

Group 8: The Pink Ladies of Lincoln

Ally Meyers, Alex Andrews, Mariah Henry, Chris Levering, Mari Samuelson, Noah Snook

Introduction:

The Pink Ladies of Lincoln is a volunteer nonprofit organization that focuses on raising money for men and women battling life-threatening illnesses or looking to escape domestic violence. The Pink Ladies of Lincoln supports Lincoln and has donated over \$205,000 to needy individuals since 2015. They stand by the motto that “No One Fights Alone.” To raise money for their cause, Pink Ladies hosts fundraisers, accepts donations, and a form of charitable gaming you can purchase at your local bar called “Pickle Cards.” The Pink Ladies of Lincoln have a small market size and are based in Lincoln, Nebraska, and surrounding areas. The Pink Ladies of Lincoln is a strong combatant against domestic violence and offers a spot on their website where you can nominate someone you know to receive a non-taxable cash donation of no less than \$1000.

“Customers”

From a targeted donor’s perspective, according to the Claritas PRIZM, The Pink Ladies of Lincoln targets the market segments of *Urban Achievers*, *Money & Brains*, and *Urban Elders*. These segments are mainly involved in their communities. Additionally, these segments typically have disposable income to donate to such causes. This organization is extremely community-oriented, considering that they are a non-profit that raises money for men, women, and children in the local area to help with financial relief from life-threatening illness and domestic violence. The Pink Ladies of Lincoln website has a clear mission statement and reason for being and incorporates pictures of all the individuals and families who have benefitted from their generous donations. This adds a personal touch to show that all money donated goes to real causes. An ideal buyer persona for The Pink Ladies of Lincoln would be a middle-aged individual residing in Lincoln or the surrounding area. This individual likely belongs to the “Urban Achievers” segment listed above from the Claritas PRIZM, as this segment seems to be the most involved in their communities. This individual works as a social worker to assist others and families with overcoming challenges, hence their inclination to donate to meaningful causes, such as those that The Pink Ladies of Lincoln supports. Outside of work, this individual hosts neighborhood cookouts and participates in local charity events to give back to their community and those in need. This individual is married and has at least one kid, emphasizing family values.

SWOT Analysis

The Pink Ladies of Lincoln have a few strengths that help them market themselves. One of these strengths is the impact they have on the Lincoln community. Another strength is that they give 100% of donations and funds raised to needy people. Additionally, the Pink Ladies of Lincoln offers a diverse range of community fundraisers that can engage many different demographics. These events include golf scrambles, poker runs, dart tournaments, pool tournaments, etc. Also, their inclusivity is a huge strength for the Pink Ladies of Lincoln. Not only do they help women but also men!

A weakness of the Pink Ladies of Lincoln is their limited reach. Because the Pink Ladies are focused entirely on the Lincoln area, the scope of their help is limited and lowers the amount of people they can help. Another weakness is their reliance on fundraising events. These are good ways to gather money for their cause, but many external factors, such as weather, low turnout, and potential scheduling conflicts, could affect these events.

One opportunity that Pink Ladies of Lincoln could take advantage of is to increase their digital presence. Social media is a big part of today's society, and having a bigger foothold there could lead to more success for the organization. Additionally, sponsorships could be beneficial. Pink Ladies could look to get sponsored by more big companies, such as by working with Runza, a big Nebraska chain that could help them potentially expand while staying in the Nebraska area!

The main threats to the Pink Ladies of Lincoln are the amount of nonprofit competition and their dependency on volunteers. There are a lot of nonprofits operating in Nebraska, so standing out is not an easy task. Also, consistently depending on volunteers can be difficult in the long run.

Competitors:

The Pink Ladies of Lincoln focuses on providing financial and emotional support to people who have been affected by severe illness or domestic abuse. Some direct competitors would include the Pediatric Cancer Action Network (PCAN) and the Down Syndrome Advocates in Action Nebraska (DSAANE). Like the Pink Ladies of Lincoln, both provide financial and mental support for those in need. The DSAANE is a direct competitor to The Pink Ladies of Lincoln because they both seek to support and empower more vulnerable populations.

