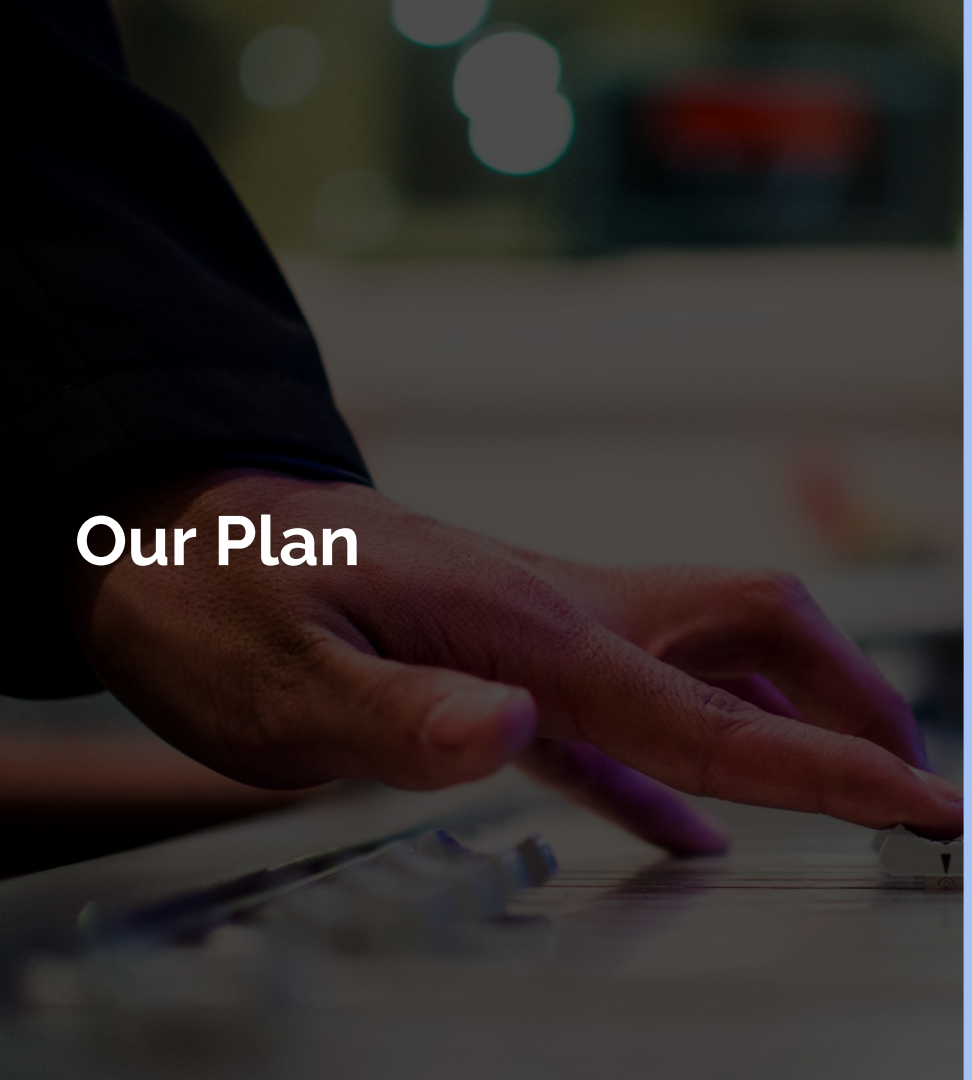
SAPPHIRE X Junior Achievement of Northern New England

Mission Statement:
To create a comprehensive strategy for the non-profit Junior Achievement of Northern New England

SAPPHIRE



Our Plan

As the centennial celebration approaches, Sapphire's primary initiatives include attracting, engaging, and retaining long term community volunteers. We are also aiming to cultivate lasting relationships with local corporations.

SAPPHIRE

The Challenge:

The Northern New England chapter of Junior Achievement is looking to raise awareness and improve brand recognition as it works to improve several aspects of community engagement including long term volunteer participation and corporate sponsorships as the 100th Anniversary Gala approaches.

The Team

Charlotte Bacon

Account Intern

Amanda Kastner

Strategy Intern

Sarah Morris

Social Intern

SAPPHIRE

The Team

Casey Traverse

Public Relations Intern

Annie Marsh

Public Relations Intern

Sarah Graham

Public Relations Intern

The Team

Hannah Leve

Public Relations Intern

Ruoting Huang

SEO Intern

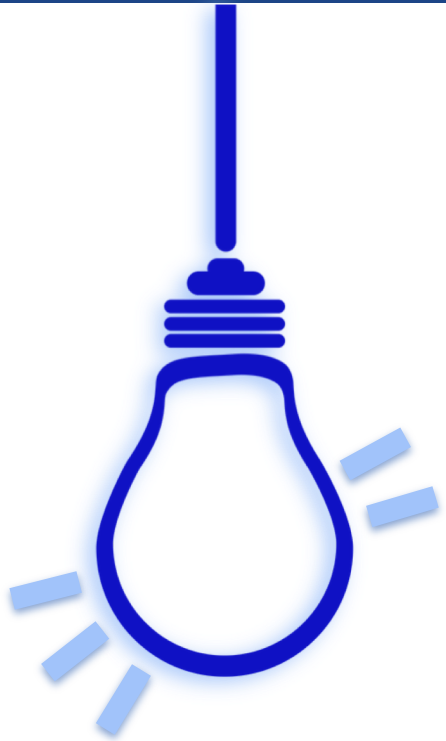
Hanxue Zhang

Paid Search Intern

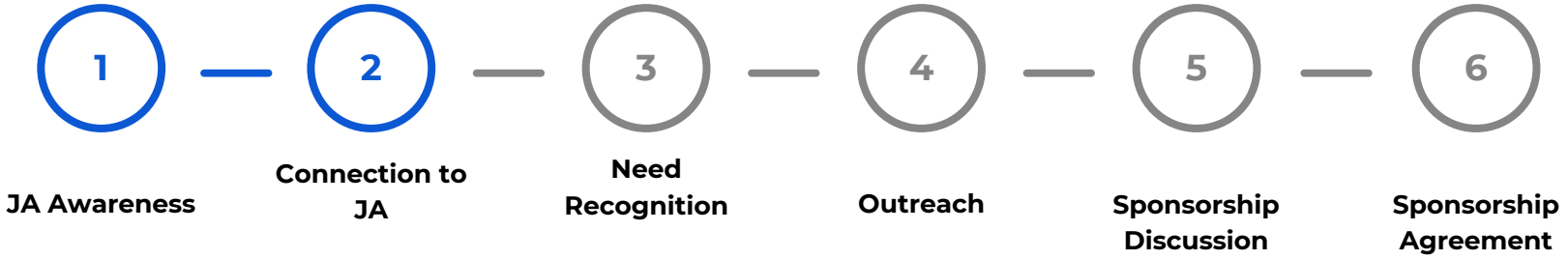
INSIGHTS

Guiding Insight

Donors don't give to institutions. They invest in **ideas** and **people** in whom they believe.



