MOSCOW EDUCATION
FOUNDATION

Strategic Communications Campaign

466 Insight Agency
Spring 2024

MOSCOW EDUCATION
FOUNDATION

Dear Moscow Education Foundation Board Members,

We are thrilled to present our strategic communication campaign, which aims to enhance awareness and engagement for the Moscow Education Foundation within the local community.

The 466 Insight Agency campaign will run from June to December 2024. The campaign aims to communicate directly with donors via social media, increase the variety of donations and forge partnerships with local businesses.

After interviewing local businesses, we believe they are a potential opportunity for donations that the Moscow Education Foundation should pursue.

This campaign book includes a research and situation analysis, donor profiles, a brand platform, a communications plan and a list of strategic partners.

Additionally, we are attaching client-ready materials, including templates and a social media style guide for social media posts to facilitate the seamless campaign implementation.

Thank you for your time and active engagement through this semester. We eagerly anticipate the opportunity to present our work to you and address any inquiries you may have.

Best regards,
466 Insight Agency

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BE PART OF THE CHANGE IN MOSCOW!

Meet the Team



Sofia Gomez de Olea

Director of Business Relations

Sofia Gomez de Olea is a senior at the University of Idaho studying Public Relations and Psychology with a minor in Spanish. She enjoys traveling and cooking dishes from around the world and looks forward to her career in human resources.

She was responsible for the communication with local businesses.



Christian Howington

Director of Research

Christian Howington is a senior studying Film and Advertising at the University of Idaho. Christian enjoys working with creative video and visual storytelling.

He developed primary research strategy and helped analyze results.



Benjamin Kendall

Communications Director

Benjamin Kendall is a senior studying Advertising with a minor in Political Science at the University of Idaho. He enjoys camping and hiking, especially in his home state of Alaska.

He managed client relationship and facilitated client and agency meetings.



Ciara Parkhurst

Creative Director

Ciara Parkhurst is a second year graduate student studying Art and Design at the University of Idaho. As a graphic designer and artist, she enjoys experimenting with typography and digital collages.

She lead the visual direction of the branding and design for campaign initiatives.



Jada Ponce

Social Media Director

Jada Ponce is a senior studying Business Marketing with a minor in Art at the University of Idaho. She enjoys being creative in her free time and pursuing painting, photography and graphic design.

She developed brand identity, social media material and creative design.



Sophie Spanbauer

Research Assistant

Sophie Spanbauer is a senior at the University of Idaho majoring in Public Relations with minors in Political Science and History. Recently returning from a Legislative Internship in Boise, Sophie hopes to work in political communications upon graduation.

She helped develop primary research documents.



Ashton Sutton

Director of Strategic Partnerships

Ashton Sutton is a senior Marketing major with an Advertising minor and Digital Marketing & Promotions certificate. She looks forward to her future career in marketing with her starting job being an Ecommerce Coordinator.

She helped identify strategic business partnerships and took meeting notes.

Introduction

Established in 2015, the Moscow Education Foundation (MEF) is committed to enhancing the educational experience of Moscow students by providing grants and scholarships.

Despite its significant contributions, the foundation needs to engage donors in order to expand its presence in the community.

To address this, 466 Insight Agency recommends the foundation leverage Facebook and build partnerships within the community to expand its reach and impact in Moscow.

This campaign aims to increase brand awareness for the MEF using consistent Facebook posts, tabling events and partnerships with local businesses.

Furthermore, the campaign book outlines the 466 Insight Agency research findings on donor behavior and presents strategic recommendations to enhance the foundation's visibility and support.

Situation Analysis

Research

The Moscow Education Foundation (MEF) was formed in 2015 in response to the overwhelming number of teachers paying out of pocket to provide substantial educational experiences for their students.[1]

To close this gap, the foundation has contributed to the educational experiences of 2,000 Moscow students by redistributing $54,000.

The foundation's success relies on a limited board of eight members as well as donor support, leveraging the board's strong ties within the Moscow School District for support.

Despite its commendable efforts, the MEF struggles with low awareness, with only 50% of surveyed individuals familiar with its existence.

Their lack of a social media presence and minimal push advertising amplifies this challenge.

Additionally, misconceptions regarding the role of education foundations persist within the community.

Compounding these issues, economic constraints hinder potential donors, while competition from other local nonprofits seeking donations adds complexity.

Research cont.

Recognizing the need for strategic solutions, the MEF seeks to deepen connections with benefactors, crafting compelling narratives to resonate with its audience. Utilizing platforms like Facebook presents an opportunity to amplify outreach and engage consistently with stakeholders.[2]

While competition for attention on social media is intense, the MEF's compelling mission offers a unique emotional appeal that could foster donor engagement.

