

Social Media/Online Marketing Campaign

#GiveOzarks Day

On May 3, 2016, OTC’s Communications and Marketing department coordinated a fundraising initiative in conjunction with the OTC Foundation and Early Childhood Education Center. The project, called “Help Us Play,” was part of #GiveOzarks Day – a one-day, 24-hour online giving campaign hosted by Community Foundation of the Ozarks.

Objective

The campaign’s objective was to encourage students, faculty, staff and the community to donate to OTC’s Early Childhood Education Center. The funds raised would support the construction of a newer, more natural outdoor play area for the center’s preschoolers.

Strategies and Tactics

The Marketing and Communications department developed a multi-faceted campaign, which included eye-catching, original photography, video and graphic design. These pieces, with the call to action of “Help Us Play,” served as the foundation for content developed on the project’s webpage, email and social media marketing materials.

The #GiveOzarks webpage (A) acted as the “hub” of the project. It included engaging copy, specific calls to action and fundraising updates. Emails (B) and calendar invitations (C) were sent to prospective donors in advance, and photos and videos (D) were strategically posted to the college’s Facebook (E), Twitter (F) and Instagram (G) accounts.

The department’s communication strategies on these different channels included three specific calls to action for #GiveOzarks participants:

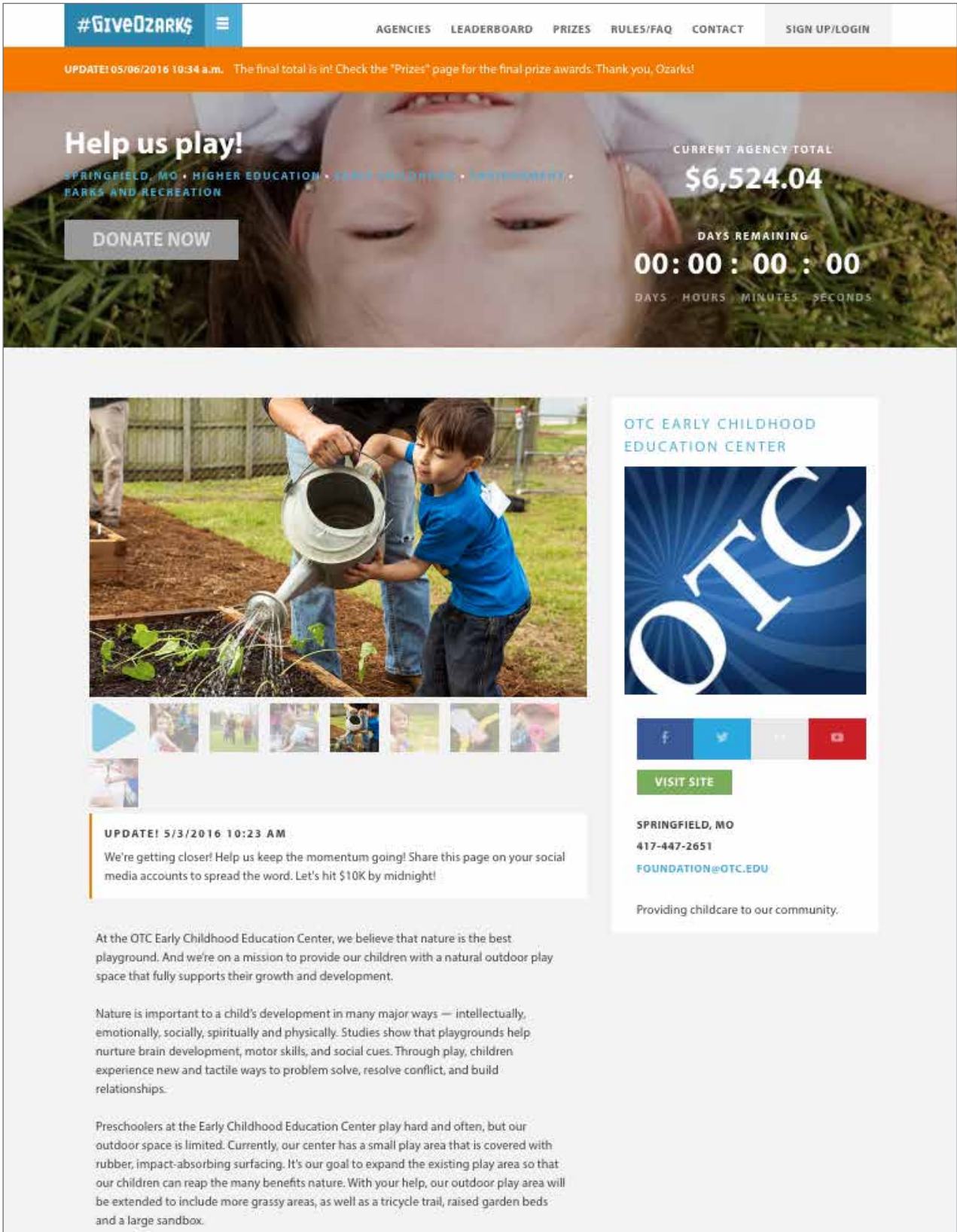
- Donate online during the 24-hour fundraising period.
- Forward emails and calendar invitations to additional contacts.
- Share the college’s #GiveOzarks webpage and content on personal social media accounts to encourage others to participate.

