

Guadalupe Center Integrated Marketing Campaign – Division A – Category 9 (Integrated Marketing)

Situation Analysis: The contrast couldn't be greater between Immokalee, Florida, and neighboring communities such as Naples, Bonita Springs and Fort Myers. Naples, for example, is known as one of the wealthiest communities in the world, but in Immokalee, 97% of children are currently designated as economically needy. They say education is the great equalizer, an avenue to transform lives for generations to come. Education, however, cannot be a difference-maker without opportunity. Since 1984, Guadalupe Center has been making a significant difference for students and families through programs designed to achieve its mission to break the cycle of poverty through education in Immokalee. The nonprofit is currently impacting the lives of more than 1,300 students per year. Starting with children as young as 6 weeks old, its Early Childhood Education Program helps students develop the social, emotional and academic foundations to be ready for kindergarten. Staying by their side through early elementary years, Guadalupe Center offers an After-School Tutoring & Summer Enrichment Program to continue building students' reading and math skills. In high school, students can join the Tutor Corps Program to grow their confidence, prepare for higher education and ultimately become first-generation college graduates. With a high-quality education in their back pockets, Guadalupe Center students have gone on to become honor roll students and college graduates, and many have even returned to their hometown as educators, health care specialists, engineers and business leaders. That success, however, has caused Guadalupe Center's waiting list to grow. Unfortunately, Collier County has a shortage of seats in accredited early learning centers. Of the estimated 5,000 children under the age of five who live in poverty, just 1,000 are enrolled in a high-quality pre-school program. Guadalupe Center's Early Childhood Education Program is currently operating at full capacity, serving 307 children, and has a waitlist of more than 500 infants and toddlers. If Guadalupe Center is not able to accommodate these students, it's likely they will remain at home until age five when it's time to begin kindergarten. During these formative years, a child's brain develops by 90%, laying the foundation for future learning. Age five is too late to start school! **Planning:** Recognizing there was not enough classroom space, or funding, to satisfy the demand, Guadalupe Center formed a Long-Range Strategy Committee that decided to embark on a capital expansion campaign to open two new campuses by the end of 2020, representing 18 new classrooms serving hundreds of additional children each year. The first year (2019) of the capital campaign would be considered the **silent phase** with the **goal to increase awareness and positive sentiment** among a target audience of affluent full-time and seasonal residents in Collier County, primarily 40-75 years of age, with an interest in children and/or education-focused missions. With this approach, the target audience would gain familiarity, understanding and a positive impression of Guadalupe Center and thereby be primed and ready to donate financially in 2020 when the capital campaign was officially made public. Guadalupe Center secured a major donation from a philanthropist to underwrite an integrated marketing campaign and called on Priority Marketing (PM) to plan, develop and implement a comprehensive marketing plan and budget. With a budget up to \$200,000 and the target audience always at the forefront, PM researched and negotiated paid advertising among traditional and "new" media channels including print, TV, radio, social media, online display and retargeting, and email deployments to a paid prospect database. PM also secured a Google grant for free Google Ads every month. In addition, a variety of collateral materials including a 16-page brochure/magazine insert, pocket folder with 8 stitched pages, and an innovative video brochure would be developed. Strategies including professional public relations, organic digital marketing support, creative campaign development, video scripting and directing, ongoing management and execution of the approved marketing plan, as well as ongoing client consultation and account management, would all be offered by PM under a monthly retainer or on a project basis. Prior to the launch of the marketing campaign, in January 2019, PM would coordinate a benchmarking survey. The same survey with the same target audience criteria would be conducted again the same week a year later, January 2020,

to determine if the integrated marketing campaign was successful at increasing the awareness and positive perception of Guadalupe Center. With the plan approved, PM implemented the plan to meet the following objectives. **Objectives:** By start of the calendar year/January 2020, PM aimed to: 1) Increase the target audience's perception that high-quality early childhood education is "extremely important" by 5%; 2) Increase Guadalupe Center's standing among the target audience's perception of the most important charitable cause/non-profit in Collier County by 3%; 3) Increase those who ranked themselves "extremely likely" to support Guadalupe Center by 5%; and 4) Develop compelling collateral materials to support the Guadalupe Center development team in raising \$15 million (75% of the \$20 million goal) "behind-the-scenes" during the silent phase of the capital campaign. **Implementation:** In January 2019, to obtain benchmark data prior to launching the marketing campaign, PM developed survey questions and coordinated with a third-party research company to conduct interviews to a statistically valid sample of the target audience via live agent phone polling. In the months leading up and during January 2019, PM developed a creative campaign themed "1 Mission + 3 Programs = Endless Possibilities." PM developed creative key messaging, design and scriptwriting, as well as provided video direction and production/project coordinating for every element of the campaign. The series of ads – across print, digital, TV and radio – was comprised of an overarching ad showcasing all three of Guadalupe Center's programs, while additional ads in each format were developed to feature each individual program. The creative executions, videos, TV spots and radio ads were aimed at differentiating Guadalupe Center from charities with a similar mission and/or name, and clearly communicated its key messages through clean and consistent branding. The three programs were always identified with a consistent color to help audiences better understand the programs and services offered to students. Key messaging always underscored how Guadalupe Center is "impacting lives from cradle to career" as well as the Center's longevity and achievements. Compelling testimonials with photography of the precious children, young people and families who have been positively impacted by Guadalupe Center tugged at the heartstrings, while additional messaging focused on the hard numbers that illustrated the need and the overall impact. Custom designed infographics drew interest and aided in the understanding of otherwise "cold" content. All photos, interviews and soundbites used throughout the campaign were authentic Guadalupe Center students, staff, parents and supporters. At the conclusion of the campaign year, the same set of survey questions with the same targeting criteria was conducted again (the same week a year later, January 2020) to determine if the marketing campaign increased awareness and generated a positive perception of Guadalupe Center. **Evaluation:** Benchmarking results compared survey responses from January 2019 to responses from the same survey questions conducted in January 2020 to reveal all objectives were exceeded: 1) Those who ranked the importance of high-quality Early Childhood Education as "10/extremely important" increased from 65.7% to 73.1% (**2.4% more than the objective**), 2) Guadalupe Center's standing among the target audience's perception of the most important charitable cause/non-profit in Collier County increased by 4.4% (**1.4% more than the objective**) improving their standing among all other identified non-profits to #2 in the market. In addition, familiarity/awareness of Guadalupe Center increased from 51.1% to 54.8%; 3) Those who ranked "10/extremely likely" to support Guadalupe Center increased from 19.1% to 26% (**1.9% more than the objective**), and 4) Guadalupe Center raised \$16 million during the silent phase of the campaign (**80% of the \$20 million campaign goal**). Demonstrating that the marketing campaign was successful was not only important to the client and PM, but also to the generous donor who underwrote the entire budget. **Budget:** **Underwritten 100%** by a generous donor, paid advertising placement and professional marketing, public relations, digital marketing, creative copywriting and design, production coordination and consultation totaled \$196,194.77. With \$16 million raised, this is a **Return on Investment (ROI) of more than 8,000%!** A detailed marketing budget is included in the support materials.