The proposed 6-month campaign by 466 Insight Agency aims to cultivate meaningful relationships with donors and local businesses. With consistent Facebook posts, the MEF will share impactful stories to evoke empathy and drive donations.

Additionally, the campaign will utilize local business partnerships to strengthen community ties and facilitate direct engagement with potential donors.

By leveraging emotional storytelling and community partnerships, the MEF aims to increase awareness and garner sustained support for its initiatives. Through collaborative efforts with stakeholders, the foundation seeks to realize its vision of enhancing educational opportunities for Moscow's students.

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[1] Carly Flandro, "Education Foundations Have Evolved and Found Their Footing in Idaho," Idaho Education News, Sept. 6, 2022

[2] Jeffrey Gottfried, "How Americans Use Social Media | Pew Research Center", Pew Research Center, Jan. 31, 2024

Current Communications

While the Moscow Education Foundation lacks a robust communications plan, they retain a few consistent touchpoints with their audience. Their primary push advertising is an annual brochure sent to donors via a mailing list, informing them of their contributions' impact on local students. However, this brochure doesn't reach many prospective donors, as the list is primarily made up of past donors.

Another touchpoint is their website, offering information on the foundation's mission, values, and impact, with easy donation access. The website link is available on the Moscow Chamber of Commerce's website and in a Moscow-Pullman Daily News article discussing the importance and impact of education foundations.[3]

Despite having a Facebook page that was last interacted with in 2019, the foundation lacks an active social media presence as there is minimal engagement and inconsistent branding.

According to research, social media is crucial for nonprofits to build authentic audience relationships.[4]

[3] Garret Cabeza, "Foundation provides extra lift to enrich Moscow students | Local | dnews.com," Moscow Pullman Daily News, Apr. 15, 2018

[4] Garret Cabeza, "Foundation provides extra lift to enrich Moscow students | Local | dnews.com," Moscow Pullman Daily News, Apr. 15, 2018

Nonprofit Landscape

Education foundations exist to serve the community by increasing the access to a quality public education.

In the U.S., government funding for public education has been steadily decreasing. [5] This forces teachers to turn to their own pockets to provide classroom materials that aren't covered by school budgets.

Education foundations fill that funding gap, providing teachers an opportunity to offer educational experiences to their students.

There are over 200 significant education foundations in the U.S., raising a collective of approximately 400 million dollars.[6]

Idaho has at least eight other education foundations, most being location specific.

Other education funds, like the Boise Public Education Foundation, have found success partnering with their local school district on events and utilizing social media posts. The Boise Public Schools Foundation has also sponsored local basketball games and other public events as a tactic to build a community presence.

Foundations all over the country have found success with promoting compelling content around their impact. A study done on the Boys and Girls Club of Bowling Green found that sustained transparency and communication between a nonprofit and its donors was critical for engagement.[7]

The study specifically emphasized thank you notes and other methods to make donors feel appreciated and see the impact of their contributions.

[6] Michele Molnar, "Top Education Foundations Supporting K-12 Schools Score Record Funding, Report Says - Market Brief", Education Week Market Brief, Dec. 21st, 2017

[7] Wright, Samiyah, Lori Mathis, and Jillian Fritch-Stump. "Community Engagement to Increase Not-for-Profit Sustainability", Diss. 2022.

Primary Research

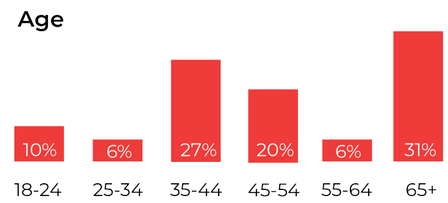
Primary Research

Survey

Methods

The 466 Insight Agency developed an online survey to better understand audience perception and awareness of the Moscow Education Foundation, as well as opinions on public education and community nonprofits.

The survey was shared at a Moscow School Board meeting on February 28, 2024, and then posted on the Board's Facebook page. It was further shared by followers, resulting in 48 responses.



Survey Results



94% of respondents have a personal connection to the Moscow School District



84% of respondents identified as Caucasian



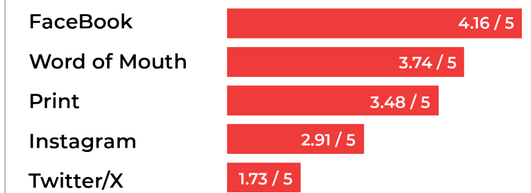
Over 85% of respondents identified as female

Community Values Ranked

1. Education
2. Safety
3. Art
4. Infastructure
5. Diversity

The majority of respondents rank education as their top community value.