Donor Journey Part One: Recruitment



Donor Journey Part Two: Retention

Thank You

Recognition

Proof of Impact

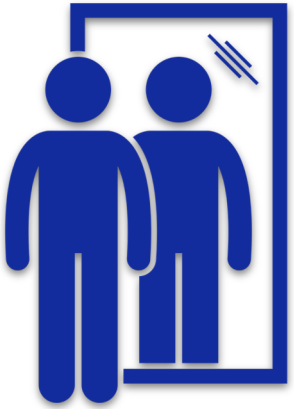
Repeat Donation

Long-term Relationship

Donor Strategy

CALL TO ACTION

CORE VALUES

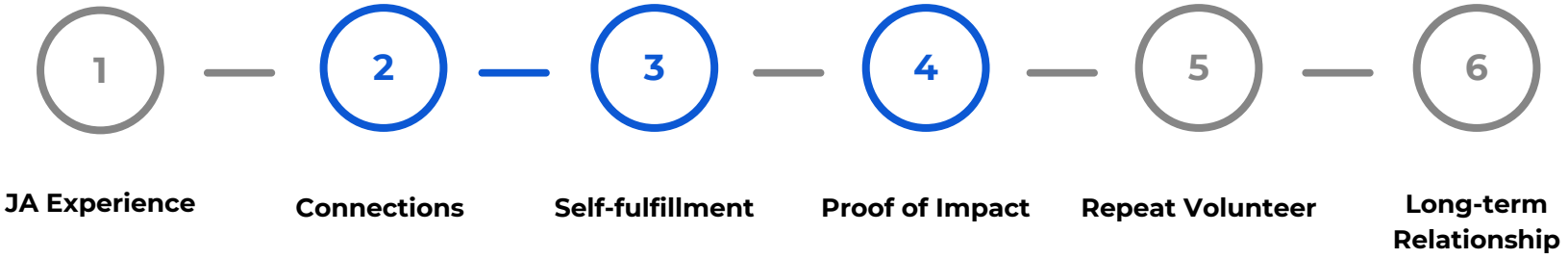


MIRROR

Volunteer Journey Part One: Recruitment

1. JA Awareness
2. Connection to JA
3. Need Recognition
4. Outreach
5. Role Discussion
6. Established Involvement

Volunteer Journey Part Two: Retention



Volunteer Strategy

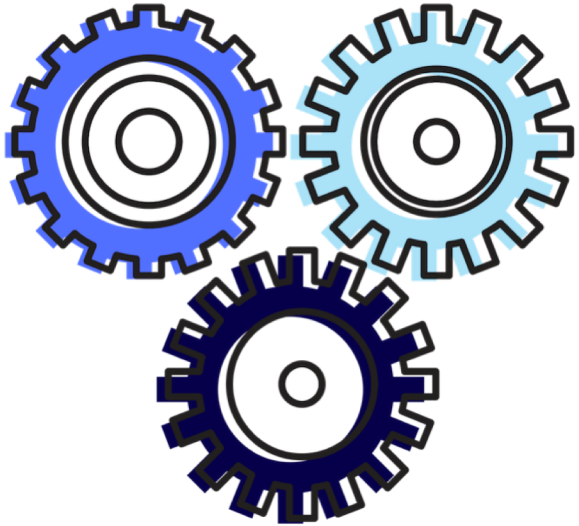
IDEAS

IMPACT

“FOMO”

Campaign Strategy

People volunteer with organizations where they can see proof of their work and get a full view of their impact through tangible results.



- JA Alumni testimonials and interviews
- Thank you messages
- Targeted messaging for stakeholders
    - Personalized messages to donors that are different updates than volunteers

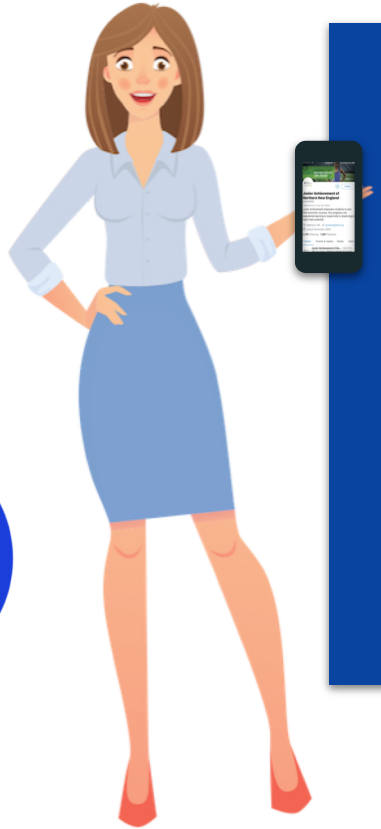
Meet Karen.

Karen is an all encompassing figure. She represents the interests of corporations, volunteers, influencers and media.

Karen's goal is to be a helping hand to ensure everyone is on the same page. Her goals align with Junior Achievement of Northern New England, and she wants to understand brand improvements.

PR

Karen, Meet PR.



Karen is scrolling through her favorite media outlets on her phone. She notices that all of her favorite, reliable sources are talking about Junior Achievement. She sees that they just had their centennial celebrating 100 years of impact.

Karen is interested in getting involved with her local JA, which just so happens to be JA of NNE.

This is the power of great PR.

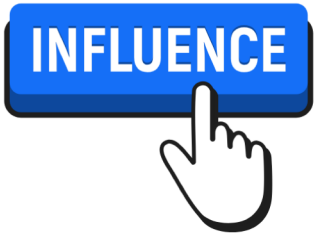
Media Lists

CORPORATE SPONSORSHIP

LOCAL MEDIA

COLLEGE

Pitches/Media Advisories



INFLUENCERS

CORPORATE SPONSORSHIP

LOCAL MEDIA

COLLEGE

Influencer Outreach

The Plan

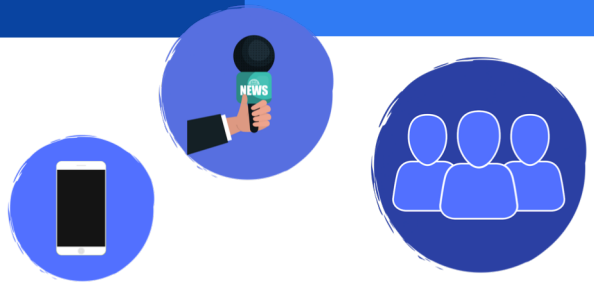
Invite relevant local and national influencers to JA's 100th Anniversary Gala

Result

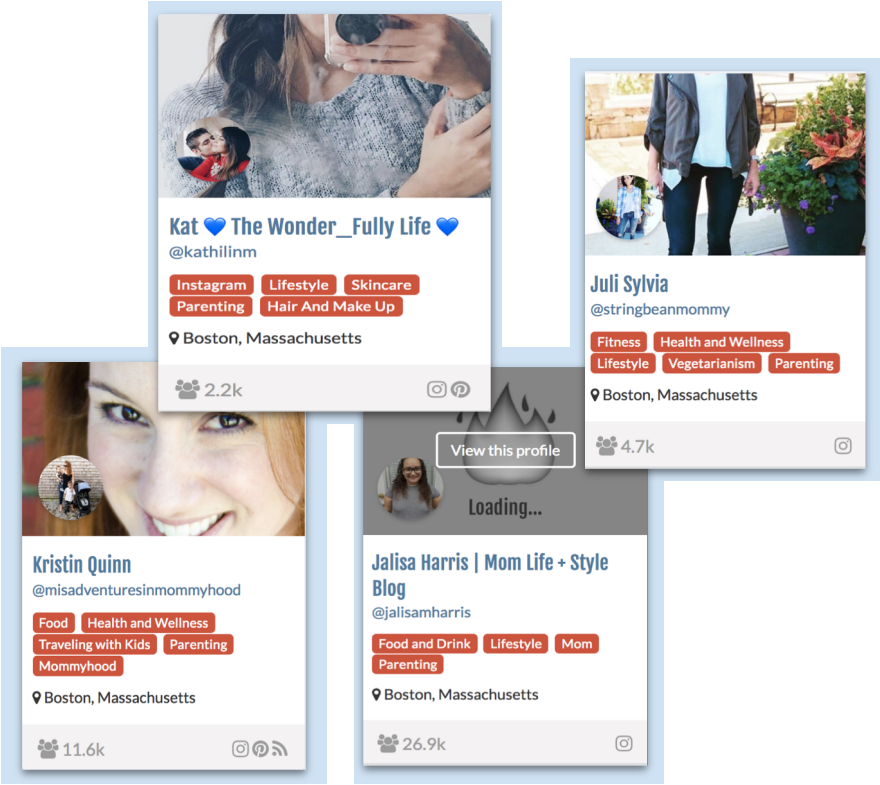
Their posts on social media will promote Junior Achievement's brand and ultimately support the growing need for youth development

This means...

