



Women
Build®



LTK Communications

W

THE TEAM



TRACY SCHEIB



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Summary

- Women Build events provide the opportunity for women to take a proactive step in serving their communities
- Women and children are the most likely to be affected by poor living conditions
- Women Build - Fort Collins needs help securing consistent funding to fund their projects through 2020.

OPPORTUNITY

BUILD LONG-TERM AWARENESS AND
ENGAGEMENT THAT INSPIRES
AUDIENCES TO MAKE DONATIONS TO
SUPPORT THE NEEDS OF WOMEN
BUILD.

OBJECTIVES

NARROW THE FOCUS

Look to active and inventive women in the community.

STORYTELLING

Use social media to tell project stories

MONTHLY FUNDRAISING GOALS

Focus on the short term: raise \$8,400 a month or \$25,000 per quarter



BIG IDEA

BROADS, BRAWN AND BRAINS:
A MULTI-YEAR COMMUNICATION CAMPAIGN

Audiences



ACTIVE & CREATIVE WOMEN

Women with the time and/or financial resources to get involved with extra activities in the community



MOTIVATED WOMEN

Millennial and Baby Boomer women are motivated by their heart when giving, while Gen X women want to see demonstrated impact of their donation

BABY BOOMERS

Personal stories women involved in Women Build and home recipients.

MILLENNIALS

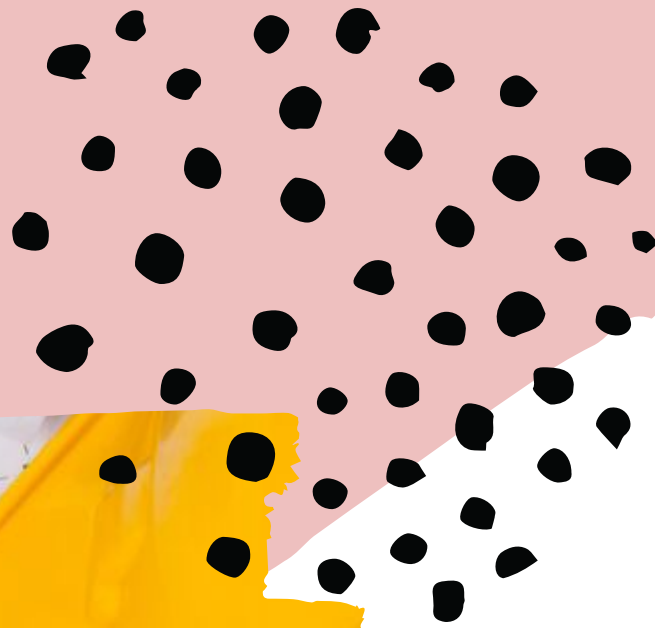
Personal stories women involved in Women Build and home recipients.

Source: Fidelity Charitable and Campbell & Company

GEN XERS

Facts and evidence about the impact of Women Build and individual donations.





Strategy #1

PODCAST

Interviews of local residents and professionals who are active and creative women, and also interview recipients for each home.

Strategy #2

SOCIAL MEDIA

On **Facebook and Twitter**, offer a variety of short stories, tips and tricks for creating “home sweet home.” **Facebook Live** tours of the home building process.



Strategy #3

E-MAIL CAMPAIGN

Women Build will send community e-newsletters to businesses and groups and help sponsor events that partners have established in the area.



