presence. The focal points are enhancing REFI's online visibility through SEO optimization and increasing awareness of its services to Rockingham County Public Schools. The specified objectives encompass the campaign theme and, importantly, are effective in aligning with the intended target market. The SEO goal will be accomplished through keyword adjustment to be more effective in search engines and Chatbot to add service inquiry functionality. Together, this will give the website a user-focused experience, which, through research, has proven that it is crucial for success with the target market. Expanding on simplicity and functionality, REFI is expanding into personalized emails to invoke behavioral responses, which is proven to be most effective for nonprofits. The campaign story being portrayed is a past student who struggled in the RCPS system. The main subject lacked support from teachers due to lack of funding, and as a result, he did not get the best education he could have. Fast forward to the present day, he has become a successful businessman, and after moving back home, he notices problems still exist in RCPS. So, he decides to partner with REFI and make a difference. Through digital marketing efforts, our SEO ideas and email changes will connect REFI more with its target market. The key intentions are to build meaningful relationships between REFI and its donors, in turn fortifying REFI's digital footprint within the community.



DIGITAL MARKETING

Objective 1: SEO Optimization

Increase search engine optimization by 15% by making REFI keywords simpler and straightforward. This was accomplished by using on- and off-site SEO during the first week of every month to enhance the search experience for Rockingham County website users.

Strategy 1: Using on-Site SEO on REFI's website.

Tactic 1:

- Adding appropriate keywords to the website

Tactic 2:

- Adding a page to REFI's website of specific keywords and topics

Tactic 3:

- Structuring REFI's website better by adding Chatbot AI to help customer service inquiries.

Strategy 2: Using Off-site SEO

Tactic 1:

- Bloggers posting about REFI

Tactic 2:

- Gaining more reviews about REFI online.

Tactic 3:

- Having influencers speak about REFI and post REFI's link.



DIGITAL MARKETING

Objective 2: Email Marketing

Increase awareness of the services that REFI provides by 25% by distributing emails bi-weekly for the year, beginning in August 2024 and ending in July 2025. This will be distributed to current parents and past faculty members of Rockingham County Public Schools System living within the schooling district. A flighting schedule will be used, reoccurring every two weeks.

Strategy 1: Personalized Emails

Tactic 1:

- Include names at the top

Tactic 2:

- Relate to them based on previously acquired information

Tactic 3:

- Try to end the email with different and friendly send off, such as "Have a great day"

Strategy 2: Schedule Specific Sending Times

Tactic 1:

- Send emails out during Lunch times, when people will be more likely be on there phone, and have time to check out email

Tactic 2:

- Send out emails towards the EOD when employees are beginning to wind down their task and are more likely to be scrolling on the internet and see the notification.

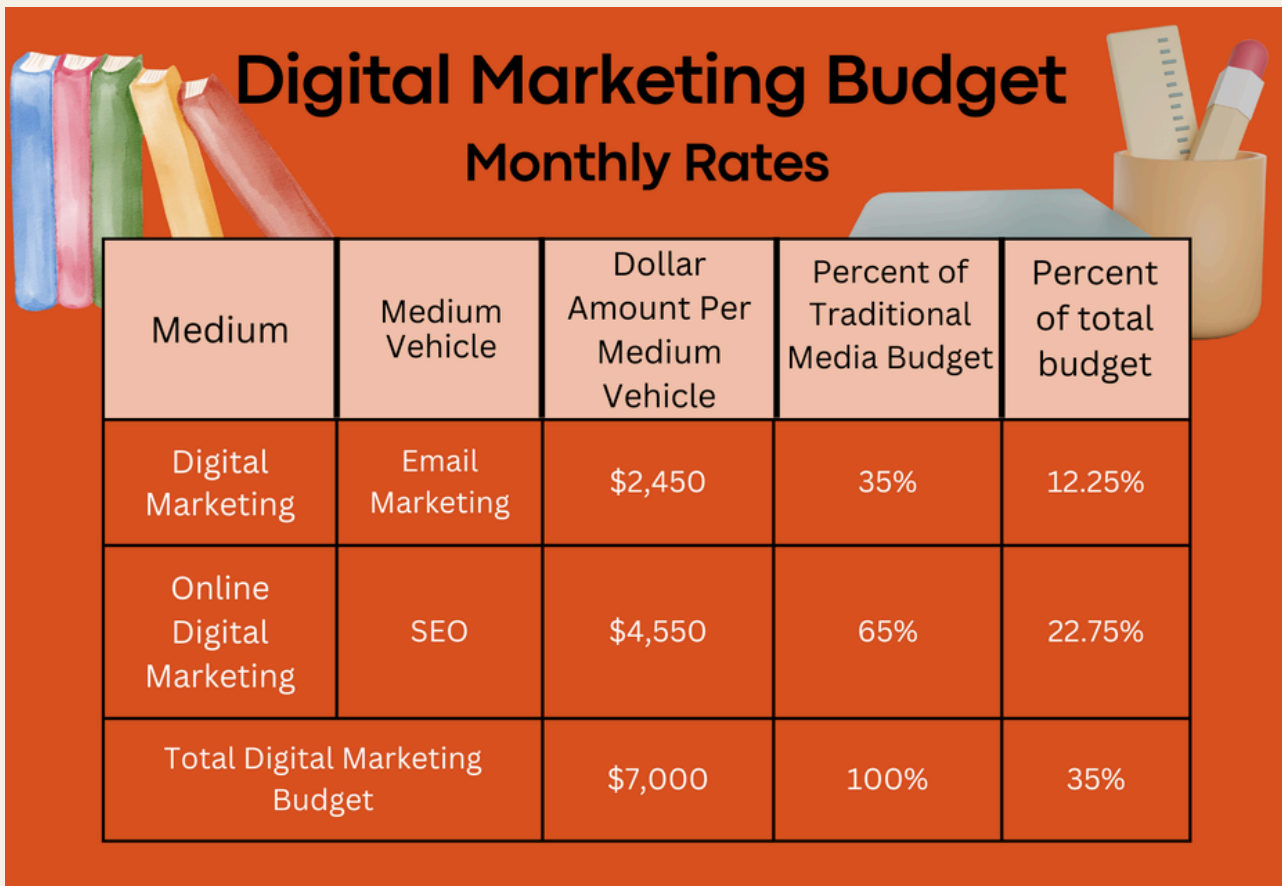
Tactic 3:

- Schedule specific times for specific people depending on demographic.



DIGITAL MARKETING

Budget:



Digital Marketing Budget Monthly Rates

Medium	Medium Vehicle	Dollar Amount Per Medium Vehicle	Percent of Traditional Media Budget	Percent of total budget
Digital Marketing	Email Marketing	\$2,450	35%	12.25%
Online Digital Marketing	SEO	\$4,550	65%	22.75%
Total Digital Marketing Budget		\$7,000	100%	35%

DIGITAL MARKETING

Rationale:

The focus was to boost REFI's online visibility by making REFI's website more visible and easier to find on search engines and sending personalized emails to current parents and former faculty members. These communication objectives were chosen because of their proven benefit in optimizing your reach to online users. Research from the University of Colorado Denver shows that simplifying and adding appropriate keywords to the website will help more people find REFI while searching the internet. The extensive amount of research done about this led to the selection of the first objective, increasing SEO by 15% beginning in August of 2024 and ending in July 2025. This strategy will help the REFI website get to the top of the "rankings" on main search engines and is a simple yet effective communication objective. This can be done by utilizing on-site and off-site Search Engine Optimization. On-site SEO includes adding appropriate keywords to the website, including a new page filled with specific keywords, and integrating a Chatbot AI into REFI's website for customer service inquiries. Off-site SEO can be done by gaining reviews, having bloggers post about REFI, and having influential people / public figures mention REFI or post REFI's link. Because of tactics used for on-site and off-site SEO, this will achieve more online attention and awareness, leading to an increase in SEO of 15%. The second goal was to increase awareness of the services that REFI provides by sending bi-weekly emails to current parents and past faculty members of Rockingham County Public Schools System, as well as anyone living in the school district. A flighting schedule recurring every 2 weeks will also be utilized. This campaign will last through the months of August 2024, September 2024, October 2024, November 2024, December 2024, January 2025, February 2025, March 2025, April 2025, May 2025, and June 2025.



DIGITAL MARKETING

Rationale Extended:

The reason this is the second communication objective is to grab the attention of the target market and connect with the audience on a more personal level. Campaign Markers suggests that personalized emails are 25% more likely to be opened by recipients, in comparison to emails that may not have custom subject lines or a personalized touch. Since REFI is only marketing this in a small geographic location, this personalization will be a perfect touch to the campaign, and will likely increase awareness of the services by 25%. The tactics used to achieve this goal effectively are to send out emails during lunchtime when more people have time to check their email, as well as at the end of the day when they are likely to see the notification. The emails will also be tailored and scheduled for specific times so they can be sent to specific people, depending on demographics. These tactics will help achieve this goal and ensure that awareness is increased. These personalized emails will also include REFI's recipient's name at the top, a relatable message, as well as a unique signoff each time. Emails are easy to take a quick look at and keep scrolling, but these tactics are being implemented to ensure otherwise.



DIGITAL MARKETING

Deliverables:

Home Who We Are  What We Do DONATE

GIVING BACK TO WHERE IT ALL STARTED

SINGLE **MONTHLY**

\$10 \$25 \$100

Every dollar helps change the future of our childrens lives

Custom amount

DONATE NOW

Why Donate?

