

AAF Sacramento

Public Service March 10th, 2020 to April 2nd, 2021

AAF Sacramento, like many organizations around the country, had to find a way to keep our public service initiatives going this past year. Nonprofits suffered funding cuts, resource cuts, and massive staff layoffs. Valuable resources that were already stretched and limited. Despite suffering these issues ourselves, AAF Sacramento public service co-chairs, board members, and our growing list of 120+ volunteers (from over our eight consecutive years of professional services), put our FREETHinkin' heads together and were able to host a virtual event. Keeping the FREETHinkin' spirit alive. Below are the goals we set forth:

Overarching goal: create quality work and public service events that inspire renewed interest in FREETHink main event and public service participation.

- *Engage members and prepare potential volunteers* - Pre-Think Event and agency tours, were hosted in addition to pre-team check-ins with creative briefs, e-blast reminders, and resources. Improved team structure and organization; defined team roles for art director, creative director, copywriter, marketing strategist, and overall event art director). Utilized additional chapter initiatives; Inaugural Media Minds Podcast, Speaker Series, and AAF Sacramento Trivia Night, to increase diversity of conversation, perspectives and creative talent as well as general event awareness. (Exhibits A - B)
- *Sustain FREETHink main event and provide three non-profit's professional services* - partner with Social Venture Partners to vet and coach nonprofits capable of executing designed collateral and marketing material (Exhibit C)

- *Better educate and advocate for student/professionals* - student agency tours, assigned students per FREETHink team and provide economic workforce opportunities for employment.
Introduction of \$1,000 student scholarship tied directly to FREETHink main event.
- *Retain in-kind media award value* - local media sponsorship, donated ad space, and media placements (Exhibit D)

The above goals were achieved through strategic partnerships with local media, advertising, and creative agencies as well as the hardworking volunteers who collectively contributed 294 volunteer hours over two days, and countless hours leading up to.

FREETHink – Sacramento Ad Club’s 7th Annual Public Service Campaign:

What is FREETHink? FREETHink is a public service initiative run on behalf of AAF Sacramento that continues to be a staple in the Sacramento media, advertising, design, and creative communities and amongst local nonprofits. *We help local nonprofits tackle some of their toughest marketing challenges in one design-a-thon weekend...for FREE!*

The program advocates for the collaboration of our Sacramento ad community professionals and aspiring students, volunteering their time, talent, and expertise for a greater cause: our local nonprofits.

Each year, AAF Sacramento public service chairs and committee members seek to expand community input and public service output through strategic partnerships, volunteer activism opportunities, and local media participation. These guiding principles are at the heart of every FREETHink. For the past 5 years, FREETHink has donated a minimum of \$50,000 professional service hours and in-kind media donations, with our 2020 event, exceeding \$62,000.

[See full FREETHink results: <https://aafsacadclub.com/freethink-2020>]

Ad Club and FREETHink Public Service Awareness and Recruitment Campaign:

Our objective was to increase public service opportunities and encourage participation in the Sacramento Ad Club's Public Service FREETHink 2020 event.

Target Audience: Industry professionals such as Art Directors, Graphic Designers, Copywriters, Account Executives, Project Managers, Media Buyers, UI/UX Web Designers, Videographers, Digital Specialists and other advertising and creative professionals.

Strategy: Increase the number of public service volunteers and event attendance through effective earned, owned, and paid media.

Tactics: Newsletter blasts, paid social promotions via Facebook and organic LinkedIn posting helped amplify our efforts. Additionally, we accomplished this through hosted events, such as Creative Wood [Exhibit E], an evening design-a-thon co-hosted with Sacramento Design Week, an Agency tour with participation from 3fold Communications, Mercenary Creative Group and RS-E, and our 5-year partnership with Social Venture Partners who provided nonprofit vetting and recruitment for this year's FREETHink nonprofits.

[Exhibit C]

Execution and Results: Using the above-mentioned tactics in advance of the event, produce 10 new volunteers both student and professional, and three new team leads. This resulted in over 50% new volunteers! The FREETHinkin' family continues to grow!

(Watch 2020 FREETHink full video recap here: https://www.youtube.com/watch?v=6j2_Nlw1LT4)

7th Annual FREETHink Main Event:

The core objective for our 7th annual FREETHink Event (October 24th and 25th, 2020) was to provide three worthy nonprofits with their requested design and collateral materials as outlined on their FREETHink application submissions - all in the span of 48 hours! Each event is designed to be simple, painless, and deliver amazing FREETHinkin' results for awarded nonprofits.

Target Audience: Our primary audience is local nonprofits. Our 5-year partnership with Social Venture Partners and their annual Fast Pitch program (unfortunately canceled due to the pandemic) was still able to provide quality nonprofit applications because of their work pre-covid which included two months of brand coaching and professional development as a part of their own program's process.

Our secondary target audience is volunteer industry professionals such as Art Directors, Graphic Designers, Copywriters, Account Executives, Project Managers, and other related fields.

Strategy: Form three teams of volunteer industry professionals, one for each nonprofit, to execute their respective team's creative brief.

Tactics: Using a combination of networking events, AAF social media channels, and our FREETHink volunteer list of 120+ volunteers, we were able to adequately assign each team a member for the following roles: Team Project Manager, Co-Project Manager, Art Director (1), Graphic Designer (2-3), Copywriter (1-2), Digital/Marketing Specialist (1-2).

Execution and Results: Winners for our 7th FREETHink included this year's 2020 nonprofit beneficiaries: Child Abuse Prevention Center, Sacramento Children's Chorus, and HornetAttain! Their marketing requests and subsequent results are outlined below:

Child Abuse Prevention Center:

The mission of The Child Abuse Prevention (CAP) Center is to prevent child abuse through strengthening family relationships. CAP has many programs that work alongside other establishments to provide these services. Most of the serviced families are not aware they are being helped by a branch of CAP, therefore strengthening their brand recognition has been difficult. They need help highlighting their overwhelmingly successful programs to generate more donations so they can continue to serve families in need.

The Ask: The FREETHink team will generate a communication strategy and assets to assist in accruing more donations to support their necessary programs. This was further broken down by creating the following in order to drive brand awareness to potential donors:

1. Video content and creation showcasing program output and impact
2. Pandora :30 radio script
3. Program fact sheets describing CAP programs and how they work
4. Impact fact sheets detailing the local and statewide impact of CAP programs
5. Print ads highlighting impact and encouraging donation

The Result: The Child Abuse Prevention Center FREETHink team delivered: CAP Center Video Storyboard concept (Exhibit F), CAP Radio Concept (Exhibit G), Impact Fact Sheet (Exhibit H), Program Fact Sheets (Exhibit H), and Print Ads (Exhibit H). The full video presentation can be viewed here: https://www.youtube.com/watch?time_continue=1&v=5t_D9dRIBQA&feature=emb_logo

HornetAttain!:

ProjectAttain! is a collaborative, workforce development initiative that helps adults complete their educational path to prosperity. Individuals with post-secondary education earn more and suffer less

unemployment. Their children lead healthier lives and seek education for themselves. Educated adults volunteer, vote, and depend less on support programs. Sacramento State is one of 8 northern California (William Jessup, University of Phoenix, Sierra, Los Rios) higher education institutions participating in ProjectAttain!. HornetAttain! will be marketed to any adult wanting to return to Sacramento State and finish their degree with an initial focus is on near completers, adults with 15 or fewer units remaining to degree completion. HornetAttain! works out of the College of Continuing Education (CCE) but will be graduating students all across the Sacramento State colleges.

The Ask: Our objective was to provide HornetAttain! with a foundation to be able to solicit donors, corporate and individuals when the program is ready to launch. HornetAttain! Objective: Help 500 near completers finish their degree. At an estimated \$16,000 pay raise connected with degree completion, 500 new graduates would add a minimum of 8 million dollars to the Sacramento Economy annually

The Result: At the conclusion of the weekend, FREETHink teams produced an Audience Analysis Deck, Corporate Donor One-Sheet, Corporate Donor Handout, Single Donor One-Sheet, Single Donor Handout, Social Media Strategy, Social Media Skins on LinkedIn, Facebook, Instagram, and Mailchimp, Website Wireframes and Art Direction (Exhibit I - L)

Sacramento Children's Chorus:

The Sacramento Children's Chorus was started by a CSU Sacramento choral music student as a master's project 28 years ago. Today, this organization provides an artistic outlet for children in the region to sing, perform, and travel throughout the United States. Using the current assets of the Sacramento children's chorus, we are going to create a digital campaign that will help communicate important messaging. In addition, we will provide some options for a logo and color refresh to modernize the look.

