



Ohio **CASA/GAL Association**

Public Education & Community Awareness Plan

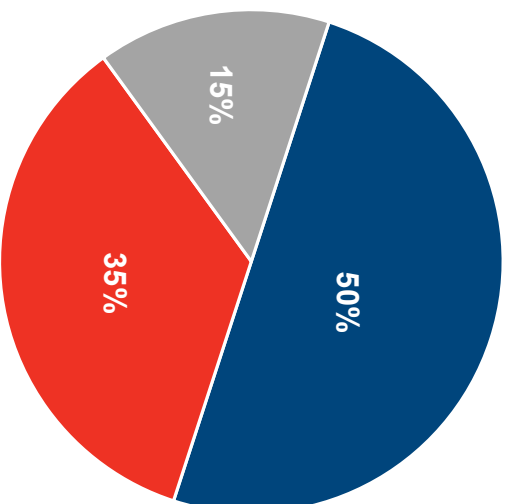
February 2020



Goal

**To increase awareness, volunteer interest,
and digital engagement throughout Ohio**

Content



■ Awareness/education ■ Volunteer recruitment ■ Fundraising

By infusing the three main strategic goals outlined in the 2019-2021 Board of Directors Strategic Plan, Ohio CASA will utilize this framework to increase reach and engagement through our digital communications.

Tone + voice

What we are

- Approachable
- Compassionate
- Inclusive
- Informative
- Respectful

What we aren't

- Trendy
- Political

Personas



The Volunteer

- Familiar with CASA
- Our biggest cheerleader
- Content: Inspiration and local program news



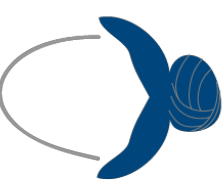
The Activist

- Loves philanthropy and kids
- Donor potential
- Content: Awareness and donation asks



The Child Network

- On child's professional team or familial
- Content: Education and local program updates



The Decision Maker

- In a leadership position
- In a government position
- Content: Awareness and education

Objective #1: Social media



- Largest platform = Highest reach
- All types of content
- 5 posts per week



- Best for news and links
- PR tool for connecting with media
- 1 post per day



- Best for storytelling
- Younger demographic
- 4 posts per week

Social listening

Through Hootsuite, Ohio CASA will monitor keywords and conversations on social media.

In doing so, we will be able to join relevant conversations, while also allowing other conversations to inform how we talk about our work.

The screenshot shows a Hootsuite search results page for the hashtag #CASAvolunteer. The page is organized into a grid of tweets. The top tweet is from @CASA_SMIC, dated 4 hours ago, with 2 replies and 1 retweet. It features a graphic with the text 'INFLUENTIAL WOMAN IN MY LIFE IS THE MUDI' and a photo of a hand writing on a notepad. The text of the tweet reads: 'March is #WomensHistoryMonth, a perfect time to mentor a young woman, take a little extra time to understand her needs. You have the power to impact a youth's life forever! Visit casafostersanmateo.org to learn more. #CASAvolunteer'.

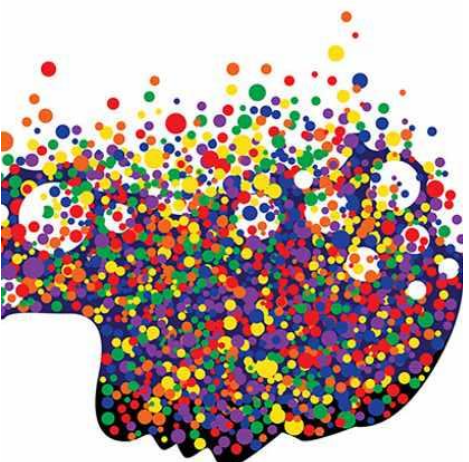
Below this are several other tweets:

- A tweet from @CASAofKentCounty, dated 2 hours ago, with 1 reply and 1 retweet. It says: 'Thank you @SummitTAP for celebrating our newest CASA volunteers, Meredith Nolen and Jim Moss, along with their classmates for their dedication and commitment to make a difference in the life of a foster child within their community. #apino #netwoks #summitla...'
- A tweet from @CASAofUnionCounty, dated 2 hours ago, with 1 reply and 1 retweet. It says: 'Thank you @SummitTAP for celebrating our newest CASA volunteers, Meredith Nolen and Jim Moss, along with their classmates for their dedication and commitment to make a difference in the life of a foster child within their community. #apino #netwoks #summitla...'
- A tweet from @CASAofKentCounty, dated 2 hours ago, with 1 reply and 1 retweet. It says: 'Thinking about becoming a CASA volunteer? Come to our INFO SESSION on April 10, Noon - 1 p.m. at the GR Community Foundation, 185 Oakes St. SW and get all your questions answered! (No RSVP needed)'
- A tweet from @MFLegal, dated 2 hours ago, with 1 reply and 1 retweet. It says: 'Are you interested in adopting a child? It's a complicated process that can take up to two years, but we can help you break it down into something manageable. #FactsNYC #FosterCare #Adoption bit.ly/ZfPho9'
- A tweet from @nickfalvo, dated 1 hour ago, with 1 reply and 1 retweet. It says: 'According to a us study, allowing youth in foster care to remain in care past age 18 is associated w/ a multitude of positive outcomes (via @homereshub): [chpmail.org/wp-content/uploads/2014/04/2014-04-23-FosterCare.pdf](#)'

At the bottom of the screenshot, there is a section titled 'How do I apply?' with a '1 apply?' button. To the right, there is a 'WHEN DOES THE TRAINING START?' section with a '1 apply?' button. Below these, there is a list of bullet points:

- Increased the number of students that were employed between their 18th and 22nd birthday (about half of quarter for each year or extended care).
- Increased the amount of money received in need-based public food assistance by more than \$700.
- Decreased the cost of experiencing an additional economic hardship (e.g. not being able to pay utility bills) experienced between the ages of 17 and 21 by about 12%.
- Decreased the odds of being homeless or couch-surfing between the ages of 17 and 21 by about 10%.
- Increased the number of days youth had been housed during that period.
- Increased the odds that youth described a professional (e.g. counselor, therapist, coach, etc.) as a source of social support by about 2%. Also increased the odds that youth described a friend as a source of social support.

Awareness campaign



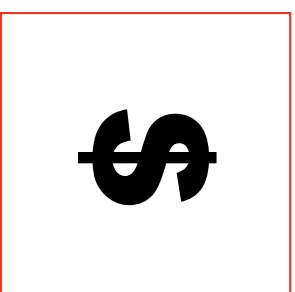
- Host photoshoot of foster alumni and CASA Volunteers
- Interview and develop campaign around authentic messaging
- Launch May 2020 for Foster Care Awareness Month

Demographics



Although **our social audience is 77% women, with 53% aged 25 – 44 years**, we want to ensure our content is not too female-specific, as an important priority is to increase male volunteers.

Paid promotions



For all business pages on Facebook (yes, even non profits!) content is automatically deprioritized in the algorithm.

By allocating at least \$100/month, Ohio CASA can expand our reach, moving our constituents from the Awareness phase to the Education and Consideration phases.

Objective #2: E-communication



- Frequency: Once a month
- Content: 3 parts | 1) Awareness, 2) Program or volunteer updates, 3) CTA
- Audience: General mailing list, segmented for specific and additional e-communications

Benchmarks

28%

How many donations driven by email

\$71

Average amount raised per 1,000 emails

17%

Open rate of emails

1.4%

Click-through rate of opened emails

Objective #3: Direct outreach





- Distribute Ohio CASA brochures and customizable brochures to local programs
- Share Y-Net cards with youth and child welfare professionals to educate more people we serve and work with
- Expand annual Celebrate Kids! Conference to a new downtown location for increased visibility