- **Transforming Futures:** With your contribution you're investing in the future of our community. Every dollar goes towards initiatives that empower students, equip educators, and enrich the educational experience of the kids
- **Impact Amplified:** No donation is too small. Even the smallest contribution can make a huge difference in the lives of children and families we serve. Whether it's \$10, \$50, or more, every dollar adds up to create lasting impact.

Checks payable to
Rockingham Educational Foundation, Inc.
100 Mount Clinton Pike
Harrisonburg, VA 22802

GIVE BACK TO WHERE IT ALL STARTED

Donate to all or 1 of our 5 core programs!



TEACHER SUPPLY
DEPOT



EARLY LITERACY



TEACHER
RECOGNITION



SCHOLARSHIPS



EDUCATIONAL
GRANTS



DIGITAL MARKETING

Deliverables:

REFI Helps In More Ways than One!

 REFI Help Team
to me ▼ 12:15 PM (1 minute ago)

Personalized Scheduling during lunch

Hello,

Professor Stan, I Hope you're having a fantastic day at James Madison University!

Relate to them based on previously acquired information: We know he is a professor

REFI is emailing you just for our bi-weekly update!

In current REFI news, we are extremely excited to announce that we are celebrating our 30th anniversary this year! We hope you can join us, Professor Stan, on February 3rd at 6:30 PM in Frienden Farms for our 30th annual Pearls and Plows.

We'll have a live auction, Games, and much more. Ticket are only \$100

As always Professor we hope you have a wonderful week, and enjoy teaching those youth!!!

Try to end the email with different and friendly send off, such as "Have a great day"

Sincerely,

The REFI Team



Can't see this email? [View in Your Browser](#)



ROCKINGHAM EDUCATIONAL FOUNDATION, INC

Something new since you last visited our website...

Introducing our Loyalty Program!



- VIP:** Exclusive Events, Customized Experiences and More!
- CHAMPION:** Discounts from some of our partners, Annual Appreciation Events and More!
- AMBASSADOR:** Exclusive Merchandise, Social Media Recognition and More!
- SUPPORTER:** Referral bonuses, Digital badges, and More!

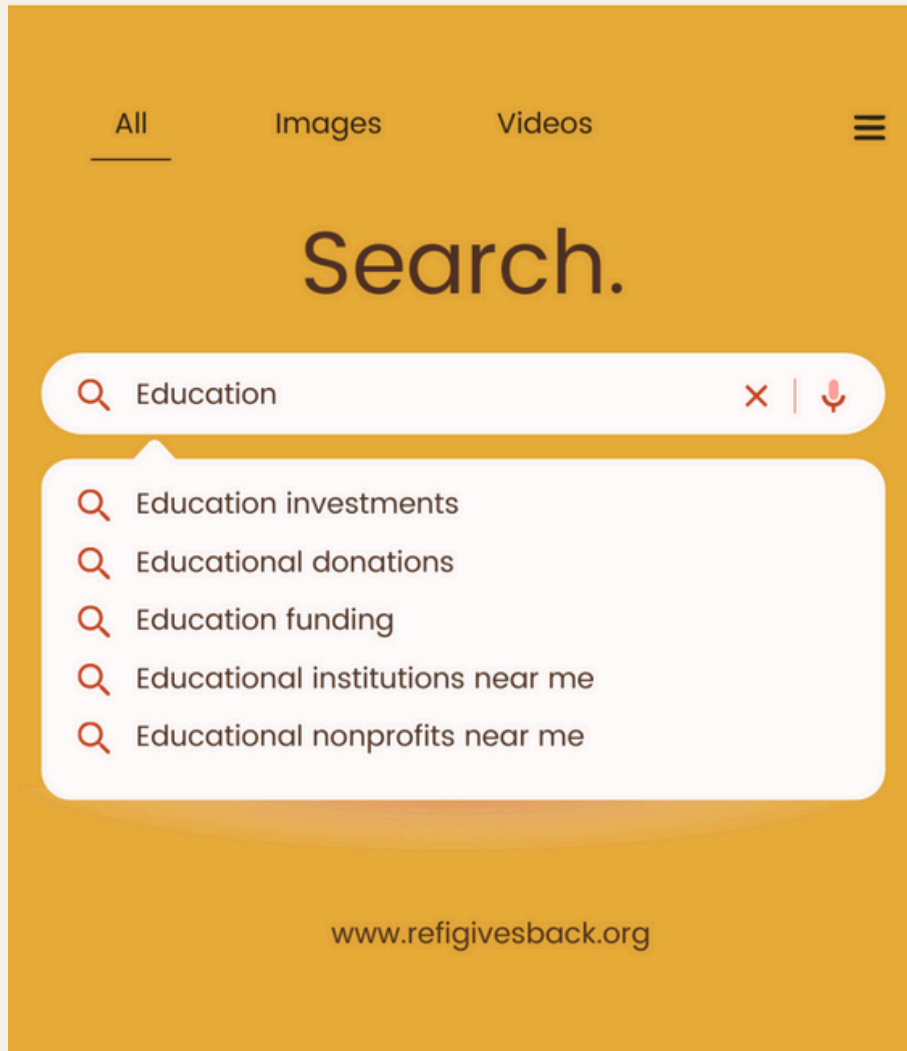
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JackBegyry Test Account 800 South Main Street Harrisonburg, VA 22807

DIGITAL MARKETING

Deliverables:



Social Media

INTRODUCTION

REFI will be using social media marketing to help grow its platform and gain more donations. It is crucial to incorporate the campaign theme by targeting the target market, adults with children in the Rockingham County Public School District. The two social media platforms that will be most effective are Facebook and Instagram. These platforms are the two most popular platforms the target market uses. The main intention is to post various content that includes donation links and allows for parents' value for helping their child's education. The post will also feature creative visuals to capture the target markets' attention. The story REFI will tell viewers is about an RCPS alumnus who moves back to Rockingham with his family and donates to REFI. This story will be told using testimonials and interviews from these alumni so that people can have a sense of trust in REFI. REFI will be targeting its market on social media to engage with its audience and post in different Facebook or Instagram groups that RCPS parents are in. Another way they will use these social media marketing platforms is using Facebook paid ads. These ads will work because anyone who searches on Facebook about RCPS and education will then see the ads pop up on their phone for REFI on Facebook. Once it is identified whose Facebook these ads are on, then they will be contacted and introduced to REFI.



Social Media

Objective 1: Increased Engagement

To increase awareness of all the services that REFI provides by 25% increase in followers through the utilization of Instagram by making bi-weekly posts every month (starting on the first and last week of each month → August 2024, September 2024, October 2024, November 2024, December 2024, January 2025, February 2025, March 2025, April 2025 May 2025 and June 2025) to all of REFI's target audience segmentations such as middle-aged women with children, alumni, past donors, etc. A continuity schedule to optimize the utilization of Instagram effectively will be implemented.

Strategy 1: Increased viewer interaction

Tactic 1:

- Make interactive polls that relate to the audiences and have them answer little quizzes Ex. "which of the following is not one of the programs"

Tactic 2:

- Host live videos where viewers can make comments or express any questions

Tactic 3:

- Post/ make giveaways → whoever reposts the most pictures REFI posts, spreads awareness/posts on their stories REFI links, etc. will have the chance to decide which program a donation goes towards/ gets one free ticket to an event



Social Media

Strategy 2: Increased posting activity

Tactic 1:

- Make picture posts Bi weekly every month starting August 2024 and ends June 2025

Tactic 2:

- Make Reels of REF1's events with popular, effective, relevant hashtags to appear in more peoples for you page and land more followers and awareness

Tactic 3:

- Post quick short stories of a day in my life to showcase the current education experience that teachers and students experience and how they have also been positively impacted by some of REF1's contributions

Objective 2: Enticing Content

To increase Facebook visitors by 50% from June 2024 to December 2024. This will be executed by posting on Facebook every other Monday of the month. Through promoting Facebook paid advertisements, engaging with the audience and utilizing Facebook insights to understand the demographics of the audience. There will be a continuity schedule being implemented.



Social Media

Strategy 1: Engage with audience more on facebook

Tactic 1:

- Reply to users who comment on REFI's facebook page.

Tactic 2:

- Ask questions to people who have interacted with REFI's Facebook page.

Tactic 3:

- Share behind the scenes content from REFI

Strategy 2: Facebook's advertisements to promote REFI's page

Tactic 1:

- Creating creative and useful advertisements for REFI's audience to engage with.