The Ask: Our objective was to refresh the logo to promote higher engagement and to convey the professional nature of the organization. To create a messaging framework in which content can be filtered through a brand lens. To provide recommendations for post-COVID-19 communication and branding. To provide recommendations for post-COVID-19 communication and branding.

The Result: At the conclusion of the weekend, Childrens Chorus teams produced an Brand Messaging Framework, Media recommendations across paid, owned and earned media channels, Creative logo mocks and refresh, and revised tagline. (Exhibit M - U)

Extend FREETHink Value with FREETHink Media Award:

Target Audience: Industry partners who could offer in-kind media support to amplify one of the three FREETHink nonprofits' designed collateral and brand messaging in an impactful way.

Strategy: Solicit in-kind media donations (broadcast, print, digital, social, design, professional services) from local media, companies, and organizations through AAF Sacramento relationships, hosted events, and networking opportunities.

Execution and Results: Sacramento Ad Club Public Service Co-Chairs Heather Smith, Haley Williams and Christie Pierce secured partnerships leveraging our local industry network and influence. The results of these partnerships helped us secure the following FREETHink Media Award for the Child Abuse Prevention Center:

FREETHink 2020 Media Award - \$18,000 of in-kind media donated (5.7% increase YoY)

- KCRA \$5,000 airtime to run on KCRA/MeTV
- SNR digital sponsorship worth \$525 in the events section and a featured event in online calendar
- Entercom radio spot production and broadcast \$2,500
- Video Vets \$10,000 30 second spot creation

In summary, our FREETHink weekend event resulted in 294 volunteer hours donated, total in-kind media, and professional services valued at \$62,100. Each nonprofit received, at minimum, \$14,700 of professional services and media value. Most importantly, 3 more stoked nonprofits received marketing and design support!

(See the final client deliverables here: <https://aafsacadclub.com/freethink-2020>)

Conclusion: Impact and Sustainability

To date, AAF Sacramento and FREETHink have contributed to \$417,611 of in-kind media and professional services, \$104,950 of direct media placements and consulting services, supporting 22 total local nonprofits over 7 years. Given the successful virtually-hosted event this year, our 8th FREETHink is kicking off and aims to support 4 nonprofits over the next 12 months. Here we FREETHinkin' go!

EXHIBITS

Exhibit A:

<https://aafsacadclub.com/media-minds>



Overview

Media Minds of Sacramento brings voices together by inviting leaders and thinkers from the region together to join in on a larger national conversation about advertising, communications, and public relations. This is your world. Here's a sneak peek into how we navigate in it.



CHRISTIE PIERCE, HOST/MODERATOR

Christie Pierce is Sacramento resident, local media marketer, and current Media Minds of Sacramento host. Digital strategist by day. Masters student at Columbia University by night. Outdoor adventures in between. These are a few of the things that keep it interesting.

EPISODE 001

MM

MEDIA MINDS

CHRISTIE PIERCE
Media Minds, Host with the Most

DREW NEWBOLD
Creative Director, Mercenary Creative Group

"FULL INTERVIEW"

0:29:37

EXPLICIT

AAF SAC

EPISODE 001: FULL INTERVIEW

EPISODE 001

MM

MEDIA MINDS

CHRISTIE PIERCE
Media Minds, Host with the Most

DREW NEWBOLD
Creative Director, Mercenary Creative Group

"BRANDING & VICTORY"

0:01:38

AAF SAC

WHAT IS BRANDING?

EPISODE 001

MM

MEDIA MINDS

CHRISTIE PIERCE
Media Minds, Host with the Most

DREW NEWBOLD
Creative Director, Mercenary Creative Group

"CLIENTS, COVID, & MASLOW'S LAW"

0:03:04

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HOW SHOULD CLIENTS NAVIGATE CRISIS?

EPISODE 001

MM

MEDIA MINDS

CHRISTIE PIERCE
Media Minds, Host with the Most

DREW NEWBOLD
Creative Director, Mercenary Creative Group

"COVID & CREATIVITY"

0:02:55

AAF SAC

HOW DOES YOUR BRAND NAVIGATE A PANDEMIC?

EPISODE 001

MM

MEDIA MINDS

CHRISTIE PIERCE
Media Minds, Host with the Most

DREW NEWBOLD
Creative Director, Mercenary Creative Group

"MENTORSHIP & FOLLOW THROUGH"

0:03:56

AAF SAC

WHY IS MENTORSHIP SO IMPORTANT IN THE ADVERTISING INDUSTRY?

<https://www.youtube.com/watch?v=1YwZfVsiIX4>

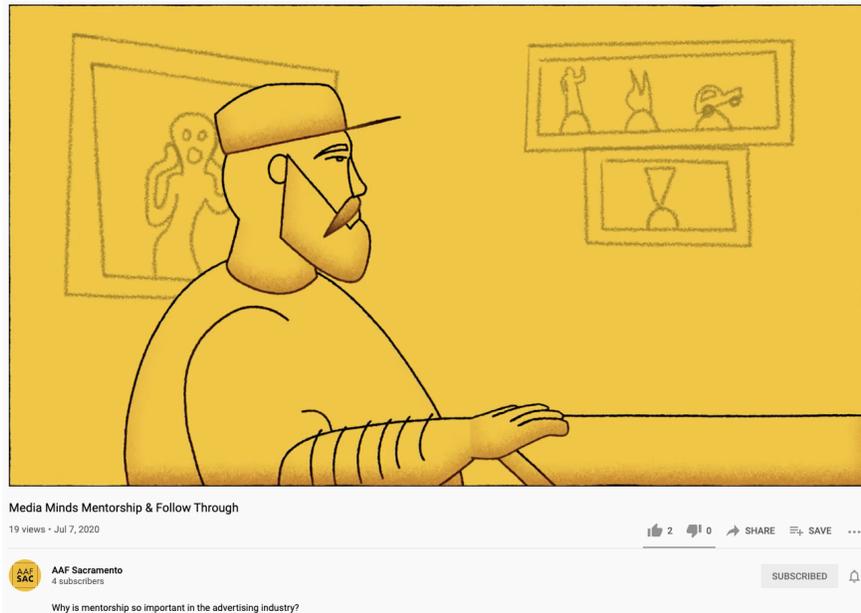


Exhibit B

<https://aafsacadclub.com/speaker-series>

DIVERSITY ACTION PLANNING

HOW TO GET STARTED
A CONVERSATION WITH JAMIE VON SOSSAN & TRACY JACKSON

Oct. 15th 8AM - 9AM
ZOOM WITH US

AAFSAC

Thanks for joining Zoomside Chat on diversity action. planning: [DOWNLOAD FULL VIDEO](#)

AAFSAC Sacramento hosted a Zoomside chat with 3fold CEO Jamie Von Sossan and President & CEO of HR E-Z, Inc., Tracy Jackson, SPHR, SHRM-SCP.

Topics included:

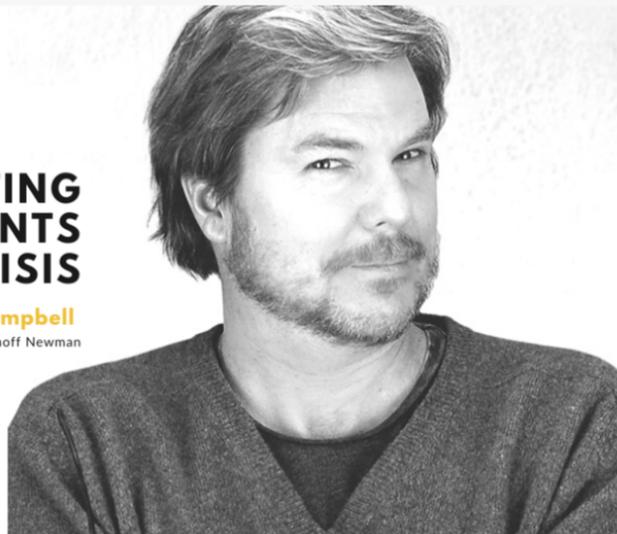
- Creating a workplace community that provides a seat at the table for everyone.
- Common misconceptions about diversity, equity and inclusion in the workplace
- Getting comfortable being uncomfortable with the reality of your workplace
- Creating an action plan to change an outdated industry

AAF
SAC

NAVIGATING YOUR CLIENTS THROUGH A CRISIS

David Campbell

COO & President, Chernoff Newman



Download the Presentation

Exhibit C

<https://www.sypsacramento.org/fast-pitch-2020>

Welcome

to the Reimagined Fast Pitch for 2020!

