

The Pink Ladies of Lincoln

Digital Marketing

Mari, Ally, Mariah, Noah, Chris, and Alex

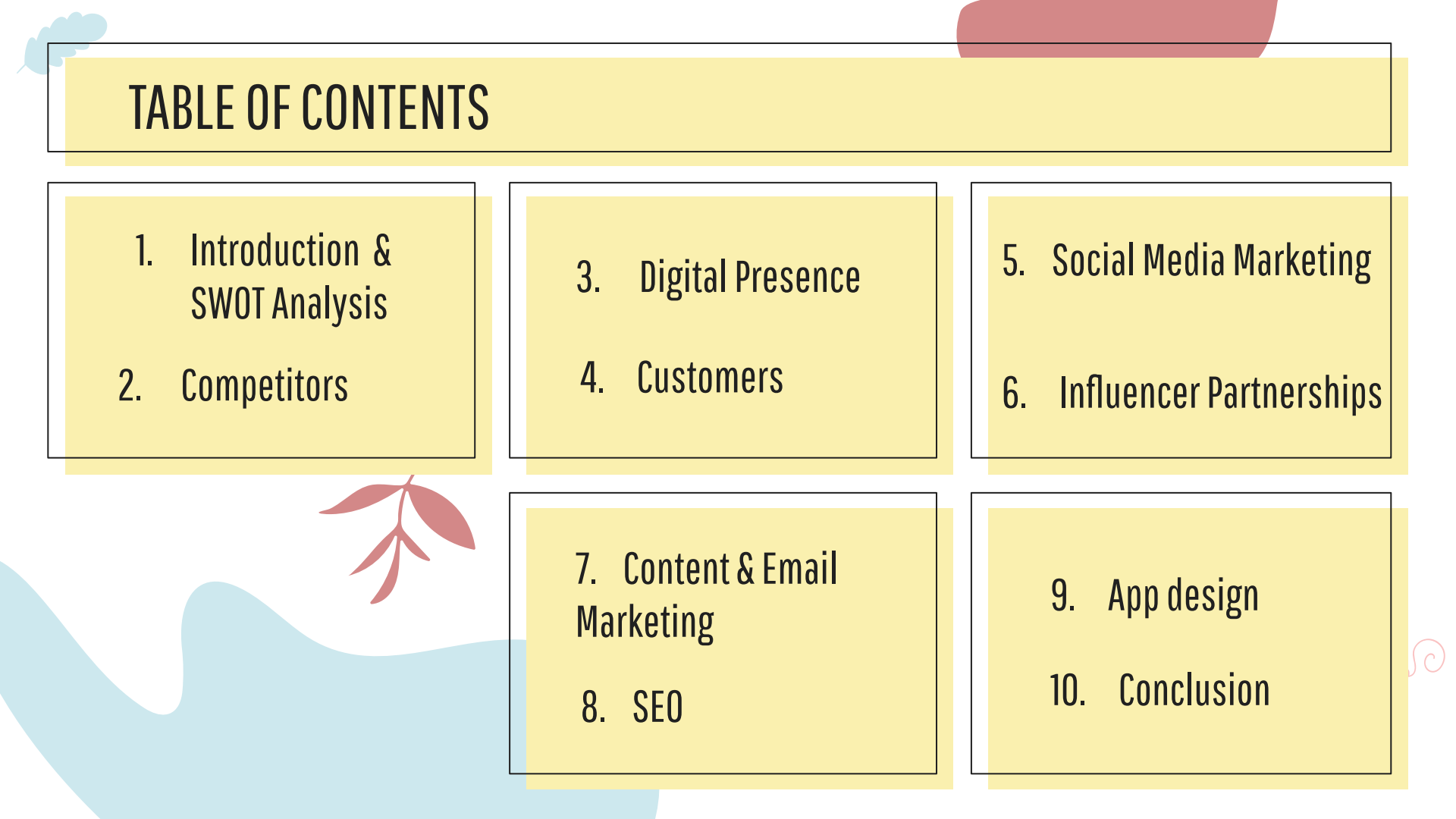


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Introduction

1. Established in March 2015.
2. Volunteer-based non-profit organization.
3. Help support men and women fighting life-threatening illnesses and domestic violence in the Lincoln area.
4. Completely Lincoln-based and 100% of funds go back to Lincoln and surrounding areas.
5. They host a lot of fundraising events such as Poker tournaments, Dart tournaments, Golf scrambles, etc.
6. Since they were founded, they have helped give back over \$205,000 to those in need.

