



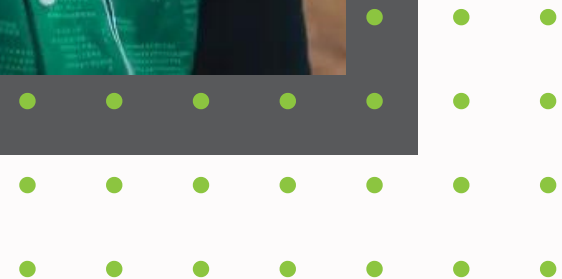
GRACE KLEIN
< COMMUNITY >

SOCIAL MEDIA MARKETING CAMPAIGN PROPOSAL



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Social Benchmarking

Inspo #1



Beat Bama Food Drive

Inspo #2



Troy ATO Walk Hard

Inspo #3



ALS Ice Bucket Challenge

Overview

This campaign is a food drive challenge with a wheel to be spun at various challenge goal intervals

01

Title:
Feed and Spin
Food Drive

Idea:

The Food Drive will consist of various goal numbers (whether it be cash, weight of food saved or donated, etc.), and a wheel will be spun every time those various goals are met

02

03

Type:
This is a donation-oriented campaign, but a secondary purpose for this is to educate the audience about food insecurity

Theme:

The theme of this campaign should be light, fun, and engaging with a strong intentionality toward the viewers

04

Goals

Objective 01

Increase awareness of food insecurity, waste, and GKC's role in fighting back against these problems

Objective 02

Increase the amount of food available to relieve those who are food insecure and increase engagement with the community.

Rationale

Direct engagement and interaction with viewers encourage a deeper connection. People love to feel needed and are moved by seeing their efforts making direct differences.

Target Audience

The target audience is primarily Millennials and Gen X, but college and upper high school students should be reached as well.



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LOVE. SERVE. SHARE. REPEAT

The Klein Community works to unite diverse individuals, businesses, ministries, and churches in meeting physical and spiritual needs locally and globally.

Parameters



Sponsors

Each week will have a different sponsor



Top Donation

The top donor each week will win a prize from one of our business partners



Community Challenge

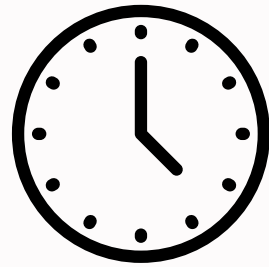
Each week, the wheel will determine a challenge for those in the community to complete



Wheel Spins

For every milestone reached, one worker will spin the wheel and complete the respective challenge

BUDGETS AND RESOURCES



Time and Effort

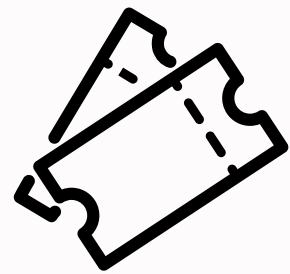
The biggest component of this campaign will be the amount of time necessary to build the wheel, execute and film the challenges, then curate the content for a social media post.



Money

The monetary costs to GKC would be very low, with the only monetary expense would be the material to buy a wheel.

INCENTIVES



Raffles

Those who complete the community challenge will be entered into a raffle to win a prize from one of our participating business partners



Earn Prizes

The top 2 donors from each week will receive a gift from the designated sponsor of the week



Publicity

Business partners are incentivized to sponsor a week or make prizes available to contribute to their CSR and associate themselves with charitable organizations



WHERE IT LIVES

Social platforms

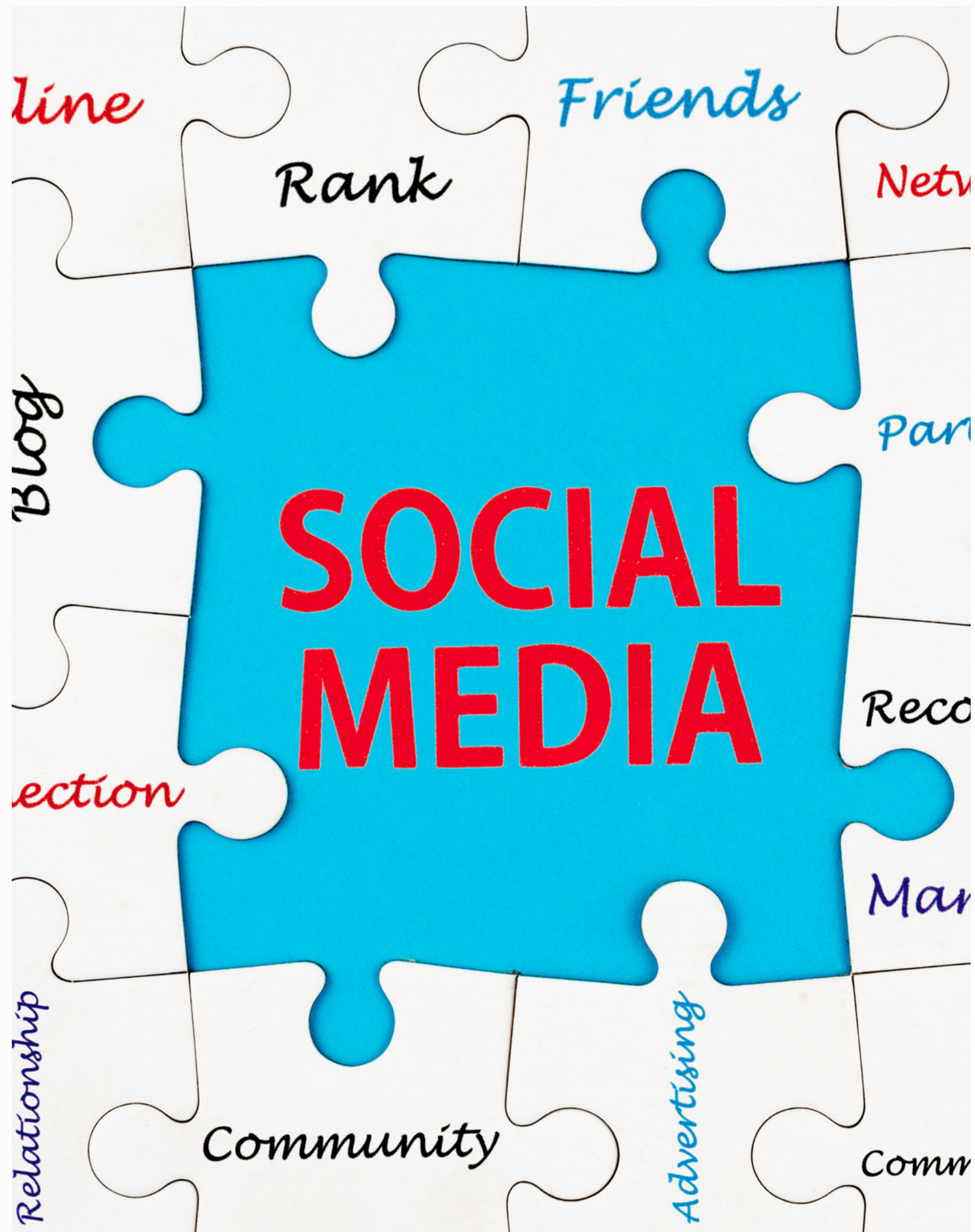
Platforms for this campaign will be Facebook, Instagram, and LinkedIn. Instagram will be the primary focus with adaptations being made for other pages if necessary.

