

AWARNESS CAMPAIGN STRATEGY



BE THAT SOMEONE.

MONROE COUNTY CASA



THE CHALLENGE

CHILDREN ARE WAITING FOR ADVOCATES.

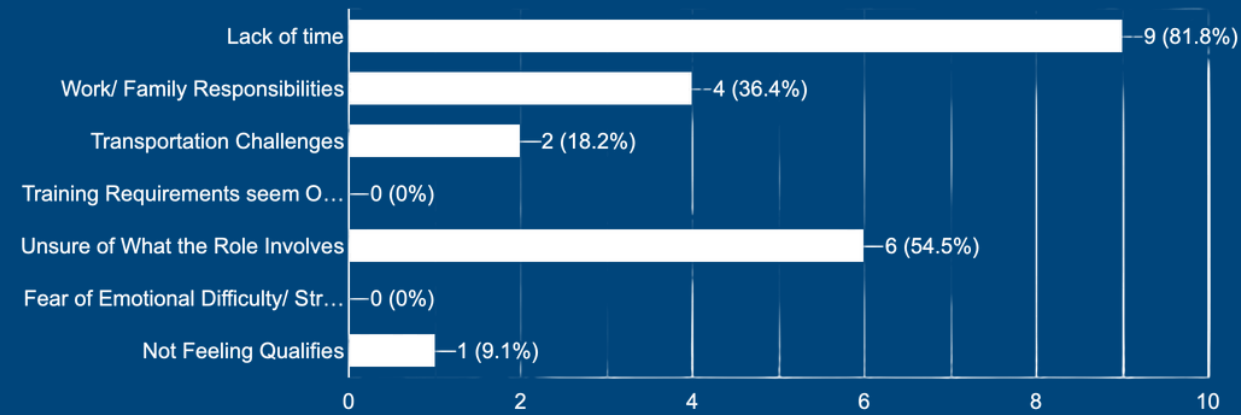
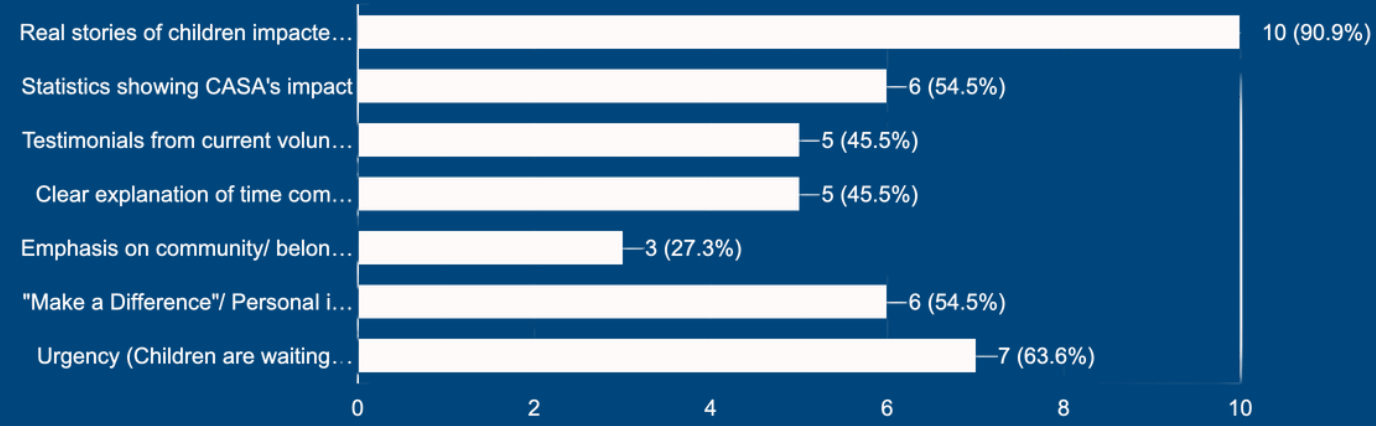
LACK OF AWARENESS

INACCESSIBLE VOLUNTEERING

DIFFICULTY REACHING YOUTH

LIMITED DIVERSITY





STORIES INSPIRE ACTION (90.9%)

TIME IS A BARRIER (81.8%)