Tactic 2:

- Monitor the performance of the advertisements that are used

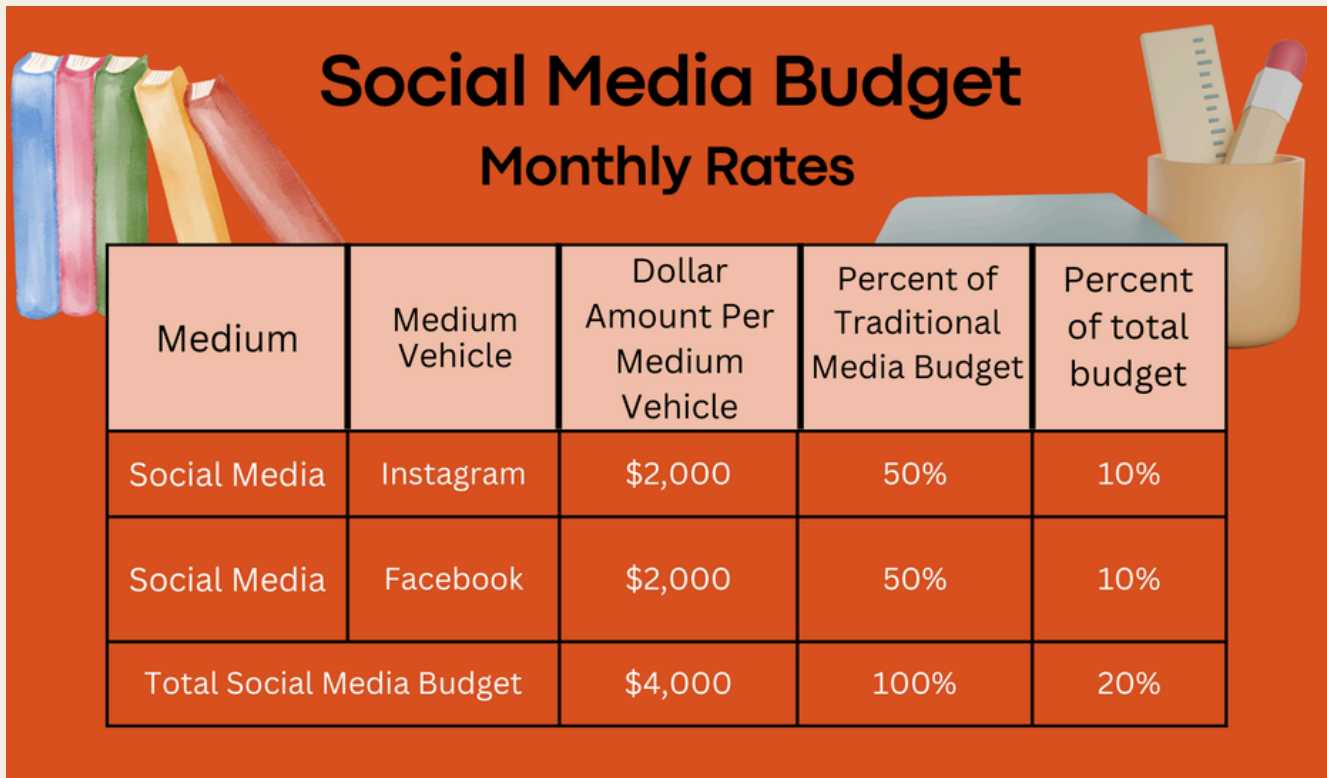
Tactic 3:

- Make sure the paid advertisement is visually appealing and makes donating to REFI easy for the audience.



Social Media

Budget:



**Social Media Budget
Monthly Rates**

Medium	Medium Vehicle	Dollar Amount Per Medium Vehicle	Percent of Traditional Media Budget	Percent of total budget
Social Media	Instagram	\$2,000	50%	10%
Social Media	Facebook	\$2,000	50%	10%
Total Social Media Budget		\$4,000	100%	20%

Social Media

Rationale:

In this section, social media platforms, such as Facebook and Instagram, will be used to promote REFI's platform to increase awareness about REFI and attract attention. The target audience is parents with children in the Rockingham County Public School district. These will most likely be people in Generation Y. The campaign theme, "Giving Back To Where It All Started," directly correlates with the target market because it touches on where they went to elementary school, which will create a sense of emotional appeal. REFI will use these two social media platforms because they are the most used platforms by the main target audience. According to Mintel, Facebook is the most used social media platform for people aged 18+, and Instagram is the 3rd most used. 59% of users ranked Facebook as their most used platform, and 44% ranked Instagram. The first goal is to increase awareness of all the services that REFI provides by a 25% increase in followers through the utilization of Instagram by making bi-weekly posts every month (starting on the first and last week of each month → August 2024, September 2024, October 2024, November 2024, December 2024, January 2025, February 2025, March 2025, April 2025 May 2025 and June 2025) to all of REFI's target audience segmentations such as middle-aged women or men with children, alumni, past donors, etc. A continuity schedule will be used to optimize the utilization of Instagram effectively. On Instagram, REFI will interact with its viewers more to increase engagement within the target audience, which will hopefully then capture more of the market.



Social Media

Rationale Extended:

Expanding on this, REFI will use interactive polls, post giveaways, and inform viewers about fundraisers on the REFI Instagram. The next main tactic is to be more active on Instagram. REFI will do this by making biweekly posts, creating Instagram Reels, and posting short stories on REFI's Instagram. After using these strategies and tactics, REFI will receive more followers on REFI's Instagram, and the retention rates for comments, views, and likes will be higher. The second goal is To increase Facebook visitors by 50% from June 2024 to December 2024. REFI will be doing this by posting on Facebook every other Monday of the month. Additionally, they will promote on Facebook via paid advertisements, engaging with the audience and utilizing Facebook insights to understand the demographics of the audience. A continuity schedule will be used, and their Facebook page will be used to create more engaging and interactive content. REFI will be more active on Facebook by replying to users, asking questions of the audience, and sharing behind-the-scenes content from REFI. The second strategy is to use Facebook's paid advertisements to monitor and track the performance of all posts. REFI will do this by creating useful and creative advertisements, monitoring the performance of these advertisements, and making sure the paid advertisements are visually appealing to audiences. The budget will have \$6,000 allocated to social media marketing. 60% (\$3,600) of that budget will be allocated to Facebook, as it is the most popular social media platform. The other 40% (\$2,400) will be allocated to Instagram marketing.

Social Media

Deliverables:



ROCKINGHAM EDUCATIONAL FOUNDATION INC 2024 EVENT

REFI'S 29TH ANNUAL "CHIP-IN" FOR QUALITY SCHOOLS GOLF CLASSIC

LAKEVIEW GOLF CLUB

2024

EVENT HIGHLIGHTS:

THE CONTINUED FINANCIAL SUPPORT BY THE COMMUNITY MAKES A SIGNIFICANT IMPACT ON THE LIVES OF BOTH TEACHERS AND STUDENTS WITHIN THE SCHOOLS, WHICH WE BELIEVE STRENGTHENS OUR COMMUNITY. WITH YOUR HELP, WE ARE ABLE TO ENHANCE THE QUALITY OF EDUCATION IN OUR LOCAL SCHOOLS THROUGH EDUCATIONAL GRANTS.

SATURDAY, APRIL 27TH

8:00 AM
REGISTRATION,
CONTINENTAL
BREKFST 8:30,
SHOTGUN STARTS
AT 9:00

ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

Social Media

Deliverables:



 **Rockingham Educational Foundation, INC.**

Donate Now!

GIVING BACK TO WHERE IT ALL STARTED

Click the link below to donate!

www.refigivesback.org
540-564-3218



Social Media

Deliverables:



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

**GIVING BACK TO WHERE IT
ALL STARTED**



Help students smile
with education



Help teachers, to
help the students



Help promote a
better future

**LEARN MORE ABOUT OUR MISSION,
AND GET INVOLVED TODAY!**

☎ (540)-564-3218
🌐 REFGivesback.org

✉ vlandis@rockingham.k12.va.us
📍 100 Mount Clinton Pike,
Harrisonburg, VA 22802

Support Media

INTRODUCTION

Support media is a key marketing strategy that will help REFI create new impressions and connections geographically centered in Harrisonburg. Out-of-home advertising will be the most effective form of support media to increase community engagement and awareness for REFI. Regarding support media, it was clear that REFI needs to make a better connection and outreach with its local community. Many residents in the area are just not aware of REFI and the help they provide. Their primary objective for supporting media is to substantially increase recognition and awareness of their brand in the local community. The first objective is executed through an Out-of-home medium with a billboard located downtown. For the city of Harrisonburg, its downtown vehicle per day count is considerable and will help REFI achieve its expansion goals. The campaign theme will be featured on the billboard. Revolving around the phrase "Giving back where it all started" the billboard will have an effective message to invoke an emotional appeal to the target audience. With the advantages of a billboard's wide reach and visibility, the ad will certainly reach the target audience. The second advertising medium for support media REFI is using will be event advertising at JMU sporting events. REFI has established a clear connection that those likely to donate to their community are also active in their community. In this case, that means they attend JMU events. From baseball to football to basketball games, these are all great opportunities for REFI to expose itself to prominent community individuals who are featured in the target market and are highly likely to donate.

Support Media

Introduction Extended:

A clear message will be delivered through this medium, and it will also align with the campaign theme. Within both support media objectives, REFI's story will be featured. The story highlights the struggles of a student who did not have the resources or funding during his time at RCPS to succeed. However, later in life, after becoming a successful businessman, he returns to Harrisonburg to see that things haven't changed since he was a child. So, he partners with REFI and donates a substantial amount to make a difference. Featuring this story and campaign theme in the support media objectives is crucial to gathering an engaging outreach for REFI in the community.

Objective 1: Billboard

Increase communities perception of REFI's educational initiatives by 30% through strategic placement of a billboard in downtown Harrisonburg. Operating from August 1st, 2024 to July 1st, 2025. The billboard will feature a decorative design with the campaign theme and REFI's mission statement, with goals to captivate commuting viewers traveling through downtown. Monthly evaluations will be conducted to assess the effectiveness and reach of the billboard and any adjustment that may need to be made.

Strategy 1: Location selection of billboard

Tactic 1:

- Downtown roads achieve a range of 4,000-8,000 VPD (vehicles per day) per VDOT traffic research. This research will help REFI decide on a location.

Tactic 2:

- Asses billboards of other advertisers in the area and evaluate their performance in outreach. This will help REFI choose the most advantageous location.