Eighteen Sacramento region nonprofits supported by 36 business coaches have invested four months in learning the components of an effective pitch to support their fundraising and awareness-building efforts. Typically, our cohort concludes with 10 finalists taking the stage on the floor of the Golden 1 Center in front of a live crowd of 1,000+ community members. This year, in our now socially distanced world, we are unveiling the results of their hard work via a video showcase. We ask that you watch, donate and share with your communities. Now more than ever, these nonprofit leaders who support some of our most vulnerable citizens need the support of our broader community.

Finalists



PROJECTATTAIN!

Kelly Siefkin, Director of Development

This fast and flexible educational program, in partnership with Sac State, helps working adults with some college completed to finish their degree.

Coached by Kim Tucker & Diane Hurley

[Donate Now](#)



CHILD ABUSE PREVENTION CENTER

Clay Merrill, Director of Advancement

Striving to prevent child abuse and neglect so children grow up safe and healthy.

Coached by Bernadette Augustine & Charley Ansbach

[Donate Now](#)



BOYS & GIRLS CLUBS
OF GREATER SACRAMENTO

BOYS AND GIRLS CLUBS OF GREATER SACRAMENTO

Kimberly Key, Executive Director

Their eight centers offer structure and tools to support 7,500 youth, ages 6-18, from low-income areas to thrive.

Coached by Margo Fowkes & Bryan Verduzco

[Donate Now](#)

Exhibit D



Exhibit E

<https://www.facebook.com/events/382665953144777/>

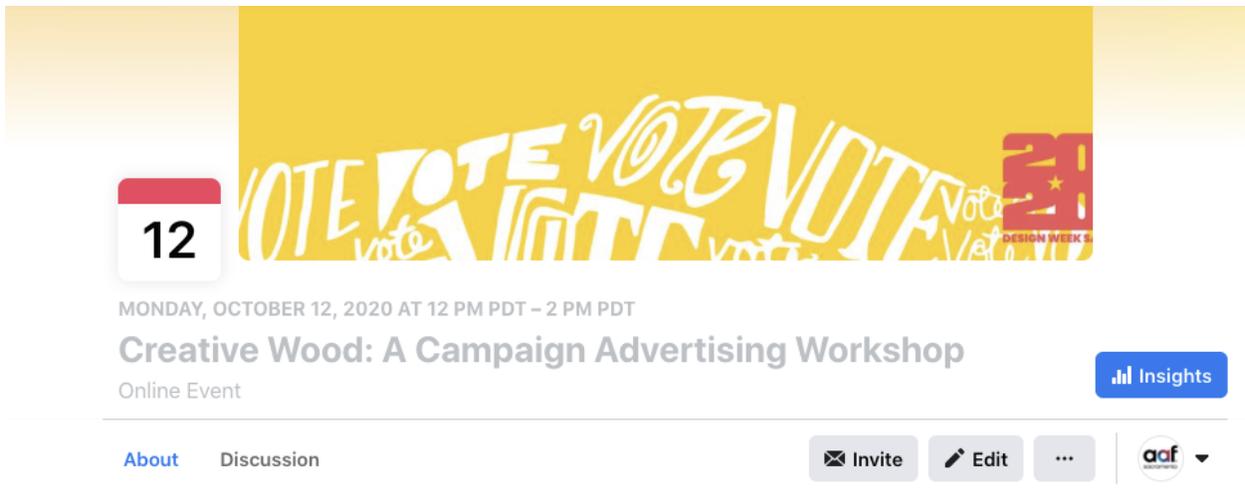


Exhibit F

<https://www.youtube.com/watch?v=7nMPg304Vt0>

<https://aafsacadclub.com/freethink-2020>



The screenshot shows a video player interface. The main content is a Google Slides presentation titled "CAP Center Video Storyboard concept". The slides contain the following text and images:

- Slide 1:** Features a family photo. Text: "MISSION STATEMENT: The Child Abuse Prevention Center supports community members and families by providing them with the best services and resources possible to ensure the safety and well-being of their children." "GOALS: To ensure that all children are safe and healthy. To ensure that all children are protected from abuse and neglect. To ensure that all children are supported and nurtured." "KEY MESSAGE: We are here to help you protect your child." "CALL TO ACTION: Contact us today for more information." "CONTACT: 1-800-4-A-CHILD (1-800-422-4243) | www.aafsa.org | www.childabusepreventioncenter.org"
- Slide 2:** Features a group of people. Text: "MISSION STATEMENT: The Child Abuse Prevention Center supports community members and families by providing them with the best services and resources possible to ensure the safety and well-being of their children." "GOALS: To ensure that all children are safe and healthy. To ensure that all children are protected from abuse and neglect. To ensure that all children are supported and nurtured." "KEY MESSAGE: We are here to help you protect your child." "CALL TO ACTION: Contact us today for more information." "CONTACT: 1-800-4-A-CHILD (1-800-422-4243) | www.aafsa.org | www.childabusepreventioncenter.org"
- Slide 3:** Features a man speaking. Text: "MISSION STATEMENT: The Child Abuse Prevention Center supports community members and families by providing them with the best services and resources possible to ensure the safety and well-being of their children." "GOALS: To ensure that all children are safe and healthy. To ensure that all children are protected from abuse and neglect. To ensure that all children are supported and nurtured." "KEY MESSAGE: We are here to help you protect your child." "CALL TO ACTION: Contact us today for more information." "CONTACT: 1-800-4-A-CHILD (1-800-422-4243) | www.aafsa.org | www.childabusepreventioncenter.org"
- Slide 4:** Features the Child Abuse Prevention Center logo. Text: "MISSION STATEMENT: The Child Abuse Prevention Center supports community members and families by providing them with the best services and resources possible to ensure the safety and well-being of their children." "GOALS: To ensure that all children are safe and healthy. To ensure that all children are protected from abuse and neglect. To ensure that all children are supported and nurtured." "KEY MESSAGE: We are here to help you protect your child." "CALL TO ACTION: Contact us today for more information." "CONTACT: 1-800-4-A-CHILD (1-800-422-4243) | www.aafsa.org | www.childabusepreventioncenter.org"

A video inset on the right shows a man in a red shirt speaking. The video player controls at the bottom show a progress bar at 4:41 / 13:43 and icons for play, volume, and other settings.

FREThink 2020 Full Recap - Child Abuse Prevention Center

18 views • Nov 2, 2020

👍 0 🗨️ 0 ➦ SHARE ≡ SAVE ...

Exhibit G



Search

The screenshot shows a Google Drive interface with a document titled "CAP Radio Concept". The document content includes:

- Donations to The Child Abuse Prevention Center**
- Subject:** The Child Abuse Prevention Center
- Title:** Radio script for The Child Abuse Prevention Center
- Keywords:** Facebook, Instagram
- Length:** 10 seconds

Below the document content, there is a video player showing a man wearing a white cap and headphones, speaking. The video player has a progress bar at 7:02 / 13:43 and various control icons.

