

Public Education and

Community Awareness Plan[[1]](#footnote-1)

**Goal**

To increase awareness, volunteer interest, and digital engagement throughout the county

**Annual Benchmarks**

10% Increased volunteer base

10 Speaking Engagements

12 email communications (1 per month)

3 social media platforms used

Social Media

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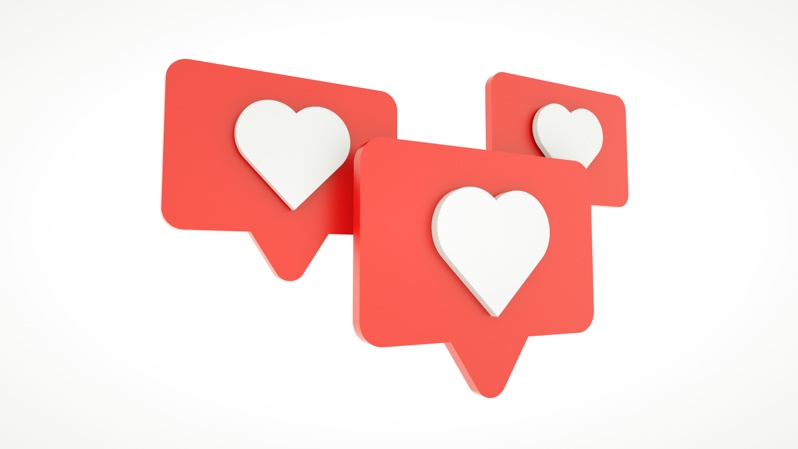
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* Largest Platform = Highest Reach - Best for news and links - Best for storytelling
* All types of content - PR tool for connecting with media - Younger demographic
* 1 posts per week - 1 post every month - 1 post every 2 weeks

Why Use Social Media?

* Increases an organization’s reach
* Spreads the word about an organization’s mission
* Attracts new donors and keeps existing donors engaged
* Assists in growing a network of volunteers
* Allows audience to participate and feel more engaged





By the Numbers

* 55% of people who engage with organizations on social media end of taking some sort of action
* 59% of those people donate money
* 53% volunteer
* 43% attend or participate in charitable events in their community
* 40% subsequently purchase a product that benefits that charity
* 25% contact their representative by phone, letter, or email after engaging with a cause on social media

CASA/GAL Target Audiences

Already There

* Adults 55-65+, college graduates
* Parents of adult children
* Interests in child development, children’s rights, volunteering, child protection, community, and social services

|  |  |  |  |
| --- | --- | --- | --- |
| **Age** | **Facebook** | **YouTube** | **Instagram** |
| 18-29 | 70% | 95% | 70% |
| 30-49 | 77% | 91% | 48% |
| 50-64 | 73% | 83% | 29% |
| 65+ | 50% | 49% | 13% |

On Their Way

* Adults 35-54, college graduates
* Married & parents
* Interests in child development, children’s rights, volunteering, child protection

Ready for the Future

* Adults 18-34, college graduates or some college
* No children
* Likely to engage with political content, activism, cultural diversity, gender equality, social responsibility, volunteering

Preparation for Social Media Campaign

Annually Ask:

* Are the links to our website and social channels correct and working?
* Do we have a donate button on our website? If so, is the donate button linking to the correct place?
* Is our logo correct and visible?
* Are we using consistent profile images across all social media accounts?

Goals, what do we want to achieve:



**Time-Based**



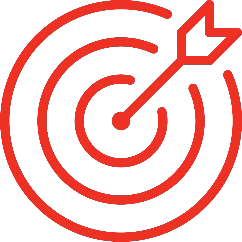
**Relevant**



**Attainable**



**Measurable**



**Specific**

What are our resources:

* Tools:
  + What software do we have in place for design, scheduling, and analytics? What do we need? What can we afford?
* Team:
  + How big is our marketing and/or social media team? What are the options for freelance, volunteer, or other support?
* Time:
  + What channels are our priority? How much time can we devote to developing or posting content?

Audience

* Clearly understand who your audience is for this campaign or post
* Tailor message
* Choose channels that audience uses frequently

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Appealing to Audience

* Use content and images to inspire
  + Storytelling connects and engages people; share stories of impacted youth
* Focus on outcomes
  + Tell donors how a gift will impact children and youth in community
  + Make the donor or potential volunteer the hero of the story
  + Make it about the mission

Messaging and Content

|  |  |
| --- | --- |
| **Messaging** | **Content** |
| Identify Key messages based on goals and audience | Utilize campaign calendar to manage post timing |
| Utilize same message over and over again to gain recognition and awareness | Balance fundraising requests with thank you messages |
| Piggy-back off other awareness campaigns: foster care month, child abuse awareness month, volunteer month, Giving Tuesday, Year-End Fundraisers | Think like the audience |
| Appeal to potential volunteer’s desire to make a difference | Links to next steps: how to volunteer, how to donate, etc. |

Raising Awareness

* Ensure brand consistency
  + Utilize NCASA and Ohio CASA resources for appropriate messaging and photo content
* Use and repeat key messages
* Social listening – monitor content related to our industry and share as appropriate
* Utilize subject matter experts
* Amplify message across channels

 A picture containing person, indoor, floor, wall

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Monthly Guide to Public Education and Community Awareness[[2]](#footnote-2):

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| --- | --- | --- | --- | --- | --- | --- |
|  | **Acquisitions** | **Local Businesses** | **Corporate Sponsorships** | **Current Volunteers** | **Past Volunteers** | **Grants** |
| **January** |  |  |  |  |  |  |
| **February** | Newspaper Article |  |  |  |  |  |
| **March** |  |  | Annual Report with Envelope | Quarterly Newsletter with appeal |  | Research Grant Opportunities |
| **April** | Social Media Blast – Child Abuse Awareness Month | Child Abuse Awareness Month Flyer |  |  | Direct mailing with Child Abuse Awareness Month appeal |  |
| **May** | National Foster Care Month |  | Direct Contact | Volunteer’s Day Cards –Certificate of Appreciation |  |  |
| **June** | Reunification Month |  |  | Volunteer Appreciation Event |  | VOCA Grant |
| **July** | Social Media blast |  |  |  |  | County Commissioner Appeal |
| **August** |  |  |  |  | Thank you postcards |  |
| **September** |  | Newsletter with Envelope |  |  |  | United Way Grant |
| **October** | Newspaper Article |  |  |  |  |  |

1. Source: National CASA’s Webinar - “How to Develop and Implement a Social Media Campaign for Awareness, Recruitment or Fundraising” [↑](#footnote-ref-1)
2. Taken from program’s Resource Development Plan [↑](#footnote-ref-2)