



# Invest in a girl. Sponsor a Dream.

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An integrated communications  
campaign for brand awareness

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- ★ Celebrating 25 years
- ★ Empowers K-12 girls to discover their unlocked potential
- ★ Provides \$500 grants and mentorship to fund activities
- ★ Builds confidence, self-esteem, and self-advocacy



“When a girl has confidence,  
everything is possible.”

- Ann Bancroft

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The problem:  
A case of  
mistaken identity.

What it is:



The problem:  
A case of  
mistaken identity.

What it's not:



## Key insights



Supporting girls has never been more important.



Individual giving is having a moment.

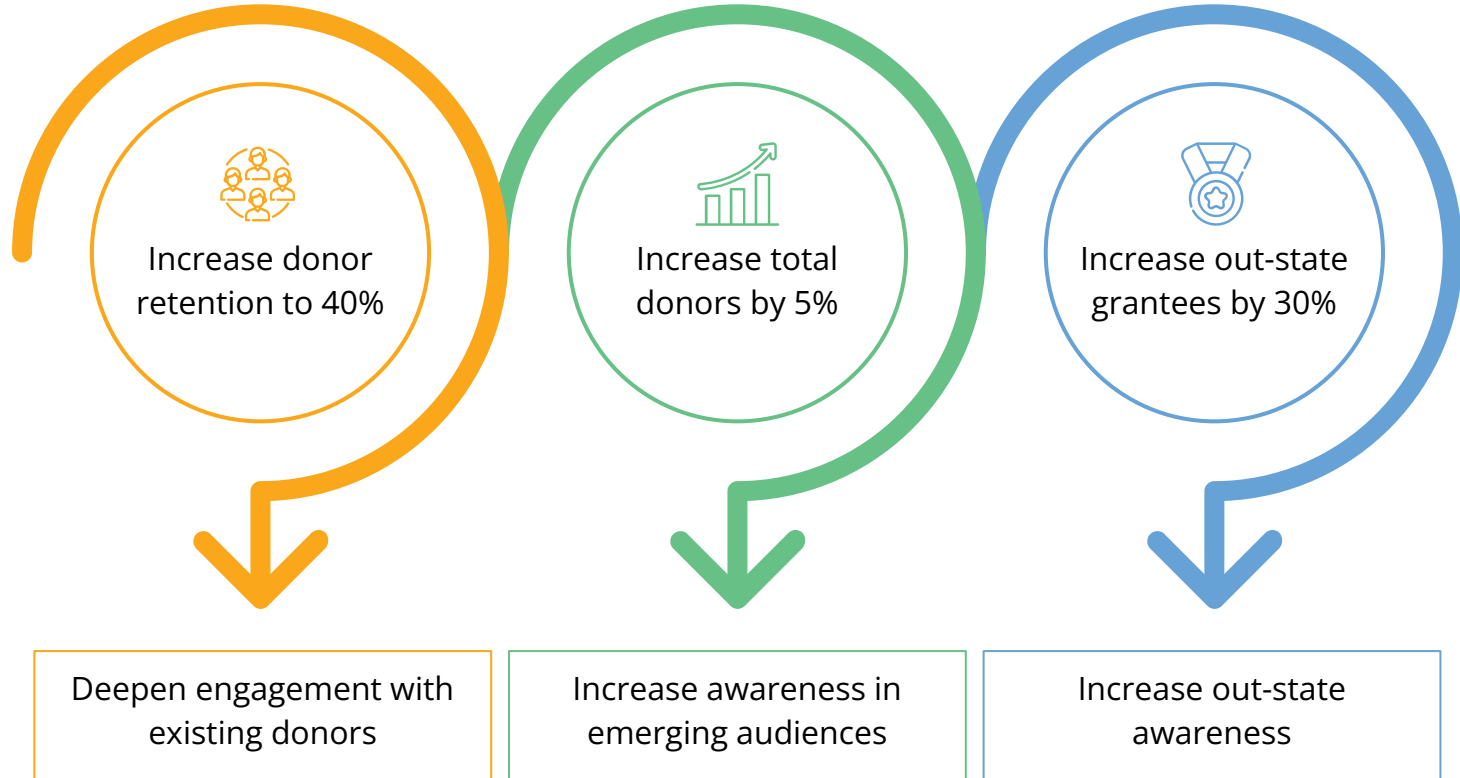


Women are gaining financial prominence.



