



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

REFI

EMPOWERING TOMORROW'S LEADERS,
ONE CONTRIBUTION AT A TIME.

JULY 1ST, 2024 – JUNE 30TH, 2025

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REFI supports learning by securing financial contributions and educational resources that benefit RCPS students and teachers.

Professor Canessa Collins

James Madison University Spring 2024

MKTG384: Integrated Marketing Communications

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**ROCKINGHAM EDUCATIONAL
FOUNDATION, INC**

AGENCY PHILOSOPHY

Mission Statement

To passionately create and execute advertising solutions that captivate, inspire, and drive unparalleled success for our clients.



EMPOWERING TOMORROW'S LEADERS, ONE CONTRIBUTION AT A TIME.

Standards & Beliefs

Future Focus stands for transparency, integrity, and creativity. Our team believes in ethical business for our clients, marketing strategy, and internal affairs. Our creativity and resiliency in implementing marketing strategy are staples within our company culture and give us the ability to provide phenomenal results for our clients.

Competitive Advantage

Our uniqueness is in our diversity. Our team has experienced and overcome a wide range of tasks, problems, and clientele. We pride ourselves on our individual opinions and are firm believers that the more perspectives we can add to a conversation the better decision we can make. This allows us to bring in fresh, innovative, and unique ideas that our competition would not be able to think up.

MEET THE TEAM



Zach Steele is a junior marketing major within the Honors College at JMU. He was the president of Lambda Chi Alpha this past year and previously served as their Standards and Social Media chair. In his free time, he works as an assistant chef at JMU SPEV, volunteers as an Honors College Ambassador, and competes as a member of Club Jiu Jitsu. He has lived in Georgia, Massachusetts, New Jersey, and just this summer, moved to Richmond, VA.



Mason Leuck is a junior Marketing major and Global Supply Chain Analytics minor at James Madison University. Notable experience in marketing, managing brand partnerships, and managing teams from a career in motorsports.



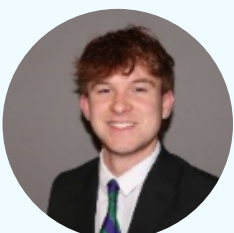
Joshua Sanchez is a junior marketing major from Sterling, Virginia. He is a first-generation Filipino American. After his four years at James Madison University, he hopes to use the knowledge and skills he learned to secure a job in marketing for an NBA team or athletic clothing brands such as Nike.



Sarah Niedringhaus is a senior Marketing major with a concentration in European Business at James Madison University. Sarah is a member of Sigma Sigma Sigma Sorority at JMU. As an ambitious, curious, and driven individual, she is eager to pursue job opportunities in sales, marketing, digital marketing, and other business fields post-graduation.



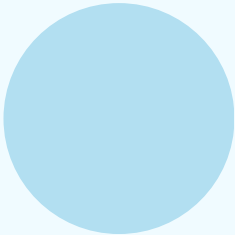
Samantha Barnett is a senior marketing major with a concentration in digital marketing. She is from Norfolk, Virginia, and hopes to use her love for numbers, writing, and analytics to pursue a career in government contracting. At JMU, she has been a part of the following organizations: BSA (Black Student Alliance), PAWS (Proudly Assisting & Welcoming Students), and FROG (First Year Orientation Guide).



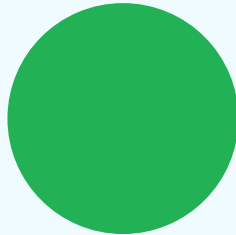
Liam Kendall is a junior from Princeton, New Jersey. He is pursuing a degree in marketing. At JMU he is a member of Lambda Chi Alpha fraternity. Using the skills and knowledge gained from JMU, he hopes to use the skills he has developed at JMU to gain a job in marketing, specifically as a broker or sales representative.

BRAND BOARD

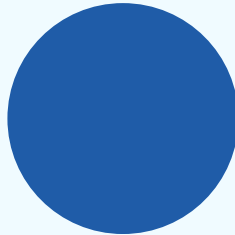
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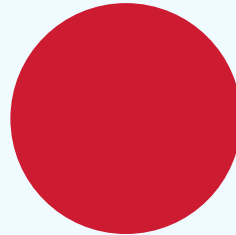
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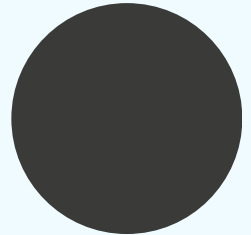
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EXECUTIVE SUMMARY

Introduction

The following Integrated Marketing Communications plan provides a guide to Rockingham Education Foundation to reach their Marketing goal of increasing revenue from \$108,000 to \$150,000 by June 30th, 2025. Through the marketing campaign, Future Focus brings REFI one consistent message through various channels of communication such as digital, social media, traditional advertising, public relations, and support media.

Target Audience, Theme, Time Period & Budget

The Rockingham Educational Foundation Inc. is strategically targeting Millennial parents and local business owners in its marketing plan. Millennial parents, typically aged 25 to 40, are characterized by their tech-savvy nature, deep investment in their children's education, and a strong sense of community involvement. On the other hand, local business owners are driven by corporate social responsibility, brand visibility, and opportunities for networking and collaboration within the community. By tailoring communication channels and messaging to these distinct audience segments, the foundation aims to effectively engage and garner support from both Millennial parents and local businesses. Our theme is “Empowering Tomorrow’s Leaders, One Contribution at a Time.” We have been given the time period of July 1st, 2024- June 30th, 2025, with a budget of \$20,000.

Research Summary

REFI’s research consisted of a deep dive on both our target markets and competitors. To begin, REFI identified direct competitors, such as HEF and On The Row Collaborative, and indirect competitors, such as Skyline Literacy and Harrisonburg Mercyhouse. A comparison of REFI and these competitors were made, deriving the various positioning approaches, promotional vehicles, and ideal target markets. Further research was conducted by generating user interfaces and identifying factors that influence consumer purchasing decisions and customer loyalty.

EXECUTIVE SUMMARY

Communication Objectives

Along with the marketing goal of increasing revenue from \$108,000 to \$150,000 within the next fiscal year, Future Focus has come up with five different communication objectives. Future Focus will be using our Integrated Marketing Campaign to increase the communication objectives of awareness, interest, desire, donors and, repeat customers for REFI within its designated period (July 1st, 2024- June 30th, 2025).

Media Plan & Evaluation Program

Traditional advertising will use methods such as print and radio advertisements to increase awareness, interest, and desire among the target markets in Rockingham County. Digital marketing will use strategic utilization of social media, search engine optimization (SEO), and email marketing, to foster meaningful connection and ensure the message reaches passionate individuals and encourages active participation in REFI's cause. Social media marketing will use Facebook and LinkedIn as primary outlets to leverage storytelling, engage with the target audiences, and amplify donations, while implementing a separate LinkedIn strategy to further reach and enhance donation figures among primary stakeholders. Support media will work to include the distribution of promotional products and premiums incentive programs, as well as event sponsorship and branded merchandise giveaways, positioning Future Focus to drive significant increases in brand recognition and satisfaction for REFI. Public Relations and Publicity will plan to enhance the image of REFI throughout the year to leverage elements such as press releases, media outlets, and PR campaigns to increase awareness of REFI and build a positive brand image. To monitor success quantitative metrics like website traffic and social media engagement, as well as qualitative measures such as audience feedback and sentiment analysis will be tracked. This will assess the reach and effectiveness of traditional advertising methods and the impact of digital marketing efforts on engagement and participation. Additionally, it will evaluate the distribution and impact of promotional products, event sponsorships, and public relations activities on brand recognition and perception.

INDUSTRY REVIEW

Industry

The Rockingham Education Foundation Inc. operates in the educational nonprofit sector, exclusively serving local education in the greater Rockingham County. Although there is minimal direct competition in the geographic region, private schools, including Blue Ridge Christian School and Shenandoah Valley Academy, and nationwide educational nonprofits, such as Khan Academy and the Gates Foundation, pose a threat to REFI and their growth.

Size

The size of the educational nonprofit sector varies significantly depending on geographical location, government funding, and public support. In the United States, the nonprofit sector is substantial with thousands of organizations ranging from small community-based initiatives to large national nonprofits.

The sector's size encompasses a broad spectrum of activities, including educational programs, advocacy, research, and community development initiatives that are both publicly and privately funded.

Growth

The educational nonprofit sector has experienced consistent growth in recent years, driven by increasing demand for equal educational opportunities, workforce development programs, and community service. Factors contributing to this growth include population expansion, rising educational aspirations, technological advancements, and an increased focus on social and environmental issues. Additionally, heightened awareness of the importance of education and community engagement has led to the establishment of new nonprofit organizations and the expansion of existing ones.

INDUSTRY REVIEW etc

Current Trends & Developments

Below, four current trends and developments will be listed that affect REFI's Promotional Program.

Digital Marketing and Online Engagement

Nonprofit organizations, including those in education, are increasingly leveraging digital platforms and social media channels to promote their programs, engage with stakeholders, and raise funds.

Emphasis on Impact and Outcomes

Donors and funders are placing greater emphasis on measurable impact and outcomes. Nonprofits, including educational foundations, must effectively communicate their achievements and demonstrate the value they bring to the community.

Collaborative Partnerships

Collaboration and partnerships among nonprofits, educational institutions, businesses, and government agencies are becoming more prevalent. Strategic alliances enable organizations to pool resources, share expertise, and maximize their collective impact.

Diversity, Equity, and Inclusion (DEI)

There is growing recognition of the importance of diversity, equity, and inclusion in all aspects of nonprofit work, including program promotion. Nonprofits are striving to ensure their promotional efforts are inclusive and culturally sensitive, reflecting the diverse communities they serve.

INDUSTRY REVIEW etc

Macro-Environment Factors and Issues

Government Policies and Funding

Changes in government policies and funding allocations can significantly impact the operations and funding opportunities for nonprofit organizations in the education sector.

Economic & Environment Conditions

Economic fluctuations, including recessions and budget constraints, can affect charitable giving, corporate sponsorships, and philanthropic support for educational initiatives. Environmentally, greater importance has been placed on limiting waste and increasing long-term sustainability.

Social and Cultural Shifts

Evolving societal attitudes, demographic changes, and cultural dynamics influence the demand for educational services and shape the priorities of nonprofit organizations.

