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FREELANCE MARKETING STRATEGIST

GivingTuesday Marketing Brief

1. Why are we doing this campaign?

- Provide funding to the Men's Warming Center of Rock Hill for operating expenses
- Encourage our target audience to pledge donations
- Develop United Way of York County's brand for #GivingTuesday (we want our target audience to think of United Way of York County when they see, hear, or think of #GivingTuesday)
- Create brand awareness (after developing a brand, promote it, promote it, promote it)
- Extend donor database

2. Who is our target audience?

- Millennials (18-34)
- Males and females in the York County area
- Responds well to social media and is likely to donate through crowdfunding
- Has a desire to feel connected to his/her community
- Has a desire to help those in the community who are less fortunate
- Empathizes with the homeless

3. What is the key consumer insight?

The target audience is motivated to donate to this cause, because it allows them to give back, take part in something positive, and form a connection with their community.

4. What is the main proposition?

Contributing to the welfare of homeless men in York County.

5. What is the convincing support for the claimed proposition?

United Way of York County is part of a global, non-profit chain, which stands on the pillars of education, financial stability, and health. By donating to a charity facilitated by a well-known, non-profit organization, which has a credible reputation for having a substantial positive impact on the community, our target audience will feel confident in knowing that their donations are being used appropriately i.e to provide funding to the Men's Warming Center for operating expenses.

6. a) What is the core brand positioning?

A charity whose funds are used to maintain the operation of the Men's Warming Center, which provides a warm bed and a hot meal to 25 men nightly during the chilling, cold months.

b) Personality?

Sincere

c) Tone of voice of the campaign?

Fun and energetic, yet somewhat emotional. (We want to pull on their heartstrings, while still maintaining an upbeat, exciting campaign).

7. Any mandates?

- Website landing page
- Logo, flyer, digital poster, etc. (It's imperative to create an association between United Way of York County and #GivingTuesday).
- Campaign slogan/tagline (perhaps a different slogan each week)
- Campaign story (we want to deliver a compelling message, which allows the target audience to empathize with the homeless, whom this campaign is centered around)
 - Establish a positive perception of the individuals who will benefit from this charity, as well as a deeper, objective insight regarding the homeless community.
 - Include general background information on #GivingTuesday as well as why United Way of York County chose to join the campaign.

8. Suggested Touchpoints

- Landing page
- Social media: facebook and twitter
- Mobile fundraising platform: Mobilecause
- Local publication: The Rock Hill Herald or perhaps one of Winthrop's student newspapers: The Johnsonian or The Roddey