FREETHink 2020 Full Recap - Child Abuse Prevention Center

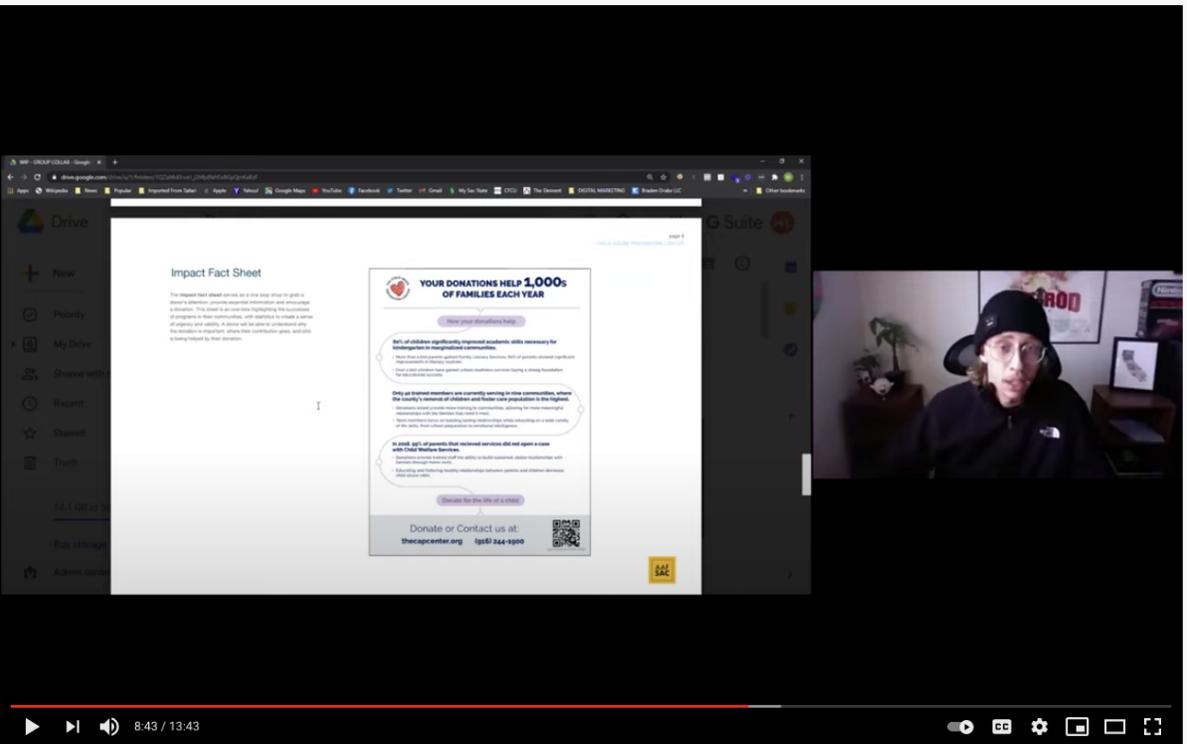
18 views • Nov 2, 2020

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Exhibit H

YouTube

Search



The screenshot shows a YouTube video player. The main content is a presentation slide titled "Impact Fact Sheet" from the Child Abuse Prevention Center. The slide features a central graphic with the text "YOUR DONATIONS HELP 1,000s OF FAMILIES EACH YEAR" and a list of statistics:

- 81% of children significantly improved academic skills necessary for kindergarten to third-grade achievement.
- 80% of parents whose children were in the program reported that their children were better able to handle stress and anxiety.
- 80% of parents whose children were in the program reported that their children were better able to handle stress and anxiety.
- 80% of parents whose children were in the program reported that their children were better able to handle stress and anxiety.

Below the statistics, it says "80% of parents that received services did not open a case with Child Abuse Services." At the bottom of the slide, it says "Donate or Contact us at: theapc.org | 800-744-1990" and includes a QR code.

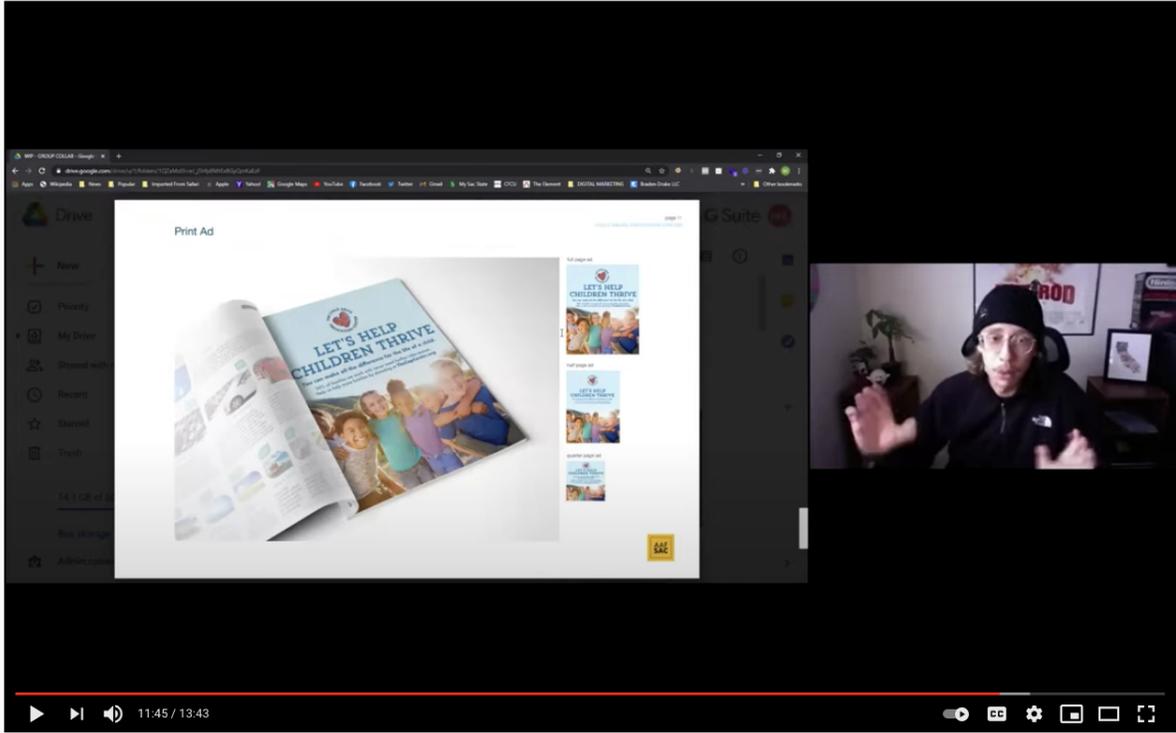
On the right side of the video player, there is a video call window showing a man wearing a black hoodie and a black beanie, speaking.

FREEThink 2020 Full Recap - Child Abuse Prevention Center

18 views • Nov 2, 2020

0 likes 0 comments SHARE SAVE ...

Exhibit I

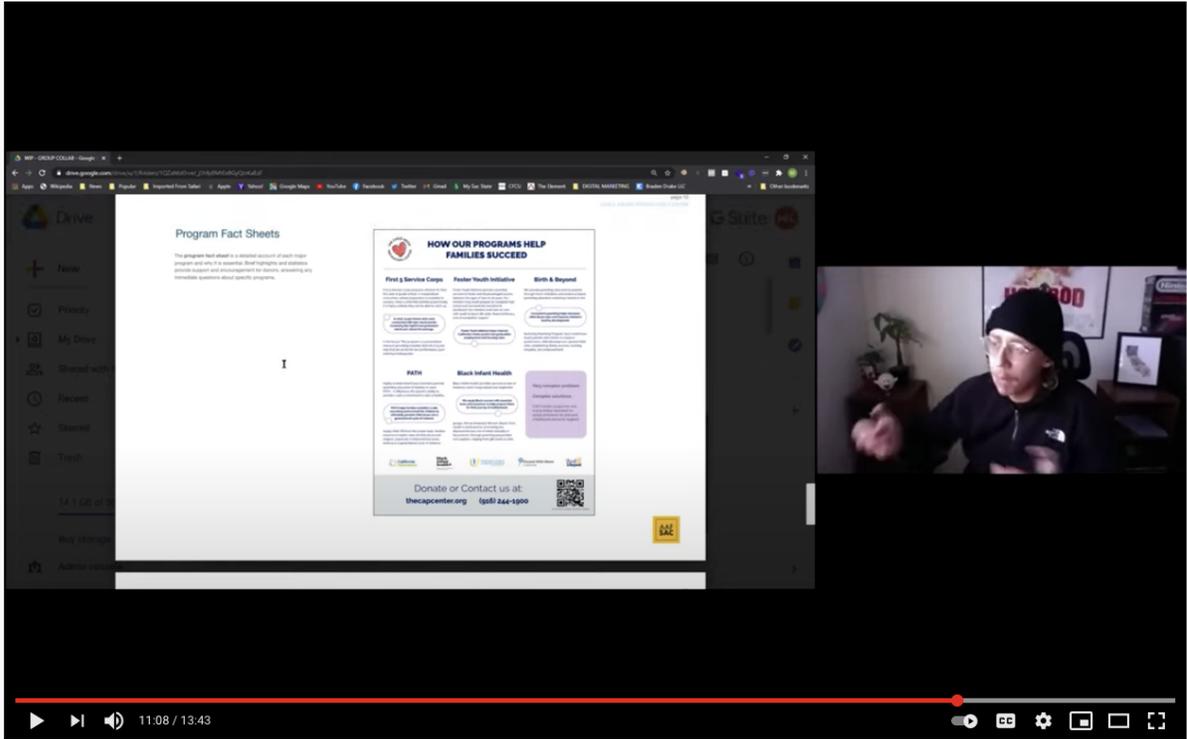


FREEdthink 2020 Full Recap - Child Abuse Prevention Center

18 views • Nov 2, 2020

0 0 SHARE SAVE ...