Technological Advancements

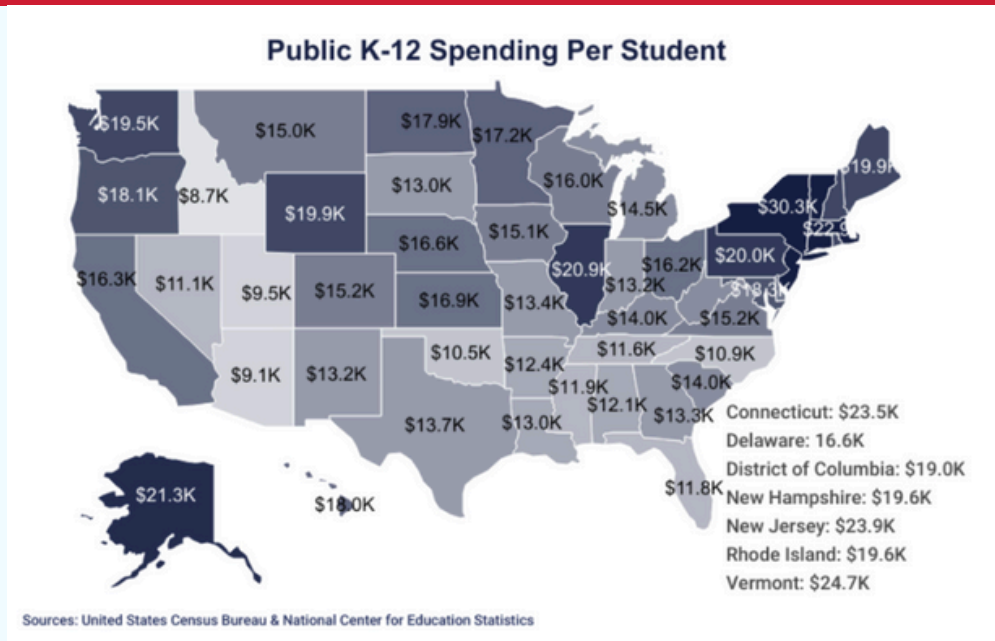
Rapid advancements in technology present both opportunities and challenges for education-focused nonprofits. While technology enhances outreach and program delivery, it also requires investments in digital infrastructure and staff capacity-building.

Social (Community Engagement)

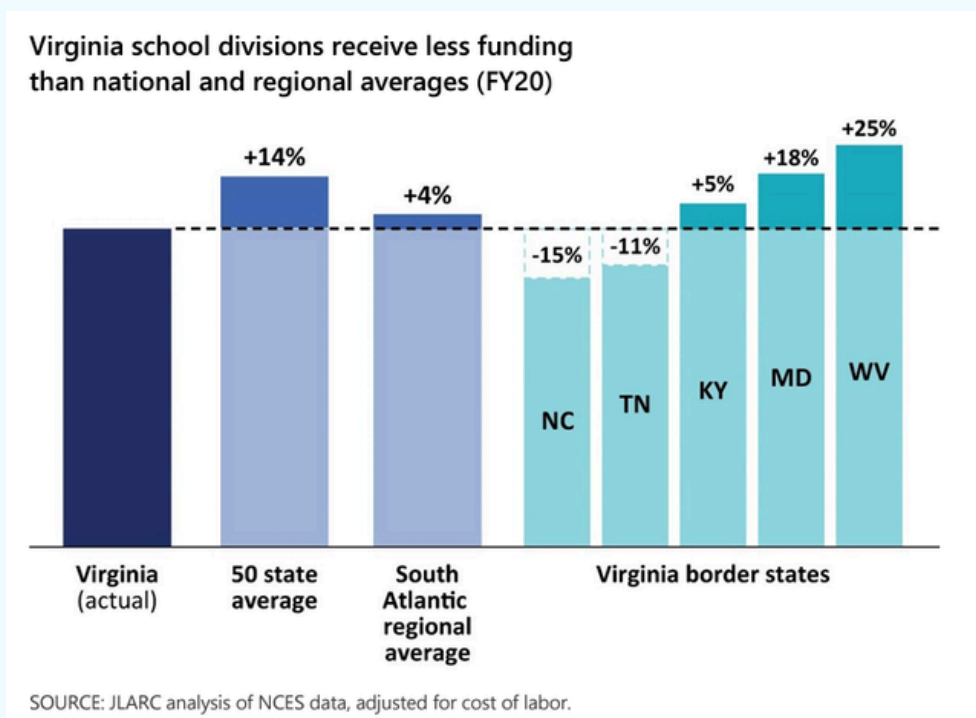
Strong community engagement and parental involvement are crucial for supporting student success and fostering a culture of collaboration between schools, families, and communities. The foundation may sponsor programs and events that encourage parental participation, family literacy, and community partnerships to strengthen the educational ecosystem.

INDUSTRY REVIEW etc

Government-Issued Education Spending



Virginia spends roughly \$15,200 per student enrolled in public education. However, spending exceeds funding by roughly \$310 per student, or \$15.3 billion annually (per Education Data). These students will either require further funding or will not receive equal educational opportunities.



COMPANY & SERVICE DESCRIPTION

History of REFI

The Rockingham Education Foundation Inc. is a nonprofit organization based in Virginia, dedicated to supporting education initiatives in Rockingham County. Established in 1944, REFI provides funding, resources, and programs to enhance educational opportunities for students and educators in the local community. Through partnerships with schools, businesses, and community members, REFI strives to empower students and educators to achieve their full potential.

Product Line and Market

Teacher supply depot, Student Grants & Scholarships, Fundraising events (Galas, Golf, etc.), Program Partners, **REFI will prioritize the teacher depot & fundraising events.**

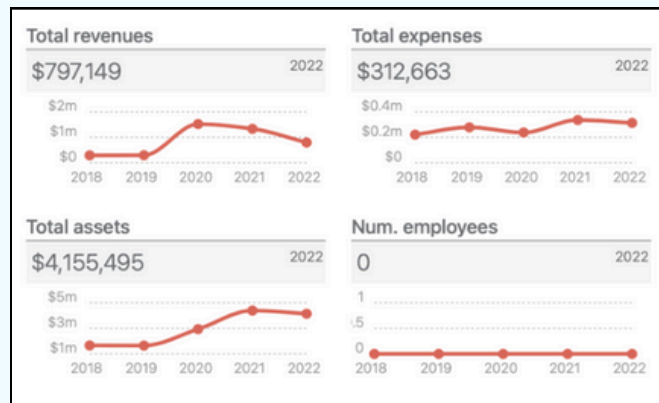
Target Markets – Local business owners, GenZ parents, teachers & professors. To supply the depot, we will target older, retired individuals passionate about education in greater Rockingham County.

Current Marketing Mix – Promoted Social Media Posts, Support Media (Mousepads & Pens), Fundraising Events (Golf & Galas), Digital Ads (Google SEO, Banner)

REFI's present status – Active Nonprofit

COMPANY & SERVICE DESCRIPTION etc.

Sales History



SWOT Analysis

STRENGTHS

- Strong Cause
- Established since 1994 and strong relationship with local schools
- Their depot is a massive differentiator and a selling point for the local community.
- Our 25 Board Of Directors operate an extensive network within the local community especially in the trades, including plumbers, electricians, construction, mechanics, etc.
- REFI controls \$4 million worth of funds.

WEAKNESSES

- Limited products and services
- Low staff flexibility; and there are a large variety of responsibilities expected upon personnel.
- Low engagement on social media.
- They cannot distribute their product and require that teachers come to them, which is becoming a large issue due to the county covering a large distance.
- A large portion of their \$4mil in funds is not free to use at the whim of the org.

OPPORTUNITIES

- The growing market of millennials with children in the schools REFI supports.
- Many new businesses are opening in downtown Harrisonburg.
- Population has increased 2% in Rockingham, VA increased 2% from 2020-2022. (U.S. Census Bureau QuickFacts: Rockingham County, Virginia)

THREATS

- The current generation that donates is starting to pass away (older).
- Millennials don't have money to donate.
- Many other foundations in the area (ex. Harrisonburg Education Foundation)
- Private schooling is becoming both more affordable and mainstream
- Low awareness among younger generations despite their age and place in the community

COMPANY & SERVICE DESCRIPTION etc.

Positioning

REFI positions themselves as the go-to educational charity for Rockingham County public schools, and integrates themselves deeply into the local community. REFI offers numerous scholarships and grants that aim to provide equal opportunities for all students regardless of background. The teacher depot provides a physical location and visual representation of the positive impact REFI has on the local community. REFI's support media, consisting of custom mousepads and pens, offers local schools, libraries, and city halls with a necessity and subtly includes REFI in the local community.