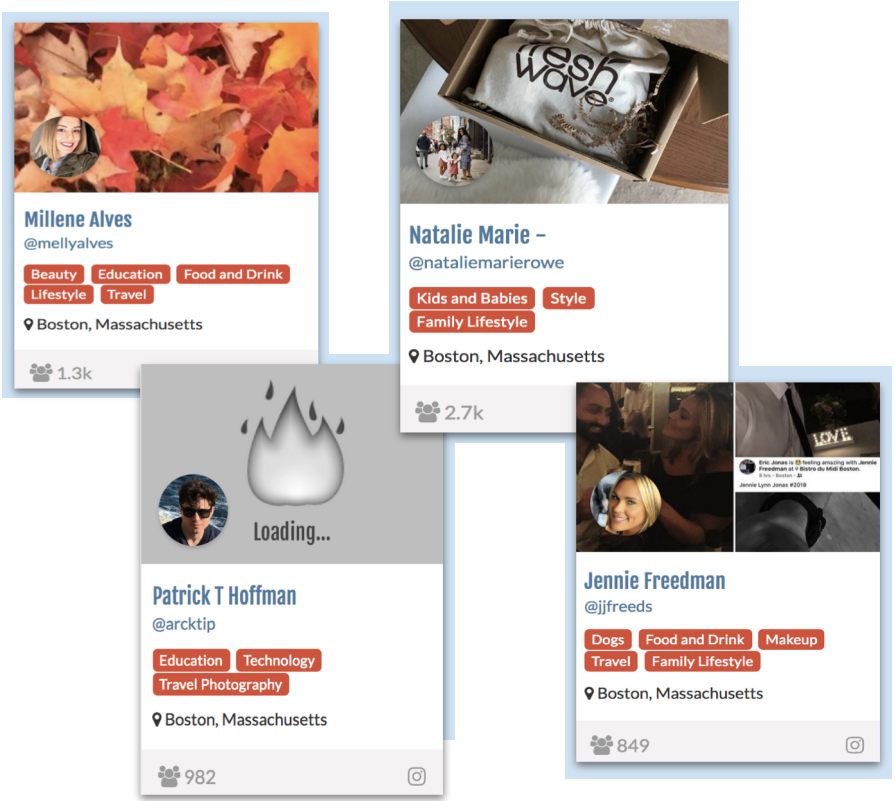
Potentially engaging thousands of targeted users on various social media platforms



Local Influencers



Local Influencers



National Influencers

Corporate Outreach

The Plan

Invite local and national corporate companies (who have have a history of or express interest in giving to academic related organizations) to JA's 100th Anniversary Gala

Result

Their sponsorships will fund JA's various needs regarding the cultivation of critical skills among youth

JA Students are exposed to...

STEM, building leadership skills, uplifting at-risk communities, work readiness and soft skills, business ethics, college readiness, industry focus and financial literacy

Targeted Corporations Include:

Volunteer Outreach

The Plan

Reach out to local colleges, universities, and youth group organizations in the area to encourage students to volunteer with JA.

Result One

Build relationships with community service and engagement centers

Result Two

Incentivize students to volunteer again

Targeted Volunteers Include:

WELLESLEY

BRIDGEWATER STATE UNIVERSITY

BABSON COLLEGE

BOSTON UNIVERSITY

NORTH SHORE COMMUNITY COLLEGE
Danvers • Lynn • Beverly

MIT

UMASS BOSTON

Media Outlet Outreach

Reach out to local media outlets to gain traction for the 100th Anniversary Centennial as well as the Juniors Who Achieved Networking Crash Course.

Possible Media Outlets

WORCESTER TELEGRAM & GAZETTE

The Eagle-Tribune

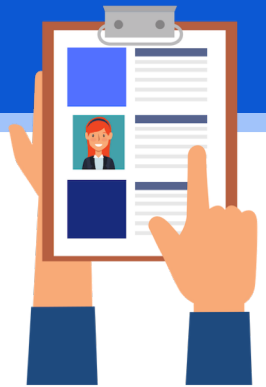
The Boston Globe

northshore MAGAZINE

Network Crash Course Night

Allow Juniors to form relationships with senior project mentors or future college internships

30 minute crash course taught by JA alumni about how to network or what kinds of things to say



Hour-long breakout session to choose build a resume, build a portfolio, etc.

Students will participate in a speed-dating-style networking session

#JuniorsWhoAchieved Event Mood Board

#JuniorsWhoAchieved Event or Gala Mailer

JA'S GLOBAL CENTENNIAL CELEBRATION
MAY 2, 2019
THE STATE ROOM · BOSTON, MA

100th Anniversary Gala

Sponsorship Levels

Self-Efficacy Sponsor - *Exclusive Sponsorship*
$250,000

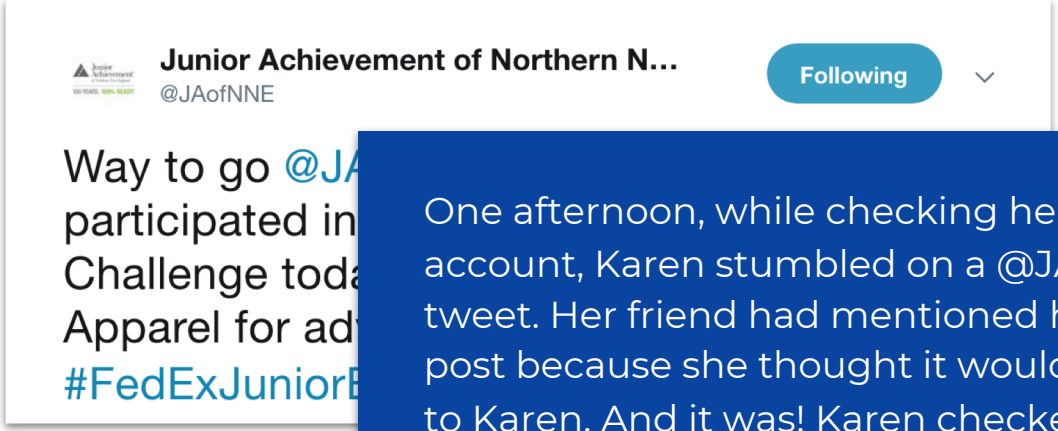
- Largest logo on front cover of program book
- Full page color ad on the outside back cover of the Program Book
- Lead logo on gala website
- Lead logo on gala invitation
- Two tables in a preferred location, each seating 10 guests
- Company name/logo prominently featured on red carpet step and repeat
- Branded table signage
- Logo prominently featured during event
- Verbal acknowledgement of sponsorship from gala stage
- Social media promotion
- 20 invitations to the VIP reception
- 10 tickets to the JA Executive Forum at Massachusetts Institute of Technology

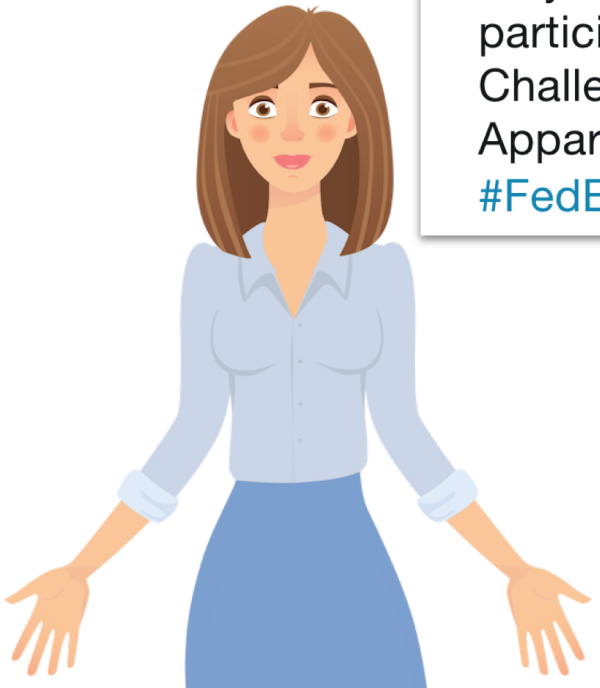
Teamwork Sponsor
$150,000

- Second largest logo on front cover of program book
- Full page color ad on the inside front cover of the Program Book
- Secondary lead logo on gala website
- Secondary lead logo on gala invitation
- One table in a preferred location, seating 10 guests
- Branded table signage
- Company name/logo featured on red carpet step and repeat
- Logo featured during event
- Verbal acknowledgement of sponsorship from gala stage
- Social media promotion
- 10 invitations to the VIP reception
- 8 tickets to the JA Executive Forum at Massachusetts Institute of Technology

SOCIAL, SEO & PAID ADS

Karen, Meet Social.





One afternoon, while checking her Twitter account, Karen stumbled on a @JAofNNE tweet. Her friend had mentioned her on the post because she thought it would be helpful to Karen. And it was! Karen checked out the Twitter page and decided to follow it for more information.

This tweet is called organic content. This content can be found across all platforms.