Tactic 3:

- Ensure that the location that is chosen will have an effective reach with the identified target market. It is key for the billboard to resonate with its views and important that the location chosen will cross paths with the target market.

Support Media

Strategy 2: Increased community engagement through the interactivity of billboard

Tactic 1:

- QR code integration that links to a “Learn More” page featured on their website. Also with links to their social media pages.

Tactic 2:

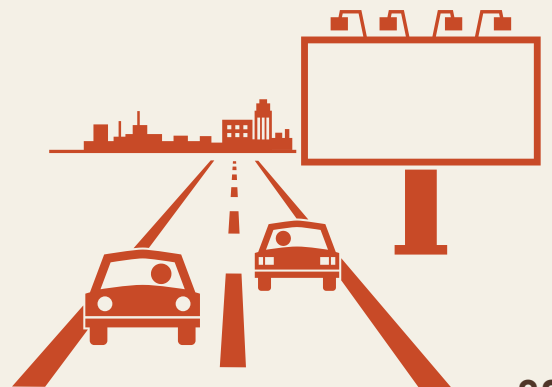
- Feature social media hashtags that will prompt viewers to participate in the conversation online in sharing thoughts, questions, or experiences about the RCPS system.

Tactic 3:

- Incorporate interactive polls or surveys for people which will give REFI vital information and feedback about their target market.

Objective 2: Event Advertising

Target JMU sporting events through in-game sports advertising. Key goal of expanding outreach by 20% of target market through strategic advertisements that feature a call to action and are highly interactive. This will commence during the fall season and continue throughout the winter for basketball season. Its scope will reach those attending the events and follow a pattern of the university advertising display schedule during games.



Support Media

Strategy 1: Feature engaging trivia questions or mini games during the display time of advertisement.

Tactic 1:

- Create a series of engaging trivia questions relating to Harrisonburg, JMU, or the community.

Tactic 2:

- Encourage participants to go to social media and use a specific hashtag or tag for REFI, that would lead to more engagement on their social platforms

Tactic 3:

- Display minigame during ad screening time, such as are you smarter than a Harrisonburg 5th grader? This fits the theme of education and involves the community

Strategy 2: Call to action element

Tactic 1:

- Use QR code and include a link to the website on all advertising pieces during the event.

Tactic 2:

- Feature limited timed offers or incentives such as donation challenges or timed events

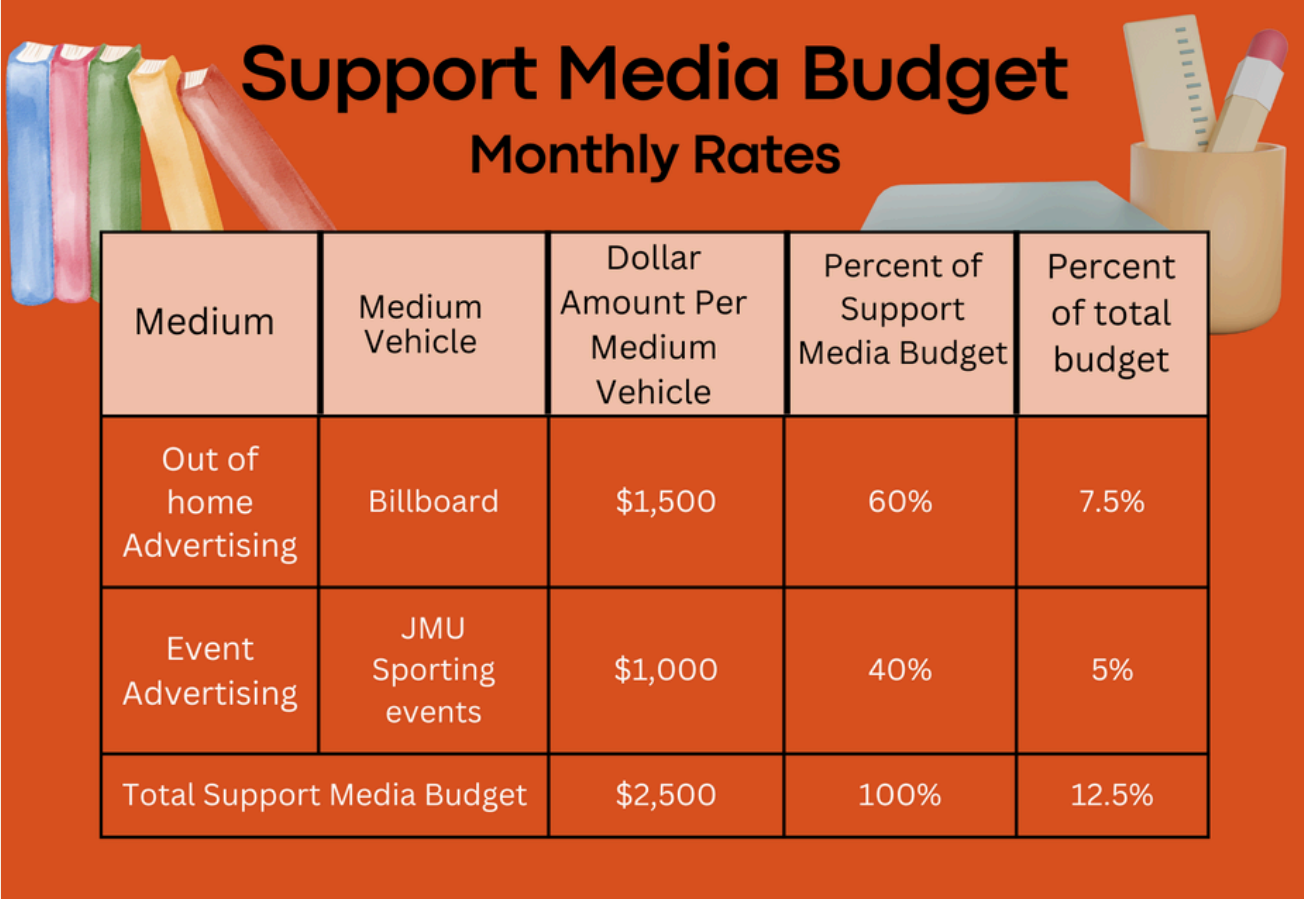
Tactic 3:

- Deliver a clear and concise message at the end of the engaging ad that explains to the view what REFI is actually about and what they do.



Support Media

Budget:

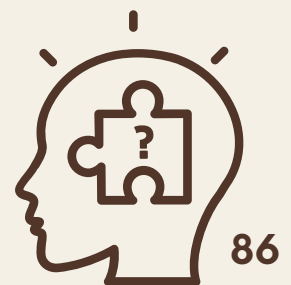
The graphic features a dark orange background. On the left, there are five colorful books (blue, pink, green, yellow, red) standing upright. On the right, there is a yellow pencil holder containing a white ruler and a pink pencil. In the center, the text "Support Media Budget Monthly Rates" is displayed in a bold, black font. Below this text is a table with five columns and three rows. The table is bordered in black and has a light orange background for the header row.

Medium	Medium Vehicle	Dollar Amount Per Medium Vehicle	Percent of Support Media Budget	Percent of total budget
Out of home Advertising	Billboard	\$1,500	60%	7.5%
Event Advertising	JMU Sporting events	\$1,000	40%	5%
Total Support Media Budget		\$2,500	100%	12.5%

Support Media

Rationale:

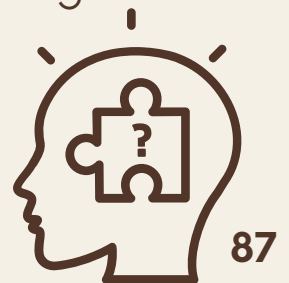
The decision to implement a billboard advertising campaign in downtown Harrisonburg stems from research on the community's demographics, lifestyle habits, and area characteristics. Harrisonburg has a below-average commute time of 18 minutes (US News & World Report); this signifies that the community lives and works locally, making billboards a very effective medium for community exposure and outreach. According to VDOT traffic research, the average road downtown sees a range of 4,000–8,000 vehicles per day. This is a significant number for Harrisonburg, which is only home to 50,000 residents. Because of this high VPD, billboards are very advantageous for reaching the target audience with their high visibility and reach. It is important to choose the correct location. Which will be determined based on traffic patterns, as well as assessing the performance of existing billboards in the area. This will help maximize the exposure and ensure that REFI's message resonates with its intended target market. Additionally, the decision to feature engaging and interactive elements on the billboard aligns with current trends in Out-of-home advertising. Mail Chimp has an article saying that interactivity is the key to creating a captivating billboard for its audiences. It is hopeful that the billboard will help REFI interact more with the community and build interest by encouraging deeper engagement with REFI's educational initiatives. QR codes, social media hashtags, and interactive polls will also be incorporated, which will further enhance the effectiveness of the billboard campaign.



Support Media

Rationale Extended:

The decision to target JMU sporting events through event advertising is a result of the research conducted on the demographic profile and behavioral patterns of REFI's target market. There is a strong correlation between active community involvement and attendance to community events such as JMU sporting events, particularly among older adults who are actively engaged in their local community, which is exactly REFI's market. Combining the popularity and attendance of JMU sporting events with REFI's message will be highly effective in reaching a key audience that is likely to donate and be receptive to REFI's efforts. This is very advantageous for REFI as they are sending a clear and direct message to those highly receptive to donating. The event advertising will also feature engaging trivia questions, mini-games, and interactive elements. In an article explaining why Interactive Ads are important to a marketing plan by RockContent, it explains that it is most effective in gaining new customers and retaining attention during the ads display time. This is very important for an ad being shown through an event medium as it is important the viewer's attention is on REFI. It is also crucial for the ad to feature clear calls to action as so many eyes will be on the advertisement. The call to action is important as it will cause immediate engagement and create interactions with REFI's initiatives for the viewer. Ultimately, the goal of both the support media objectives is to increase overall awareness, engagement, and participation in the community's perception of REFI. With that being the main goal it is also important for REFI to go beyond community recognition and also foster meaningful connections.