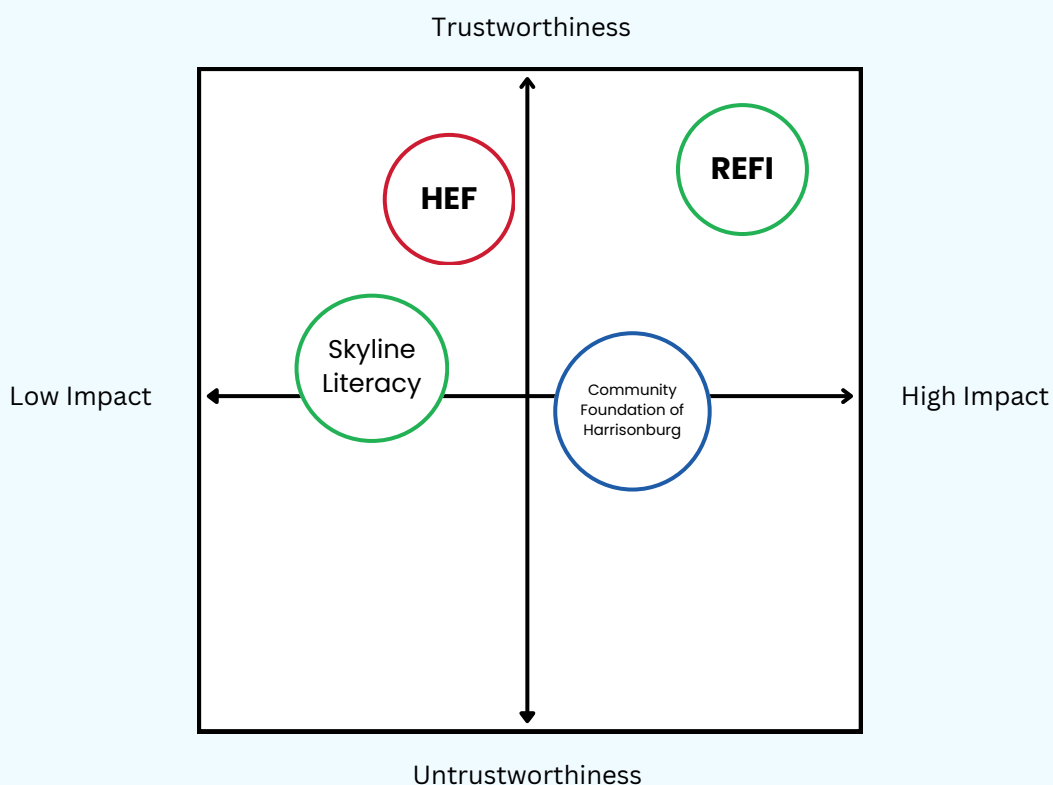
Brand Review

Individuals experience REFI in a variety of ways, ranging from scholarships & grants for the few lucky individuals to partaking in fundraising events or benefiting from REFI's teacher supply depot. Despite this, many people who actively donate to REFI may not directly experience the benefits it brings to the local community. REFI aims to provide equal educational opportunities for all children in Rockingham County by doing all the ground work funded by members of the local community with a demonstrated interest. REFI has done a great job of building a loyal community through their fundraising events (golf, galas, etc.) and integrating themselves into local education systems. When consumers donate to REFI, people can feel a sense of pride and accomplishment by contributing to their community's future. REFI's long-standing presence and impact is propelled by the board of directors, whose extensive network aids in the organization's reach and identification. The branding of REFI is historic, authentic, and transparent.

COMPANY & SERVICE DESCRIPTION etc.

Key Benefits

- Rockingham Education Foundation allows parents to be confident in public school education and the academic success of their children.
- REFI allows donors (business owners) to write their donation off in their taxes, providing a win-win scenario for our consumers.
- Provides aid directly to the schools, teachers, and members of the community ranging through all of Rockingham County's 26 schools.
- Trustworthy foundation that has been working with the Rockingham Schools for nearly 30 years (since 1994).



Our two factors of impact and trustworthiness were identified as some of the most important decision-making factors when an individual decides they want to donate to an organization. The Harrisonburg-specific organizations have a lower impact on the local community compared to those that benefit all of Rockingham County and Skyline Literacy benefits adults, as opposed to children that will become the future of our community.

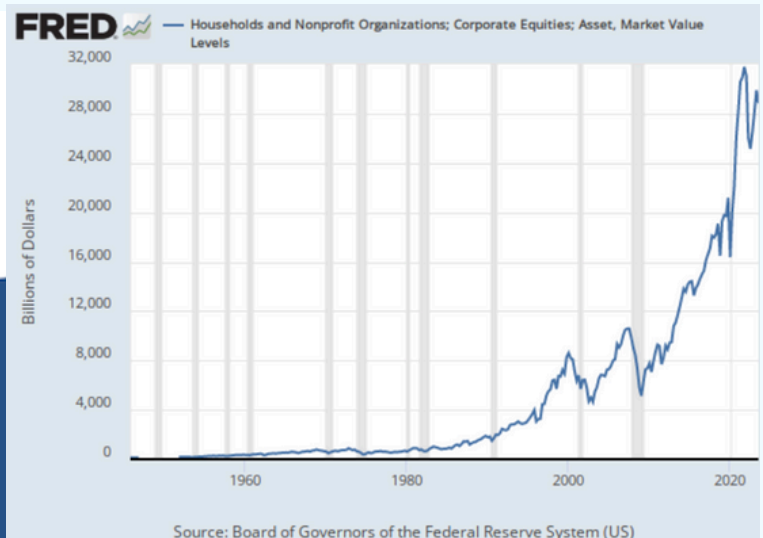
COMPANY & SERVICE DESCRIPTION etc.

Other Factors Influencing REFI's Impact

Many locals in Rockingham County would agree that providing all children with equal educational opportunities is one of the most essential aspects within our community. These individuals will make up the future of the local community and workforce and ensuring the future success of the area is incredibly important for the well being of each individual. In recent years, REFI has hired full time staff that are dedicated to empowering our mission and ensuring REFI can grow at scale. The passion and energy of the people who run REFI, both staff and board, is infectious and goes to show the impact REFI is making on the local community.



Per Score.org, this graph shows how local business mainly help out their communities. The two prominent areas they donate to are local charities and youth organizations. This insight shows how much local businesses care about supporting their community and uplifting the future generation.



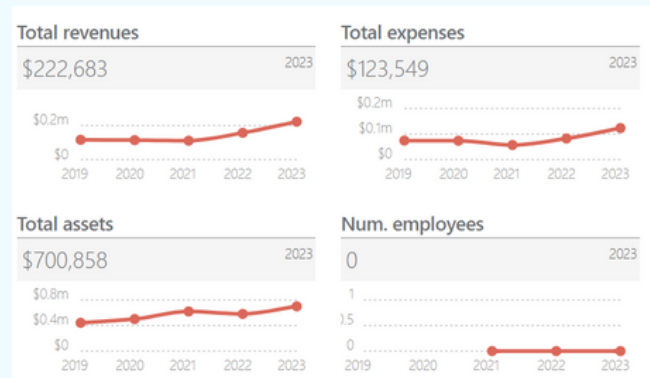
This graph shows that their website may need some improvement, and they could certainly afford to be more active on their social media, keeping donors updated about their activities and maintaining awareness. This graph is by year, contains data on how much households nationwide are donating to nonprofits. As we can see we are currently riding a downward trend, however as the economy stabilizes, we can expect to see more donation growth.

COMPETITIVE REVIEW

Harrisonburg Education Foundation (Direct)

Description: The Harrisonburg Education Foundation (HEF) is a nonprofit organization dedicated to supporting educational excellence and innovation in Harrisonburg, Virginia. Mission and Objectives: The Harrisonburg Education Foundation is committed to enhancing the quality of education for students in Harrisonburg City Public Schools (HCPS) by providing resources, grants, and support for innovative programs and initiatives. The foundation aims to foster a culture of learning, collaboration, and excellence within the school community.

Services: Teacher Grants, Student Scholarships, School Partnerships, Professional Development, Technology Initiatives (The foundation may fund technology initiatives and resources to enhance digital literacy, access to educational technology, and integration of digital tools in the classroom.)

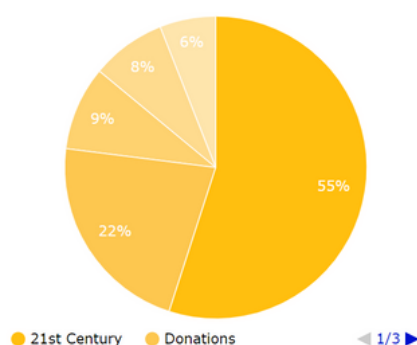


On The Road Collaborative (Direct)

Description: On the Road Collaborative is a nonprofit organization dedicated to empowering young people from underserved communities by providing them with educational support, mentorship, and life skills development.

Services: Academic Support, Mentorship Programs, Life Skills Workshops, College Access and Success, Summer Programs

5 YEAR REVENUE BREAKDOWN



COMPETITIVE REVIEW

etc.

The Community Foundation of Harrisonburg (Direct)

Description: The Community Foundation of Harrisonburg and Rockingham County (CFHR) is a nonprofit organization that serves as a catalyst for philanthropy, community engagement, and positive social impact in the Harrisonburg and Rockingham County area of Virginia.

Services: CFHR offers a range of philanthropic services and resources to individuals, families, businesses, and organizations interested in making a difference in the community through charitable giving. These services may include: Donor Advised Funds, Scholarships, Nonprofit Support, Legacy Planning.

	<u>2023</u>
Financial assets at year end:	
Cash and cash equivalents	\$ 3,871,586
Pledges receivable	1,964,726
Notes receivable	191,875
Endowment spending policy appropriations	<u>1,650,000</u>
Total financial assets	<u>7,678,187</u>

Skyline Literacy (Indirect)

Description: Skyline Literacy began in 1987 as a group of several independent adult literacy efforts who came together under the name Skyline Literacy Coalition. Their primary goal was to serve local adult learners who struggle with literacy which soon expanded to include all types of adult learners, most notably non-native English speakers. In May 2008, they moved from Dayton to Harrisonburg and changed their name to Skyline Literacy.

Services: Skyline Literacy focuses on the needs of rural life. They provide customized lessons for every individual, regardless of their circumstances. They offer one-on-one and group instruction based on each person's needs and goals. They have well-educated and trained volunteers to supply comprehensive services and help prep individuals with citizenship preparation.

Mission: "Our VISION is a community where adults are empowered by literacy skills to be self-sufficient, navigate daily life, and participate in the workforce, education, and civic affairs."

Advertising/Promotion: Skyline Literacy collaborates with their audience through various social media platforms such as twitter, Instagram, Facebook, and YouTube to keep them up to date with upcoming events and classes. You are also able to sign up for a quarterly newsletter through their website.

COMPETITIVE REVIEW

etc.

Explore More Museum (Indirect)

Description: The Explore More Museum is one of the few organizations in the area geared towards entertaining young children specifically, and is a very popular destination and many local educational institutions take kids here on field trips and alike. It exists as a nonprofit, holds events much like REFI, and has also established itself in the community. It is well loved by parents, and many of them can be found attending the annual Gala hosted at the museum. Their gala hosts an open bar, dance floor, live auction, and many other exciting and flashy benefits.

Services: Field trips, day visits for families and individuals, provides a learning and educational event space for anyone who decides to visit. They provide direct, immediate value for the donations they receive from customers. They host a “maker space” for children to partake in many learning activities they may never see within a school building.

Mission: Our mission is to engage young minds through interactive, multi-sensory learning experiences—promoting a greater understanding of themselves and their world.

Advertising/Promotion: Very active in social media & in a prime spot downtown

Target Market: Any parent with a younger child in the area.