Twitter

Informative & excited tone

Reach donors and potential mentors

Cohesive handle & logo

Awareness days and holidays

Post 3-4 times a week

Instagram

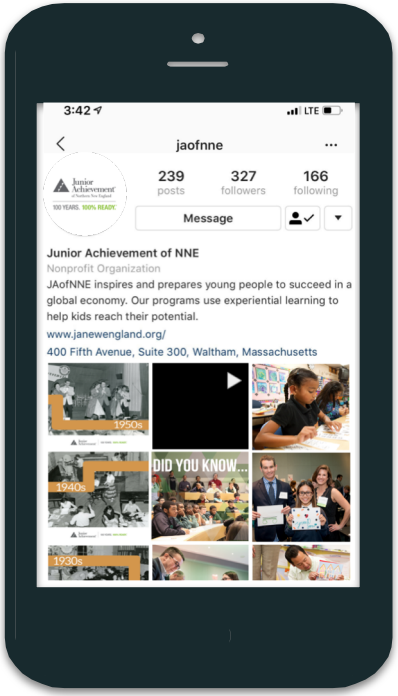
Cohesive logo and handle

Post 2-3 times a week

Friendly & excited tone

Order on content skeleton is less flexible

Story highlights



Facebook & LinkedIn

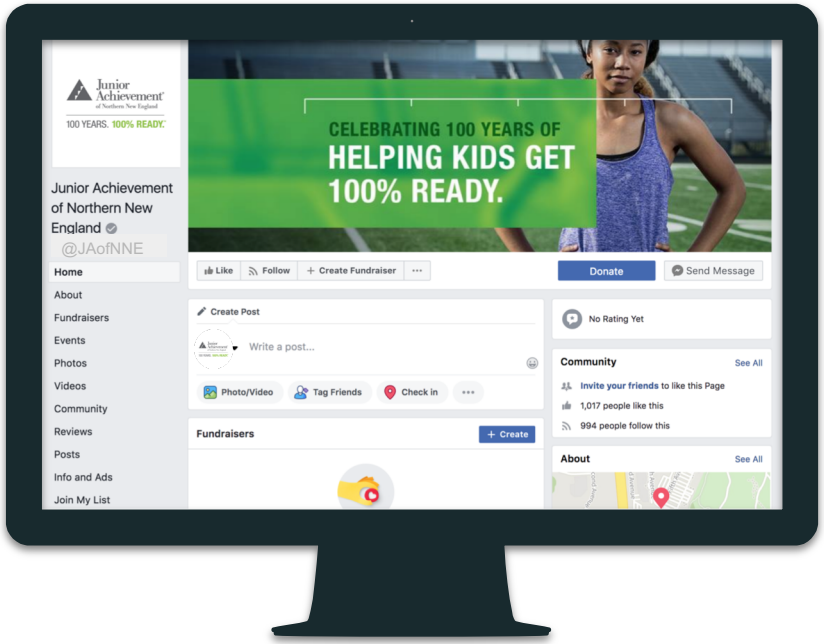
Blogs

Informative & interactive tone

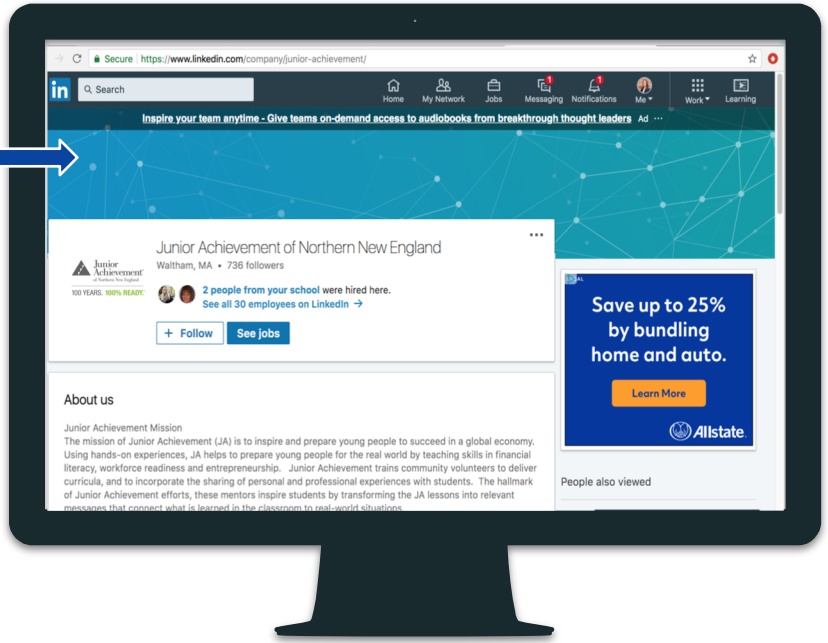
Facebook & LinkedIn: 3-4

Reach donors and volunteers

Cohesive logo



Facebook & LinkedIn

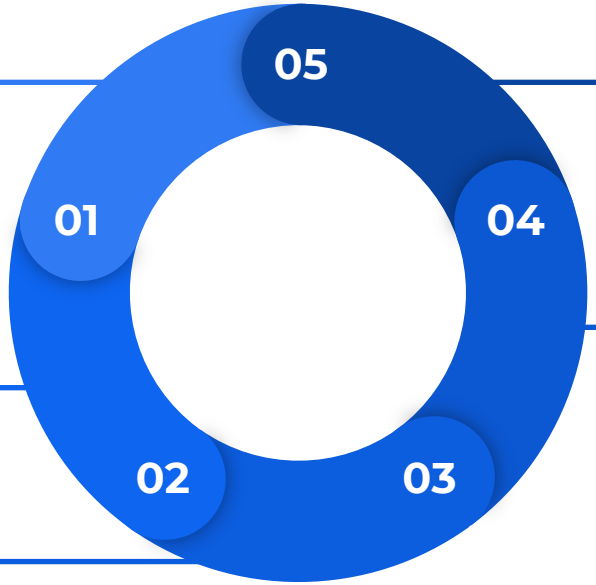


Content Buckets

Centennial
JA of NNE is gearing up for the Centennial Gala and we want to ensure the social reflects the excitement

Testimonials
A chance to showcase alumni, current students and volunteers! People give to people.

Focused Asks
People are particular, but that's okay because JA of NNE has the perfect volunteer experience for everyone. Focus on grade and event specific asks.



FOMO
To elicit recurring volunteer presence we want to highlight past events. This will cause "FOMO," aka the fear of missing out, for the next JA event.

Campaigns
The first is informal, taken from JA international. Provides, "Why JA" content. The second is a formal campaign called "Juniors Who Achieved." Plan to run in May and June.

Content Skeleton

JAofNEE Facebook/LinkedIn Social Calendar (January - June)	
Key Tags:	**GOALS:** 1. Promote/ recap the Centennial 2. Develop strong relationship with local communities (Lawrence and Worcester) 3. Elicit recurring volunteer presence
DATE	**POST + CAPTION**
1/1/19	 Junior Achievement | 100 YEARS. 100% READY. 2019 marks Junior Achievement's 100 years of impact. To celebrate this milestone, we're sharing a look into JA's beginnings in Springfield, MA.

- Built in flexibility
- Skeleton's vary

January 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1/1/19 Through the Years			1/4/19 Mark Cuban Alumni post	1/5/19 Blogs
		1/8/19 Through the Years			1/11/19 Highschool Focused Ask	
		1/15/19 FOMO	1/16/19 Blogs		1/18/19 Through the Years	
		1/22/19 Why JA? Graphic			1/25/19 Video from file (About JA)	
1/27/19 Blogs		1/29/19 Through the Years				

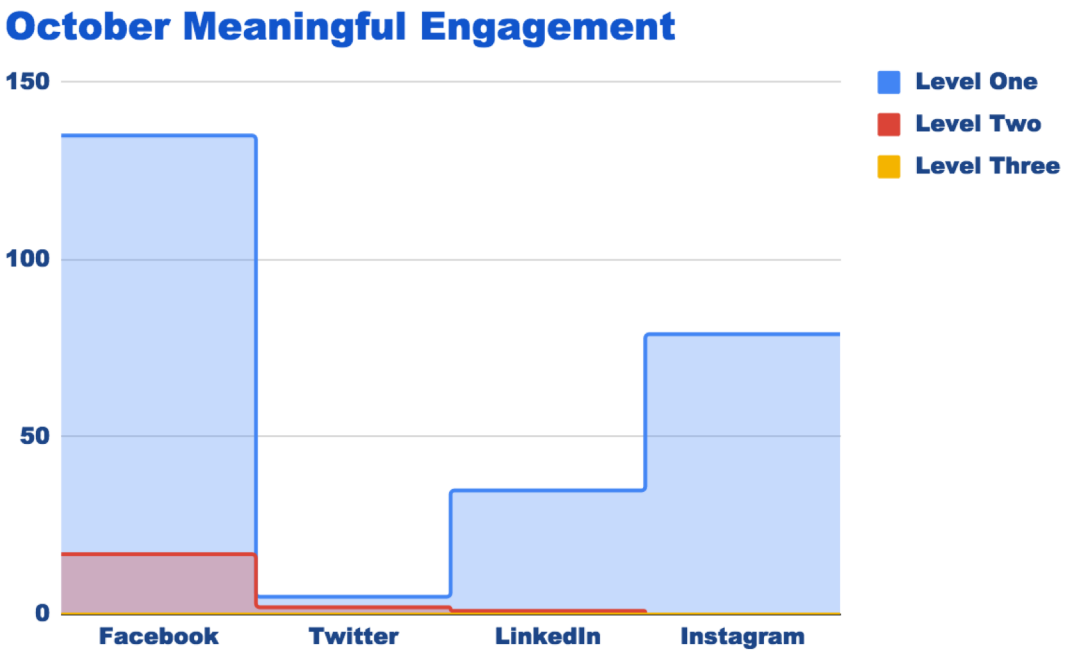
- Colors = content buckets

Karen, Welcome to the Community.