Support Media

Deliverables:



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IT ALL STARTED!**

DONATE!

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OR
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Support Media

Deliverables:

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Sales Promotion

INTRODUCTION

REFI will be using sales promotion to gain market share of potential price-sensitive customers and expand their target market. REFI will be using sales promotion by using different sweepstakes, contests, and loyalty programs. The specified objectives encompass the campaign theme and, importantly, are effective in aligning with the intended target market. With the use of these differential promotion tactics, the hope is to gain a larger audience and, in turn, receive a higher donor retention rate. Using sales promotion will attract immediate attention to potential customers as it will create a sense of urgency for customers to donate to REFI. By using customer loyalty programs, potential customers feel more inclined to donate to REFI so that they can become lifelong donors. To promote sweepstakes and customer loyalty programs the use of social media platforms will be implemented to raise awareness of REFI. The sweepstakes will allow a group of 4 to free entry into REFI events if you donate \$500 or more. Additionally, hosting premiere events will help increase retention rates, in hopes that these donors will want to become premiere partners so that they can attend more events.



Sales Promotion

Objective 1: Increase donors through sweepstakes

Increase donation dollar amount by 20% from August 2024 to January 2025 by using contests/sweepstakes to set a minimum dollar amount needed to enter in specific sweepstakes

Strategy 1: Offer free entry into REFI's fundraising events, if donors donate over \$500 a month before the events.

Tactic 1:

- Post scan me QR codes for the free entry in public places that the target markets can visit to make it easily accessible

Tactic 2:

- Post on all social media platforms the QR code for the free entry such as Instagram, Facebook, etc. to make it easily accessible

Tactic 3:

- Post on all social media platforms the different ways in which people can donate monthly- which programs, events, etc. to make the \$500 min.

Strategy 2: Increase awareness of sweepstake events via social media. Driving overall engagement up by doing Venmo challenges or virtual trivia challenges. This will help bring attention to the contests for donors and reach new donors.

Tactic 1:

- Host social media lives on all social media platforms to increase awareness of all sweepstake events

Tactic 2:

- Post easily accessible QR codes to REFI's venmo accounts on all social media platforms and post them on all public places that the main target markets visit

Tactic 3:

- Increase awareness of all sweepstake events and challenges weekly to remind the target markets of such events

Sales Promotion

Objective 1: Donor Loyalty Programs

Increase awareness of REFI's loyalty programs by 20% from August 2024 to January 2025 by utilizing different loyalty program levels and increase the number of donations. The higher the level the more benefits you receive

Strategy 1: Post QR codes on all different of the loyalty program registration link and offer various benefits as you move up loyalty levels

Tactic 1:

- Post on Facebook and Instagram about the loyalty programs and showcase all the different benefits you can unlock such as, first pick for the golf tournament, choose where certain donations go, etc.

Tactic 2:

- Send emails newsletters about the loyalty program and showcase what you can unlock

Tactic 3:

- Make the rewards and benefits rewarding and appealing

Strategy 2: Host special events that only premiere members can attend and join to persuade individuals into donating more and being more involved

Tactic 1:

- Post weekly and showcase when and which events will be held for members to make enough points if it is something of interest!

Tactic 2:

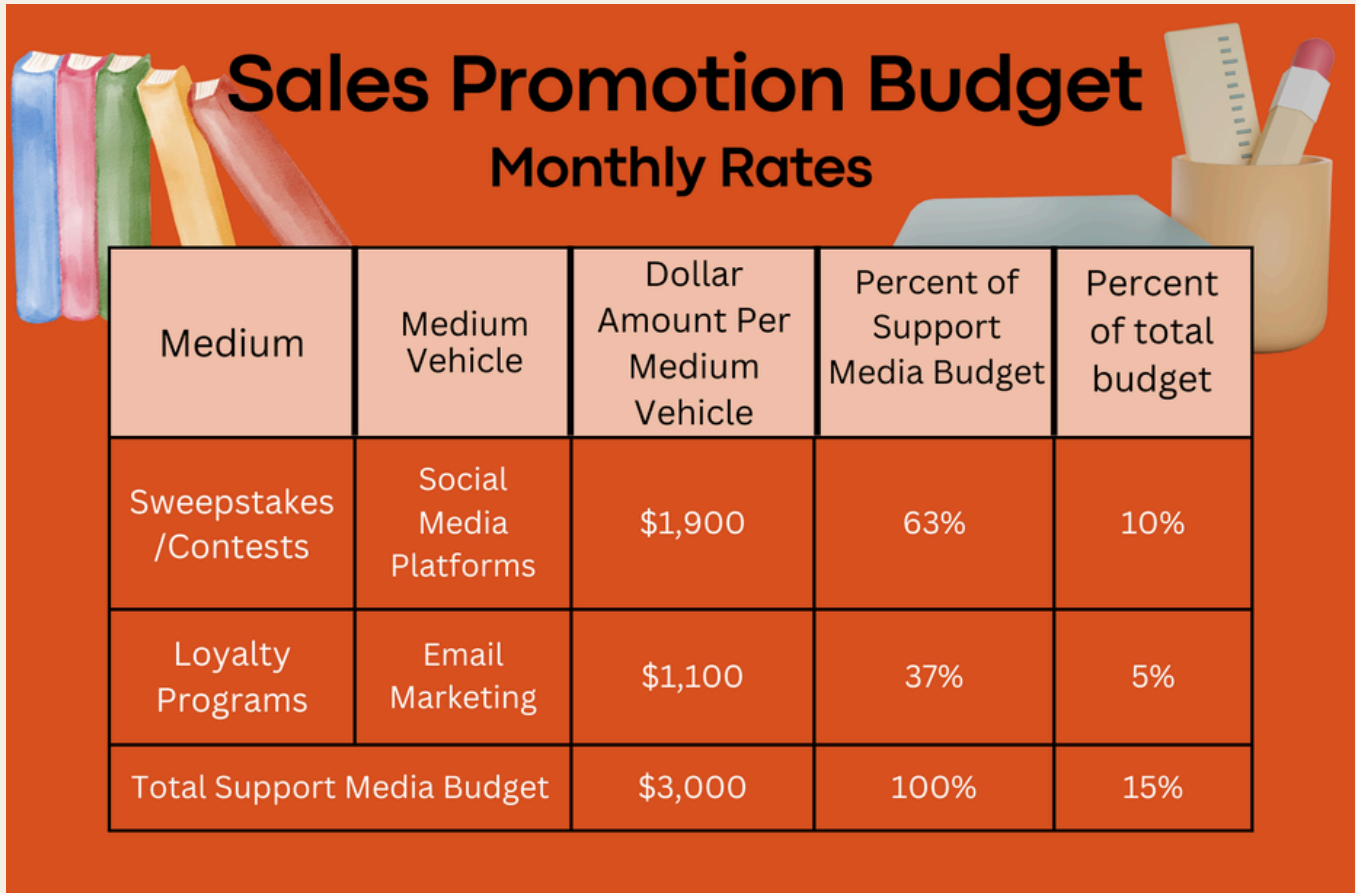
- Host lives on all social media platforms to show how fun the events are to ignite interest for people to join!

Tactic 3:

- Post interactive polls on all social media platforms to see if individuals are aware of such programs, if not, then send personal mail newsletters to such individuals to educate them and spread awareness

Sales Promotion

Budget:



Sales Promotion Budget
Monthly Rates

Medium	Medium Vehicle	Dollar Amount Per Medium Vehicle	Percent of Support Media Budget	Percent of total budget
Sweepstakes /Contests	Social Media Platforms	\$1,900	63%	10%
Loyalty Programs	Email Marketing	\$1,100	37%	5%
Total Support Media Budget		\$3,000	100%	15%

Sales Promotion

Rationale:

Through sweepstakes, contests, and loyalty programs, REFI will be using sales promotions to increase awareness and expand its market for potential donors and customers. To suit the goals of the nonprofit, the first objective is to increase the donation dollar amount by 20% from August 2024 to January 2025, which requires a minimum donation for entry into specific contests or sweepstakes. With this objective in mind, implementing many different strategies to accomplish this while also achieving SMART objectives that align with REFI's theme and potential audiences. The first strategy for this objective is an offer for free entry of groups of 4 into these signature events, such as the annual golfing fundraiser, as long as you donate over \$500 a month before the events. This will not only increase the donation amount but also give the audience an incentive to donate. A tactic that can be used to ensure this strategy's success is to post-scan my QR codes for free entry in public places that the target markets visit to make it easily accessible. Accomplishing this tactic can increase REFI's visibility, engagement, and accessibility while also being cost-efficient. Also, a plan to post the QR code on all social media platforms for free entry, such as Instagram, Facebook, etc., to make it easily accessible will be implemented. Posting other content like the different ways in which people can donate monthly / which programs, events, etc., to make the \$500 min could also be effective. Using social media for sales promotion will be great for this non-profit in terms of its wide reach, easily targeted audiences, and cost-efficient engagement opportunities. The second strategy for this objective is to drive overall engagement on social media by doing Venmo challenges or virtual trivia challenges. This will be effectively implemented by hosting social media lives, posting the Venmo donation QR code, and exciting the audience for upcoming events. Increasing brand awareness about REFI as effectively and efficiently as possible is the goal and, with that, also increases overall participation and donations in REFI's loyalty programs, ultimately driving more success for the company.