“Homepage”

The landing page for this campaign should be a dedicated page on the website, potentially a microsite.

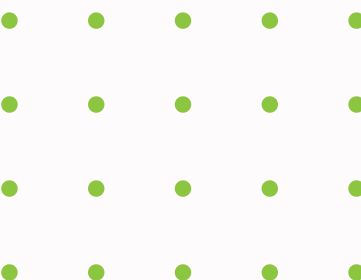
Timeline

This campaign will last for 4 weeks to give it enough time to be promoted and generate interest without becoming too monotonous or repetitive for the viewers.



Listening Streams

- Below are a few listening tools that could be very useful in tracking engagement and interactions.
 - 1.) Sprout Social
 - 2.) Keyhole
 - 3.) Google Alerts
- Many social media platforms have some form of social listening tool embedded within their apps, and these tools can be a very useful option for little to no cost.



Campaign Assets and Calendar



Sunday

Community
Challenge



Tuesday

Trivia/Education



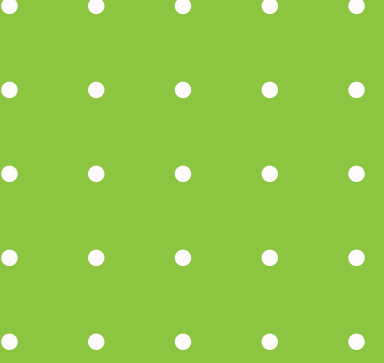
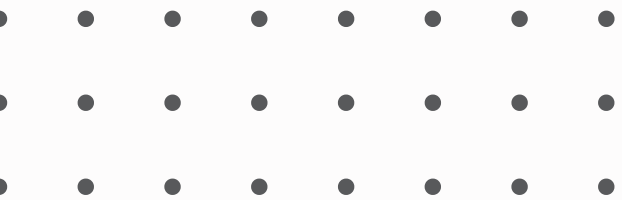
Thursday

Sneak Peek



Saturday

Challenge/Update
Day



During

01. Promotion

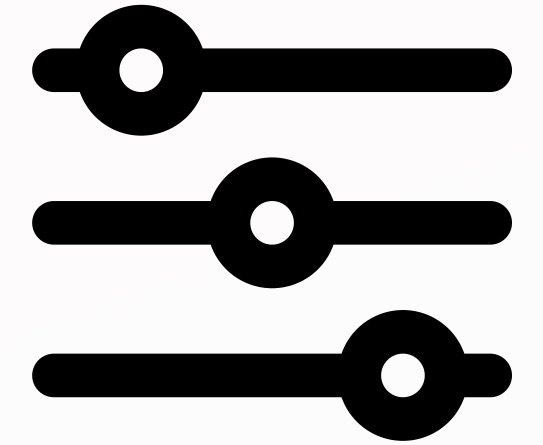
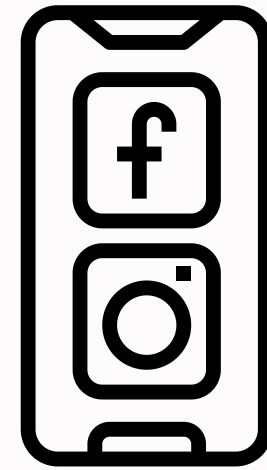
Promotions will be done through social media via stories and UGC reposts as well as the GKC website.

02. Monitor and Engage

Analytics tools for each social platform can be used as well as any pre-existing website traffic trackers currently used.

03. Adjust

Adjustments to the content and challenge itself can be made as needed. For the wheel, once a challenge has been completed, it will be replaced with a new challenge.



After

01. Results

Winners will be announced on social platforms each week. Final totals will be presented in a professional recap video following the conclusion of the food drive.

02. Followups

All donors will provide a form of contact and will be contacted with an impact report as well as a personalized thank you note.

03. Report and Analyze

The social media campaign will be analyzed in comparison to the month before the food drive as well as the month following both in terms of social media engagement as well as donation numbers.



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