There are also some indirect competitors in Lincoln. The Hope Venture seeks to help those in third-world countries by meeting their needs. Centerpointe addresses challenges regarding mental health and substance abuse locally. Although these two organizations do not serve the same cause as The Pink Ladies of Lincoln, they compete for community donations. The Christian Record Service for the Blind is another indirect competitor. This organization has a very distinct mission, but they still seek to help vulnerable populations and compete for donations around Lincoln.

Digital Presence:

The Pink Ladies of Lincoln do not have a very broad digital presence. They mostly utilize their website and Facebook page. On their website, information about the mission, upcoming opportunities, and fundraising events and efforts can be found. On their Facebook page, the organization posts updates and announcements about their events.

Their digital presence is not as strong as some of their competitors like the PCAN and the DSAANE. The PCAN utilizes more social media platforms including Instagram and X. This allows them to reach a more diverse group of people and engage with the donors in real time. The DSAANE approaches their website from a different angle than The Pink Ladies of Lincoln. The DSAANE uses stories and visually compelling posts to celebrate the achievements.

There are many emerging trends within the nonprofit industry. One area that has been trending for a while and won't go away anytime soon is the use of social media. It is really important for nonprofits to leverage social media in order to reach a broader audience. If the Pink Ladies of Lincoln would utilize more types of social media, they may see more donations come in. Another trend in nonprofits is using data analytics. Data analytics allows for organizations to tailor their content toward a specific audience. In addition, many organizations are seeing a large increase in donations through the implementation of personalization. Three-quarters of consumers are frustrated when their experience on a website is not personalized to their needs (Graham, 2024). These trends are all things that the Pink Ladies of Lincoln should consider.

Social Media Marketing

The Pink Ladies of Lincoln are present on their website and Facebook, using their platforms for different aspects of their marketing strategy. According to research by the *Pew Research Center*, 69% of U.S. adults use

FaceBook, making it an effective platform for reaching a broad, community-focused audience. This aligns with the Pink Ladies' goal of raising awareness about their nonprofit mission and promoting local engagement. However, according to an article by Sprout Social about Social Media Demographics, younger audiences (18-29) spend the most time on social media and are increasingly shifting towards platforms like Instagram and TikTok which could be valuable for future expansion.

The Pink Ladies of Lincoln use Facebook primarily for community engagement and event promotion. The platform's interactive features, such as comment sections and event tools, make it a strong tool to create buzz around local fundraising events. Posts often include visuals like event flyers or photos from past initiatives, encouraging followers to engage and share. Their website serves as the more informational part of their marketing strategy, providing detailed information about the organization, its mission, upcoming events, and donation portals. Research shows that 75% of people use the web to look up information before making a donation, showing the importance of maintaining a clear and professional website to support fundraising efforts (*Nonprofit Tech for Good*).

The Pink Ladies of Lincoln effectively highlight their mission to support individuals battling illness or fleeing domestic violence through clear messaging, donation links, and event calls to action on Facebook and their website. Their consistent Facebook posts drive strong community engagement, with high interaction rates on event and fundraising initiatives. Nonprofits generally see a 26% open rate, 3% click-through rate, and 17% donation page conversion rate, underscoring the need for well-optimized calls to action.

To expand their reach, the Pink Ladies could utilize Instagram and TikTok, platforms where 91% of Gen Z are active, and 86% engage with content. Nearly 90% of Gen Z say a brand's social media presence influences their trust. Increasing post frequency and diversifying content with behind-the-scenes moments, success stories, and personal testimonies could foster stronger emotional connections. Research shows emotionally driven campaigns perform nearly twice as well as rational ones. Enhanced visuals, infographics, and videos could improve shareability and retention, especially given the growing demand for online video content.

They are a non-profit, so they do not engage in paid advertising. They rely heavily on Facebook advertising and the use of their own website. Neither of these factors results in them using a type of payment for advertising. Within Facebook, they hope to get enough earned shares through the community to spread the benefits of this non-profit. As far as their website, they continue to update events and news as soon as possible but again it is not a form of paid advertisement it is original since it is their own.