Sales Promotion

Rationale Extended:

According to Nielson, 92% of consumers are more likely to trust a recommendation from friends and family over other forms of advertising, which is why prioritizing WOM and social media advertising is going to be a primary focus of the strategies. Through the posting of QR codes on social media platforms such as Facebook, as stated in one of the tactics, the leveraging of digital platforms to relay and inform potential consumers while also making it very easy to scan and find out more information for those interested will be used. When posting on social media, if highlights of the main benefits are made towards joining REFI's loyalty program, such as having priority access to events and the ability to allocate donations, REFI can incentivize a greater level of engagement and, in turn, more potential donors through loyalty programs. This also aligns with research indicating that personalized rewards and benefits make a significantly stronger impression and greater impact on users of loyalty programs, making them feel more unique as each reward is modeled towards the user, will have a greater impact on use as well. Tactic 2 employs email newsletters to reach a wider audience, ensuring comprehensive coverage of the benefits and rewards associated with the loyalty programs. Ensuring that rewards are both appealing and attainable is essential. Strategy 2 involves hosting exclusive events for premier members, trying to allure more exclusivity to REFI to drive participation and donations. Utilizing social media platforms to promote these events, providing clear communication and opportunities for members to plan their participation. Also, live streaming on various platforms will be employed to showcase the excitement and engagement of these events, fostering curiosity and interest among potential participants. Finally, Tactic 3 employs interactive polls to gauge awareness of loyalty programs and employs targeted mail newsletters to educate and inform individuals who may be unaware. By implementing these strategies and tactics, REFI aims to increase awareness of its loyalty programs by 20% from August 2024 to January 2025, ultimately driving higher levels of engagement and donations.



Sales Promotion

Deliverables:



Sales Promotion

Deliverables:



Sales Promotion

Deliverables:





Measurements & Evaluation

Measurement And Evaluation



Evaluation of Marketing Goal

In order to achieve the pre-stated marketing objectives, InSighters Inc. is committed to establishing a Key Performance Indicator (KPI) database for efficient monitoring of the effectiveness and influence of the marketing initiatives. Assessing the success of REFI's sales growth will involve analyzing conversion rates, customer acquisition expenses, and customer lifetime value.

Likewise, evaluating the progress of REFI's brand awareness will entail monitoring website traffic, engagement on social media platforms, and mentions of the brand in media outlets. In this database, sales and other various measurements can be compared Month to Month or Year over year to effectively and accurately measure and evaluate performance of the different marketing tactics relative to the scheduled media. To calculate and oversee this data the agency will utilize Google Analytics. To keep track and manage such data, the agency will use Microsoft Excel to closely track patterns and recognize trends to drive better business decisions that closely align with the goals and bring the highest customer retention rates and return on investment. Understanding these trends will be vital to the growth and vital success of REFI.

Evaluation of Communication Objectives



When evaluating communication objectives, InSighters Inc. will adopt a comprehensive approach to gauge the effectiveness of its strategies. To gauge the success of enhancing brand awareness, regular surveys will be conducted and distributed monthly, alongside continuous monitoring of website analytics and engagement on social media platforms. Tracking the increase in donations received during specific months will involve monitoring loyalty program participation rates, email click-through rates, the utilization of monthly discounts offered to former members, and the effectiveness of PR efforts. These evaluations will be carried out biweekly to ensure success. These evaluation strategies will ensure a thorough understanding of the campaign's impact on communication objectives throughout its duration.

Measurement And Evaluation



Evaluation of Traditional Advertising

Monitoring the success of traditional advertising strategies will be accomplished by using multiple different metrics and methods to determine the effectiveness of this campaign. After estimating the potential audiences of different locations and placing brochures and rack cards in places with a high number, to estimate how many people hear about REFI through this method. Along with direct analytics from QR code scans that would be received from these print ads, these are two ways to test the effectiveness of these strategies. Using a unique radio script in the radio advertisement, measurement can be made on how many people call REFI's phone number or visit their website with a "how did you hear about us?" pop-up. Overall, including a diverse range of measuring techniques can help REFI evaluate the success of the traditional advertising efforts in trying to increase awareness and knowledge in REFI's services.



Evaluation of Digital Marketing

To properly evaluate and monitor the digital marketing strategies throughout the campaign multiple highly used keywords associated with REFI will be tracked. Moreover, the agency will monitor the clicks generated by online ads and the website visits resulting from quarterly emails sent to former donors, ensuring to continuously remind past customers about the REFI brand. In terms of banner ads, they will analyze the clicks received on both banners and blog posts, enabling a thorough evaluation of banner ad budget allocation. Weekly website click measurements will ensure campaign consistency and growth, with the flexibility to implement changes as needed to maximize return on objectives.

Measurement And Evaluation



Evaluation of Direct Marketing

Measuring the success of the direct marketing strategies, which involve billboards and ads during JMU sporting events, will primarily rely on a combination of quantitative and qualitative metrics. Firstly, tracking any increases in website traffic and social media engagement attributed to the campaigns. By analyzing website analytics, we can locate spikes in activity from areas near the billboards and during the time frames of sporting events. Additionally, monitoring social media mentions, interactions, and follower growth during and after the events will provide insights into audience engagement. Additionally, yearly surveys and feedback forms will be conducted to gauge brand recall, message retention, and overall impact of advertisements. Direct feedback from the target audience will be key in offering valuable qualitative data to complement the quantitative metrics acquired from online insights.

Furthermore, the direct marketing campaigns will be tracked based on sign ups for fundraisers from the direct advertising. With a combination of measurement strategies it will be easy to identify successful direct marketing strategies, which will help ensure the distribution of th campaign mission and message to the target audience.



Measurement And Evaluation



Evaluation of Sales Promotion

To gauge the effectiveness of the sales promotion marketing initiatives is fairly straightforward. These mediums include contests/sweepstakes and donor loyalty programs. It will be important to track participation metrics such as the number of entries received for contests and sweepstakes. Monitoring entry rates and trends over time will provide insights into the level of audience engagement and interest generated from these promotions. Secondly, identifying the impact on donations with correlation to promotional periods and corresponding increases in contributions will be key in evaluating the effectiveness. This analysis will help quantify the direct impact of the sales promotion efforts on dollars received from donors. Additionally, it is helpful to track donor retention metrics before and after the implementation of loyalty programs. Tracking repeat donors will indicate the effectiveness of these initiatives in fostering long-term donorship and loyalty. These metrics and feedback channels will be effective in evaluating the success of the sales promotion marketing efforts, ensuring they deliver on the campaign objectives.



Evaluation of Social Media Marketing

Measuring social media engagement mainly revolves around the analytics provided from the various platforms used. These insights offer a glimpse into the performance of posts and how the audience interacts with it. From stats such as follower growth, likes, shares, click-through rates, and more. The main targets for analysis are Instagram and Facebook which each offer similar insights into how successful the goals are. Despite differences in platform-specific metrics, likes and comments serve as universal indicators of engagement. Furthermore, by leveraging the insights offered, calculations can be made on Cost Per Click to assess the efficiency of the different platforms and their performance based on cost. In total, this will help identify the most successful platform and type of posts to accomplish the goals.

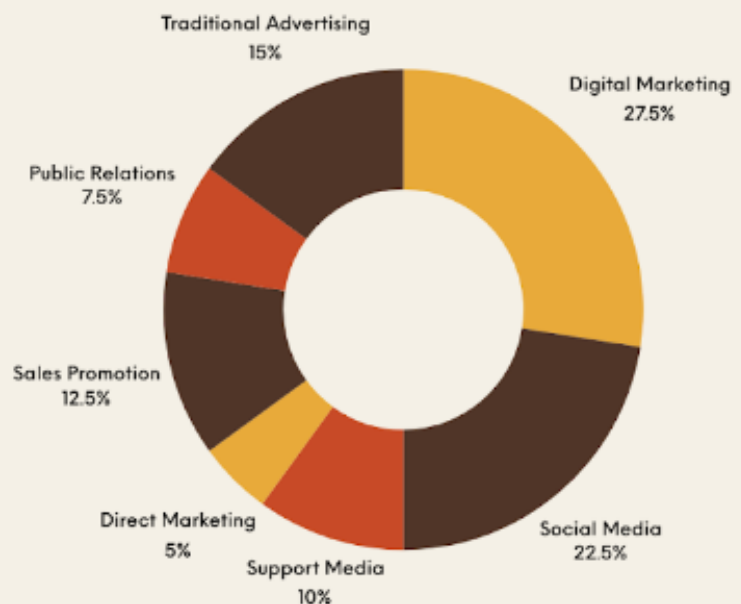


Budget Breakdown and Summary

Budget Breakdown

Medium	Medium Vehicle	Dollar Amount of Total Budget	Percent of Total Budge
Traditional Advertising	Brochures and Radio	\$3,000	15%
Digital Marketing	Email Marketing, SEO, and Google Ads	\$5,500	27.5%
Social Media	Facebook, Instagram, and Youtube	\$4,500	22.5%
Support Media	Billboards and JMU Sporting Events	\$2,000	10%
Direct Marketing	Direct Mailing	\$1,000	5%
Sales Promotion	Loyalty Programs and Sweepstakes	\$2,500	12.5%
Public Relations	Video Release, Facebook Polls, and Instagram Polls	\$1,500	7.5%
Total		\$20,000	100%

Graph Percentage Breakdown



Budget Summary

For the budget, the digital marketing and social media mediums were set to take up the largest portions of the entire budget. Within the digital marketing medium, this was chosen to target email marketing, SEO, and Google ads as the vehicles. Email marketing took up 35% of the digital marketing budget at \$1,925, SEO took up 50% at \$2,250, and Google ads took up 15% at \$1,325. This digital marketing medium takes up 27.5% of this entire budget which is the highest allocated medium. The main purpose of spending a large portion of the budget on digital marketing was to focus on increasing REFI's online presence, improving search visibility, and efficiently targeting the target segments.