In addition to the department’s online fundraising efforts, the college hosted an on-campus event during #GiveOzarks day. Children from the Early Childhood Education Center played on the OTC Springfield Campus plaza with giant bubbles, music, dancing and games. OTC’s Communications and Marketing department captured footage from this event and used it to create additional social media content for the 24-hour online fundraising period.

Results and Outcomes

“Help Us Play,” was the college’s most successful #GiveOzarks campaign to date. The campaign raised \$6,524.04 total through 161 unique online donations. Additionally, the college received a \$1,000 prize for the campaign’s creativity and originality. The #GiveOzarks Spirit award was given to the top three agencies with the best overall campaign.

(A) Give Ozarks fundraising homepage: giveozarks.org/2016/otc-earlychildhood



(D) Help Us Play Video: vimeo.com/164445467



(B, C) Email Samples

The countdown is on!



It's #GiveOzarks Day — help us play!

#GiveOzarks Day starts NOW. We have 24 hours to raise \$10,000 for the OTC Early Childhood Education Center. All proceeds will help us build a newer, bigger and more natural outdoor playground.

Preschoolers at the Early Childhood Education Center play hard and often, but outdoor space is limited. It's our goal to expand the existing play area so preschoolers can reap the many benefits of outdoor play. With your help, the playground will be extended to include more grassy areas, as well as a tricycle trail, four raised garden beds and a large sandbox.

Here's what you can do in the next 24 hours:

- Donate online [here](#). Each individual/unique donor between 8-9 a.m. today counts as one “ticket” in a random draw for the chance to win an additional \$2,500 for the Early Childhood Education Center.
- Share the #GiveOzarks [link](#) and the downloadable photos below on your social media accounts. Encourage your friends and coworkers to get involved.
- Join our preschoolers for Playtime on the Plaza from 9 a.m. to 11 a.m. at the OTC Springfield Campus. We'll have snow cones, giant bubbles, chalk and games on the plaza to celebrate #GiveOzarks Day.



Right click and save these photos to your desktop or camera roll. Upload them to your social media accounts with this link (<https://giveozarks.org/2016/otc-earlychildhood>). Encourage your friends and family to get involved.

Remember: if you are an OTC employee, your contribution on #GiveOzarks Day will count as participation in OTC Foundation's We Can Be Heroes campaign. We Can Be Heroes encourages all OTC employees to support the growing needs of the college by making one-time or monthly gifts to OTC Foundation. You can learn more about the foundation and the We Can Be Heroes campaign [here](#).



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We couldn't have done it without you!



A #GiveOzarks Thank You

Our Early Childhood Education Center preschoolers have a very important message for our #GiveOzarks donors...



Thank you so much for supporting our #GiveOzarks mission yesterday. We are one giant step closer to our making our new Early Childhood Education Center playground a reality.

Thanks to your generosity, we raised \$5,524.04 in 24 hours. We can now begin the first phase of our playground expansion, and we will continue to raise funds until our mission is complete.