Additionally, Google offers grants for nonprofits of up to \$10,000 per month for SEM efforts. The Pink Ladies could use paid search (Google Ads) to cover the areas they lack SEO-wise. This would help them gain leads and possibly attract larger amounts of donations to help support this great nonprofit. This will also give them a higher ranking on the search result page when searching for local non-profits and improve their testimonies which are important factors of nonprofits.

Email Marketing

The Pink Ladies of Lincoln lists their email on their website for those interested in joining their cause to contact them. While they are a non-profit organization with no product to “sell,” they likely intend the use of their email as a form of “marketing” to attract potential donors or individuals wanting to volunteer for their fundraising events. They placed their email under their mission statement on their landing page as a call-to-action for those inclined to support their cause, which could act as their attempt to secure click-through and “conversion.” The mission statement leading up to the email is a great call to action, however, they could make it more visually appealing to convert viewers to support their cause. It doesn’t appear to be the most credible website, as there is no consistent aesthetic or theme while scrolling through. The text on the landing page could be revised to a more appealing font, as well as the colors for the internal links at the top of the page. A potential email BOGO offer to new and existing “customers” could look something like:

Subject line: Double Your Impact Today - BOGO Fundraiser!

Calling all Lincoln members,

Your generosity changes lives in our community, and today, your impact can go even further. From December 20-27, every dollar you donate to The Pink Ladies of Lincoln will be matched by our organization, dollar for dollar.

That means your \$10 becomes \$20, \$50 becomes \$100, and together, we can ring in holiday cheer and financial relief to families facing life-threatening illnesses and domestic violence.

But this opportunity won't last long! Help us reach our goal of \$10,000 by December 27th. To donate, click this [Donation Link](#) or send any desired contribution via Venmo to @PLOL-Andrea-Trouba.

When you give, we match - it's that simple. Let's make twice the impact together.

Thank you for your compassion and support,

Pink Ladies of Lincoln

Influencer Partnerships

While the Pink Ladies of Lincoln currently do not work with influencers, partnering with high-profile individuals could significantly expand their reach and raise awareness of their mission. According to Influencer Marketing Hub, 84.8% of marketers believe that influencer partnerships provide a positive return on investment, demonstrating the effectiveness of this strategy for nonprofits. Influencers can bring credibility, widen reach, and enhance engagement by promoting cause-driven messages to a broader audience.

Based on Pink Ladies of Lincolns' mission, a few suggested influencers for collaboration would be Reese Witherspoon, Kristen Bell, and Serena Williams. All are known for their woman empowerment and commitment to charitable causes. Particularly, Reese Witherspoon is known for domestic violence causes and advocacy. Her large Instagram following shares her values, which could bring significant visibility to the Pink Ladies' mission. Kristen Bell has done various work in mental health directly aligning with Pink Ladies work with individuals battling illness. Serena Williams is a philanthropist and advocate for women's health making her an excellent partner for promoting Pink Ladies initiatives.

To identify and approach potential influencers, the Pink Ladies of Lincoln should focus on individuals who resonate with their mission and share similar values. A report from Social Sprout reveals that 87% of Gen Z consumers are more willing to associate with a brand that partners with influencers outside of just social media content, expanding to actors, athletes, and celebrities. Understanding the Pink Ladies' target demographic and ensuring the influencer's audience aligns. For example, Kristen Bell's focus on mental health could resonate with their support for individuals fleeing domestic violence. Look for influencers who actively engage with their audience. Influencers with engagement are more likely to generate meaningful results for nonprofits. This includes assessing the frequency and quality of interactions in comments and posts.

When reaching out, the Pink Ladies should personalize their pitch by highlighting the alignment of the influencer's values with the nonprofit's mission. The pitch should emphasize the mutual benefits, such as increasing awareness, engaging new audiences and supporting a worthy cause. Clear expectations, timelines, and compensation should also be included to ensure transparency and a successful collaboration.