One day, Karen saw a Facebook post by JA of NNE that she loved. So she commented on it. Soon afterwards, a person from JA of NNE answered her comment and interacted with Karen even further.

This is called a **level three meaningful engagement.**

Meaningful Engagement



Current: 0% level three meaningful engagement *DM

M.E. Objective: increase level three engagement by 15% in the next quarter

Taking Advantage of Meaningful Engagement

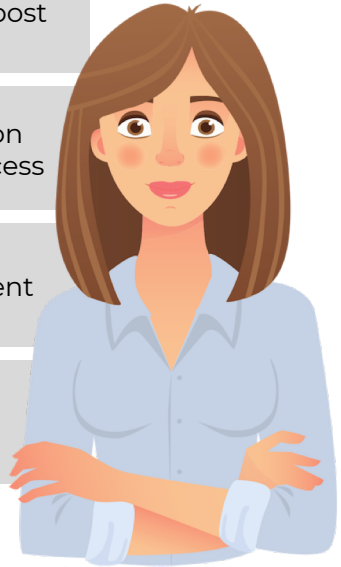
Volunteers

- Find users with high engagement or high engagement potential
- Send direct, personalized messages about a specific event they might be interested in
- Secure volunteers, encourage them to share their experiences

Post Direction

- Measure and log post engagements to understand post successes and missteps
- Adjust social strategy based on meaningful engagement success
- Release newly targeted content

- Repeat

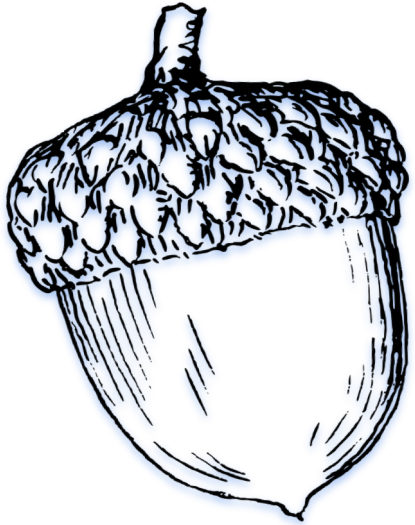


Karen, See Your Impact.

WOW! I really made an impact. JA of NNE does great work.

Volunteer Profile Frames

Understanding the Acorn



The acorn is the seed of the mighty oak tree; therefore, it symbolizes potential and strength, honor and longevity.

#JuniorsWhoAchieved

Campaign Logo:

#JUNIORSWHOACHIEVED

Facebook/ Twitter Cover:

Example Post:

Our first #JuniorWhoAchieved is Emily Smith from Worcester, MA! Emily will be studying Economics at BU. She thanks @JAofNNE for allowing her to find her passion. Way to go, Emily!

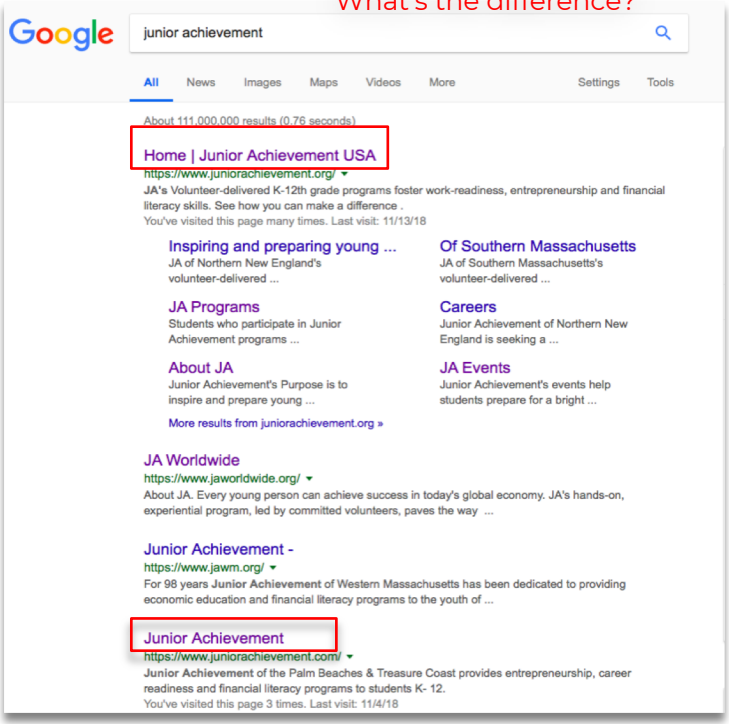
SEO

Karen, Meet Search Engine Optimization (SEO).

After interacting with JA of NNE on social several times, Karen decided it was time to get to know them a little better. So she Googled them!

SEO optimized JA of NNE's website to make sure it's organically on the top of the SERPs.

What's the difference?



Title Tag & Meta Description

Before

Home | Junior Achievement USA
https://www.juniorachievement.org/
JA's Volunteer-delivered K-12th grade programs foster work-readiness, entrepreneurship and financial literacy skills. See how you can make a difference.

After

Home | Junior Achievement USA : Volunteer Programs for Youth
https://www.juniorachievement.org/

Before

JA Apps | Junior Achievement USA
https://www.juniorachievement.org/web/ja-usa/apps
Created jointly by Junior Achievement USA and PwC, JA Build Your Future helps teens explore potential future income from a desired career and evaluate the ...

Title Tag

JA Apps Help Teenagers to Build Future | Junior Achievement USA
https://www.juniorachievement.org/web/ja-usa/apps
JA Build Your Future app is an engaging app to encourage students or children to explore potential future income and achieve their career goals into real.

Meta Description

After

Karen thinks the description for the website is not very clear, it confuses her which to click on to know more about JA of NNE !

A Lot Goes Into On-Site SEO

Keywords

The key words and phrases in your web content that make it possible for people to find your site via search engines.

Title Tag/Meta Description

Title tags are displayed on search engine results pages as the clickable headline; meta descriptions can influence the searchers whether they want to click through on your website from search results or not.

Header Tags

Within the HTML code of a website, header tags (<h1> and </h1> or <h2> and </h2>, etc.) surround the word or phrase that gives a title or label to sections of the webpage. Search engines use H1 tag to figure out what a site's content is all about.

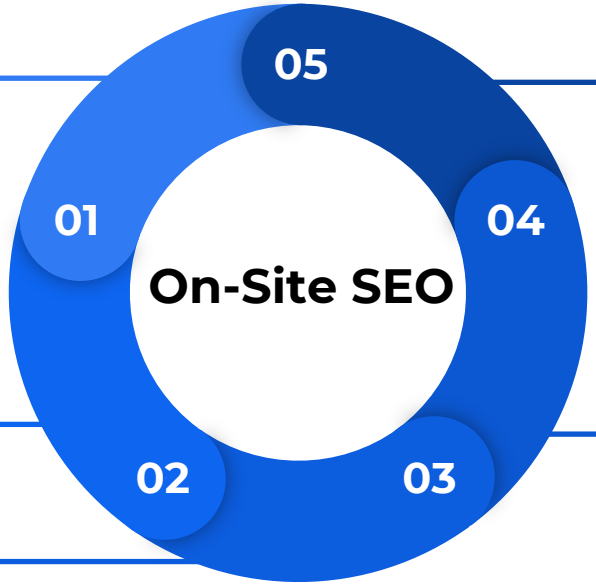


Image Alt Text

Alternative text (alt text) is a label or tag that indicates the content of the image. In addition to providing a description of the image, alt text also communicates information to web browsers for the visually impaired.

