



2023-2024 Club Achievement Public Service

Houston is a generous community. Over half the population has donated at least \$25 to a nonprofit in the past year. Nearly 1/3 of the population have volunteered to support some cause. Both are higher than any other city in Texas.

In fact, there are over 15,000 nonprofits in Houston. That is 5x the number of gas stations in the city, and Houston leads the nation in per capita gas stations! Being so generous is a strength, but it has its challenges. It is difficult for any single nonprofit to stand out. Just think, there are over 100 nonprofits alone dedicated to Homelessness.

Our Public Service client is the United Way - this is a unique partnership, because one of their services is to help other nonprofits grow and thrive by providing overall business/marketing/organizational counsel. The United Way counsels over 500 non-profits every year.

That is where AAF-Houston comes in. AAF-Houston is a partner with the United Way to help counsel these smaller nonprofits on how to position their brand and develop communication to attract donors, volunteers and future staff.

The problem is by just focusing on a single nonprofit at a time, it would take years to generate awareness necessary to shine a light on all the great emerging nonprofits in the city. And it just isn't practical to ask for 15,000 public service campaigns. Can you imagine the time, effort and donations required for such a task?

There has to be a better way.

Goals of Project

The task was clear. We needed to build a campaign platform that can raise awareness of as many nonprofits as possible, not only this year but over time.

Target

The audience for the campaign includes all stakeholders; current donors, volunteers and staff plus potential donors, volunteers and staff. A key insight from the volunteers and staff was that the campaign must be fun and

interactive. Both volunteers and staff want to participate. And that is why we crafted the campaign to include physical ways for them to participate.

Strategy

The strategy is built on a simple insight. People donate to causes. People are passionate about causes. Then they look for an organization that fits that cause.

Our campaign needed to promote the category or cause first. Then tie the various nonprofits to it.

Our campaign needed to be flexible so that it could be rolled out year after year promoting a variety of causes.

Our campaign needed to have a distinct graphic element that would be memorable and have the potential for being interactive.

Campaign Message the Theme: Consistency Yet Flexibility

The campaign is designed to be evergreen. That means that the campaign is consistent year to year. The changes to the campaign is the cause and appropriate nonprofits associated with that cause. This provides consistency of message yet flexibility to accommodate changing needs.

The campaign theme is: Step Up Houston

“Step Up Houston” offers that flexibility. You step up to support the given cause and/or nonprofits.

The campaign device: Flip Flops

The graphic element of flip flops ties to the theme of “Step Up Houston”. The flip flops also provide a consistent element (both graphically and promotionally) that can be built on for years to come.

According to Dr. Erena DiGonis, a licensed psychotherapist, flip-flops offer a risk-free way to express individuality, nonconformity, trendiness, or youthfulness. When wearing them, flip-flops tap into feeling free and unbound.

Together the theme and device offer a variety of executional ideas that can propel the campaign forward. You can find our ideas on the execution section.

One of the nonprofits tied to this is Imagine : The Impossible. Their mission is to imagine the impossible for every child: Performing Arts Center empowers under-served children in Houston, Texas through the artistry, structure, and discipline of classical ballet training.

Channels

Our plan consists of donated, earned, owned and created media. Donated media will provide broad awareness with an emphasis on out-of-home media and radio. Plus donated digital media in terms of Google AdWords and Meta's Facebook and Instagram will add to the campaign coverage Earned media through the sharing of the message on participating non-profit social media will add to the digital coverage.

A public relations effort will augment the earned media campaign. All owned media including social and websites will be updated to include messaging from the campaign. The opportunity to create media is great by building giant flip flops to stage in the city and encourage local artists to decorate flip flops.

Execution

The first thing to notice about the campaign is the power of the Flip Flop device. The flip flop becomes a key source of created media. Here are some of the examples presented to the client ([Exhibit A](#)):

- Giant Flip Flop that are staged in key parts of the city.
- Giant Flip Flop out-of-home.
- Flip Flop pins for staff and volunteers.
- Flip Flop earrings.
- Flip Flop murals

The flip flop is a perfect device to generate buzz for the campaign. Plus it has the opportunity to engage staff/volunteers as well as lends itself to promotions.