Exhibit J



FREEThink 2020 Full Recap - Child Abuse Prevention Center

18 views · Nov 2, 2020

0 likes 0 comments SHARE SAVE ...

Exhibit K

Exhibit L

YouTube

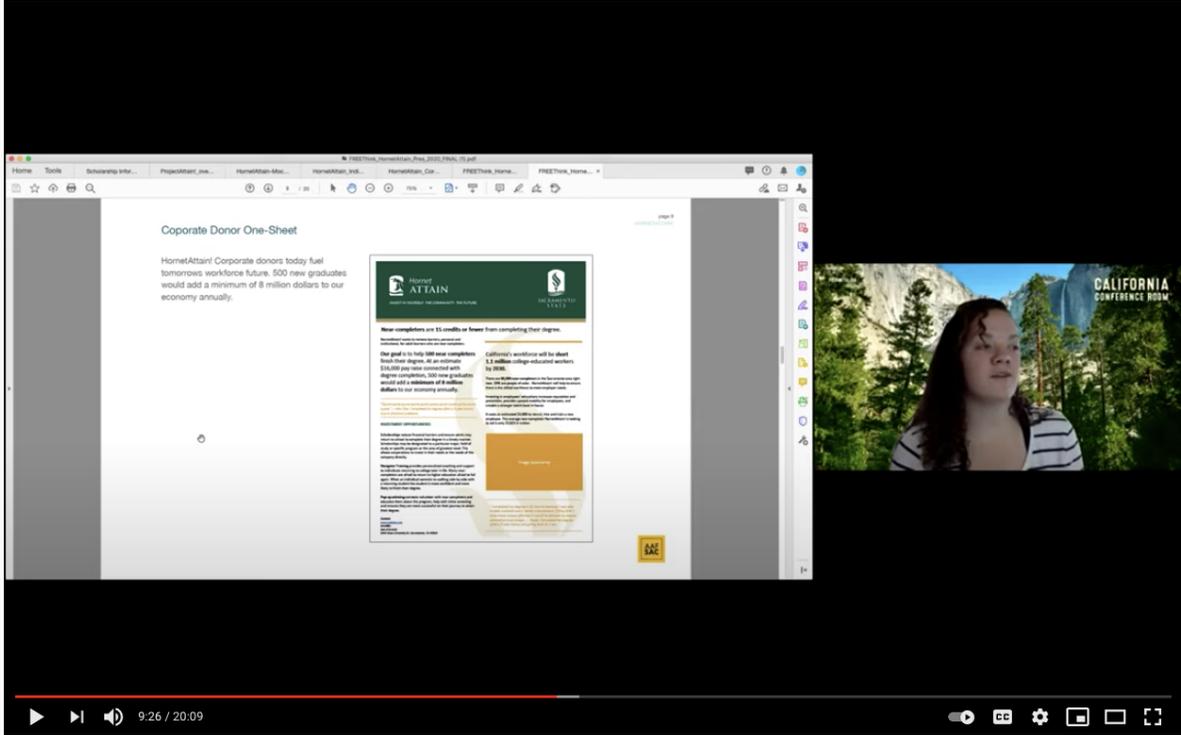
Search

The video displays a presentation slide titled "Audience Analysis Deck" for Sacramento State. The slide is divided into three main sections: "What's Included?", "Donor Audience Analysis", and "Promotional Strategy".

- What's Included?**
 - Messaging Map:** We felt that you have a solid message and evidence for why the program exists and so I organized what I could gather into three main pillars for the program and nested all of the proof points for how Hornet Attain supports these three pillars.
 - Donor Audience Analysis:** Haley was able to provide a great data haul of people who donated to educational causes in the last 12 months. I broke down the data into digestible slides so we can better know our target audience and set us up for how we strategically target this group.
 - Promotional Strategy:** We had so many ideas for how to use your promotional materials and we laid how the bulk of our ideas into a 6 month launch strategy.
- Individual Target Audience:** A slide titled "Where are donors around Sacramento State?" featuring a pie chart and a table of County Contributions.
- Donor Sentiments:** A slide with a bar chart showing "22% of donors are willing to give more to help support the program" and "59% of donors are willing to give more to help support the program". It also includes a "Average Age 42 yrs" graphic and a photo of a family.

The video player shows the video is at 6:52 / 20:09. The video title is "FREERthink 2020 Full Recap HornetAttain!" with 9 views and a date of Nov 2, 2020. The channel name is "AAE Sacramento".

Exhibit M



FREETHink 2020 Full Recap HornetAttain!