HELPING CHILDREN MOTIVATES (46%)

KEY INSIGHTS



TARGET ANALYSIS



PRIMARY

COLLEGE STUDENTS, YOUNG ADULTS

SECONDARY

RETIREES, COMMUNITY-FOCUSED ADULTS

OUR GOALS

**RAISE
AWARENESS**

**ENGAGE NEW
AUDIENCES**

**INCREASE
VOLUNTEER
BASE**

CREATIVE STRATEGY

EMPATHETIC, EMPOWERING, AUTHENTIC

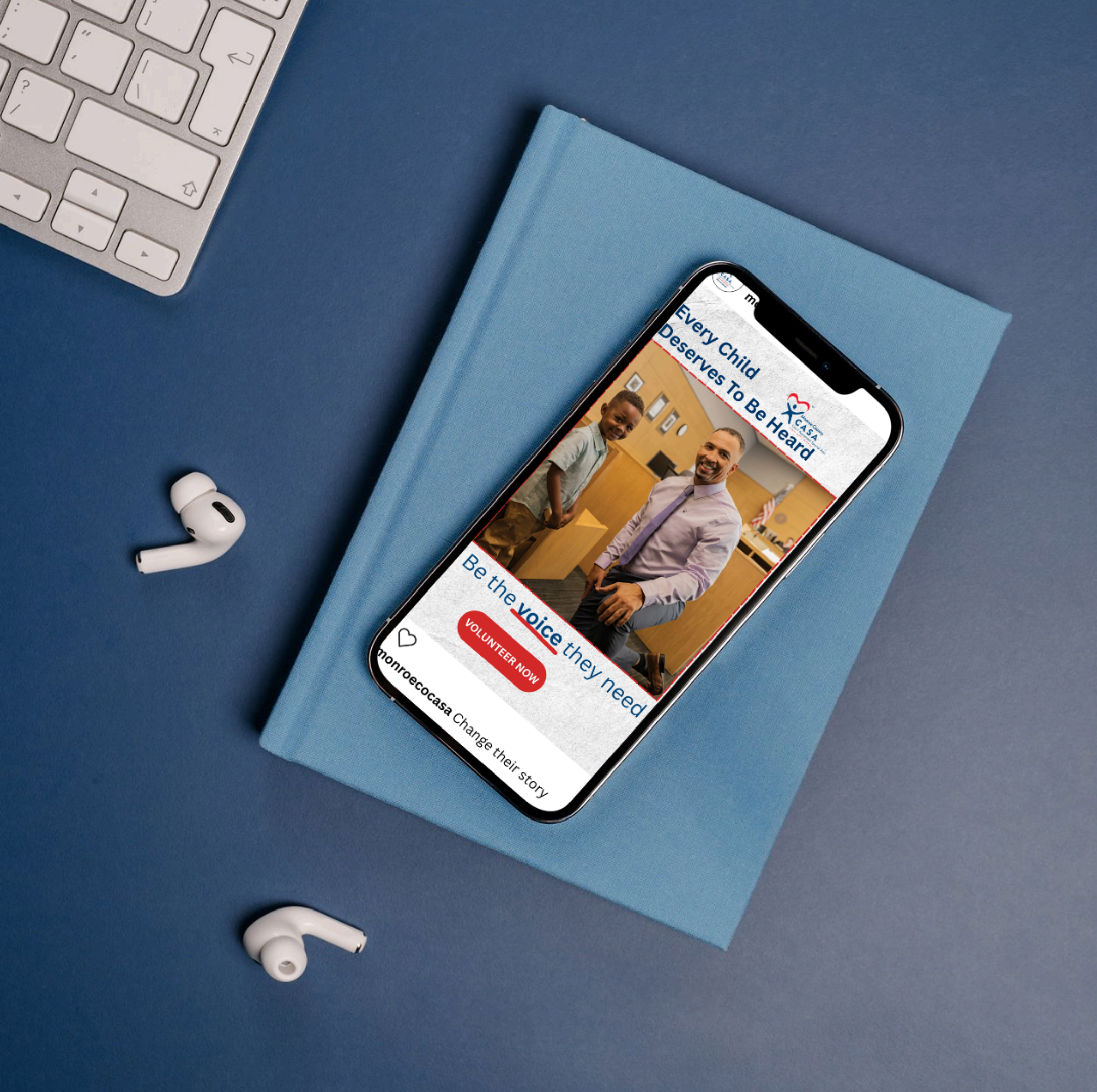
HIGHLIGHT VOLUNTEER EXPERIENCES

EXPLAIN ROLES CLEARLY

CREATE URGENCY



EMPOWERING AUDIENCES TO SEE THEMSELVES AS *CHANGE-MAKERS*, OR *SUPERHEROS*, MOTIVATING VOLUNTEER ACTION.