- Staff and volunteers can decorate their own flip flops. This can easily be turned into a contest.
- A flip flop walk/run is a simple promotional idea that can result in not only a revenue generator for the nonprofits and the opportunity for multiple nonprofits to get their message out in relation to the cause.

The simple flip flop graphic device can be used in many different media.

Results

With the client Imagine: The Impossible ([Exhibit B](#)) selected, our campaign is scheduled to be rolled out in spring/summer 2024. As a result, metrics such as website traffic, donor activations, event participation and impressions are not available at this time.

Our goal is to increase website traffic by 30%, donors by 20% and generate over 2 million impressions. Early returns show excitement among the nonprofit base as more than 20 nonprofits have expressed desire to participate. Full results will be available next year.

RESOURCES & EXHIBITS

14'x 48' OUTDOOR BOARD
Step Up Campaign



PRINT AD
Step Up Campaign

**Empower Kids
to Perform**

Join us at the Bayou City Art Festival for:

- Flip Flop Parade and Awards
- Kid's Flip Flop Art Contest
- Flip Flop Jewelry Auction

Sat, April 27, 10 AM
Memorial Park

Visit website
for details

Logo Logo Logo
Logo Logo

**STEP UP
HOUSTON**

stepuphouston.com

ENVIRONMENTAL GRAPHICS
Step Up Campaign



Exhibit B - Client Business Plan



**IMAGINE...The Impossible for Every Child:
Performing Arts Center**

Business Plan March 2024

OUTLINE - Introduction

- I. Executive Summary
- II. Mission, Vision and Values
- III. Goals, Objectives and Key Actions
- IV. Needs Assessment and Competitor Analysis
- V. Programs
- VI. Fundraising Plan
- VII. Organization Structure, Management
- VIII. Marketing Plan
- IX. Financial Plan

Attachments

Introduction

I am thrilled to introduce you to our organization:

IMAGINE... The Impossible for Every Child: Performing Arts Center (IMAGINE...) where we believe in the power of the arts (specifically The Ballet) to inspire, uplift, and ignite the potential within every child.

IMAGINE... began with a single school and blossomed into a beacon of hope, offering classical ballet to over 27 schools, churches, community centers, and museums while enriching the lives of over 500 at-risk, low-income students each semester - in addition to 8-week Summer Intensive Ballet Camps in Dallas, Texas.

Our journey hasn't been without its challenges. Family circumstances prompted us to relocate to Houston, Texas, but our commitment to empowering children remains unwavering.

As a 501(C)(3) nonprofit organization, (Tax Exempt ID 752955305) we are on a mission to break the cycles of poverty and underachievement by providing unparalleled access

to the arts for children aged four to sixteen with the highest level of artistic excellence through Professional Classical Ballet Training, followed by exposure to travel, theatre, opera, the symphony, and museums, thus achieving successful leadership roles throughout life.

We envision a world where every child has the opportunity to thrive, regardless of their background. And with your support, we can turn this vision into reality.

Imagine the impact we can make together...

Transforming lives: *Through professional classical ballet training and exposure to various art forms, we empower children to reach their full potential and become community leaders.*

Building futures: *By providing a dedicated facility free from the distractions of traditional school environments, we create a space where children can focus on learning, discipline, and personal growth.*

Creating change: *This Business Plan is not about a Program; it is A Plan about investing in the future of our children and our communities. It is Plan to break down barriers, inspire creativity, and nurture the next generation of leaders.*

I invite you to explore our website [www.imaginetheimpossible.org] to learn more about our work and the incredible impact we've had on children's lives.

Join us in our mission to make the impossible possible for every child. Together, we can create a world where every child has the opportunity to dream, to hope, and to thrive.

Thank you for considering our Plan and creating a lasting change.

Classical Ballet is the tool we use to capture the student's attention and in the educational process, their minds become open to learning. Now they can transfer the skills they learned through the ballet into higher levels of thinking, along with problem solving abilities. They master their academics because their perception, imagination and creativity has changed. Their communication, social, and verbal skills are all strengthened because of the positive behaviors and attitudes.

"The arts ignite the mind; they give you the possibility to dream and to hope."- Arthur Mitchell

With heartfelt gratitude...

IMAGINE...The Impossible for Every Child: Performing Arts Center (IMAGINE)