Ranked Media Channels



Primary Research cont.

Findings

Overall, the survey revealed respondents support the Moscow Education Foundation's mission. Additionally, they are more likely to donate to education based nonprofits if they are given transparency and continuous communication on how their donation money is being used.

This insight was derived from an open-ended survey question, "What, if anything, would encourage you to donate to an educational nonprofit focused on public schools?"

The answers displayed a clear trend of respondents needing transparency and awareness before donating.



50% of respondents are unaware of the Moscow Education Foundation



76% of respondents are likely to donate to an education based non-profit withing the year

Business Interviews

Findings

The 466 Insight Agency interviewed local businesses to better understand the mindset of potential partners.

The first business interviewed is a large company with the budget to donate to many local causes.

The second is a smaller business located on Moscow's Main Street. Both businesses evaluate the nonprofits they donate to based on how well their values correspond to the nonprofit.

Luckily, the Moscow Education Foundation's values and mission appealed to both businesses. The foundation has made an impact and has an emotional story, businesses need to see that.

The first business can support the Moscow Education Fund through donations, while the second business would like to donate but can only support through in-kind donations.

“(We) want to be a **friendly** member of the community.”

- first business

“We try to **support** our local nonprofits as often as we can.”

- second business

Secondary Research

466 Insight Agency’s secondary research highlighted several ways that other nonprofits nurtured their relationship with donors.

Several academic journals concluded that fostering a back-and-forth relationship between the organization and the donors is the key to repeated donations.

Another area of focus was how social media and storytelling are essential to creating a dedicated following and attracting new donors.

Several studies showed that social media boosts donations. This shows that the Moscow Education Foundation needs to create a back-and-forth relationship with the Moscow community and leverage their heartwarming personal stories.

SWOT Analysis

Strengths

Impact
Moscow Education Foundation uplifts the community.

Connections
The Executive board has strong ties in public education.

Emotional Messaging
Award recipients produce heartfelt stories.

Weaknesses

Limited Funding
The foundation's future relies on donor generosity.

Lack of Awareness
Lack of recognition for the foundation's mission and impact.

Resource Constraints
Limited volunteer capacity and technical expertise among staff.

Opportunities

Partnerships with Schools & Businesses
Collaborating with local organizations could enhance community engagement.

Social Media Presence
Developing a consistent social media presence could enhance awareness.

Engaging Content
Grant benefactors naturally produce emotional content that could be utilized effectively.

Threats

Public Perception
Misunderstanding of the purpose or need for education foundations.

Economic Challenges
Many individuals in the town of Moscow may not be financially able to donate.

Competition
Numerous other local nonprofits in Moscow are competing for new donors.

Audience Profiles

Primary Audience
Local Business Owners



Randy, 55

- Moscow resident.
- University of Idaho alum.
- Restaurant owner.
- No ties to local schools.
- Engages with the Chamber of Commerce.
- Avoids social media.
- Seeks tangible rewards for donations.
- Interested in cooking and business management.

Secondary Audience
Parents of a current Moscow public school student



Beth, 34

- Recently moved to Moscow.
- Works full-time at Anatek Labs.
- 2 children enrolled in West Park Elementary.
- Prioritizes community safety and education.
- Engages with Moscow-Pullman Daily News, NPR and PBS.
- Uses social media for personal interests.
- Supports nonprofits focused on adolescents.
- Open to donating to MEF to support children's education.

Tertiary Audience
Engaged community member



Wendy, 70

- Retired Moscow resident.
- Sustains herself through savings and social security.
- Advocates for initiatives and events that uphold Moscow's inclusive ambiance.
- Stays informed through newspapers such as the Moscow - Pullman Daily News.
- Her donations are aimed at nonprofits that support community programs.

Brand Platform

Brand Platform

Audience Insight

The primary audience is local business owners and members in the Moscow community emphasizing on creating partnership and potential donors.

The secondary audience will be people associated with the Moscow school district. These individuals take pride in their communities, hold hope for future generations and are enthusiastic about engaging education.

Positioning

The Moscow Education Foundation is a committed member of the community. The organization provides Moscow teachers with tools that enhance public school education, increase student engagement through enriching experiences and materials, close classroom funding gaps and promote academic success by fostering active engagement and excitement among students.

DEDICATED TO INSPIRE AND ENHANCE THE NEXT GENERATION

Brand Promise

Brand Platform cont.

Brand Values

Education • Opportunity

Support • Inclusivity • Community

Proof Points

- Awarded over $54,000 in grants.
- Grants benefited 2,000+ students from grades K-12.
- More than eight years of experience.
- Board of retired educators.
- Supports variety of educational projects, including music, english and economics.