Harrisonburg Mercy House (Indirect)

Description: The Mercy House began in 1988 to address a growing need for shelter for families with children. In 1993 they buy a property on Liberty Street to open a thrift store to support shelter operations. Then in 2002 they combined the thrift boutique and the building supply store, which supports the shelter operations and directly provides services to the community.

Mission: The mission of Mercy House is to provide food, clothing, and shelter to households with dependent children who are experiencing homelessness in the Harrisonburg, Virginia, area in a safe community, while providing services that overcome the barriers leading to homelessness

Services: The Mercy House has three different programs. The first one is called SAFE-at-Home, which seeks to ensure the homeless or recently homeless get the help they need to prevent them from going back into a cycle of home instability. Their second program (The Rapid Rehousing Program) helps those staying in shelters, a vehicle, or a tent to access permanent housing. Their third program (Homeless Prevention) helps people who are still housed but are facing a housing crisis. All these programs help their clients through financial ways or just by giving advice for the client’s next steps.

BUYER ANALYSIS

Consumer Buying Decision Process

Stage	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	Research charitable organizations	Local charitable organizations that benefit him	Kyle becomes partner at REFI	Kyle's logo is featured at fundraisers & on website	Kyle sees how REFI positively impacts company image
Touchpoint	REFI supports public education	Kyle has a six year old son	Kyle becomes partner at REFI	REFI supports Harrisonburg Public Schools	Kyle sees how REFI has improved his son's education
Customer Experience	Contractors favor companies that support the local community	Kyle sees that REFI supports local education	Kyle goes to a fundraising event for REFI	REFI raises money for local scholarships	Kyle's post about REFI is reposted on REFI's FaceBook
Pain Point	Kyle loses business to competitors	Competitors are partners and connected to REFI	Kyle becomes partner at REFI	Kyle networks into REFI	Kyle now is acquaintances with REFI's Board
Solution	Harrisonburg Public Schools cannot afford field trip	REFI raises money for local public schools	Kyle becomes partner at REFI	REFI helps finance school field trips	REFI finances field trip of Kyle's son

Extended Problem Solving in Purchasing Decision

Buying behavior for REFI is characterized by extended problem solving because members will do extensive research prior to deciding on an organization to donate. They will be highly involved in this process, comparing various features and what they have to offer. Trustworthiness and credibility will be at the forefront of the operations, because without it, the customer journey cannot proceed. The importance of REFI's features will be different for different target markets, such as business owners caring more for PR and tax write-offs while millennial parents will care more about supporting the local education system and their child's education. REFI can target these audiences differently by using different approaches for each group's tailored needs. We will be using a differentiated approach for our paid media.

BUYER ANALYSIS

Consumer Factors

Demographic: Millennial parents or Local Business owners

Geographic: Greater Rockingham County

Psychographic: Education-Oriented, Inclusive of all, Fighter for equal opportunity, Community-Oriented

Behavioristic: Leader, Change-Maker, Business Owners (tax write-offs, Deeply integrated into community)



Other factors that influence contribution decisions for the Rockingham Educational Foundation include mission alignment, impact, transparency, and accountability. Potential contributors are likely to support the foundation if they resonate with its mission of promoting educational excellence in the Rockingham community. Individuals or organizations who prioritize education and community development are more inclined to contribute. Secondly, donors and contributors are interested in understanding the tangible impact of their contributions. They are more likely to support the foundation if they perceive that their donations will make a meaningful difference in improving educational opportunities and outcomes for students. Clear communication about how contributions are utilized is crucial. Transparency regarding the allocation of funds, program effectiveness, and administrative expenses builds trust and confidence among donors.

BUYER ANALYSIS

User Profiles

Business Owner



KYLE SMITH

AGE: 30
GENDER: Male
LOCATION: 1450 South Main Street, Harrisonburg VA 22801

ABOUT

Kyle is a small business owner in the construction industry. Located in the greater Harrisonburg area, his company has facilitated various commercial and residential projects in Rockingham county, and he is well-known within the local community as an honest and hardworking individual.

PERSONALITY

Consciousness: 4/5 (4 blue, 1 black)
 Problem-Solving: 4/5 (4 green, 1 black)
 Assertive: 3/5 (3 red, 2 black)
 Agreeableness: 2/5 (2 light blue, 3 black)

PAIN POINT

- He relies heavily on the local community to drive his business. When the local community is thriving, he is thriving and vice versa. He knows education is vital to the community's long term success.
- Despite Kyle having a track record of great work on a number of projects, he feels contractors favor older businesses connected to REFI and other charitable organizations despite them charging higher prices for less desirable results.

GOALS

- Kyle has big plans of expanding his operations, and to do this, he will need more projects to fulfill.
- He wants to make sure his six year old son will have the best education possible.
- Kyle wants to continue having a reputation for a strong, honest, and respected individual.

SKILLS

Leadership: 3/5 (3 green, 2 black)
 Time Management: 2/5 (2 red, 3 black)
 Customer Service: 4/5 (4 blue, 1 black)

FAVORITE BRAND



Millennial Parent



JANE DOE

MILLENNIAL PARENT

AGE 34
GENDER WOMAN
LOCATION ROCKINGHAM

ABOUT

Jane Doe graduated college with a degree in English Literature. She drives a 2016 Prius C. Works remotely since 2020. Has an apple computer, apple phone. Is online very often, prefers facebook, twitter, and tik tok. Leaves the house mostly for grocery shopping, or leisure. Kids are in first and third grade.

PERSONALITY

Analytical: 2/5 (2 black, 3 white)
 Problem-Solving: 3/5 (3 black, 2 white)
 Public Speaking: 3/5 (3 black, 2 white)
 Social Media: 4/5 (4 black, 1 white)

GOALS

- Wants to "eat healthier". Pursues this by buying organic produce, and items labeled "diet". Tries the new trendy diet (keto, carb free, gluten free)
- Has a "bucket list" goal of travelling to Orlando, Florida with her family. Tells herself she is saving up for it, but doesn't make notable progress.

FRUSTRATIONS

- Jane Doe tends to lack discipline and patience. Long lines, traffic, and unpredictable circumstances cause her lots of anxiety.
- Finances cause her a lot of stress, so her husband typically handles it. Her lack of concrete understanding of the families financial situation makes her a prime target for charity advertising.

SKILLS

Communication: 3/5 (3 black, 2 white)
 Leadership experience: 2/5 (2 black, 3 white)
 Computer proficiency: 3/5 (3 black, 2 white)

FAVORITE BRAND



PRIMARY RESEARCH

Reviews & Press

Olotu Tosin recommends Rockingham County Education Foundation.
April 22, 2023

I am proud to recommend Mrs Murphy Sherry for a selfless and reliable investment service, I was constantly looking for a reliable platform to invest and my friend introduced me to her platform and I realized this is the best platform to invest on because she maintains discipline in her investment, relationship and strategies to ensure the complete transparency and credibility of her investors. if you want to be financially successful invest in her platform now, Contact her Via: Email Murphysherry303@gmail.com
WhatsApp: +13618573869
Telegram: @Murphy_Sherry

Theresa Giles recommends Rockingham County Education Foundation.
May 23, 2018

The Rockingham County Education Foundation provides a strong support system for educators.

Rating Report
Impact & Results | **Accountability & Finance** | Culture & Community

85%
Three-Star Charity

Accountability & Finance
Score: **85**
Most Recent Fiscal Year: **FY 2022**

This beacon provides an assessment of a charity's financial health (financial efficiency, sustainability, and trustworthiness) and its commitment to governance practices and policies.

100%
Four-Star Charity

Rockingham Educational Foundation Inc.
100% Accountability & Finance

Community Spotlight: Rockingham Educational Foundation, Inc.



This is on the REFI Facebook page. These are comments showing their support for REFI by local community members and business owners. Two big topics I would like to highlight are REFI's transparency and credibility. REFI shows its investors exactly where their money is going and maintains a very strong relationship with them.

This is a rating given to REFI in 2022 on the Charity Navigator Website. This beacon assesses a charity's financial health (financial efficiency, sustainability, and trustworthiness) and its commitment to governance practices and policies. REFI received a 4-star charity navigator review with a score of 100%.

Press release from just under a year ago from a local news channel, WHSV. The video showcased the benefits of the teacher depot, grants, and scholarships available by REFI and its donors. It showed the historic aspect as they have been around since 1994. There were no comments made on the video.

Analysis

The Rockingham Educational Foundation has received a range of reviews & press, reflecting various perspectives on the organization's initiatives and programs. Overall, the reviews convey positive feedback. Many reviewers express genuine appreciation for the REFI's dedication to supporting education in the Rockingham community. They commend the foundation for its efforts to enhance educational opportunities and resources for students and educators alike. Several reviewers highlight specific programs or initiatives sponsored by the REFI that have made a tangible difference in the lives of students. These could include scholarships, grants for classroom projects, or educational events that foster learning and personal growth. Positive reviews often mention REFI's strong connection to the local community. Reviewers appreciate the foundation's outreach efforts and its role in bringing together various stakeholders to support educational excellence.

PROMOTIONAL PROGRAM SITUATION ANALYSIS

Media Strategy

Rockingham Education Foundation currently uses social media to advertise their events and their partners that are donors for the events. In the examples below we can see them promoting A-Able Plumbing, a diamond partner with REFI. REFI still does not post very often on these platforms and does not generate much traction on their posts.



Message Strategy

Rockingham Education Foundation currently focuses their messages on advertising their events as this is where they are generating most of their money from. They rarely share pictures of these events and don't showcase other things such as their grant and scholarships as much as they should be. REFI is understaffed as is so they focus most of their messages in getting people to the events and attempt to generate donations at the events.

SEGMENTATION, TARGETING & POSITIONING

Market Segment

The market segment that is Rockingham Education Foundation's target market is made up of the local business owners in the Rockingham County along with Millennial parents in the county. According to USPopulation.org, Rockingham has a population of 89,000 as of 2021 with around 19,000 being within the age range of our target market. The average family size of Rockingham is 3.1, showing that the average family in Rockingham is sending their children to schools. Rockingham also holds over 1500 businesses according to the US Census, showing that there is a market available for REFI to advertise and leverage.

