

CASE STUDY



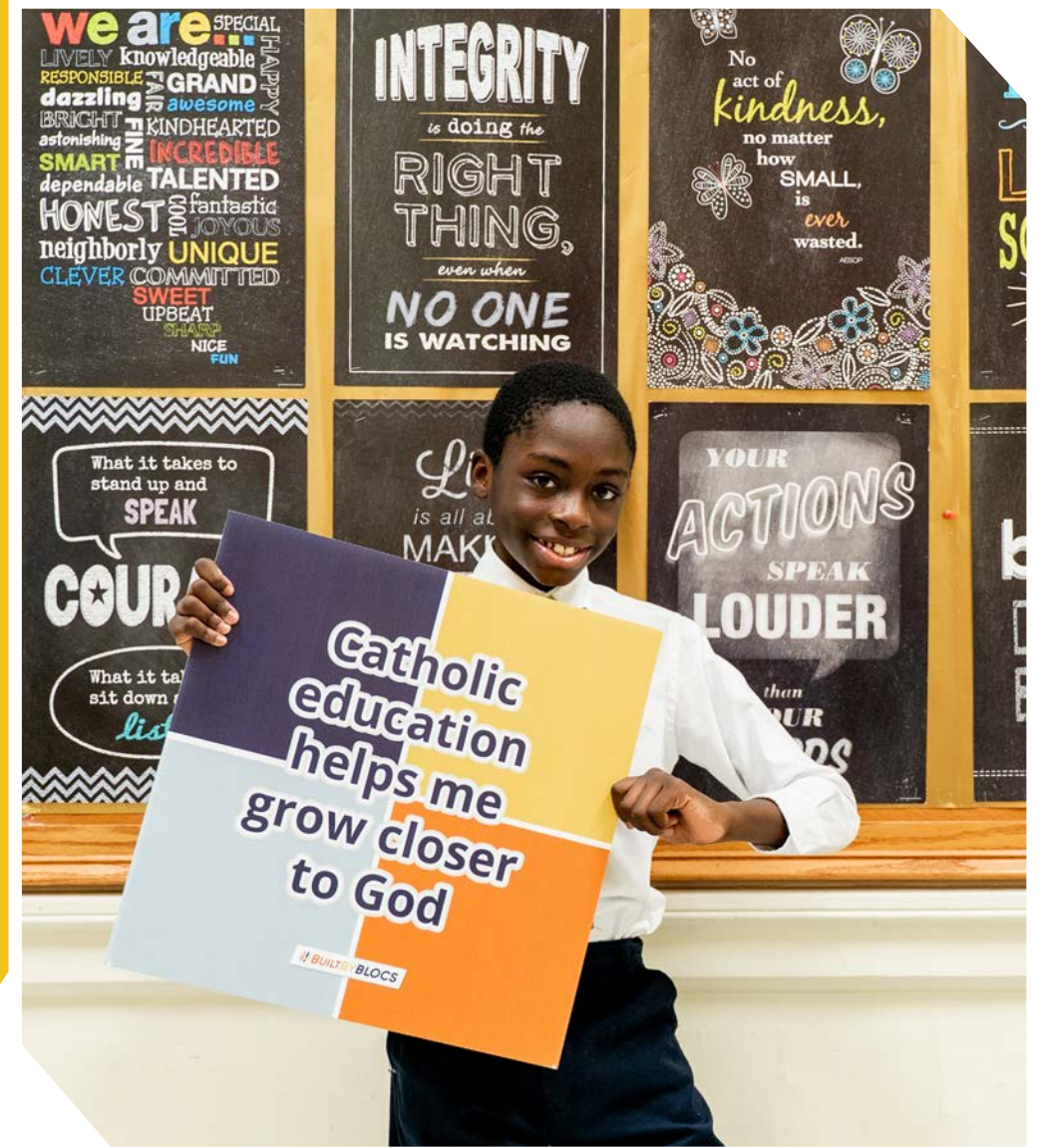


DIGITAL MARKETING
CAMPAIGN

GIVING TUESDAY CAMPAIGN

CLIENT: BLOCS (Business Leadership Organized for
Catholic Schools)

PROJECT GOAL: To create a digital marketing
campaign for Giving Tuesday on November 30, 2021.