SOCIAL MEDIA

**SOCIAL ADS &
STORYTELLING VIDEOS**

**TIKTOK, INSTAGRAM,
FACEBOOK**

**STORYTELLING WITH
REAL VOLUNTEERS**

OUT OF HOME

PRINT ADS & BILLBOARDS

ACTIONABLE QR CODES

HIGH VISIBILITY

Monroe County CASA

EVERY CHILD DESERVES A HERO



Be for the Child



BE THEIR VOICE
VOLUNTEER TODAY

www.monroecountycasa.org
@monroecocasa



EVERY CHILD DESERVES A HERO



Right here in Monroe County, there are children who need someone to stand up for them. someone to be their voice when they can't speak for themselves.

THAT SOMEONE COULD BE YOU



JOIN OUR CASA FAMILY TODAY

monroecountycasa.org 812-333-CASA



MEDIA OUTREACH

NEWCOMER POSTCARD & EMAIL NEWSLETTER

BUILDS TRUST

ENGAGES AUDIENCES

CASA



volunteer today!

From: CASA
To: New resident



Welcome to Monroe County!
CASA (Court Appointed Special Advocates) is a nonprofit dedicated to helping children in unstable living situations. Our volunteers give kids a voice in court and a chance for a safe, stable home.
Scan the QR code to see how you can make a difference!

EXPERIENTIAL OUTREACH



EVENT PREVIEW

DATE: HELD SOMETIME IN APRIL FOR CHILD ABUSE PREVENTION MONTH

LOCATION: LOCAL PARK OR COMMUNITY CENTER

ADVERTISE TO LOCAL CHURCHES, SERVICE FRATERNITIES & PARTNER SORORITY (ALPHA PHI OMEGA & KAPPA ALPHA THETA), SOCIAL MEDIA, COLLEGE STUDENTS EARNING THEIR DEGREES FOR CHILD HELP, ETC; FOR ATTENDANCE AND VOLUNTEERS

Be a Hero for a Child



CASA Volunteer Day

OVERVIEW

Not all heroes wear capes, some stand up for children. Join Monroe County CASA for a community-wide superhero-themed event celebrating the power of everyday people to change a child's story. Whether you're a retiree, student, or community member looking to give back, this is your chance to "Be That Someone."

- Meet real CASA volunteers
- Hear inspiring "hero stories,"
- Learn how you can become a voice for children in need.

Enjoy family-friendly activities, superhero photo ops, and creative stations for kids while discovering how your time and compassion can make a lasting impact.