The organization's value proposition is a differentiator.

# Strategic priorities + communications objectives



Increase donor retention to 40%

Deepen engagement with existing donors

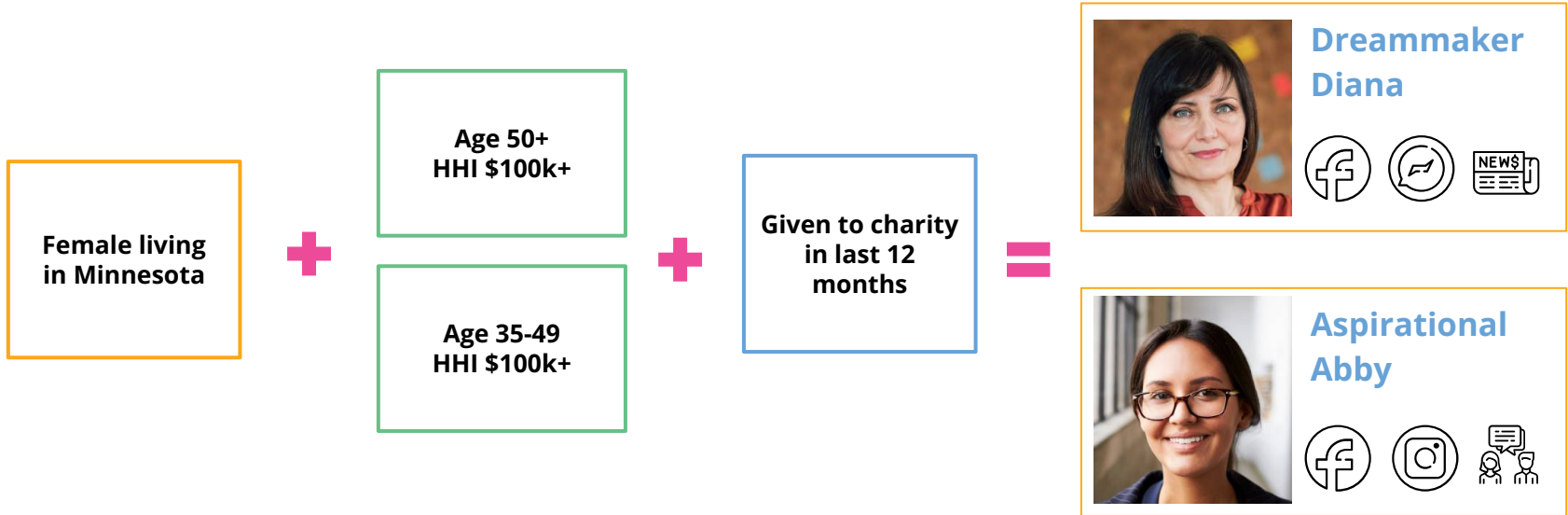
Increase total donors by 5%

Increase awareness in emerging audiences

Increase out-state grantees by 30%

Increase out-state awareness

# Target audiences



# Invest in a girl. Sponsor a dream.

“It’s easy for me to give and know that the money is going to directly impact an individual.”

- Current donor

# \$500

Fully funds the experience  
of an individual girl.

*Ann Bancroft*  
FOUNDATION



# Key messages

- ★ You have the power to enable a girl to discover her spark and explore her full potential.
- ★ Your \$500 gift will have a direct impact on a girl by fully funding her grant and mentoring experience.
- ★ Your gift makes an immediate and long-term impact on a girl's life—and in our community. Because when a girl has confidence, anything is possible.