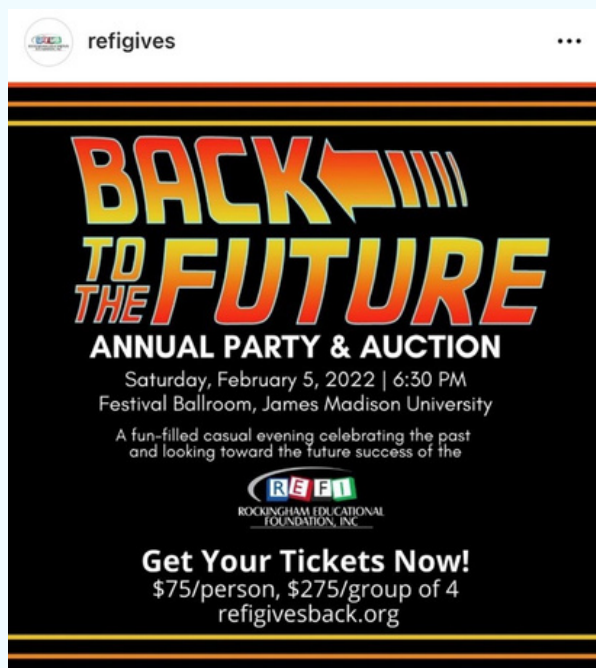


Targeting & Positioning

The positioning strategy of Rockingham Education Foundation is to provide aid directly to the schools of Rockingham as a whole. REFI is not only providing a way to support schools in Rockingham rather than Harrisonburg but, also as a reliable and trustworthy cause. REFI has been providing support to the schools of Rockingham for over 30 years and ensures that you can see how and where your money is helping. REFI allows the customer to provide exactly where they want their donation to go. REFI also positions itself as a figurehead in the Rockingham community, having been working to help for 30 years along with the partnerships with various local businesses in the county, REFI is for the people of Rockingham.

SEGMENTATION, TARGETING & POSITIONING

Examples



CAMPAIGN THEME

Empowering Tomorrow's Leaders, One Contribution at a Time

This campaign theme is perfectly in line with the story of REFI. The theme of empowering educators to provide the best possible future to students and community is honorable, and a story and theme that people can get behind. The story of an underprivileged high schooler given the opportunity to achieve greatness through an REFI scholarship. The phrase “one contribution at a time” empowers the donor to take responsibility for this contribution themselves and emphasizes that even the smallest donation will help.

Marketing Goals

Our main goal is to increase REFI's revenue from \$108,000.00 to \$150,000 by June 30th, 2025. We want to grow revenue steadily and make sure they are doing better financially. We'll do this by planning carefully, trying out new ideas, and working hard to reach our target. Our aim is to stay competitive in the market, keep our donors happy, and make sure our business stays strong for the long run.

COMMUNICATION GOALS & STRATEGIES

AWARENESS

Increase awareness by 50% among our target markets by June 25, 2025.

INTEREST

Increase interest by 30% among our target markets by June 25, 2025.

DESIRE

Increase desire by 20% among our target markets by June 25, 2025

DONORS

Increase number of donors by 15% among our target markets by June 25, 2025.

REPEAT CUSTOMERS

Increase repeat customers by 50% by June 25, 2025.

COMMUNICATION GOALS & STRATEGIES

Direct Selling: Direct selling will be used to persuade local business owners to donate to REFI by incentivizing not only helping their community but also having tax write-offs available for donating to a foundation like REFI.

Personalized messages will be sent to these companies through the mail. Using personalized messages like these will obtain the objective of repeat donors as these letters will build relationships with these businesses.

Public Relations: Public relations and other earned media will be used to communicate the campaign effectively. Since REFI is a local foundation, using word of mouth within the community will spread to increase awareness of REFI and its mission. Public relations will help obtain the objective of increasing interest by 30% and awareness 50% in the fiscal year.

Social Media Advertising: Social media will be used to increase awareness of the company in the Rockingham area. REFI currently has a Facebook and Instagram page which does not gain much traction, with about 100 current followers on Instagram, putting attention towards these channels we will be able to increase communication goals of awareness, interest, and donors by their corresponding percentages.

Traditional Advertising: Direct mail will be sent to potential and current donors, giving them information about REFI and the benefits it will be for them and the impact it will have on the community. Print advertisements will be around populated spots in Harrisonburg for people to see. These advertisements will increase interest and awareness, such as buying segments in newspapers and magazines aligning with the target audience. As well as increasing repeat customers to help strengthen relationships.

Digital Advertising: Google Ads, including keywords, SEO, and Gmail ads will help spread awareness by targeting local business owners and millennial parents in the greater Rockingham County area. Running Google ads for people in the Rockingham County will help REFI gain awareness, interest, and hopefully trial within the local community and will assist in all communication goals for the fiscal year.

CREATIVE BRIEF

Communication Objectives

To increase awareness by 50% among our target markets by June 25, 2025.

To increase interest by 30% among our target markets by June 25, 2025.

To increase desire by 20% among our target markets by June 25, 2025.

To increase # of donors by 15% among our target markets by June 25, 2025

To Increase repeat customers by 50% by June 25, 2025.

Target Audiences

The target markets for REFI encompass Millennial Parents and local business owners, presenting untapped potential both socially and financially. Millennial Parents, characterized by their tech-savviness and focus on holistic parenting, are likely to engage with educational initiatives for their children. As residents of Rockingham County, they seek community involvement and educational opportunities for their families. Local business owners, driven by entrepreneurial spirit and community investment, are inclined towards partnerships that align with their values and contribute to local development. Geographically rooted in Rockingham County, they prioritize initiatives that enhance the community's well-being and economic growth. Aiming to portray REFI as a vital contributor to the educational landscape, fostering community growth and development. Millennial Parents should perceive REFI as a trusted ally in their children's educational journey, offering valuable resources and support. Similarly, we want local business owners to see REFI as a strategic partner in advancing educational initiatives, recognizing the mutual benefits of collaboration.

CREATIVE BRIEF

Product Positioning

Position themselves as the go-to educational charity for Rockingham County public schools, offering an award and numerous scholarships that are both recognized and desirable. Their depot provides a physical location and visual representation of what they do, making them seem official and “real” to consumers.

Campaign Theme & Story

"Empowering Tomorrow's Leaders, One Contribution at a Time."

Jamie is a 17-year-old high school senior. He is the eldest brother to 3 sisters and 2 brothers. He lives in Rockingham County with his single mother Terressa who works at Food Lion she often struggles to make ends meet. Jamie wants so desperately to go to college, but his mother can't afford it. He hears about the Rockingham Educational Foundation and learns about the scholarship they offer so he decides he was going to start applying for scholarships including the one offered by REFI. The pressure of getting these scholarships constantly weighs on him as he knows without them he will not be able to attend college. He knows he's not the brightest student but he has the work ethic, extracurriculars, community service, and determination to get these scholarships. He ends up getting a scholarship offered by REFI among a few others and can now go to college

Advertising Appeal

The theme will be presented using emotional appeal. The selection of an emotional appeal for ads aligns with the mission of REFI, which aims to foster educational growth and opportunity within the community. By tapping into the emotions of the target audience, we can evoke empathy, compassion, and a sense of responsibility towards supporting educational initiatives. This approach resonates deeply with Millennial Parents and local business owners, who prioritize the well-being and development of future generations.

CREATIVE BRIEF

MESSAGE STRATEGY

The advertising will communicate the profound impact of educational support provided by REFI, emphasizing the transformative power of education in shaping lives and communities. The message will position REFI as a catalyst for positive change, offering hope, opportunity, and empowerment through education. This strategy relates directly to the product and the target audience by appealing to their intrinsic values and desires to make a meaningful difference in the lives of others. By highlighting the emotional benefits of supporting education, such as fostering hope, empowerment, and community resilience, we can effectively engage Millennial Parents and local business owners, who are driven by a sense of purpose and social responsibility.

CREATIVE EXECUTIONAL FRAMEWORK

REFI's advertising campaign will primarily utilize storytelling and imagery, supplemented by testimonials and dramatization. This allows for the emotive and impactful communication of the organization's mission. Storytelling enables the conveyance of personal narratives, illustrating how education transforms lives and communities. Imagery enhances emotional resonance, capturing the essence of REFI's work visually. Testimonials add authenticity and credibility, showcasing real experiences and outcomes. Dramatization further heightens engagement, bringing to life the challenges and triumphs associated with educational empowerment.



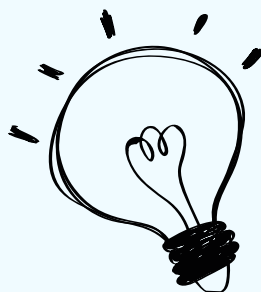
CREATIVE BRIEF

CREATIVE CONSIDERATIONS

To design advertisements for REFI, it's essential to understand the organization's core values, mission, and target audience demographics and psychographics. Additionally, insight into the educational landscape and challenges within Rockingham County, as well as the specific programs and initiatives offered by REFI, would be beneficial. Understanding the emotional triggers and motivations of the target audience, particularly Millennial Parents and local business owners, will inform the creative direction. Furthermore, knowledge of effective storytelling techniques, imagery selection, and design elements that evoke empathy and resonance is crucial. Familiarity with relevant legal and ethical considerations in advertising for non-profit organizations is also necessary.

CREATIVE TACTICS

For print advertisements, utilize evocative imagery and compelling storytelling to convey the transformative power of education, incorporating testimonials to add authenticity. TV commercials will feature real-life stories of individuals positively impacted by REFI's programs, using cinematic techniques to evoke emotions and include a clear call to action. Online campaigns will employ targeted ads across platforms, interactive content, and influencer partnerships to broaden reach and credibility within the target audience.