9 views • Nov 2, 2020

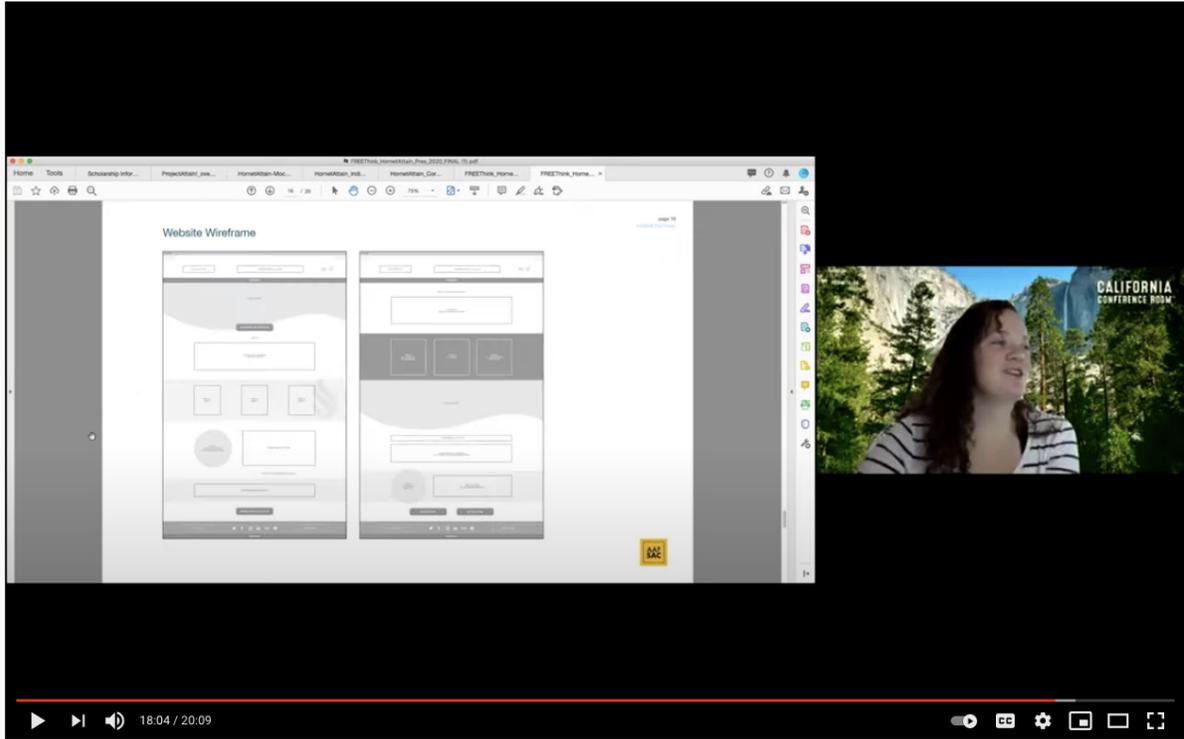
👍 0 🗨️ 0 ➦ SHARE ⌵ SAVE ⋮

AAE AAF Sacramento

Exhibit N

The image shows a video player interface. The main content is a presentation slide titled "Social Media Strategy". The slide is divided into three columns. The first column is titled "Social Media Channels" and lists: Skins, Platforms, Social media content calendar + scheduling, Social media strategy, and Newsletter. Below this is "Email canned responses". The second column is titled "Why is it important?" and lists: In 2020, an estimated 3.6 billion people were using social media worldwide; 79% of the population in the United States had a social networking profile; Since COVID, the majority of people have reported increase social media usage, spending an average of 2-3 hours per day on it; 55% of people who engage with nonprofits on social media end up taking some sort of action; 59% of those people donate money. The third column is titled "Story" and contains the text: "People's eyes and attention are on social media all day and everyday. Be there to engage with them. It's one of the easiest ways to get the message out for free." A small yellow logo is in the bottom right of the slide. To the right of the slide is a video feed of a man with glasses and a beard, wearing a brown jacket over a blue shirt, speaking. The video player controls at the bottom show a progress bar at 13:09 / 20:09, a play button, and icons for volume, full screen, and other settings. Below the video player, the title "FREETHink 2020 Full Recap HornetAttain!" is displayed, along with "9 views • Nov 2, 2020" and interaction buttons for likes (0), comments (0), share, save, and a menu icon.

Exhibit N

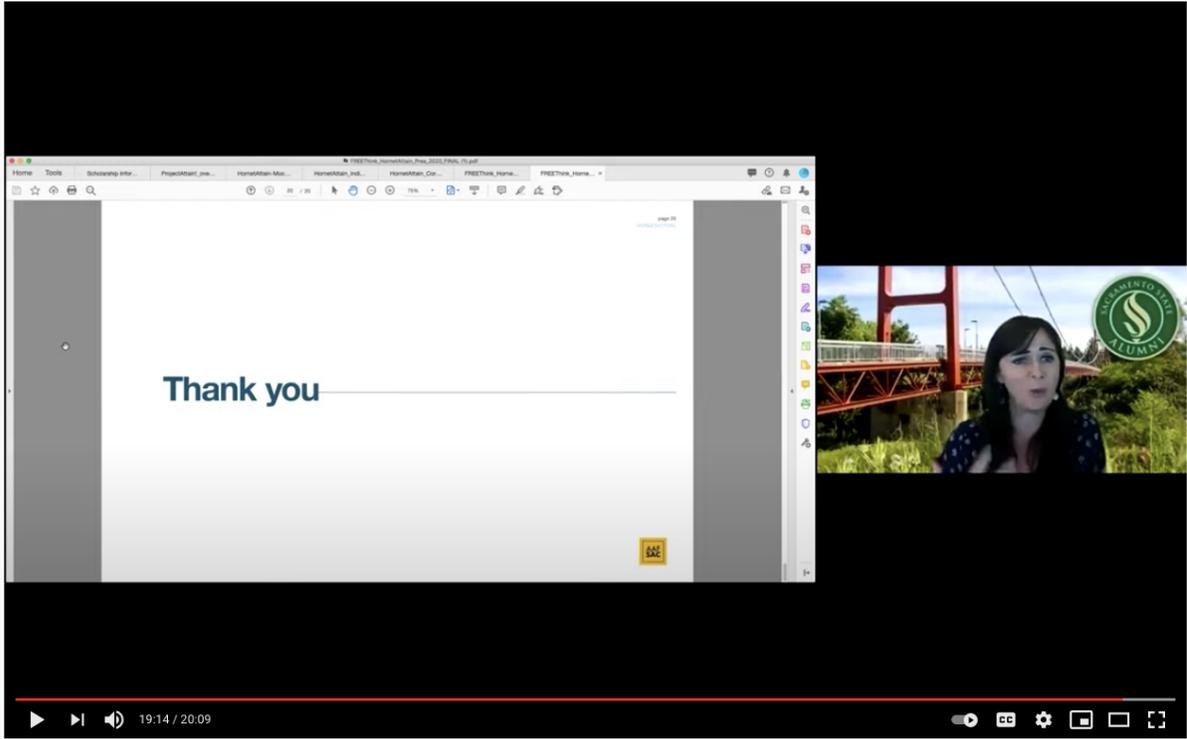


FREETHink 2020 Full Recap HornetAttain!

9 views • Nov 2, 2020

👍 0 🗨️ 0 ➦ SHARE ⋮ SAVE ...

Exhibit O



FREETHink 2020 Full Recap HornetAttain!

9 views • Nov 2, 2020

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Exhibit P

Brand Messaging Framework

page 4
CHILDREN'S CHORUS

- 1. Professional**
 - Members practice their craft under the direction of music professionals
 - Example:** Meet Jessica Suderman, she holds a bachelors degree in music education and a single subject teaching credential in music from Azusa Pacific University.
- 2. Community**
 - The value of belonging to a lifelong community of singers/musicians with a common interest
 - Example:** Belong to a community of young musicians where self-expression is developed. A musical community where mentorship and positive experiences create lasting relationships.
- 3. Enriching**
 - A positive and valuable experience in an engaging environment
 - Example:** Fun for children, parents, donors. Money invested in a lifelong skill / hobby / community that goes beyond the year/semester they participate. Make friends. Learn something.

AAF SAC

7:30 / 37:43

FREETHink 2020 Full Recap Sacramento Children's Chorus

9 views · Nov 2, 2020

👍 0 💬 0 ➦ SHARE 📌 SAVE ⋮

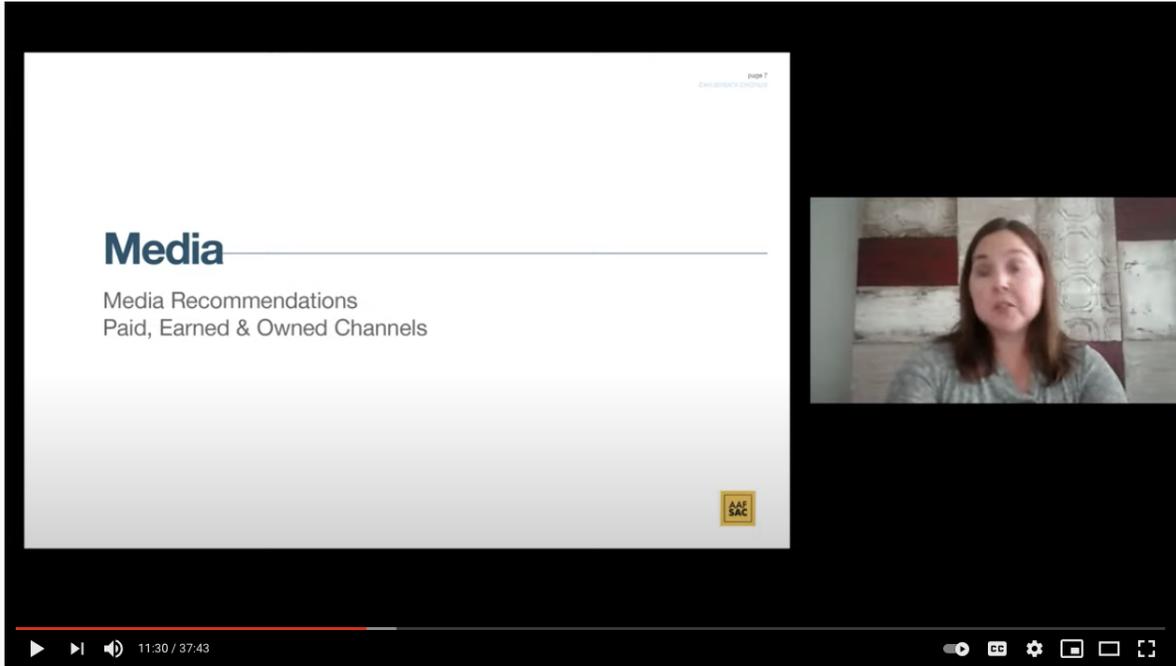


AAF Sacramento
4 subscribers

SUBSCRIBED 🔔

A dedicated team of volunteer designers, art directors, creative directors, and advertising professionals walk through their ideas, designs, and strategy for the Sacramento Children's Chorus.