Anchor Text

Anchor text is the clickable text in a hyperlink. Anchor text can provide both search engines and users relevant contextual information a the content of the link's destination.

Keyword Recommendations / Average Monthly Search Volume

Volunteer (368,000/month)

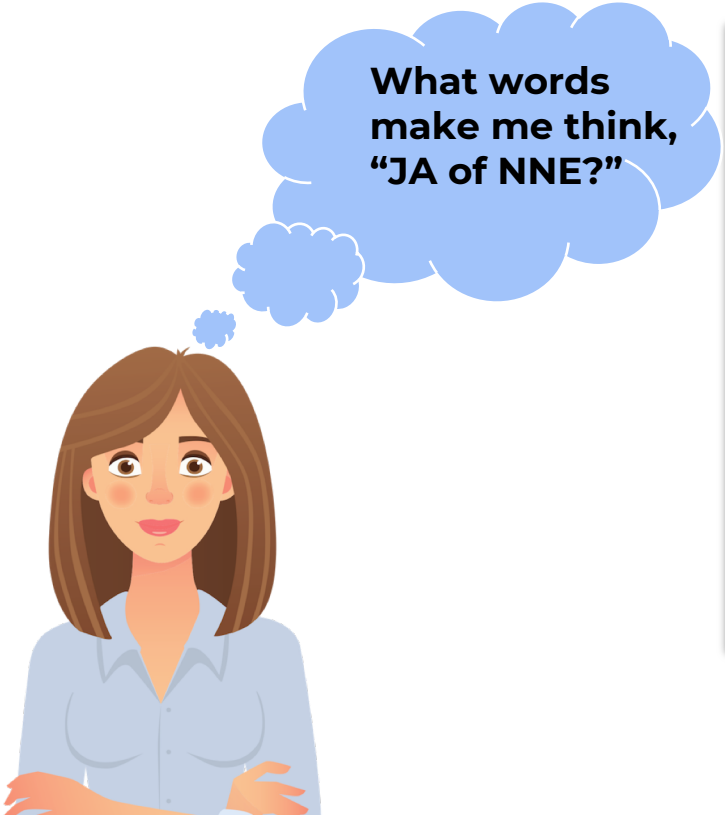
- How to start volunteering with JA v
- Volunteer opportunities near you v
- Volunteer in my community (90/mo)
- Volunteer work benefits (720/mo)
- How to include volunteer work on your resume (30/mo)

Donate (74,000/month)

- Donate and Help Support JA v
- Donate to Junior Achievement USA v
- Donation organization (720/mo)
- Donate money online (260/mo)
- Best donation organizations (150/mo)
- Donations for nonprofits (140/mo)

Like everyone, Karen is going to type **keywords** into a search engine. We want to make sure JA of NNE is using these keywords too. The more we use, the easier it will be for Karen to **identify us online, organically.**

Keyword Recommendations / Average Monthly Search Volume



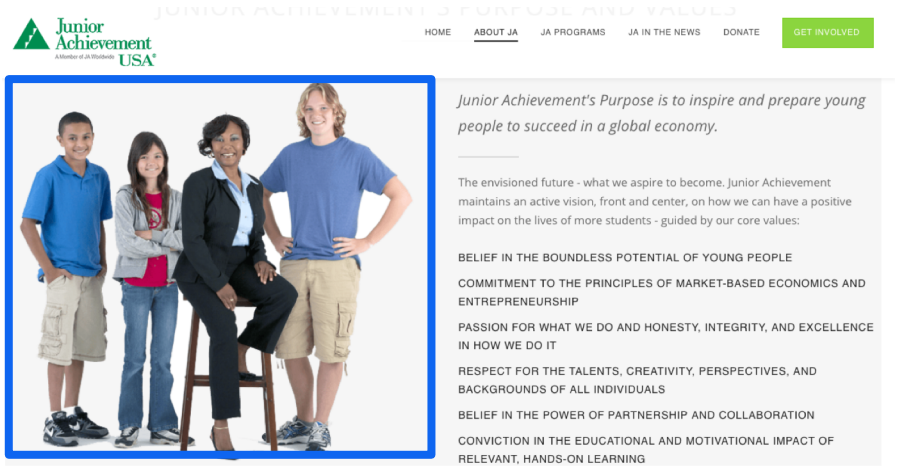
Community Service (60,500/ month)	
Community service ideas	6500
Community service benefits	1600
Nonprofit community service	1300
Community volunteer	1900
Nonprofit community service near me	1000
Examples of community service for students	1300
I want to volunteer in my community	300

Image Alt Text

No redundant

No Blank

No garbled text



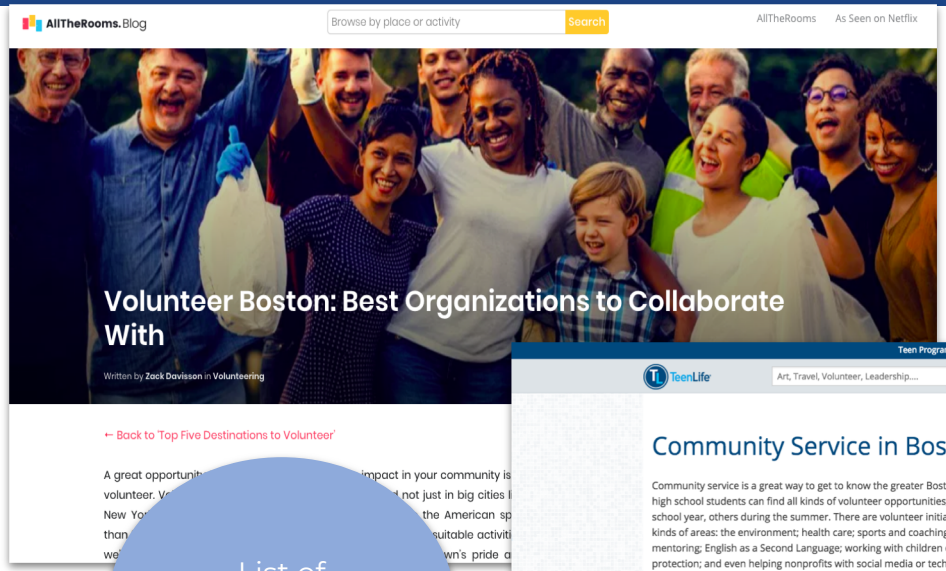
<img src="Junior Achievement Purpose.png" alt= "Volunteers inspire young people to succeed">

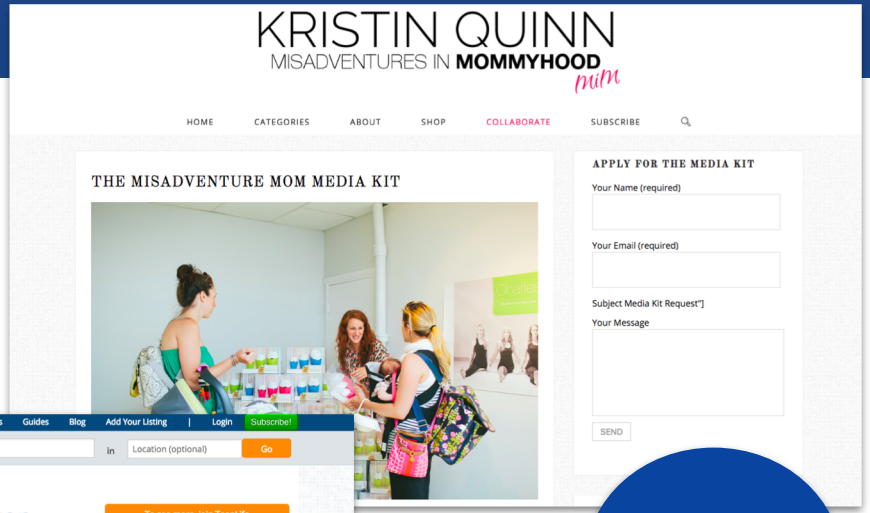
Website optimization between 11- 30 pages to increase high volumes and become the best top 10 pages can help Karen to easily know more information about JA of NNE from search engine!