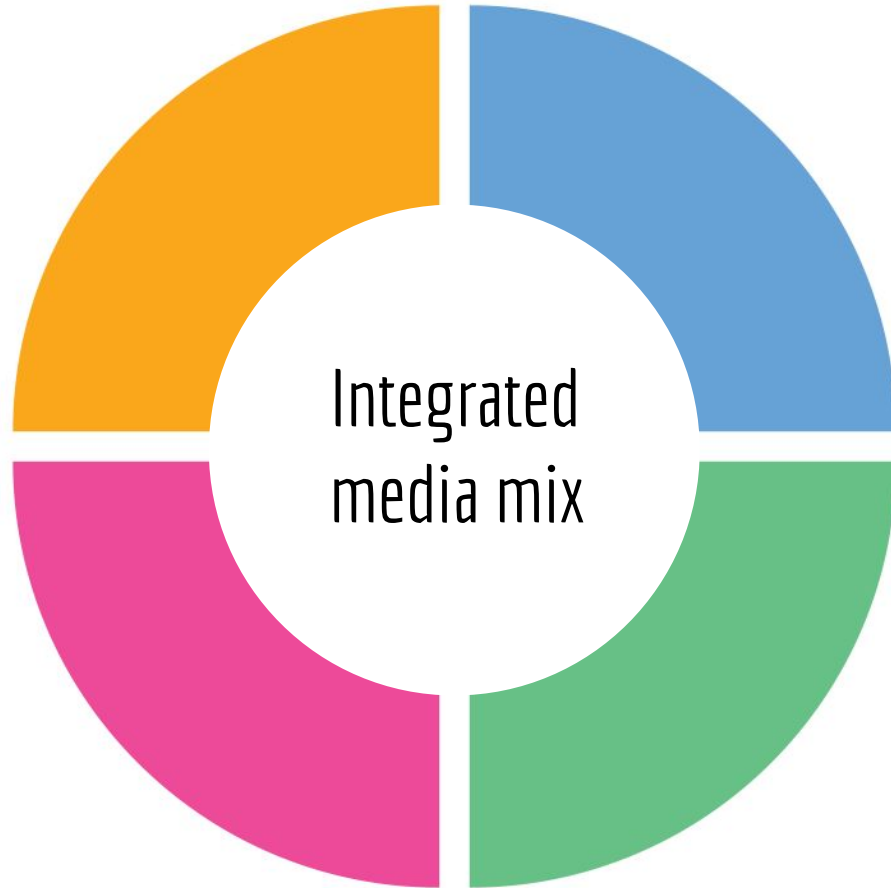
**Invest in a girl. Sponsor a dream.**



Invest in a girl.  
Sponsor a dream.

**Paid:**  
Targeted  
social media

**Owned:**  
Search  
optimized  
website



**Earned:**  
Out-state  
op-eds

**Shared:**  
Ambassador  
program

Paid tactics

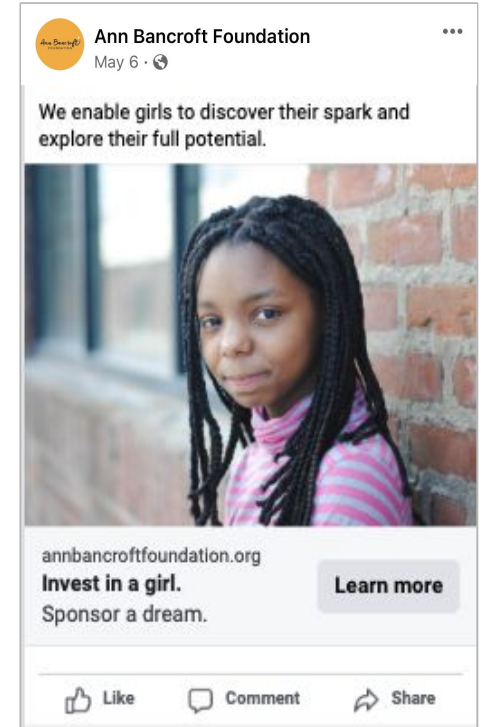
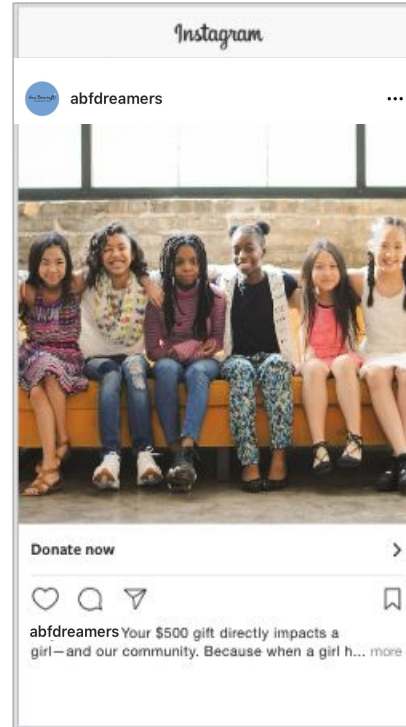
# Meet them where they are