E-Mail Campaign

ACTIVE BUSINESSES

Example: Ascent Studio Climbing and Fitness

CREATIVE GROUPS

Example: NoCo Potters Guild

WOMEN LED ORGANIZATIONS

Example: CSU Sororities

Calendar

PODCASTS

1 per month

SOCIAL MEDIA CONTENT

2-3 posts per week

FACEBOOK LIVE BROADCASTS

1-2 videos per month

EMAIL CAMPAIGN

E-Newsletter every
other month

Budget

\$5000 FOR MARKETING RESOURCES

3,000

2,000

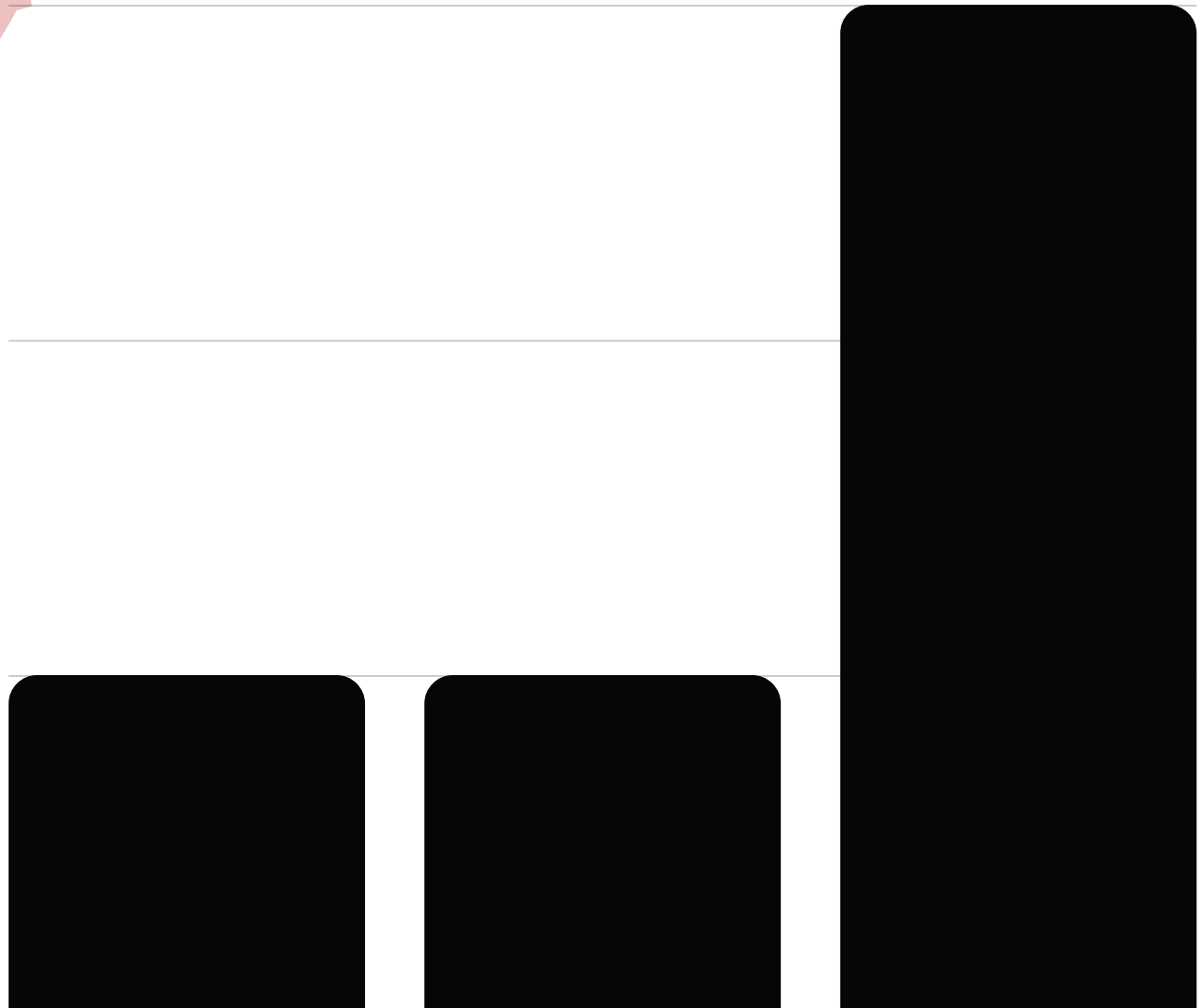
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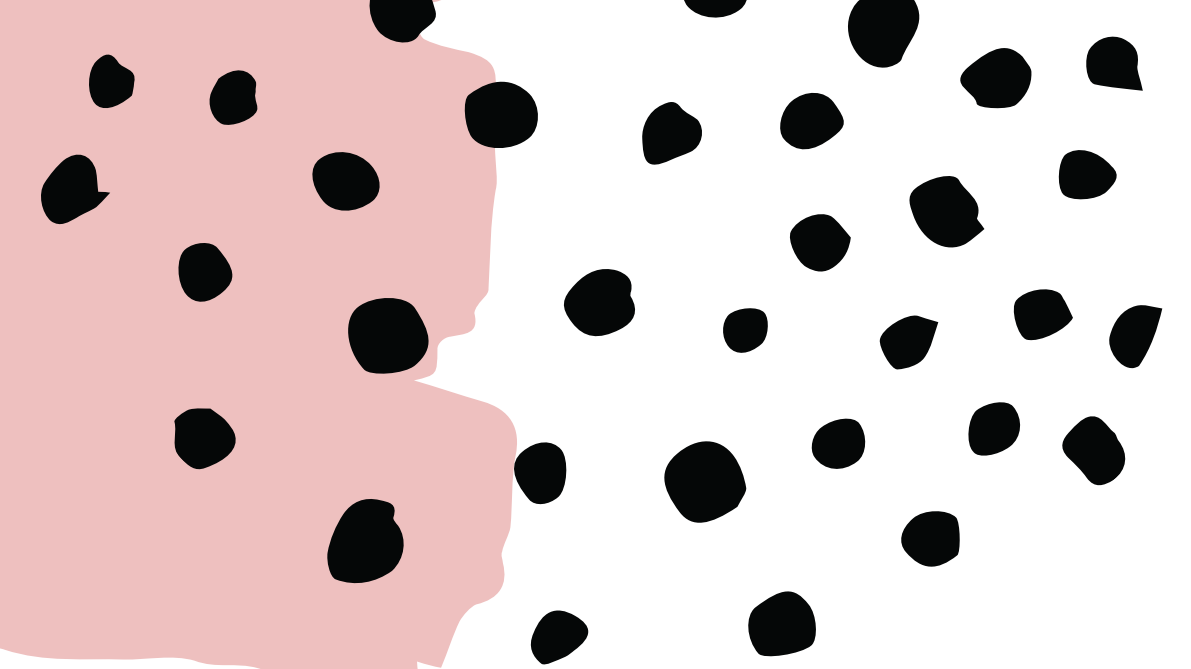
Social Media Ads

Event Sponsorship

Equipment

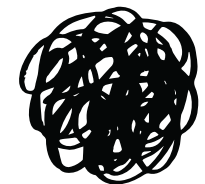


Metrics at a Glance



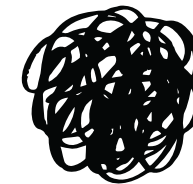
ESTABLISH RELATIONSHIPS

Within six months of our launch, we will have regular communications with 10 FOCO businesses or groups



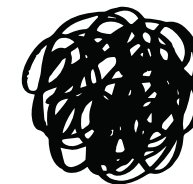
NEW INSTAGRAM PAGE

With 500 followers in the first 6 months



INCREASE IN DONATIONS

Increase the number of donations Women Build receives by 50 percent at the six month mark.



INCREASE IN SOCIAL MEDIA FOLLOWING

Double Facebook & Twitter following; 10 percent year-on-year increase in content engagement.



Let's get
to work.



QUESTIONS?