**EVENT TABLING &
BE A HERO FOR A CHILD DAY**

BRINGS AWARENESS

CLARIFIES VOLUNTEER ROLE

ENGAGES AUDIENCES

APR MAY JUN JULY AUG SEP OCT NOV DEC JAN FEB MAR APR



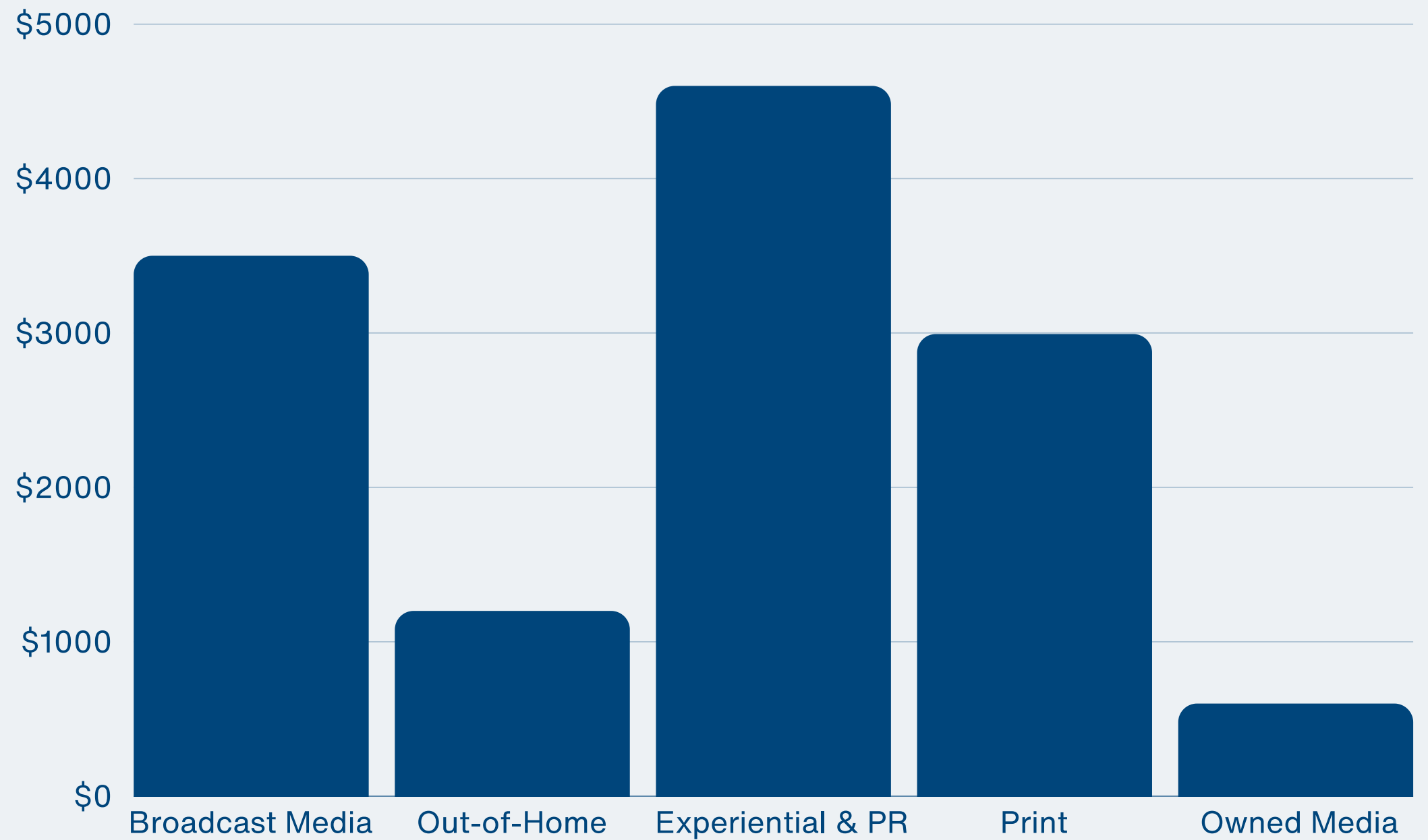
**HIGH-INTENSITY
SPRING/FALL
RECRUITMENT**

**CHILD ABUSE
PREVENTION
MONTH FOCUS**

MEDIA SCHEDULE

Media Type	Tactics	Estimated Cost
Digital Media	Social ads, video series, retargeting	\$8,260
Broadcast Media	Local radio spots	\$3,500
Out-of-Home	Billboard partnership	\$1,200
Experiential & PR	Pop-up tables, April event	\$4,600
Print (Paid & Earned)	<i>Bloom Magazine, Herald-Times</i>	\$2,930
Owned Media	Email newsletter, Postcards	\$600
Total Estimated Paid Cost		\$21,090

\$21,090



MEASURING SUCCESS

- AWARENESS & REACH
- ENGAGEMENT
- WEBSITE TRAFFIC
- VOLUNTEER SIGN-UPS
- EVENT PARTICIPATION



WHY IT WORKS

REACHES AUDIENCE EFFECTIVELY

EMOTIONAL CALLS-TO-ACTION

RESEARCHED-BACK STRATEGY

SUPPORTS LONG-TERM GROWTH