THE OBJECTIVES

- To launch a brand new campaign to engage new donors through social media posts, strategic emails, and paid social media ads
- To engage board members, volunteers, staff and committees to advocate for the campaign, ultimately driving traffic and engagement and new donors
- Develop a 6-week strategy including campaign guide, content calendar, user personas, etc.
- Create inspiring content to fulfill the strategy (all photos, graphics, videos, reels, hashtags, etc)
- Run paid ads for brand awareness and engagement
- Analyze reports on a weekly basis to maximize content, captions, and paid ads.





THE RESULTS

- The initial goal through the Giving Tuesday campaign was to raise \$10,000. Through board engagement and targeted ads, BLOCS ended the campaign by raising \$29,146...almost THREE TIMES what had been projected!
- Through this campaign, BLOCS engaged 130 new donors, to continue correspondence with through follow up emails, upcoming events, and year end campaigns.
- Following the success of this campaign, we have implemented a strategic year end campaign for additional fundraising, brand awareness, and donor development.





"A CAMPAIGN TO INVITE OUR COMMUNITY TO BE INVOLVED"

The 2021 Giving Tuesday Campaign was expanding upon the overarching campaign this year, "Built by BLOCS". Every year, BLOCS awards scholarships to 16,000 students in order that they receive a Catholic education. In the history of BLOCS, most funding has come from EITC and corporate donations. The BLOCS team desired to build an additional donor base, consisting of friends, family members, and graduates who have been blessed by the BLOCS program in the past.

The content our team created for the BLOCS Giving Tuesday campaign consists of impactful stories featuring how scholarships and Catholic education impact lives, and how YOU as the viewer / reader / content consumer can get involved and be a part of a child's education.

Throughout the campaign, our team performed detailed insight marketing tracking to ensure that we were making wise weekly decisions to keep up with the quick pace of the campaign. Through coordinated PR efforts, Board & Staff involvement, and additional ambassadors the team at BLOCS significantly surpasses their goal to raise \$10,000!





"COMPELLING VIDEO CONTENT TO IMPACT THE NEXT GENERATION"

Our team worked alongside the team at BLOCS to capture stories of students, administration, and donors to show the impact sponsorships have. These videos were strategically created & scheduled to increase engagement among potential donors and viewers.

Click the videos below to watch the content created for the BLOCS Giving Tuesday Campaign:

Giving Tuesday Campaign Launch Video: <https://vimeo.com/642089667/c765a8e530>

Giving Tuesday From a Donor Perspective: <https://vimeo.com/647962100/8dae25fdfa>

Giving Tuesday "PUSH": <https://vimeo.com/651767050/041109b801>

Giving Tuesday "Thank You" Follow Up Video: <https://vimeo.com/643903329/a13e450311>




WHAT THEY'RE SAYING

Katie Rose Thornton · 1st
Director, Marketing and Communications at BLOCS - Business Lead...
1d · 🌐


It was an honor to visit with the students of St. Laurentius! Our work at **BLOCS - Business Leadership Organized for Catholic Schools** reminds me every day to focus on gratitude and how to bless others with the gifts I've been given.

Please join me this **#GivingTuesday** and help us change more lives for the better! <https://lnkd.in/eXkH5eDG>



👍🌱 9 1 comment


Reactions



👍 Like 💬 Comment ➡ Share ↗ Send

Charlie Bernier · 2nd
President at ECBM
1d · 🌐


It's Giving Tuesday! Please join me and **BLOCS - Business Leadership Organized for Catholic Schools** and make a donation in support of more than 150 Catholic schools in the Philadelphia area. Want to make a difference in someone's life? You can make your donation here: <https://lnkd.in/eBX3T6J4> **#iGiveCatholic** **#givingtuesday** **#BuiltByBLOCS** **#scholarships** **#nonprofit**



Charlie Bernier's Fundraiser Profile | #iGiveCatholic
philadelphia.igivecatholic.org · 1 min read

👍 7 1 comment

Reactions



👍 Like 💬 Comment ➡ Share ↗ Send

Dave Rowan · 1st
Chief Executive Officer at BLOCS - Business Leadership Organized f...
16h · 🌐

Developed, implemented, executed and accomplished!

BLOCS - Business Leadership Organized for Catholic Schools
498 followers
1d · 🌐

We did it! With the generous support of our donors, we surpassed our campaign goals for **#GivingTuesday**. We can't thank you all enough for helping us to Build a Brighter Future One Child at a Time!
#iGiveCatholic **#BuiltByBLOCS**



LET'S WORK TOGETHER!

*If you have any questions about this proposal,
please contact Ashlee Hollis*

ashlee@helmcreativestudio.com
484-947-4436

PO Box 3950
Philadelphia, PA 19146

helmcreativestudio.com