Exhibit Q



page 7
SACRAMENTO CHILDREN'S CHORUS

Media

Media Recommendations
Paid, Earned & Owned Channels

AAF SAC

11:30 / 37:43

FREETHink 2020 Full Recap Sacramento Children's Chorus

9 views · Nov 2, 2020

 0  0  SHARE  SAVE ...

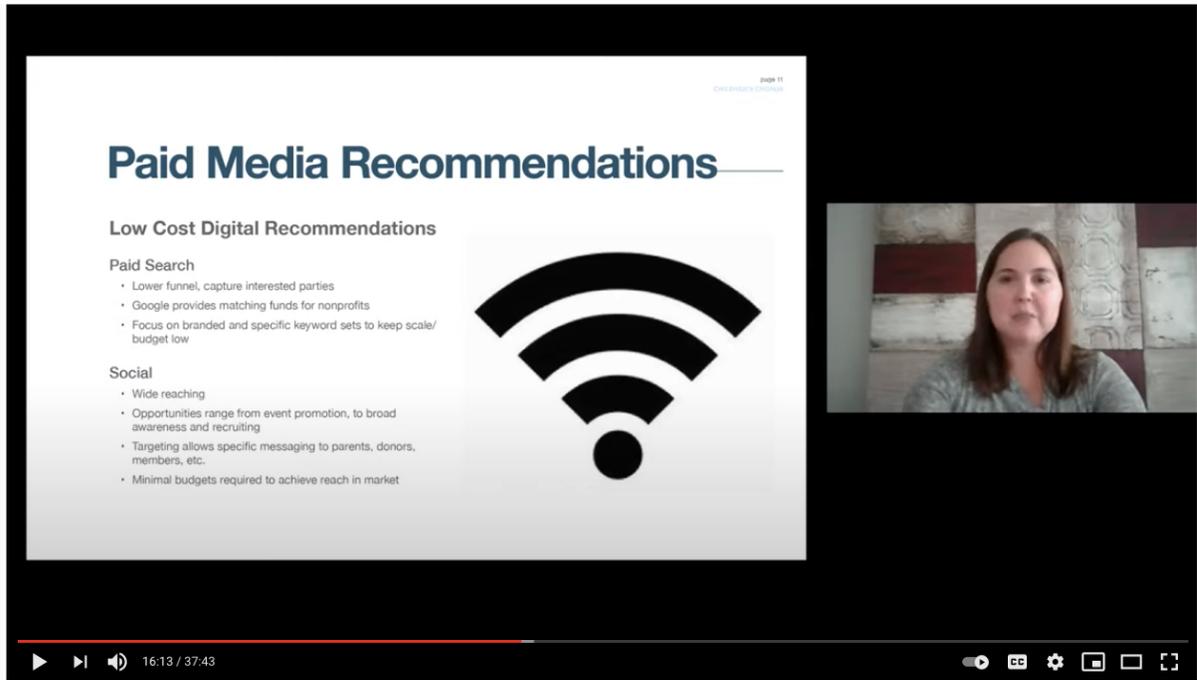


AAF Sacramento
4 subscribers

SUBSCRIBED 

A dedicated team of volunteer designers, art directors, creative directors, and advertising professionals walk through their ideas, designs, and strategy for the Sacramento Children's Chorus.

Exhibit R



Paid Media Recommendations

Low Cost Digital Recommendations

Paid Search

- Lower funnel, capture interested parties
- Google provides matching funds for nonprofits
- Focus on branded and specific keyword sets to keep scale/budget low

Social

- Wide reaching
- Opportunities range from event promotion, to broad awareness and recruiting
- Targeting allows specific messaging to parents, donors, members, etc.
- Minimal budgets required to achieve reach in market



16:13 / 37:43

FREETHink 2020 Full Recap Sacramento Children's Chorus

9 views · Nov 2, 2020

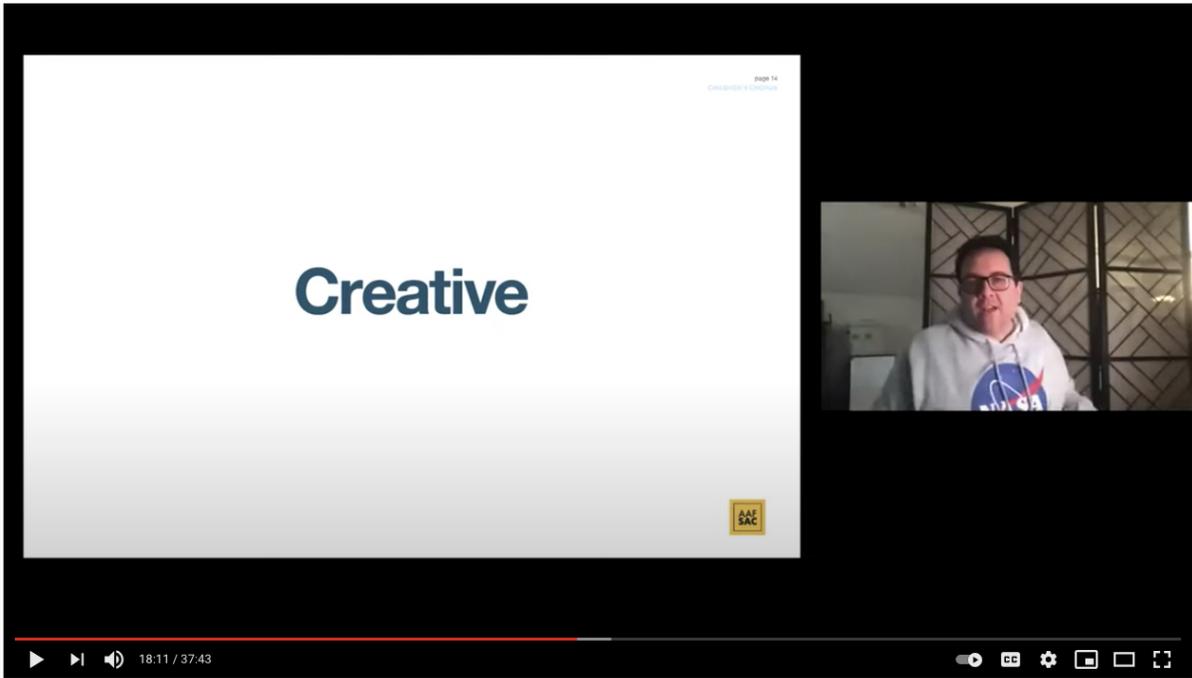
 0  0  SHARE  SAVE ...

 **AAF Sacramento**
4 subscribers

SUBSCRIBED 

A dedicated team of volunteer designers, art directors, creative directors, and advertising professionals walk through their ideas, designs, and strategy for the Sacramento Children's Chorus.