Search Engine Optimization (SEO)

When looking at the SEO portion of Pink Ladies of Lincoln, we identified 5 potential keywords they are currently using to drive their search engine traffic. These included "Life-threatening illness nonprofit Lincoln," "Nonprofit Pink Ladies," "Lincoln Fleeing domestic violence," "No One Fights Alone! Lincoln", "Pickle cards Lincoln." Using negative keywords is important to ensure that these keywords reach the right audience. The negative keywords that would filter out any people who may be looking for something similar include: "For-profit charities," "Political fundraising," "Global charity," "National domestic violence charity," and "Animal illness charity."

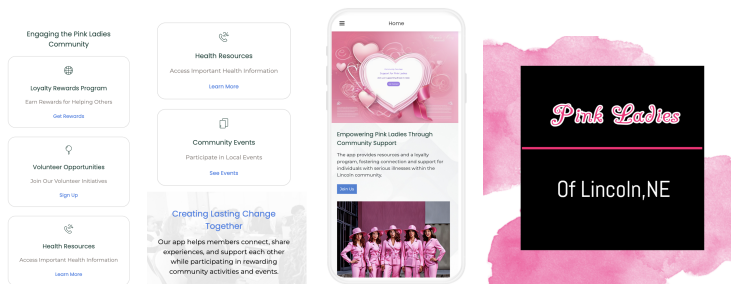
Overall, there were 3 takeaways for things that the Pink Ladies of Lincoln should do to improve their SEO. For one, they don't seem to have much of an SEO presence, so I would start by trying to get their name out there more when people search for Lincoln nonprofits. Another idea would be to talk to local online newspapers and businesses to get more blogs and newsletters about them online. Community events would be perfect for social media platforms and an easy way to get a higher quantity of content and quality.

Pay-Per-Click (PPC)/ Paid Advertising

The Pink Ladies do not currently engage in paid advertisement. Google offers grants for nonprofits of up to \$10,000 per month for SEM efforts. The Pink Ladies could use paid search (Google Ads) to cover the areas they lack SEO-wise. This would help them gain leads and attract larger donations to support this great non-profit. It would also be beneficial to run paid Facebook ads. This helps grow the number of people who are seeing your advertisements. It also can create a bigger brand for your company through a popular social media tool.

Mobile Ads/Apps

This company does not have an app. If they get one, it could benefit volunteers to get mobile alerts for upcoming events. This also makes it easier to make online donations, creating a quicker process to send money. As technology evolves, having an app for your business, non-profit, or whatever you're a part of can be beneficial. Apps are generally user-friendly, and when something is downloaded on your phone, you have a higher chance of interacting with it than a website. Listed below is an image of what the app's face would look like. Images 1-3 showcase the different features this app would have. There would be space for rewards, a section for all of our volunteer opportunities, health resources, community events to raise money and awareness, and a spot to join the Pink Ladies group. This app is easily accessible and straightforward. Picture 4 is what the app would look like if you went to download it.



Conclusion

The Pink Ladies have a strong community involvement program. They are always looking for new ways to involve the community, from golf tournaments, reward systems, donation opportunities, and other events to create a sense of involvement. This non-profit has clear communication as far as using two main sources. They are consistent with keeping their Facebook profile and website up to date. This allows participants to stay loyal

to this program. They overall have a good sense of organization and stick to their values. This program's third strong marketing strategy is having donation portals on their website. Sometimes, people may be unable to attend their events, so having an online option shows versatility. It is beneficial to have different options and ways to be involved.

A weakness they can improve on using some form of statistics in why this nonprofit is the one to donate to. Another weakness in that could be improved is focusing more on SEO optimization. This will help them get more traffic and supporters by investing in Google search paid ads, posting videos, and getting involved in other channels. Lastly, an improvement includes creating more engaging social media posts. They are only on Facebook, so expanding their platforms will help. This allows them to continuously pop up on everyone's feed and target certain areas that are always getting good support.

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