## Targeted social media

**Tactic:** Meta Ads Manager campaigns targeting both audience personas + lapsed donors.

**Budget:** \$3,000

**Staffing:** Marketing Communications Manager



Earned tactics

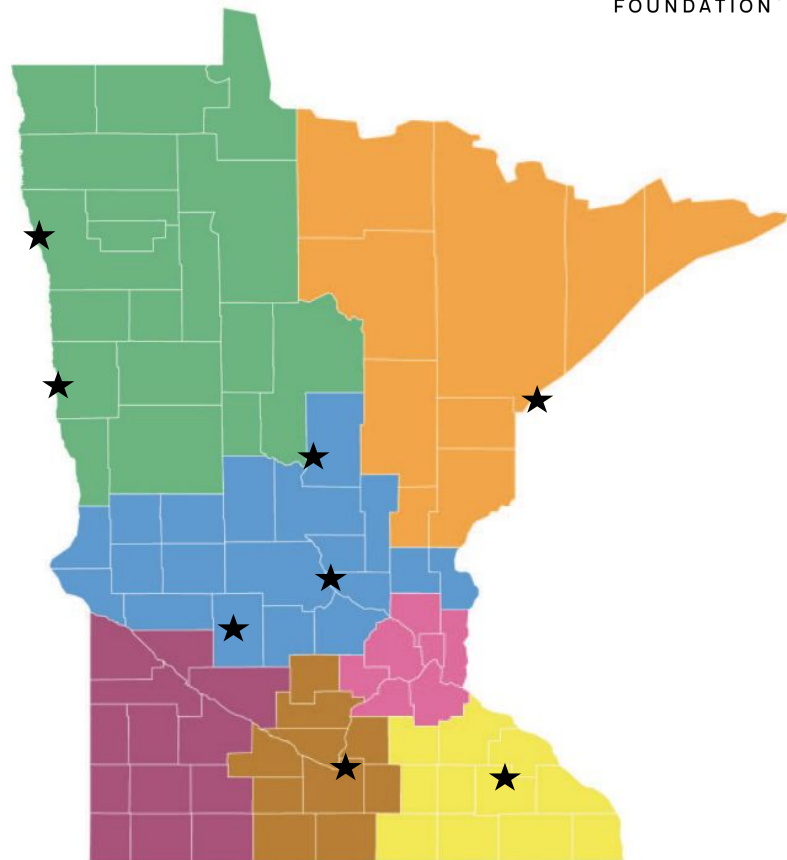
## Build out-state awareness

### Daily newspaper op-eds

**Tactic:** Place op-eds in out-state Minnesota daily newspapers with messaging on the importance of supporting girls.

**Budget:** \$0 with pro bono support

**Staffing:** Executive Director in partnership with existing pro bono firm



Shared tactics

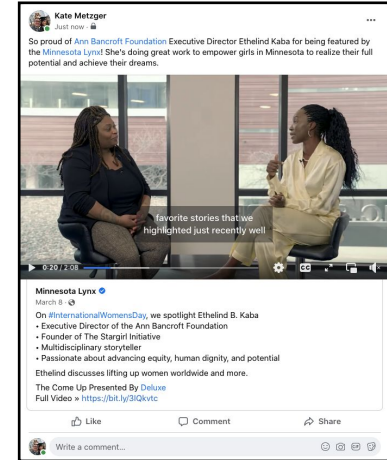
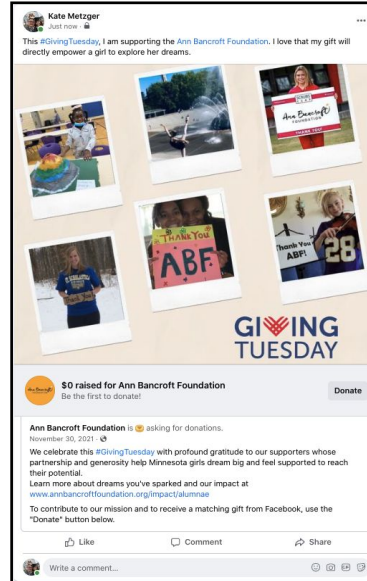
# Boost authenticity and credibility

