



**Special
Olympics**

Give 5

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Introductions

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Campaign Introduction

Share 5 Social
Media Post
About Special
Olympics

Donate \$5

Volunteer
5 Times

5 Minutes of
Learning About
Special Olympics

Challenge 5
Other People
to participate
in Give 5



GIVE

Campaign



Application



Timeline

Research



**Primary
Research**

**Key
Takeaway**

**Research
Objectives**

Persona

Research



Research Objectives

- How much time are people willing to volunteer?
- How much are people willing to donate?
- What platform are people willing to post on about volunteerism?

Primary Research



Word Of Mouth

We communicated with other college-age students within our network.



Social Media

We posted our Survey on our social media and other online communities such as Reddit.



University

We sent the survey to three college campuses to better understand our target market.

Key Takeaway

62%

**Said that they
would
volunteer for
at least 1-2
hours a week**

33%

**Said that if
they were to
donate today,
they would
donate \$10**

56%

**Said that they
use Facebook
more than
their other
social media**

35%

**Said they would
be likely to
participate in a
challenge on
social media**

Persona



David

- 22 years old
- Construction worker
- Single
- Post construction site pictures on Facebook
- Takes pride in the work he does



Molly

- 19 years old
- Spring semester of freshman year
- Cross country runner
- Worries about social media awareness
- Enjoys going to sports game with a group of friends



**Our
Goals**

**Campaign
KPI**

Challenge

**Campaign
Overview**

Our Goals



We wanted to find ways for individuals to feel like they were helping, and know that others were benefiting from their actions



For the activity to be inexpensive and easy for our target market to be able to participate



For our target market to enjoy and have fun while participating either in a group or individually

Campaign KPI

1. Donor & Donation Growth
2. Fundraising ROI
3. Website Page Views
4. Landing Page Conversion Rate



Challenge

For the challenge to go viral these are some tips

1. The challenge must grow organically
2. Start small with events for the current volunteers
3. Encourage people to do this in group setting

Application



**Owned
Strategy**

**Paid
Strategy**

Owned Strategy

- Focus posts on social media to target 18–24-year-olds
- Add \$5 and \$10 donation amounts to website
- Posts about Give 5 events on social media
- Hashtags:
 - #Give5 #Give5event #DonateToday #SpecialOlympics
 - #VolunteerOlympics



Paid Strategy

Experiential Idea:

Influencers:

Events:

Influencers:

Google Ads:

Hubspot:

Misc. Expenses:

\$75,000

\$25,000

\$230,000

\$120,000

\$23,040

\$26,960



	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept
Give 5 Campaign												
Influencer Promotions												
Google Ads												
Website Updates												
Give 5 Events												
KPI Check in												
Social Media Retargeting												

 **Scheduled**

 **Contingent**