Alongside digital marketing, social media took up 22.5% of this budget and consisted of three main medium vehicles. Those vehicles were on Instagram, Facebook, and YouTube. YouTube took up the largest portion of the social media budget at 50%, which is \$2,250. Facebook and Instagram are evenly split between each other, each at 25%, and each at \$1,125. The main purpose of this medium being the second highest in the budget was because it is important to effectively communicate with the market segments and create brand loyalty with all of the social media followers.

The next two mediums that used a large portion of the budget were traditional advertising and sales promotion. Within traditional advertising, allocations of 15% of the budget to advertising through brochures and radio stations will be made. Brochures are to be located in the rest stops/areas all along the Rockingham County area as well as some of the community centers, libraries, town halls, etc. Brochures take up 25% of the traditional advertising budget at \$750. The next vehicle within traditional advertisements is radio and which would place the advertisements on stations such as the Breeze, WWSA, and WQPO.

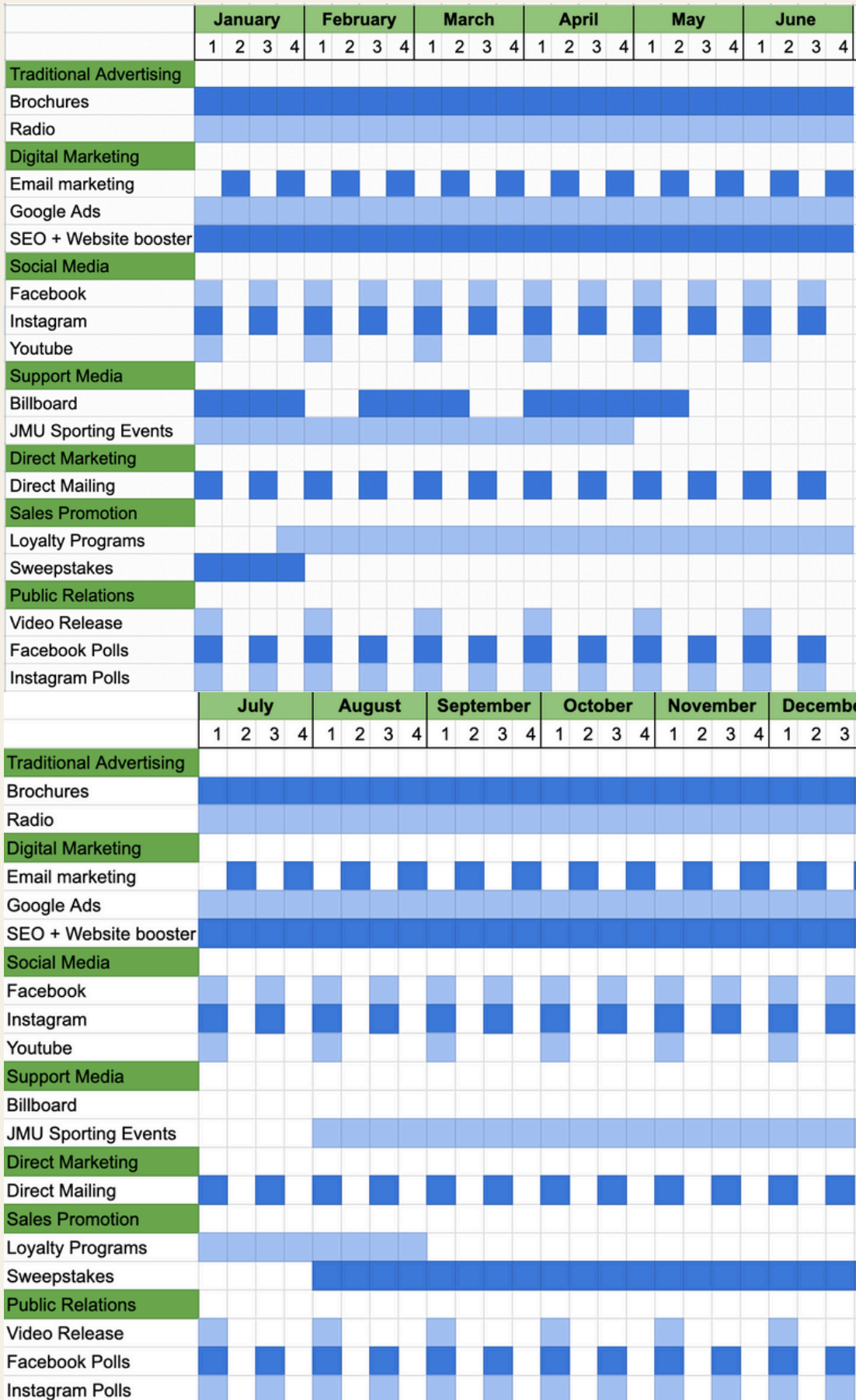
Radio would take up a large portion of the traditional advertising budget at 75% which comes out to \$2,250. Similarly to traditional advertising, sales promotion takes up 12.5% of the total budget. Within the sales promotion medium, money will be spent on sweepstakes and loyalty programs. With both of these vehicles splitting 50% of the sales promotion budget, this promotional strategy will help drive customer engagement through REFI's website, social media, and events.

The last three mediums, support media, public relations, and direct marketing take up the least amount of percentages in the budget. Support media will take up 10% of the entire budget and will be separated into billboard ads and JMU sporting event ads. 65% (or \$1,300) of the support media budget will be allocated towards the billboard ads placed across the highways/interstates that run through the Rockingham County Area. The last 35% (or \$700) will be allocated towards the JMU sporting events where advertisements can be placed to attract the market segments. The next medium, public relations, takes up 7.5% of the total budget at \$1,500. Public relations will be separated into video releases, Instagram polls, and Facebook polls. Each of these vehicles will take up 33.3% or \$500 of the total public relations budget. With spending the money on this medium, with the goal of looking to drive customer engagement and recognition with the REFI brand. The last medium, direct marketing, takes up the smallest portion of the total budget at 5% or \$1,000. Direct marketing will only consist of direct mailing which will allocate for 100% of the total direct marketing budget. This will consist of personalized messages and emails to thmarket segments to attempt to drive customer engagement and immediate responses.



Media Flowchart

Media Flowchart



Media Activity



No Media Activity



Weight and amount of media saturation differs for each activity, and is subject to change



Conclusion

Conclusion

Rockingham Educational Foundation Inc. will be able to flourish and prosper exponentially with the aforementioned strategies, plans, and tactics that are outlined in the Integrated Marketing and Communications plan throughout this extensive document. Insigters strategic blend of innovative direct marketing initiatives, social media and digital marketing tactics, targeted traditional advertising, along with thought-out sales promotions, will allow the achievement of REFI's marketing goal of increasing revenue from \$108,000 to \$150,000 from July 1st, 2024 to June 30th, 2025. This integrated marketing and communications plan will thrive due to the high focus placed on a thoroughly researched and strategically selected target market. Research can support the fact that parents and more specifically mothers between the ages of 25-50 with children in grades school are exceedingly more likely to donate to non-profits than most other demographic categories. This is where this plan excels, due to the marketing strategies and tactics employed favoring this specific subset in turn to highly improve brand awareness which will inevitably increase the client's donations. Engaging the audience is a quintessential part of raising funding, and that is heightened with a non-profit such as REFI. REFI already has solid ideas and fundraisers, however the turnout and brand awareness biggest whole for the client. Through the implementation of the ideas and strategies that are expanded upon in this plan for REFI the world becomes their sandbox as now the missing puzzle piece can complete the puzzle and the foundational ideas and fundraisers that have a long standing tradition and following can be paired with effective marketing creating stir, word of mouth, and buzz advertising around the Rockingham County.

In terms of the first steps that REFI should take to effectively implement this integrated marketing and communications plan. A major feature of this plan involves pumping out advertising to create more awareness and therefore reach for REFI. Beginning with the distribution of brochures and rack cards around highly dense areas, such as schools, parks, and downtown stores should be an easy and necessary first step, along with beefing up SEO optimizers to increase traffic towards REFI's website. After that increase in information and knowledge through digital marketing disbusing QR codes and beginning to purchase advertisements for radios and sending of emails should further drive consumers' attention towards REFI. The third and last priority should be building and maintaining strong and lasting relationships with donors. This should be executed through consistent updates on social media, sales promotions for sweepstakes along with bonuses for loyalty program members. These will ensure loyal and long-lasting donors. Effectively administering this integrated marketing and communications goal will have consumers remembering to "Give back to where it all started".