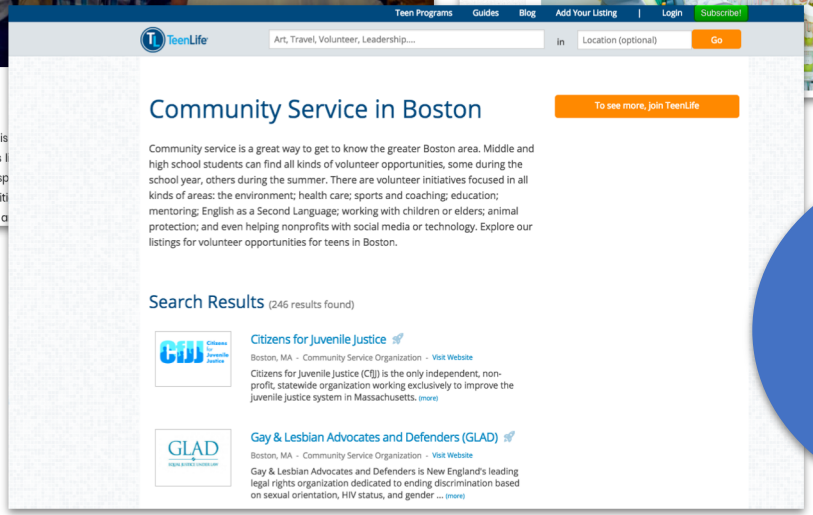
Off-Site SEO


Backlinks
Blogging
Sharable Content
Influencer Outreach
Social Media
Review Marketing

Blogger Outreach







List of volunteers opportunities

Education for Moms

Recommendations of community service in Boston

Advertising Explore Session

Karen, Meet Paid Advertising.

A few weeks later, Karen signed up to volunteer at an event she saw on Facebook. Although she didn't follow the Facebook page, she still saw the content because it was targeted to her through a sponsored post.

Promoting content on social media helps increase reach, impressions, link clicks, and engagements.

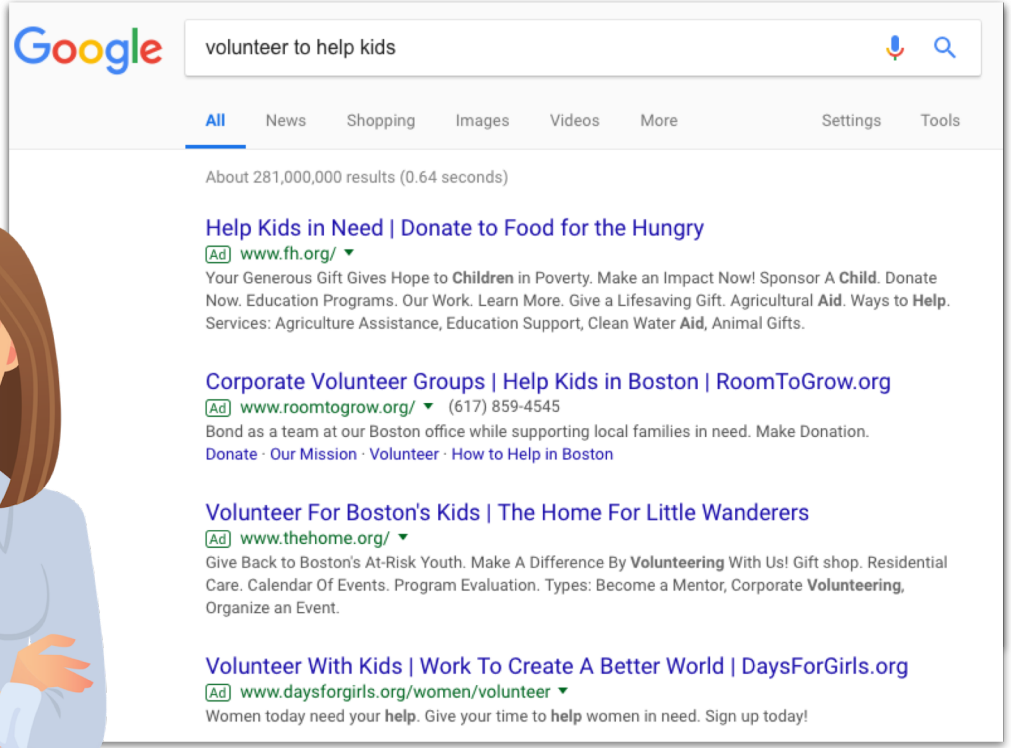
Digital Advertising Opportunities

Lead Generation
Google Search Ad
Facebook Ad
LinkedIn Sponsored Content

Awareness
Digital Banner
Native Ad
Spotify & Pandora

Lead Generation: Google Ads

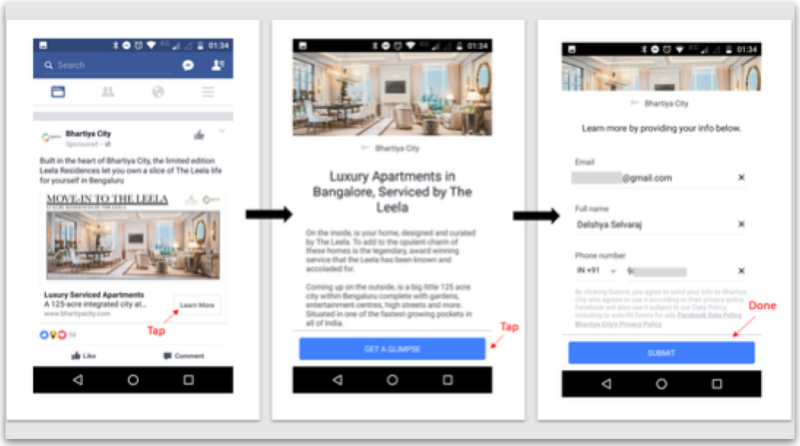
Attract Karen by having control over search keywords, landing page, message and competitors.

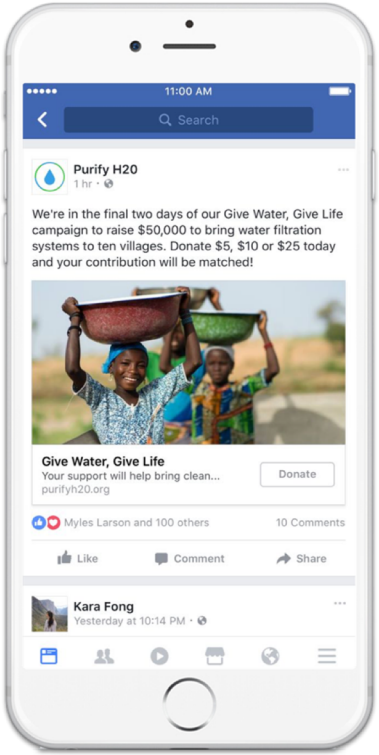


Lead Generation: Facebook Ad

Attract Karen by reaching beyond your existing community.

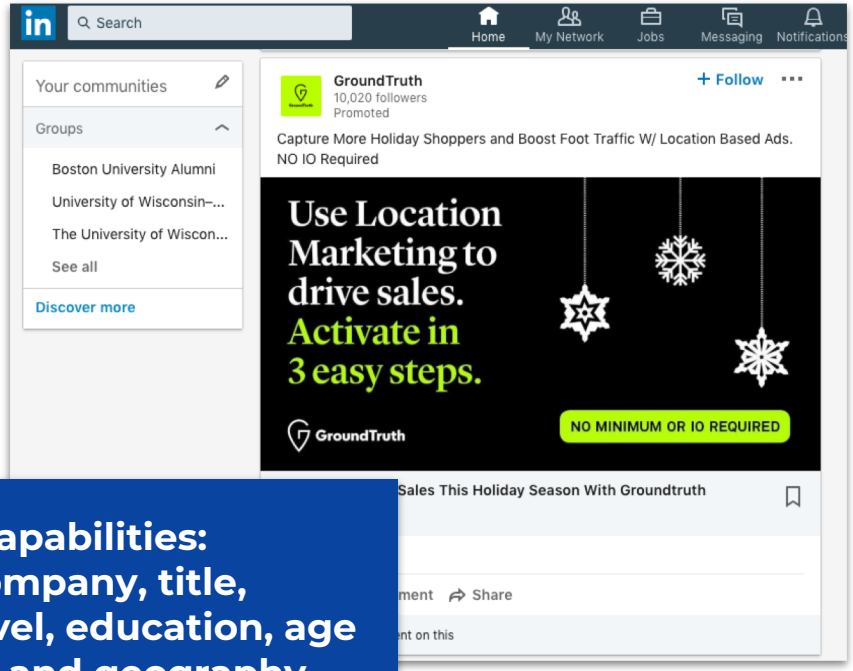
Allows for targeting by demographics, interests, ad schedule and geofencing.