TRADITIONAL ADVERTISING

INTRODUCTION

Future Focus is partnering with Rockingham Education Foundation to aid them in reaching their communications goals within the next fiscal year. One of the primary focuses to reach the communications goals will be through Traditional advertising. Rockingham Education Foundation will be using the campaign theme of “Empowering tomorrow’s leaders one contribution at a time” to appeal to the target audience. The campaign theme is believed to resonate with the target audience to realize the importance of investing in the county’s school systems. One big component of the Traditional Advertising campaign will be through print advertisements, believed to help achieve the communication goal of Increasing awareness by 50% among the target markets by June 25, 2025. Not only is print advertising a vital function of creating awareness for potential customers, but since the target audience is geographic, it will be easier and more useful to use this medium of advertising. Newspaper ads and brochures will be used as the main source of print ads, believed to help in the communication objectives of Increasing interest by 30% among the target markets by June 25, 2025, along with Increasing desire by 20% among the target markets by June 25, 2025. These print ads will be placed into local township buildings such as the Chamber of Commerce, various malls, stores, and schools in the Rockingham area. Future Focus will also seek to achieve the communication goal through radio ads centered around the campaign theme. The story of the radio ads will consist of a high school senior whose family is struggling to make ends meet to allow him to attend college. With the help of REFI and their scholarship program, he can afford college and pursue his dreams. A combination of a rational and emotional creative appeal will be used to reach the target audience. The best way to connect with them is believed to be through connecting with their emotions through humorous but also a rational story of the current state of the education system in Rockingham and how they can make a difference to make it better. These advertising uses will help build relations with the residents of Rockingham County and the main target audience of local business owners and millennial parents in the geographical demographic.

TRADITIONAL ADVERTISING

OBJECTIVE 1

Increase the interest and awareness among local business owners and millennial parents in Rockingham County by 50% by June 25th, 2025 by using print advertising in newspapers and brochures

Strategy 1: *Maximizing Brochure Impact through Strategic Print Advertising that appeals to our primary and secondary audiences*

Tactic 1: Identify key locations where the target audience frequents, such as the Chamber of Commerce, various malls, stores, and schools in the Rockingham area

Tactic 2: Create visually appealing brochures with captivating images, vibrant colors, and concise, persuasive copy. Incorporate clear calls to action prompting readers to take the next step, whether it's visiting a website or contacting for more information

Tactic 3: Encourage engagement by including QR codes or unique URLs for recipients to access additional information or exclusive offers online.

Strategy 2: *Run a rational and emotional appeal advertising campaign using print ads in the Daily News Record*

Tactic 1: Develop visually appealing and informative print ads that emphasize the rational benefits of supporting The Rockingham Education Foundation Inc. And emotional appeal ones that emphasis their

Tactic 2: Negotiate prime advertising space that aligns with the readership demographics of local business owners and millennial parents. Strategically schedule the print ads to coincide with peak readership times and relevant editorial content to maximize visibility and impact.

Tactic 3: Utilize unique tracking codes or QR (Quick Response) codes in the print ads to trace audience engagement and response rates.

TRADITIONAL ADVERTISING

OBJECTIVE 2

Increase desire of consumers in our target markets to donate to REFI by 50% by June 25th, 2025, by using radio advertisements in the months of late August, early September, and the entire month of December.

Strategy 1: *Use local radio stations such as 104.3 KYC to attract both primary and secondary markets through emotional appeal advertising*

Tactic 1: Utilize market research and audience demographics to identify optimal airtime slots on local radio stations such as 104.3 KYC

Tactic 2: Forge partnerships with local businesses, community organizations, and influencers to enhance the reach and impact of the radio advertising campaign.

Tactic 3: Incorporate real-life stories, testimonials, and uplifting messages to evoke strong emotional responses and inspire listeners to act.

Strategy 2: *Focus on tailoring radio advertisements to deliver specific messaging and clear calls-to-action that resonate with the target audience's motivations and interests to appear on 104.3 KYC, a local Harrisonburg radio station*

Tactic 1: Provide clear instructions on how listeners can participate, whether through online donations, phone calls, or in-person visits to REFI's donation centers.

Tactic 2: Use sounds that promote imagery into the customers mind such as cheering, clapping, children laughing/learning etc.

Tactic 3: Analyze the data regularly to identify trends, assess the success of different messaging strategies, and optimize future radio advertising efforts for maximum effectiveness

TRADITIONAL ADVERTISING

RATIONALE

Future Focus rationale for choosing the objectives, strategies, and budget is backed up by research that will assist Rockingham Education Foundation significantly. Traditional advertising will play a vital role in the marketing campaign for REF1 as the target audience is such a small demographic and all within the same county. This allows major attention to building relationships with potential customers and making sure that clients come back in the future. Using certain mediums such as brochures and newspaper segments along with direct mail will be able to meet the objectives that set for the traditional advertising campaign. The main communication objectives for traditional advertising is to aid spreading awareness and interest in REF1. The reasoning for this is because there is a lot a clutter in traditional advertising. Most people will not be making a big donation to REF1 just because of a card that they get in the mail or a poster that they see when picking their child up from school. What these mediums do is create awareness and plants REF1 inside the head of the potential customer, allowing to use the other forms of advertising to increase their interest in donating. This is the first step into building a relationship that will last with our audience. Some of the tactics that were decided come straight from the presentation given in class, for example appealing to the receivers' other senses. In the presentation given on Friday by Direct Effects innovation stated that people are way more likely to remember a sense of touch rather than a sense of sight. With this, the use of a card that is in higher quality material was a great idea and may help the receiver take notice in REF1's card rather than the others that he may receive at the same time. The target audience is local business owners along with millennial parents. Taking a deeper dive and looking at how REF1 can market themselves and portray advertisements to the potential audience is a big part of traditional advertising. People are far more likely to look at a print ad that is colorful and well structured, while this can get you far, the call to action is the most important part of the advertisement as it is doing the heavy lifting of convincing the reader to invest into your company.

TRADITIONAL ADVERTISING

RADIO SCRIPT DELIVERABLE 1

Gender	Male or Female
Length	:30
Target Demographics	Local Business owners in Rockingham, VA county. Millennial Parents with Children in the Rockingham County school system.
Character/ Narrator	The student is a recent Rockingham County high school graduate. Narrator is a younger woman/man.
Vocal Direction	Soft (Appreciative), rational, inspirational,
Suggested Music	Rock song that is well known by the Demographic (70's) to start ad.
SFX	Applause, laughter, dial of phone.

[Background music: Upbeat and inspirational rock music]

[Sound of a cheering crowd fades in]

Narrator: Are you ready to make a difference? The Rockingham schools have been underfunded for years and we need your help to make a change.

[Sound of a student's voice fades in]

Student: As a student in Rockingham County, I did my best to get the best grades possible to lead me down a good career path, but this almost didn't even matter because I couldn't afford to go to college like I dreamed of. Thanks to Rockingham Education Foundation's scholarship program I'm now able to fulfill my dream of going to college.

[Sound of applause]

Narrator: Every donation, no matter the size, fuels dreams and opens doors for our students. Together, we can inspire greatness and build a brighter future.

[Sound of inspirational music fading out]

Narrator: Join us in making a meaningful difference. Visit our website or contact us to learn more about how you can contribute to the Rockingham Education Foundation today.

[Sound of a dial tone]

Narrator: Empower tomorrow's leaders, one contribution at a time.

TRADITIONAL ADVERTISING

RADIO SCRIPT DELIVERABLE 2

Gender	Female
Length	:30
Target Demographics	Local Business owners in Rockingham, VA county. Millennial Parents with Children in the Rockingham County school system.
Character/ Narrator	Narrator is a young woman with a sweet, genuine, and serious tone introducing Elizabeth who is a high school senior with a dream of furthering her education.
Vocal Direction	Inspiring, encouraging & emotional
Suggested Music	Upbeat and happy music
SFX	upbeat music and sounds & dial of phone

[Music softly transitions]

"Meet Elizabeth, a high school senior with dreams as vast as the sky. But like many, her dreams were tethered by financial barriers. That is until she received a scholarship from Rockingham Education Foundation. Now, Elizabeth's world is transformed. She has the chance to attend college, to pursue her passions, and to shape a brighter future for herself and her community."

[Music swells]

Narrator: "Elizabeth's story is just one among many. With your support, we can make more stories like hers a reality. Whether you give your time, your resources, or your voice, every contribution matters."

[Music softens]

Narrator: "Visit refigivesback.org today to donate money or supplies. Together, let's ignite the flame of possibility in the hearts of our youth."

[Music fades out]

Narrator: "Rockingham Education Foundation Inc. – Empowering tomorrow's leaders, one contribution at a time. Call 540-564-3218 to learn more." [Sound effect: Dial tone].

TRADITIONAL ADVERTISING

PRINT AD DELIVERABLES

Contact Information
www.refigivesback.org
vlandis@rockingham.k12.va.us
 540/564-3218

REFI
 ROCKINGHAM EDUCATIONAL
 FOUNDATION, INC.

Empowering Tomorrow's Leaders,
 One contribution at a time

Donate Today!

About Us
 The organization is governed by 25 volunteers who serve as the Board of Directors. There are five core programs: Early Literacy, Educational Grants, Teacher Recognition, Scholarships, and the Teacher Supply Depot. These are what we do – the programs that make a difference in the schools. There are three operational areas: Budget and Investment, Annual Fund, and Special Events. These operational areas produce the financial means for how we do these programs.

100 Mount Clinton Pike
 Harrisonburg, Virginia 22802

REFI
 ROCKINGHAM EDUCATIONAL
 FOUNDATION, INC.

@refigives

Mission
 There is no more valuable investment in our community than creating a public education system that prepares our children to be successful. REFI believes the future of Rockingham County rests upon every child in our schools being prepared for graduation and beyond. The Foundation has experienced the power of these community partnerships, and that is why we need your support! Donate today!

History
 In 1994, a group of citizens came together with the belief that a good education is vital to the economic and social health of a community. They formed the educational foundation to enhance the quality of education in the Rockingham community. REFI was incorporated on September 19, 1994.

Meet Jessica
 Jessica comes from an underprivileged area and did not have the same opportunities granted to her as her fellow students. She was awarded the REFI scholarship, which enabled her to flourish as a student and start to think about college! She accredits REFI to her success because she did not think this was going to be possible!

Empowering Tomorrow's Leaders,
 One contribution at a time

Donate Today!

REFI
 ROCKINGHAM EDUCATIONAL
 FOUNDATION, INC.