SWOT Analysis

S

- Community Impact
- Funds Transparency (Give 100% of funds raised back to community)
- Diverse Range of Community Fundraisers

W

- Limited Reach
- Reliance on Fundraising Events (a lot of external factors)

O

- Increase digital presence (Social Media & SEO)
- Corporate Sponsorships (Runza)

T

- Many Nonprofit Competitors
- Volunteer Dependency

Competitors



PEDIATRIC CANCER
ACTION NETWORK



125
YEARS
CHRISTIAN RECORD
— SERVICES FOR THE BLIND —

CenterPointe



- Pediatric Cancer Action Network (PCAN)
- Down Syndrome Advocated in Action Nebraska (DSAANE)
- The Hope Venture
- Centerpointe
- The Christian Record Service for the Blind

Digital Presence

What they are doing

- Utilize Facebook
 - For: announcements, updates, upcoming events

What competitors are doing better

- Utilize a variety of platforms (X, Instagram, TikTok)
- Using compelling stories and engaging posts

Emerging trends within the non-profit space

- Leveraging social media to reach a broader audience
- Data analytics to help tailor content to your target market

Targeted Market Segments (Claritas PRIZM)

Urban Achievers

middle-aged, ethnically diverse homeowners that are active participants in their communities

Money & Brains

wealthy, married couples with few children who like to donate to social causes

Urban Elders

upper midscale, older individuals who enjoy the cultural options available to them in their communities

Website comparisons



Pink Ladies of Lincoln

The Pink Ladies of Lincoln is a community based volunteer, non-profit organization dedicated to inspire & empower people battling a life-threatening illness or feeling domestic violence to instill "No One Fights Alone".

The Pink Ladies of Lincoln raise funds to be given back to men, women and children who are battling a life-threatening illness or feeling domestic violence, 100% of the funds raised are given back and stay local in Lincoln, NE or surrounding areas.

This 501(c)(3) organization was established in March 2013 and has given back over \$205,000.00 to men, women and children in need.

While our organization name says "Ladies", we welcome men to participate in our organization and fundraising events. If you are interested in helping the cause, contact us at PinkLadiesofLincoln@gmail.com.

Make a Donation

100% of donations received go directly to help people in need.

To donate money by credit card, use our [donation form](#) through BetterWorld.

You can mail a check payable to Pink Ladies of Lincoln to:
Pink Ladies of Lincoln
912 South 24th St.
Lincoln, NE 68510

To donate items for raffles or silent auctions, [fill out this form](#).

You can also donate with Venmo by scanning the below code:

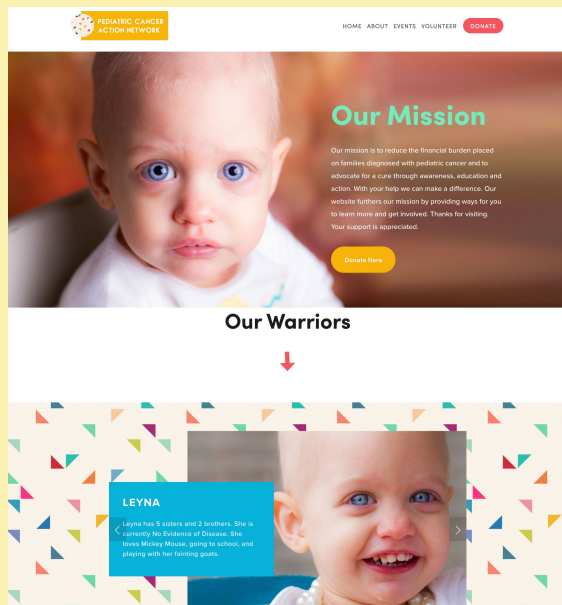
Fundraisers:

Throughout each year the Pink Ladies of Lincoln host many fundraisers to help raise money to give to those in need. A few of our annual fundraisers include:

- Adult dart & pool leagues for all skill levels
- Dart Tournament
- Poker Run
- Cornhole Tournament
- Trap & Short Shootout
- Golf Scramble
- Pool Tournament

If you are interested in joining the Pink Ladies of Lincoln, please contact us at pinkladiesoflincoln@gmail.com. We welcome new members and look forward to meeting you and sharing your ideas!

Don't wait until it's too late...
Submit Nominee



PEDIATRIC CANCER ACTION NETWORK

HOME ABOUT EVENTS VOLUNTEER **DONATE**

Our Mission

Our mission is to reduce the financial burden placed on families diagnosed with pediatric cancer and to advocate for a cure through awareness, education and action. With your help we can make a difference. Our website furthers our mission by providing ways for you to learn more and get involved. Thanks for visiting. Your support is appreciated.

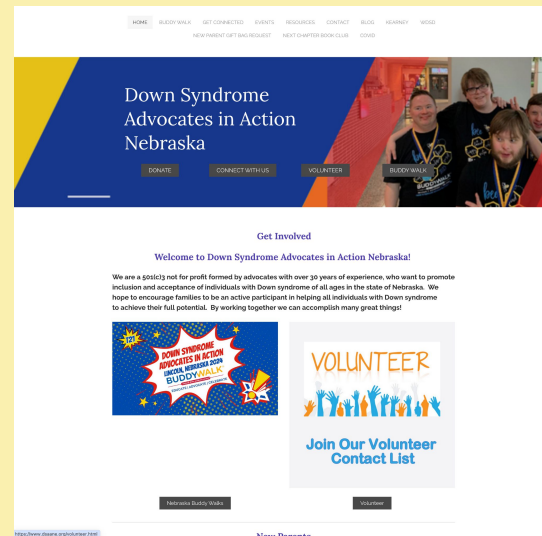
[Donate Here](#)

Our Warriors

LEYNA

Leyna has 5 sisters and 2 brothers. She is currently the Evidence of Ourselves. She loves Mickey Mouse, going to school, and playing with her favorite dolls.