Appendix

Appendix

Radio Scripts:

Item	Description
Gender	Male
Length	: 30 seconds
Target demographic	Millennials and gen z: middle aged women with children in RCPS
Character / narrator	A previous RCPS student whose family struggled financially and he did not receive a great education. However he returned to Harrisonburg as an adult and decides to donate and make a difference with REFI
Vocal direction	Empathy and Inspiration
Suggested music	Soothing, Calming
Suggested sound effects	Jingle or charming sound after he is done talking

SCRIPT:

Kate: So here we are today with Chris Jenkins who is going to speak about a wonderful educational non profit here in Harrisonburg, Hello Chris it's a pleasure to have you on with us today.

Chris: Thank you Kate, my personal connection to Rockingham County public schools makes it important for me to see our community grow. A few to many years ago now, I was one of those kids, eager to make it big in the world. However it was always prevalent that RCPS lacked the funding and resources to give their kids the education they deserve.

Kate: I agree Chris, as a mother of 2 little boys in the local elementary schools it pains me to see the current education quality and experience they are getting. What can you tell us about this non profit so our listeners can help support their community.

Chris: Well Kate, its Rockingham Educational Foundation and they are truly amazing. After returning to Harrisonburg I have donated over \$100,000 to REFI and seen the immediate impact I am making in supporting our children's lives. We need all your help to change the lives of children's futures today. Donate now, at <https://www.refigivesback.org> or call at 540-564-3218 for more information!

Appendix

Radio Scripts:

Item	Description
Gender	Male
Length	: 30 seconds
Target demographic	Millennials and gen z: middle aged women with children
Character / narrator	A previous student who came back after hearing about all of the educational problems the Rockingham County is STILL experiencing, and decides to give back after becoming a successful <u>business man</u>
Vocal direction	Inspiring, kind, encouraging
Suggested music	Chill, slower beat, dramatic
Suggested sound effects	Clapping towards the end when he says how much he is donating through REFI

SCRIPT:

Miranda: So here we are today with Sean Williams, hi Sean it is so nice to see you again and have you back here, I bet you missed home huh?

Sean: Thanks Miranda yes, it's good to be back. After hearing about all the education issues Rockingham County is still going though I felt as though I owed it to my younger self to come back and try to at least positively impact the lives of others. No one should have to struggle with their education.

Miranda: I agree Sean, it breaks my heart seeing younger kids worry about their education quality and experience. No child should have to worry about anything like that

Sean: Yeah, I mean its hard and breaks my heart, because although im a successful businessman now, it was hard sarting out and going though what i went thought in order to get where I am at today. No one prepares you for it. So this is why I have decided to donate \$100,000 to REFI. If you want to helo change the lives of childrens donate today, (call to action) at <https://www.refigivesback.org> and contact them at 540-564-3218 for more information!

Appendix

Radio Scripts:

Item	Description
Gender	Male
Length	: 30 seconds
Target demographic	Millennials and Gen Z: middle aged women with children
Character / narrator	A student who graduated from a school in Rockingham County. He visited Rockingham after seeing a social media post by his previous teacher which showed how the school has not improved since he left. After graduating college he became a successful businessman and since he has some money to his name, he decides to give back.
Vocal direction	Emotional, Honest, Motivating
Suggested music	Calm, Lofi, Drama
Suggested sound effects	School bells, crowded hallway, clapping at the end.

SCRIPT:

Michelle (Host): Hello listeners! Welcome back to WSVA. Today we are more than happy to introduce a special guest, Rob McMichael who is here to talk about an educational non-profit foundation in Rockingham County. Welcome Rob!

Rob (Donor): Thanks for having me Michelle! As you said, I do want to talk about this foundation but before I do, I feel like I need to give you some background. So I was a former graduate of a local middle school in the area and have kept closer contact throughout my years. Throughout my time in school, I always noticed that there were so many areas where RCPS could improve, but didn't have the resources to do anything. I found out that the school hasn't changed a bit since I left from a social media post recently and that made me very upset.

Michelle: That is definitely a painful sight. I, in fact, also went to school at one of the RCPS schools, but haven't thought about what you are saying until now. Can you tell me and the audience about the foundation that you are advocating for?

Rob: Of course, so the name is the Rockingham Educational Foundation Inc. or REFI for short. They strive to support a positive learning environment in RCPS schools by taking donations and putting them into immediate effect. I, myself, have already donated over \$25,000 to REFI and have seen that impact. I would ask that all the listeners take a chance to look more into REFI and

Appendix

Radio Scripts:

Item	REFI, and their donation platform along with teacher storage shed
Gender	Male or Female Middle-aged with children
Length	:30
Target Demographic	Gen X, Baby Boomers, Millennials
Character/Narrator	Rockingham County Public School Teacher
Vocal Direction	Sad and melancholy at first but then changes
Suggested Music	Should I Stay or Should I Go, by The Clash, in the beginning of the trailer it is very faint and almost not there, but at the end it is loud and vibrant
Suggested Sound Effects	The music will suffice

Script:

Narrator: "Attention all community members! Are you passionate about supporting our children's education? Join us in making a difference with REFI, the K-12 Educational Foundation! Every donation helps provide resources, technology, and opportunities to enhance learning experiences for students. Together, we can build a brighter future for our youth. Donate today to REFI and invest in the leaders of tomorrow!"

[Background music fades out]

Narrator: "Visit REFIgivesback.org to learn more and make your contribution. Together, let's help to give back to where it all started!"

Appendix

Radio Scripts:

Item	Sentimental radio ad that grabs the reader's attention with a question in the beginning, then explains the goal of the ad. Ends with a call to action, and the theme of our campaign.
Gender	Female
Length	:30 seconds
Target Demographic	Middle aged women with children; Gen Z or Millennials
Character/Narrator	Somebody who has donated to REFI before and genuinely believes in their cause, not just a paid narrator.
Vocal Direction	Encouraging, soft voice, sincere
Suggested Music	Slower, relaxing beat
Suggested Sound Effects	The music will suffice

Script:

Are you still paying student loans, teaching minds in the classroom, or want to make a difference in the future generation? REFI, a non-profit based out of Rockingham County is investing in the future of students, as well as giving back to local teachers. With just a small donation, you can help students receive scholarships and grants to not only ensure success in their educational future, but to help with future financial troubles they may have due to their education. The bright future of REFI starts with you. Join the movement, be the change and **give back to where it all started**. Visit www.refigivesback.org, or call (540) 564-3218 today.

Appendix

Sales Promotion:



Support Media:



Appendix

Social Media:



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC.

Learn more
about REFI
and how to
make a
impact!



@REFIgivesback

Empower the future of education, and support students today! REFI works to provide student scholarships / supply donations, grants, and teacher appreciation. Click the link in our bio for more info!
#GivingBackToWhereItAllStarted



Join us for our
Fundraising Events

- 30th anniversary celebration (Feb 3rd)
- Chip In golf tournament (April 27th)
- Teach of the year ceremony (March 13th)

Support Media:

Appendix

Digital Marketing:

Mobile Marketing

1) Interactive Texts / Content

Hi (recipient's name)!

We hope you are having a wonderful day! Your support means the world to us here at REFI. We are always looking for ways to make a positive impact together.

Your support powers positive change. Which cause moves you the most?

1. Student Grants
2. Student Scholarships
3. Teacher / Student Supply depot
4. Teacher Recognition

Reply with the number of your choice for more information!

Giving back to where it all started,

REFI

2) Automated Reminders

Hi (recipient's name)!

Don't miss out! Our deadline is approaching for this year's student scholarship donations! Your support makes a difference!

Don't forget to mark your calendars for _ & _ events coming up soon! Join us in making an impact! Every contribution counts.

Giving back to where it all started,

REFI

Appendix

Consumer Persona:



JONATHON BAKER

AGE 42
GENDER MAN
LOCATION UNITED STATES

ABOUT

Jonathon is a 42 year old male born into Gen X. He is socially conscious, tech-savvy, very adaptable, and strives to someday make an impact on the world. He graduated from a prestigious 4 year university and currently works in human resources

GOALS

- Jonathon wishes to climb the ranks to the top of his current company, and one day potentially start his own business.
- Jonathon is passionate about education and envisions establishing a non-profit organization that provides free access to quality education for underprivileged children

SKILLS

TechSavvy 

Adaptable 

Socially Conscious 

PERSONALITY

Empathetic 

Optimistics 

Proactive 


Social Media 

FRUSTRATIONS

- Jonathon often feels frustrated at the pace that systematic change occurs.
- He is frustrated witnessing how not everyone in the world has equal access to information available online

FAVORITE BRAND





Norm Shneed IV

Age: 72
Gender: Male
Location: Cashville, Vermont

About

Norm has been retired for 15 years after spending time selling and managing employees in the private sector. Nowadays he spends his time walking in his neighborhood, reading the New York Times, watching the Golden Bachelor, and playing golf and cards with friends.

Goals

Norm has developed many skills, traits, and helpful tips throughout his years. While working in the private sector he became extremely versed in conversing with many types of personalities and feels comfortable conversing with all ages, genders, and people. He has also stayed with Business and spends time on the weekdays day trading. Additionally, he loves to do carpentry and creates birdhouses, fencing, and other small wooden structures.

Pain Points

Norm doesn't like change and prefers to stay with the products and brands that he knows and enjoys using. Additionally, Norm is stubborn and has a hard time taking information and advice from others. He is persistent in his thinking that he knows what he likes and others can't tell him otherwise.

Personality

Communication 

Charismatic 

Stuborn 

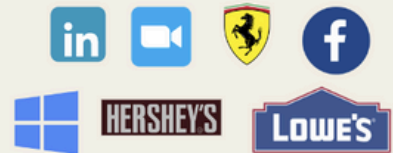
Skills

Communication 

Leadership 

Experience 

Favorite Brands





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