Exhibit S



FREEThink 2020 Full Recap Sacramento Children's Chorus

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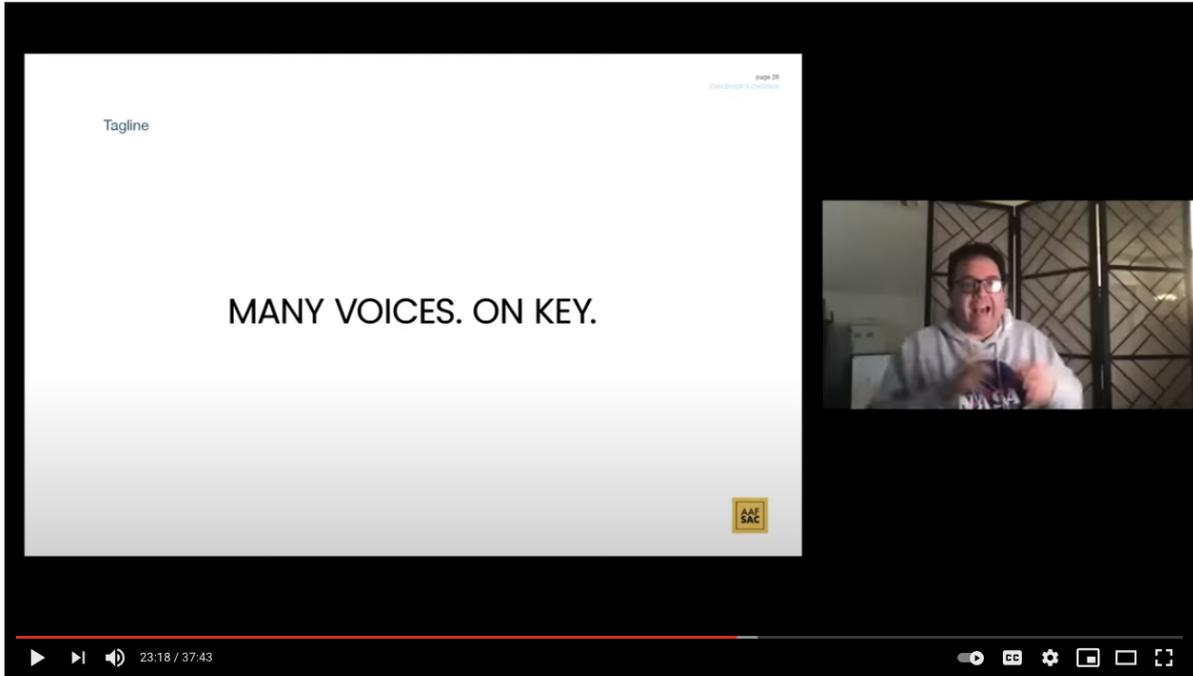


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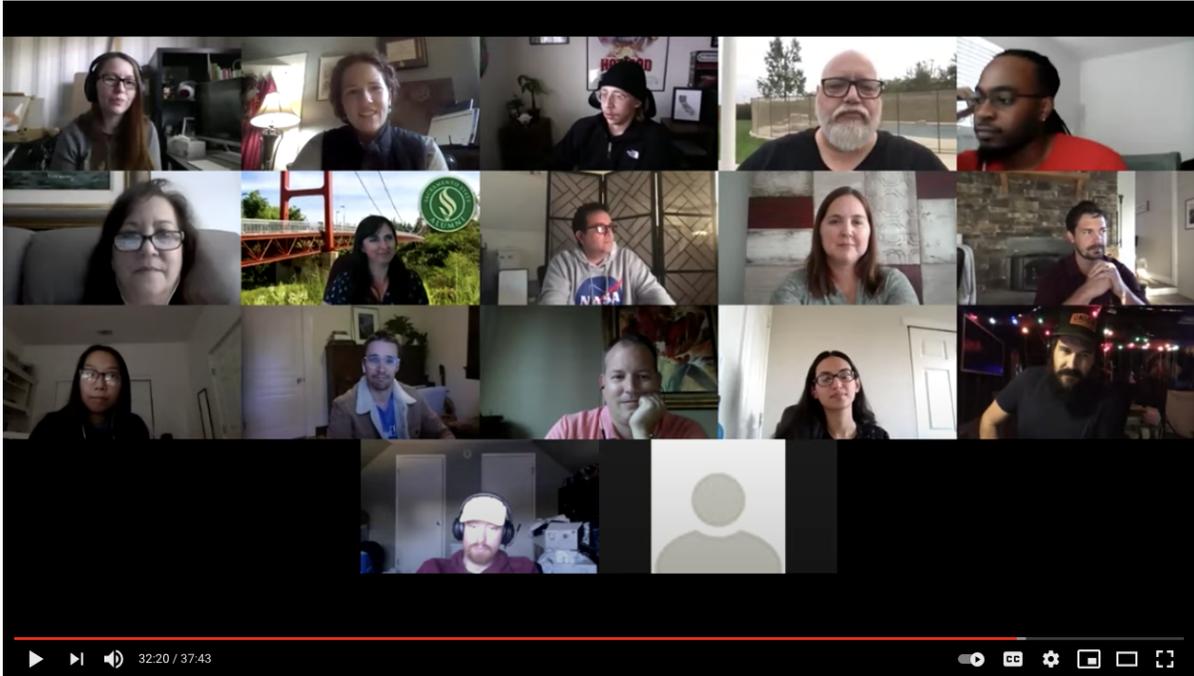


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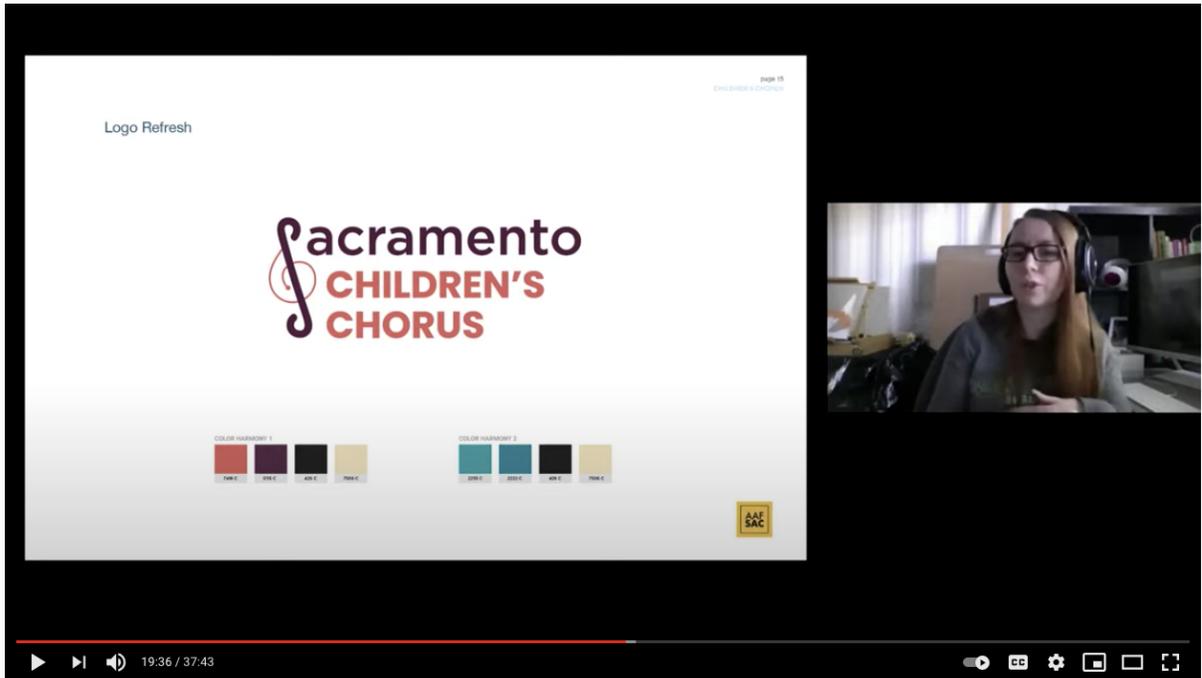
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Exhibit V

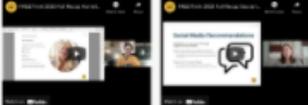
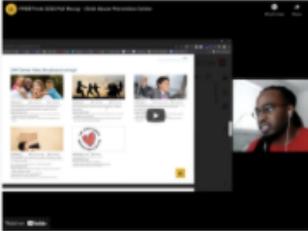
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FREE THINK

Helping local non-profits tackle some of their toughest marketing challenges in one design-a-thon weekend.

The 2020 AOF will be a virtual event held on Zoom on Saturday, October 17th, 2020. The event will be held from 9:00 AM to 5:00 PM.

View 2020 Zoom presentations below, and thanks for a great event!



For Non-profits

We would like to welcome you to the 2020 AOF and thank you for your support. We are excited to have you join us for this special event. We will be providing you with a variety of resources and information to help you succeed in your marketing efforts.

What you will receive:

- Marketing Challenges for Non-profits
- Social Media Marketing for Non-profits
- Fundraising for Non-profits

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- Marketing Challenges for Non-profits
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