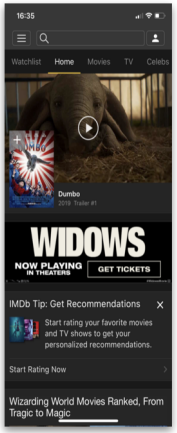
Lead Generation: LinkedIn Sponsored Content

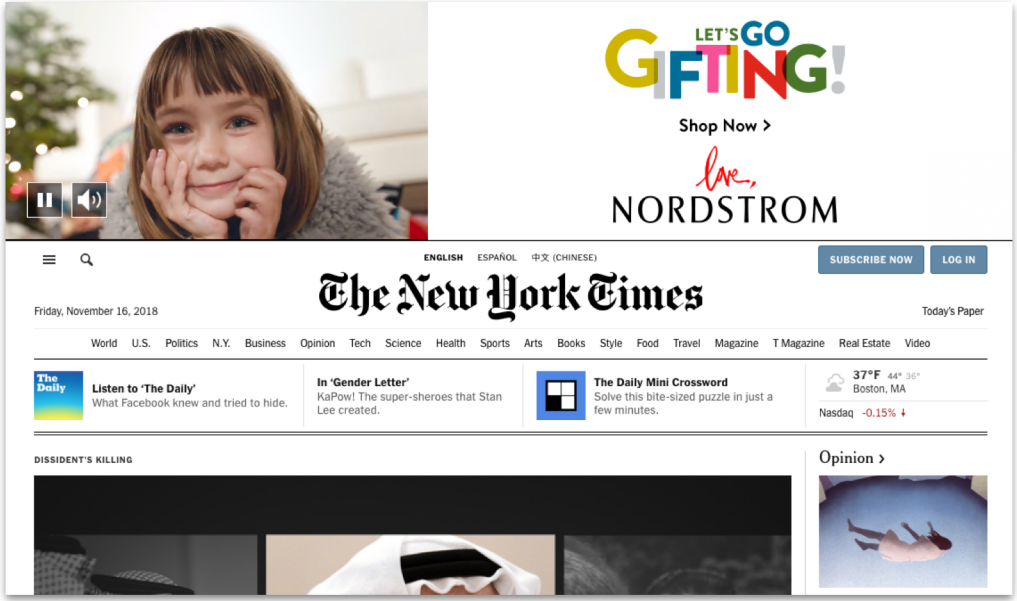
Reach corporate donors, and volunteers by accessing a massive professional network.



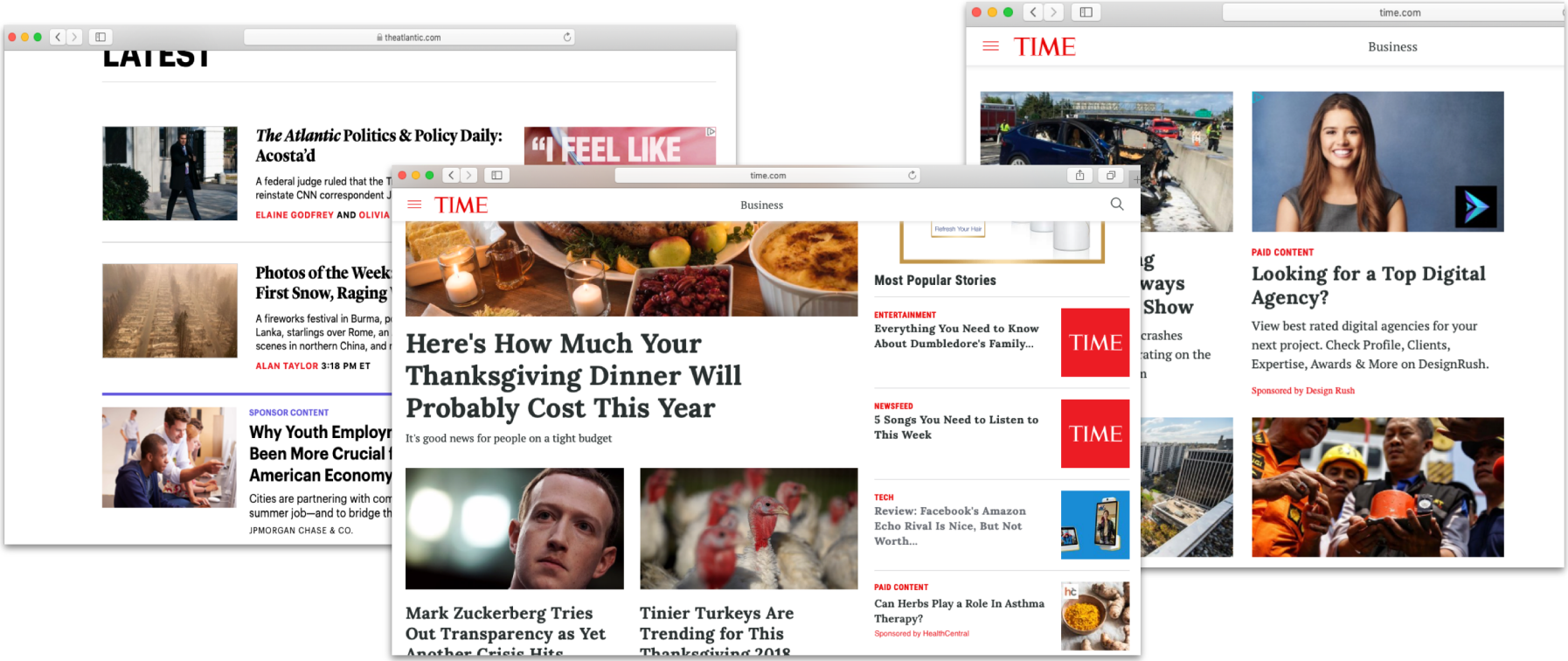
Targeting capabilities: Industry, company, title, seniority level, education, age and gender and geography.

Awareness: Digital Banner



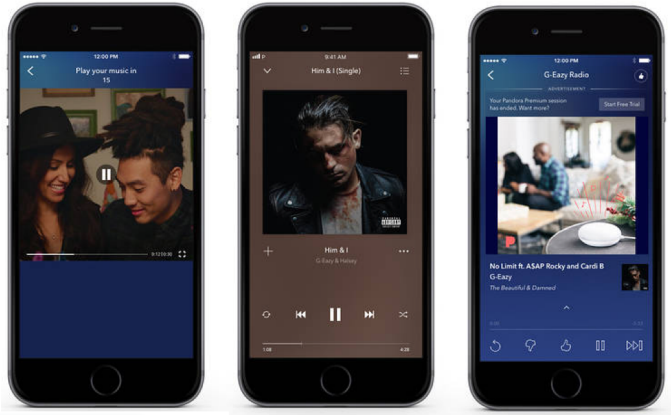


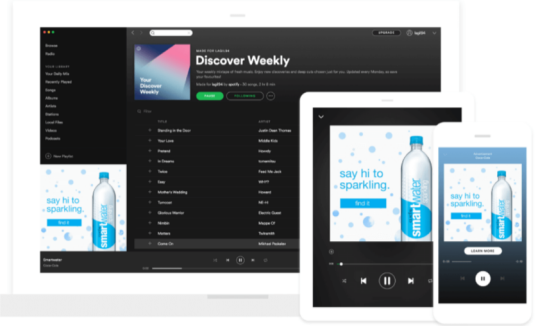
Awareness: Native Ad



Awareness: Spotify & Pandora Ad

I've been seeing ads for JA of NNE. This seems really cool, I should check it out!





Next Steps for JA of NNE

PR

Focus on Centennial prep, and reach out to schools for next semester

Social Media

Implement best practices across all channels + consider campaign

SEO

Implement keywords that will drive organic traffic + content & image optimize

Paid

Consider paid-for advertising to extend your existing community

Moving toward initial goal:

As the centennial celebration approaches, Sapphire's primary initiatives include attracting, engaging, and retaining long term community volunteers. We are also aiming to cultivate lasting relationships with local corporations.

THANKS!

Questions?