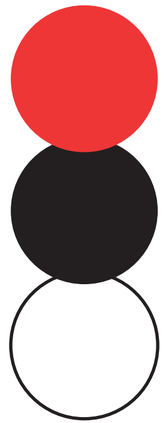
SINCERITY
INCLUSIVITY
OPTIMISM

Brand Personality

Visual Identity

MOSCOW EDUCATION
FOUNDATION

Refer to the social media guideline and marketing guide located in the client-ready materials folder for comprehensive information to ensuring consistent branding across all platforms.



HEX	#EF3B39
RGB	239, 59, 57
CMYK	0, 92, 83, 0

HEX	#000000
RGB	0, 0, 0
CMYK	0, 0, 0, 100

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

Social Media Templates



Facebook
Profile Picture



Donations
Post Template



Teacher
Testimonials



Grant Awardee



Donor
Recognition

MOSCOW EDUCATION FOUNDATION

Communications Plan

Communications Plan

Overview

In our campaign book's communications plan section, we outline strategies to boost community awareness for the Moscow Education Foundation.

It provides a plan including goals, objectives, strategies, timeline and budget.

The main goals are to strengthen the foundation's Facebook presence, broaden donor outreach and collaborate with local businesses.

This plan spans June to December 2024, focusing on content creation, distribution, and an evaluation.

- Goals
- Objectives
- Strategies

Goals

Increase community awareness and engagement with the Moscow Education Foundation.

Objectives

1. To **revive** the Moscow Education Foundation's Facebook presence and **increase** the audience to 200 followers by December 2024.
2. To **increase** the number of new donors within the $1 to $99 range by at least 50 donors by December 2024.
3. To **receive** donations or in-kind services from three local businesses by December 2024.

1

Strategy One

Establish a consistent presence on Facebook to engage with the target audience.

Social Media Guide

- **Templates**
  - Includes one ready to use post.
- **Best Practices**
- **Social Media Ambassadors & Partnership Pitch**
  - Start Communication with the Moscow School District, asking them to promote the Moscow Education Foundation's Facebook posts.
- **Tone**
- **Content Calendar**

2

Strategy Two

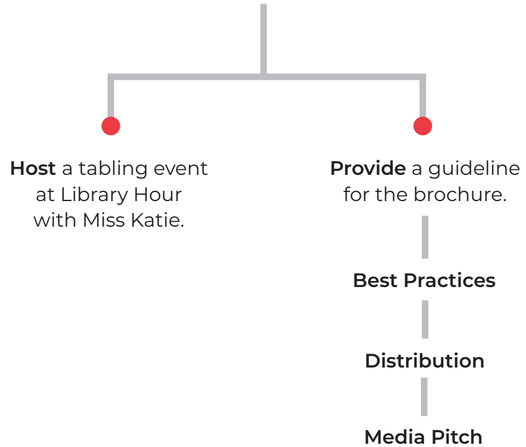
Form partnerships with local businesses to expand opportunities for awareness and outreach.

- **Apply** for the Moscow Food Co-op "Change for Good".
- **Apply** for Gritman's donation list.
- **Apply** for the Alternative Giving Market of the Palouse.
- **Host** a tabling event at BookPeople of Moscow.
  - **Purchase** order for tabling supplies.
    - **Mockups**
- **Design** stickers for the businesses' windows that donate.

3

Strategy Three

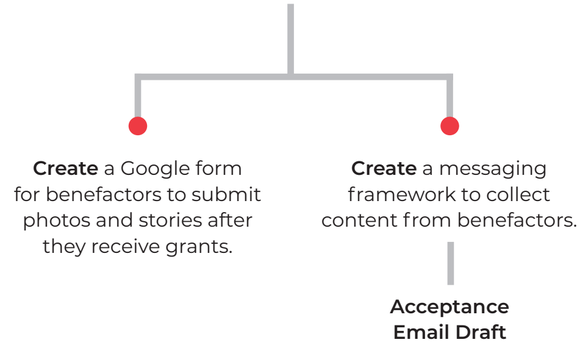
Establish a consistent presence within the Moscow community.



4

Strategy Four

Develop compelling content with a focus on brand identity and cohesive messaging.



Campaign Timeline

Timeline

Overview

This campaign runs from June to December 2024.

There is a focus on creating content during the summer and spreading it in the fall to raise awareness.

Each month is split into two halves, making it easier to plan and track tasks.

Timeline

June

1st - 15th

- Gather content from Spring 2024 grant recipients.
- Email Teacher Recipient Questionnaire.
- Design brochure.