PCAN



HOME BUDGET WALK GET CONNECTED EVENTS REQUESTS CONTACT BLOGS MEETINGS NEWS

NEW PARENT GET BACK REQUEST NEXT CHAPTER BOOK CLUB ETC

Down Syndrome Advocates in Action Nebraska

[DONATE](#) [CONNECT WITH US](#) [VOLUNTEER](#) [BUDGET WALK](#)

Get Involved

Welcome to Down Syndrome Advocates in Action Nebraska!

We are a 501(c)(3) not for profit formed by advocates with over 30 years of experience, who want to promote inclusion and acceptance of individuals with Down syndrome of all ages in the state of Nebraska. We hope to encourage families to be an active participant in helping all individuals with Down syndrome to achieve their full potential. By working together we can accomplish many great things!

VOLUNTEER

Join Our Volunteer Contact List

[Volunteer Budget Walks](#) [Join Us](#)

<http://www.dsane.org/nebraska/>

New Parents

DSAANE

Social Media Marketing Platforms

14

01

21

Present Platforms:



FaceBook focuses on community engagement and event promotion.



The website focuses on information about the org, upcoming events and donation portals.

Future Expansion:

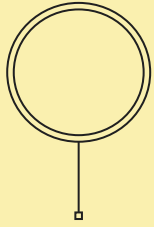


Younger audiences spend the most time on social media and are increasingly shifting towards Instagram and TikTok.

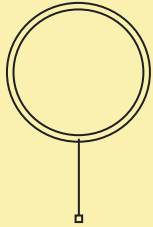


Social Media Marketing Strengths & Weaknesses

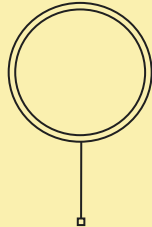
Strengths



Creating clear
and unique
value
propositions

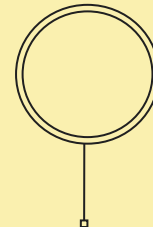


Consistent
CTA

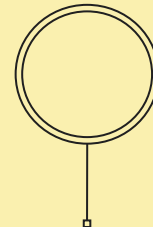


Various tactics
for community
involvement

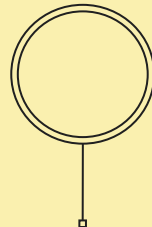
Weaknesses



Social
media
presence



Optimizing
visual aspects



Diverse
content

Potential Influencer Partnerships



Reese Witherspoon

Known for her advocacy in women's empowerment and domestic violence cases



Kristen Bell

A well-known mental health advocate Great commitment to charitable causes.



Serena Williams

Influential figure and philanthropist. Advocacy for empowerment and women's health.

Email Marketing

Intent

While they are a non-profit organization with no product to “sell”, they likely implement their email on their website to attract (target) potential donors/volunteers

Website View



Email Placement

Listed under mission statement as a call-to-action

Search Engine Optimization (SEO)

Current Keywords

- “Life-threatening illness nonprofit Lincoln”
- “Nonprofit Pink Ladies”
- “Lincoln Fleeing domestic violence”
- “No One Fights Alone! Lincoln”
- “Pickle cards Lincoln”

Negative Keywords

- “For-profit charities”
- “Political fundraising”
- “Global charity”
- “National domestic violence charity”
- “Animal illness charity”

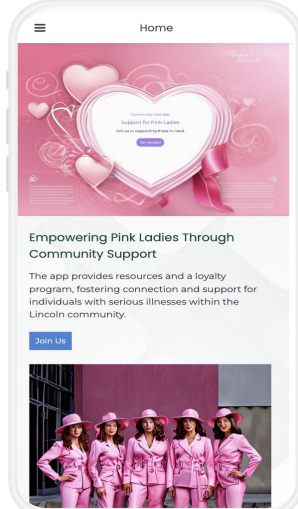
3 Strategies to Improve Their SEO

- Try to incorporate more keywords on their website that emphasize “nonprofit” and the “Lincoln” area.
 - Talk to Lincoln newspapers / online blogs to get featured and shown more on the web.
- Build a bigger local social media presence with an emphasis on being a Lincoln-based nonprofit.

App Design

Pink Ladies

Of Lincoln, NE



Engaging the Pink Ladies Community



Loyalty Rewards Program

Earn Rewards for Helping Others

[Get Rewards](#)



Volunteer Opportunities

Join Our Volunteer Initiatives

[Sign Up](#)



Health Resources

Access Important Health Information

[Learn More](#)



Health Resources

Access Important Health Information

[Learn More](#)



Community Events

Participate in Local Events

[See Events](#)

Creating Lasting Change Together

Our app helps members connect, share experiences, and support each other while participating in rewarding community activities and events.

Conclusion

Strengths:

- Community involvement
- Clear communication
- Strong marketing strategy

Weaknesses:

- Using statistics
- SEO usage
- Social media engagement





Thank You!