Contact Information
www.refigivesback.org
vlandis@rockingham.k12.va.us
 540/564-3218

100 Mount Clinton Pike
 Harrisonburg, Virginia 22802

See Appendix For More

DIGITAL MARKETING

INTRODUCTION

To help The Rockingham Educational Foundation continue fostering educational opportunities and empowering future leaders, the important role of digital marketing in achieving objectives must be recognized. With the aim to increase awareness among target markets by 50% and boost the number of donors by 15% by June 25, 2025, leveraging digital platforms effectively is crucial. Through digital marketing, engagement, information, and inspiration can be provided to the audience across various channels. By utilizing the power of online channels, the message can be amplified, encouraging individuals to contribute towards empowering future leaders, one contribution at a time. The center/focus of the digital marketing strategy is the campaign theme, "Empowering Future Leaders, One Contribution at a Time," representing REF's mission, which resonates with the target audience while instilling a sense of purpose and urgency. Through storytelling and compelling visuals, emotions can be evoked, and a sense of belonging can be created, encouraging people to become active participants in REF's cause. Throughout the digital marketing strategy, diverse platforms and techniques will be utilized to achieve objectives. Social media can be used to engage with the audience through impactful content, interactive campaigns, and community-building activities. The goal of this effort is fostering meaningful conversations/connections and showcasing the impact of contributions. Additionally, search engine optimization (SEO) can enhance online visibility, ensuring the message reaches individuals passionate about education and leadership development. Through strategic keyword targeting, content optimization, and link-building efforts, organic traffic and engagement can be increased. Moreover, email marketing can be a valuable tool for building and nurturing donor relationships and leads. Through personalized communication, targeted campaigns, and compelling storytelling, deeper connections with the audience can be created. Overall, with an effective digital marketing strategy, objectives can be reached and maintained.

DIGITAL MARKETING

OBJECTIVE 1

Increase awareness by 50% in Rockingham County among our target markets using digital marketing channels by June 25, 2025.

Strategy 1: *Use Search Engine Optimization (SEO) Strategy to build awareness to target audience, nurture relationships, and enhance engagement.*

Tactic 1: Conduct comprehensive keyword research to identify relevant search terms/phrases related to educational foundations, community development, and philanthropy. Optimize website content, meta tags, and headings with targeted keywords to improve organic search engine results pages.

Tactic 2: Develop high-quality, informative content such as blog posts, articles, case studies, and infographics that address key educational issues, highlight success stories, and showcase the impact of the foundation's initiatives. Publish regularly updated content on the foundation's website to attract organic traffic.

Tactic 3: Implement local SEO tactics such as optimizing Google My Business listings, creating location-specific landing pages, and obtaining citations from relevant local directories. Enhance the foundation's visibility in local search results and attract individuals and organizations within the community who are interested in supporting educational causes.

Strategy 2: *Increase brand recognition and engagement by sponsoring events and offering promotional products tailored to our target audience. Through strategic event selection and high-quality merchandise, we aim to leave a lasting impression, foster positive brand associations, and ultimately drive increased customer engagement and loyalty.*

Tactic 1: Develop comprehensive event sponsorship packages that include opportunities for REFI to showcase branded promotional products at sponsored events.

Tactic 2: Forge partnerships with local businesses or online retailers to sell REFI-branded promotional products as part of their merchandise offerings

Tactic 3: Host branded merchandise giveaways on social media platforms and at community events to increase brand engagement and loyalty.

DIGITAL MARKETING

OBJECTIVE 2

Increase number of donors by 15% through digital marketing among our target markets through utilization of digital channels in Rockingham County by June 25, 2025.

Strategy 1: *Use Influencer Partnerships and Affiliate Marketing to increase donors*

Tactic 1: Research and identify influencers within the education, philanthropy, and community engagement niches who align with the foundation's values, mission, and target audience. Look for influencers with a genuine interest in education and a strong presence on platforms such as YouTube, Instagram, and podcasts.

Tactic 2: Reach out to identified influencers and establish mutually beneficial partnerships that involve sponsored content, endorsements, collaborations, and promotional campaigns. Encourage influencers to share personal stories, testimonials, and experiences related to the foundation's initiatives and the impact of donations, effectively leveraging their credibility and reach to inspire their followers to contribute.

Tactic 3: Develop an affiliate marketing program that incentivizes supporters, partners, and influencers to promote the foundation's cause and drive donations through referral links, promo codes, and special offers. Provide affiliates with marketing materials, tracking tools, and performance incentives to encourage active participation and maximize donation conversions.



DIGITAL MARKETING

etc.

OBJECTIVE 2

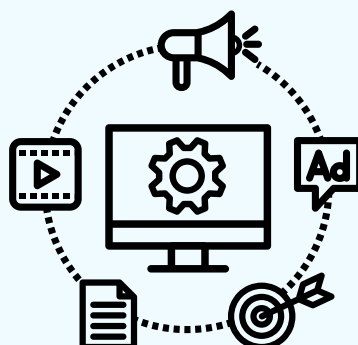
Increase number of donors by 15% through digital marketing among our target markets by June 25, 2025.

Strategy 2: *Create interactive campaigns to seek and maintain donors*

Tactic 1: Design interactive digital experiences, quizzes, games, and challenges that educate, entertain, and engage the foundation's target audience while raising awareness about its mission and donation opportunities. Develop interactive microsites, multimedia presentations, and virtual events that encourage active participation and sharing across social media platforms.

Tactic 2: Implement elements such as badges, points, leaderboards, and virtual rewards to incentivize and recognize donor participation, contributions, and achievements. Create fundraising challenges, milestones, and donation tiers that offer exclusive perks, recognition, and tangible benefits to donors based on their level of involvement and support.

Tactic 3: Encourage supporters, donors, and beneficiaries to share their stories, experiences, and testimonials through user-generated content campaigns on social media, email, and the foundation's website. Showcase authentic user-generated content, photos, videos, and testimonials that highlight the impact of donations and inspire others to get involved and make a difference.



DIGITAL MARKETING

RATIONALE

The marketing strategy is data-driven and research-based; utilizing SEO, keywords, and other platforms to gain leads and manage customer relationships using organic and paid outlets. Organically, promotion of REFI involves posting on social media, utilizing Google's My Business listing, and identifying keywords to improve SEO and ratings. A newsletter will also make up a large part of the CRM, with a focus on growing the email list through advocates spreading the message and ensuring content quality is satisfactory and engaging. User Generated Content (UGC) is strongly encouraged to organically spread following among local community members and utilize existing networks. Paid strategies involve promoting Google My Business listings and reaching out to influencers to promote events and encourage donations. An affiliate program for educational influencers will offer brand recognition on the website and shoutouts on social media platforms. Supporting local education is a good PR look for influencers and can be a mutually beneficial sponsorship. To speed up the growth of the email list, Google will be used to promote emails on Gmail through a CPC campaign. Segmenting the email list allows for personalized communication tailored to the unique needs and interests of local businesses, thereby enhancing recipient engagement. Regular dissemination of educational newsletters and updates ensures that local business owners stay informed and engaged, employing captivating visuals and testimonials pertinent to their community. Automated email campaigns efficiently nurture relationships with local business donors, offering personalized information and sustaining ongoing engagement with the foundation's initiatives within the Rockingham area. Research consistently indicates that influencer partnerships and affiliate marketing are effective strategies for increasing donations and expanding donor networks.

DIGITAL MARKETING

RATIONALE CONTINUED

According to a study by Nielsen, 83% of consumers trust recommendations from individuals, including influencers, over traditional advertising. By partnering with influencers who resonate with the foundation's values and target audience, the foundation can tap into their credibility and reach to inspire their followers to contribute. Implementing interactive campaigns is a strategic approach to actively engage and retain donors, fostering a deeper connection with the foundation's mission. By designing interactive digital experiences such as quizzes and games, donors are provided with an immersive platform to learn about the foundation's initiatives, increasing their awareness and involvement. Incorporating elements like badges and virtual rewards incentivizes donors to contribute, while also fostering a sense of achievement and community. Furthermore, encouraging user-generated content amplifies the impact of donations by showcasing authentic stories and testimonials, thereby making the cause more relatable and compelling to a wider audience. Overall, these tactics work synergistically to create a dynamic and engaging donor experience, driving continued support and participation in the foundation's initiatives (Blunt, n.d.).

DIGITAL MARKETING

DELIVERABLES

Donate Today!
Supporting local education since 1994!

REFI
ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

refigivesback.org

A+

**Empowering Tomorrow's Leaders,
One Contribution At A Time**

REFI
ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

DONATE HERE

**EMPOWERING TOMORROW'S LEADERS,
ONE CONTRIBUTION AT A TIME**

REFIGIVESBACK.ORG

SOCIAL MEDIA MARKETING

INTRODUCTION

Future Focus has crafted a tailored set of social media marketing strategies for Rockingham Education Foundation Inc., strategically aimed at elevating brand visibility and fostering increased and more consistent donations. These recommendations are devised with the primary aim of achieving a notable increase of 20% in online donations through targeted Facebook Campaigns, coupled with another objective to amplify brand awareness by 30% utilizing a spectrum of LinkedIn features by December 2025. The intended audience encompasses local business owners and millennial parents within the community, both primary and secondary stakeholders. The overarching campaign theme of “Empowering Tomorrows Leaders, One Contribution at a Time” will be seamlessly woven into the social media objectives. This theme serves as a moving reminder to the audience of the transformative impact their support can have on students, positioning them as the leaders of the future. To realize these ambitious goals, a comprehensive social media strategy has been devised, integrating an array of techniques and engagement initiatives. The Facebook advertisements will predominantly utilize storytelling and engagement techniques to captivate both primary and secondary audiences, encouraging them to advocate for REFI and inspire their friends and family to contribute. Through the creation of personal anecdotes, testimonials, Facebook live sessions, and following and engaging with users, brand recognition is expected to expand. Additionally, by integrating monthly REFI giveaways, where followers can participate by donating, reposting, and using REFI's hashtag, a surge in overall donations is anticipated. For the primary audience, local business owners, a separate LinkedIn strategy will be implemented. These advertisements will spotlight REFI events and updates using a variety of LinkedIn features. By delivering high-quality posts, sponsoring accounts, personalizing messages, promptly responding to inquiries, and actively engaging with user-generated content, the aim is to not only reach the primary target audience but also boost overall donation figures.

SOCIAL MEDIA MARKETING

OBJECTIVE 1

Leverage Facebook strategically to enhance brand visibility and frequency of donations, with a specific focus on our primary and secondary target audiences: local business owners and millennial parents within our community. This approach aims to achieve a notable increase of 20% in online donations by December 2025

Strategy 1: *Introduce storytelling from REFI volunteers, teachers, and students. Utilize Facebook's interactive features to foster engagement and strengthen connections within the local community.*

Tactic 1: Launch a weekly series on REFI's Facebook page featuring personal testimonies from volunteers, teachers, and students impacted by the organization, ensuring consistent reach and engagement within the local community.