16st - 29th

- Order tabling materials.
- Post templates on Facebook.
- Email Moscow School District for reposting.

July

1st - 16th

- Connect Moscow School District's social media team.
- Secure tabling locations.

17th - 31st

- Table at Library Hour with Miss Katie.
- Continue brochure design.
- Contact potential social media ambassadors.

August

1st - 15th

- Tabling at BookPeople of Moscow.
- Finalize brochure design and printing.

16th - 30th

- Mail brochures.
- Tabling at Back to School Nights.
- Reapply for Change for Good Program.

September

1st - 15th

- Evaluate campaign.
- Contact Fall 2024 grant recipients.
- Apply for Alternative Giving Market of the Palouse.

16th - 30th

- Contact grant-awarded teachers for Thank You Card artwork.
- Apply for tabling events.

October

1st - 16th
- Order business window stickers.

17th - 31st
- Distribute window stickers.
- Contact Spring 2024 grant recipients.
- Email Teacher Recipient Questionnaire.

November

1st - 15th
- Continue posting teacher content.

16th - 30th
- Submit media pitch to the Moscow-Pullman Daily News.

December

- **1st - 31st** • Final Evaluation.

Budget

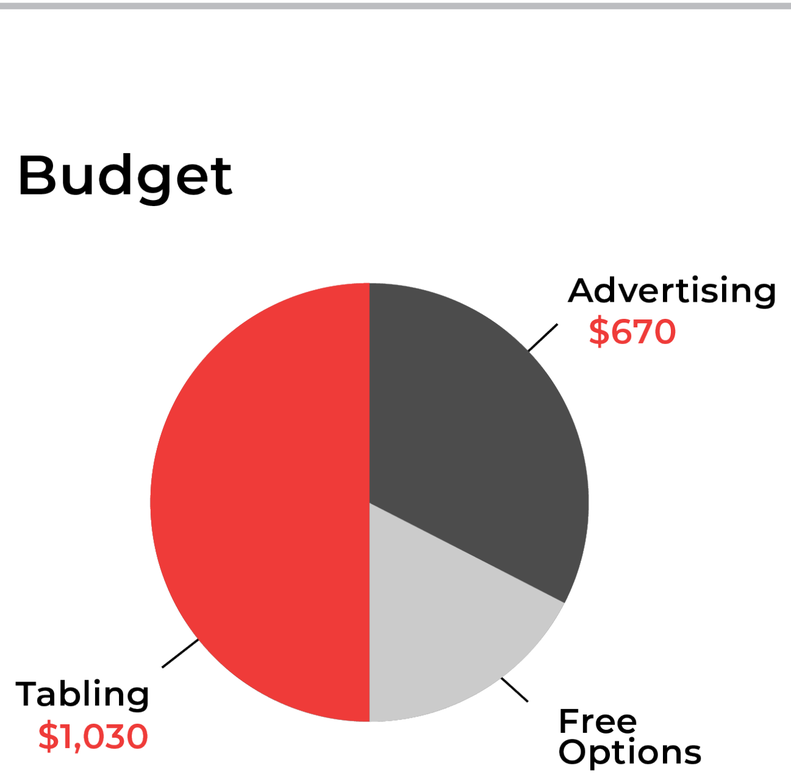
Budget

Overview

Based on the Moscow Education Foundations limited resources, we have itemized a budget breakdown by cost and strategic category.

The advertising section features tactics to foster a connection with donors. The tabling section is all about interacting with local businesses and prospective donors.

The final section includes free options, some with the goal to increase donations to fund more expensive tactics. An itemized budget is included in our client ready materials.



Evaluation Plan

Evaluation Plan

Overview

Measurement is key to tracking the effectiveness of campaign strategies and tactics and in evaluating overall campaign success.

The 466 Insight Agency proposes two points of evaluation, one at the midpoint of the campaign and the other at its completion.

Mid-Campaign Evaluation

Facebook Following

Assess monthly post consistency (3-5 times) and progress toward the new follower goal.

Coordinate reposting with Moscow School District.

New Donors

Track $1 - $99 contributions and ensure posts prompt action in donating.

Business Partnerships

Assess local business support, including donations and tabling efforts.

Measure success post-event by interaction levels, comparing to past events.

Final-Campaign Evaluation

Facebook Following

Verify achievement of 200 follower goal through partnerships and consistent posting.

New Donors

Aim for 50 $1 - $99 contributions by December, compared to two in 2023.

Business Partnerships

Express gratitude to businesses that support MEF by sending out thank you notes and stickers as tokens of appreciation of their support and engagement.