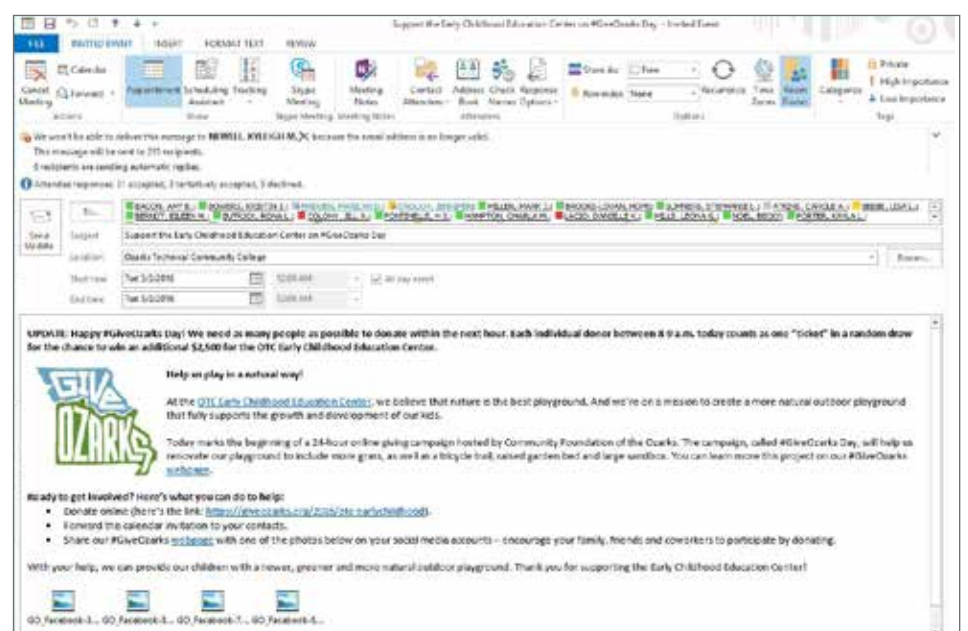
We are so thankful for our giving community, and we truly appreciate your support!



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(E) Facebook Post Samples



Ozarks Technical Community College

Published by Laura French · May 2 ·

#GiveOzarks Day begins in less than 24 hours! Join us on the plaza tomorrow from 9-11 a.m. as we celebrate with chalk, bubbles and snow cones.
Learn more about our #GiveOzarks Day mission here: giveozarks.org/2016/otc-earlychildhood



2,046 people reached

Boost Post



Ozarks Technical Community College

Published by Laura French · May 3 ·

It's #GiveOzarks Day. And we have until midnight to raise \$10,000 for the OTC Early Childhood Education Center. If you donate between 8-9 a.m., your donation will be entered into a drawing to win an additional \$2,500 for the center.
Like and share to spread the word: giveozarks.org/2016/otc-earlychildhood.



1,801 people reached

Boost Post

Like Comment Share



Ozarks Technical Community College added 29 new photos to the album: #GiveOzarks Playtime on the Plaza.

Published by Laura French · May 3 ·

Our Early Childhood Education Center preschoolers celebrated #GiveOzarks Day this morning with giant bubbles, chalk and snow cones on the plaza.
We're getting closer and closer to our \$10,000 goal, but we need your help to keep the momentum going. Share our #GiveOzarks mission with your friends so we can give our preschoolers a newer, bigger and more natural outdoor playground: giveozarks.org/2016/otc-earlychildhood.





3,555 people reached

Boost Post

Like Comment Share


(F) Twitter Post Samples





OTC @OTCeds · May 3

We have until midnight to raise \$10K for the Early Childhood Education Center: giveozarks.org/2016/otc-early ... #GiveOzarks





OTC @OTCeds · May 3

Our little yogis are saying thank you for all your #GiveOzarks Day support: giveozarks.org/2016/otc-early ... #myOTC

(G) Instagram Post Samples





ozarkstech
Ozarks Technical Community Colle...

27 likes · 11w

ozarkstech Today is #GiveOzarks Day! And we're on a mission to raise \$10,000 for the OTC Early Childhood Education Center. Click the link in our bio to learn more and #give! 🙌

❤️ Add a comment...

...





ozarkstech
Ozarks Technical Community Colle...

31 likes · 10w

ozarkstech Welp, here it is. The cutest thing you'll see all day. 🥰 Help us give these kiddos a new playground. Click the link in our bio to learn more and #donate. #GiveOzarks #outdoorplay #myOTC

❤️ Add a comment...

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