## Ambassador program

**Tactic:** Leverage the networks of the organization's board members to amplify owned content messages.

**Budget:** \$0

**Staffing:** Marketing Communications Manager + Operations/Executive Assistant



Owned tactics

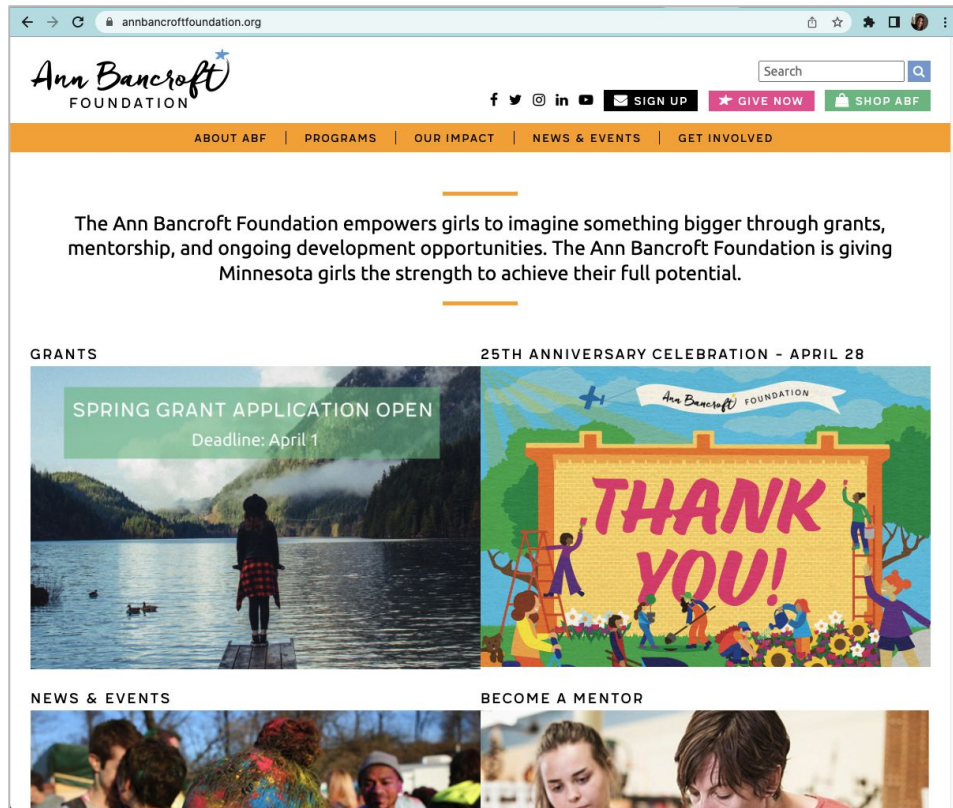
# Become discoverable

## Optimize owned content

**Tactic:** Use search trends and keywords to optimize existing website content for optimal user experience.

**Budget:** \$0 with pro bono support

**Staffing:** Development Director + Marketing Communications Manager in partnership with pro bono strategist and web hosting vendor.



# Campaign timeline and evaluation

**Q3 2022**

**Q4 2022**

**Q1 2023**

**Preparation**

July 1 - September 30

**Activation**

September 1 -  
December 30

**Evaluation**

January 1 - March 31

Establish baseline metrics

Create ambassador toolkit

Draft op-ed materials

Coordinate with pro-bono  
partners

Make website  
optimizations

Week 1-2: Place op-eds

Week 3: Launch social ads

Week 5: Begin  
ambassador program

Compare digital  
performance data from  
3Q22 baseline metrics

Compare donor and gift  
data year over year to  
previous two years

Apply learnings to future  
activations



“In 5 years, whenever anyone thinks about the state of girls in Minnesota, I want them to think about the Ann Bancroft Foundation.”

Ethelind Kaba, Executive Director