Tactic 2: Conduct Facebook live sessions periodically, allowing users to donate, seek information, and engage with REFI directly, thereby maximizing frequency and interaction opportunities.

Tactic 3: Actively engage with users by following them back on Facebook, fostering ongoing communication and strengthening connections to increase reach and maintain engagement levels.

Strategy 2: *Advertise a monthly fundraising initiative featuring a giveaway for the winners. Utilize targeted posts and leverage Facebook's advertising tools to optimize outreach and engagement within the designated target audiences.*

Tactic 1: Introduce a hashtag and repost requirement (#REFIGIVEAWAY) for users to participate in the giveaway.

Tactic 2: Offer users the opportunity to donate a specific amount to REFI, granting them additional points or an extra entry.

Tactic 3: Harness Facebook's targeting capabilities to promote this campaign exclusively to individuals residing in the Rockingham County area.

SOCIAL MEDIA MARKETING

OBJECTIVE 2

Utilize LinkedIn and its various features to increase brand awareness among our primary audience, local business owners, by 30% by December 2025.

Strategy 1: *Leveraging LinkedIn's platform to showcase REFI events and updates*

Tactic 1: Craft high-quality posts on our LinkedIn wall, spotlighting the diverse range of events offered to engage our followers and target audience, encouraging attendance at upcoming events.

Tactic 2: Utilize LinkedIn's sponsorship feature to broaden our reach and diversify our audience demographic by sponsoring our company through other individuals' or companies' accounts.

Tactic 3: Develop compelling content that effectively highlights key future events, ensuring consistency in posting and ongoing monitoring to assess effectiveness and refine strategies accordingly.

Strategy 2: *Implementing personalized engagement tactics to effectively interact with our audience and cultivate meaningful connections.*

Tactic 1: Not only connect with our main target audience but send them personalized messages that will compel them to build a future relationship. This can be done by addressing our connections by their name and reference specific details from their profile on their position or company.

Tactic 2: Responding promptly and efficiently to our connection's messages will assist in building a future relationship with our customers. We should be actively monitoring our company's LinkedIn page to make sure that we are not missing any possible leads to a possible donator.

Tactic 3: Sharing user-generated content will not only aid in building direct relationships with our donors but also encourage our audience to create and share content about our company. This can be done by simply acknowledging the content that our audience makes by liking, commenting or reposting

SOCIAL MEDIA MARKETING

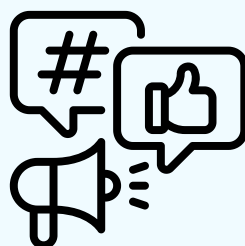
RATIONALE

The rationale for the selected strategies is backed by extensive research conducted in the field, assuring the most incredible of tactics. The first selected objective is to increase online donations by 20% in the next year. This amount is realistic given the target markets and previously untapped channels that will be used by REF1 under this plan. Strategy one of this objective: "Introduce storytelling from REF1 volunteers, teachers, and students who have been positively impacted by the organization. Utilize Facebook's interactive features to foster engagement and strengthen connections within the local community." will take advantage of the features specific to the platform, integrating it with storytelling. Researchers found a positive correlation between storytelling in advertisements and persuasive effect of the ad. The tactic of sharing personal stories weekly develops a sense of habit in conjunction with the storytelling offered through the REF1 social media channel. This causes viewership to increase, keeping the brand in the mind of its viewers. It is paramount that REF1 posts once a week, as maintaining social media consistency is crucial in marketing for smaller businesses. REF1 will also utilize the live feature on Facebook, further humanizing their brand and allowing people to donate directly and receive immediate positive feedback for their contribution and interaction, cementing the positive feeling one will get for donating. Under strategy two we will be using the tried-and-true method of a contest / giveaway. Involving the consumer more directly with a promotion or event with the brand, even remotely, creates buzz and causes people to have more skin in the game. Percentage-wise, the greatest increases in spending when a giveaway is involved are seen in the lower spending segments. There is a lot to be gained from hosting even a simple giveaway, and this is an easily actionable initiative that may have reached beyond the target market with little loss. Hashtags especially, when used strategically, have been found to increase recall, create free engagement, and spread messages of advocacy very easily. Objective number two is especially important for reaching our target market of local business owners.

SOCIAL MEDIA MARKETING

RATIONALE CONTINUED

Targeting these business owners especially on a professional and business centric platform is a tact decision. While the communications on this platform will be integrated with the rest of the plan, this page can take on a more professional and businesslike personality. The goal of increasing awareness among local business owners by 30% can be very easily achieved with some determination. Leveraging LinkedIn platforms to simply showcase what REFI is doing to its followers and connections can be a very influential decision, it is nearly guaranteed that a post will appear in someone's feed if you are one of their only active connections. REFI is seen as a good cause, and people who have already donated to REFI will likely repost that they have contributed, naturally expanding the reach of REFI. Utilization of sponsorship is a mutually beneficial feature on LinkedIn, it can increase emotional connection, credibility, and reach very quickly. Notes about posting consistency above additionally apply to this LinkedIn strategy, however posting about future events and allowing people to RSVP can create a sense of commitment and urgency. The rest of the LinkedIn tactic can basically be described as mastering the art of people talking to people, authenticity and genuineness in communications is essential, and sharing user generated content creates a relationship with the brand, birthing brand evangelists in the process. A reward loop can be created through the creation of content and interaction [reinforcement] from the brand.



SOCIAL MEDIA MARKETING

SOCIAL MEDIA AD DELIVERABLES

REF I
ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

Benjamin Shah ★★★★★
REFI has been a game-changer for me. As a student from a low-income background, I never thought I'd have the opportunity to pursue higher education. But thanks to the scholarships and support from REFI, I'm now able to attend college and pursue my dreams. Their generosity has not only eased the financial burden but has also given me the confidence to aim higher and strive for success.

Sacha Dubois ★★★★★
Thanks to REFI, I'm turning my dreams into reality. Their scholarships have made college possible for me, and I couldn't be more grateful. REFI is truly changing lives.

refigivesback.org

ROCKINGHAM EDUCATION FOUNDATION
EMPOWERING TOMORROW'S LEADERS
ONE CONTRIBUTION AT A TIME

QUALIFICATION

- ✓ Supporting local education since 1994!
- ✓ We offer scholarships, grants, and funding for children in need!
- ✓ Our teacher depot supplies teachers with school supplies, furniture, and other classroom necessities!

CHECK US OUT

- +1(540)564-3218
- 100 Mount Clinton Pike, Harrisonburg, Virginia 22802
- vlandis@rockingham.k12.va.us

Donate today!
refigivesback.org

A+

REF I
ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

SUPPORT MEDIA

INTRODUCTION

Future Focus Agency has created a set of support media objectives for Rockingham Education Foundation Inc. These objectives are designed to accomplish the overall objective of increasing awareness and satisfaction of the primary and secondary audiences of local business owners and millennial parents in Rockingham County by 20% in the next 6 months. The focus of the campaign theme, “Empowering Tomorrows Leaders, One Contribution at a time”, which highlights the overarching message of the impact the audience’s support can have on students, positioning them as the leaders of the future. The strategy involves two key objectives. Firstly, enhancing satisfaction and inducing reciprocity through the strategic distribution of promotional products, including branded items like pens and mouse pads coupled with premiums incentive programs and collaborative efforts with partner organizations. Secondly, boosting brand recognition and engagement through event sponsorship and merchandising opportunities, encompassing comprehensive event sponsorship packages, partnerships with local businesses, and branded merchandise giveaways. Future Focus Agency is positioned to drive notable increases in brand awareness and satisfaction for REFI, solidifying its role in fostering educational empowerment and community support.



SUPPORT MEDIA

OBJECTIVE 1

Increase brand awareness and satisfaction among primary and secondary markets in Rockingham County by 20% within the next 6 months through strategic utilization of promotional products as ad specialties and premiums and REFI sponsored giveaways, exclusively targeting residents and businesses within Rockingham County. Intense promotional efforts during key periods such as local events, holidays, and back-to-school seasons.

Strategy 1: *Enhance brand visibility and foster community engagement through REFI Giveaways while forging partnerships with local businesses to amplify impact and reach.*

Tactic 1: Launch regular REFI giveaways featuring branded promotional products as prizes, exclusively targeting residents and businesses within Rockingham County, thereby incentivizing participation and increasing brand awareness.

Tactic 2: Promote REFI giveaways through various channels, including social media, email newsletters, and local advertising platforms, to generate buzz and excitement within the community, driving engagement and satisfaction with the brand.

Tactic 3: Collaborate with local businesses and sponsors to enhance the REFI giveaway experience, offering additional prizes or incentives to winners, thereby increasing participation and fostering positive brand associations within Rockingham County.

SUPPORT MEDIA

OBJECTIVE 1 ETC.

Increase brand awareness and satisfaction among primary and secondary markets in Rockingham County by 20% within the next 6 months through strategic utilization of promotional products as ad specialties and premiums and REFI sponsored giveaways, exclusively targeting residents and businesses within Rockingham County. Intense promotional efforts during key periods such as local events, holidays, and back-to-school seasons.

Strategy 2: *Increase brand recognition and engagement by offering promotional products tailored to the target audiences by aiming to leave a lasting impression, fostering positive brand associations, and ultimately drive increased customer engagement and loyalty.*

Tactic 1: Identify high-traffic areas within Rockingham County, such as local events, shopping centers, and business districts, to distribute promotional products like pens and mouse pads, ensuring maximum exposure and reach among residents and businesses.

Tactic 2: Coordinate with event organizers to sponsor or participate in community events, leveraging the opportunity to distribute branded promotional products as giveaways or freebies to attendees, thereby increasing brand visibility and awareness.

Tactic 3: Implement a targeted distribution strategy during key periods such as holidays and back-to-school seasons, strategically timing the distribution of promotional products to coincide with heightened consumer activity and interest, thereby maximizing impact and engagement.

SUPPORT MEDIA

OBJECTIVE 2

Increase Brand Awareness and exposure among our primary and secondary markets by 20% by June 25th, 2025, using venue signage. This will be done at venues in Rockingham County, specifically venues that REFI has used in the past or will be using in the future. This will be used in a continuity schedule to consistently spread awareness for REFI.

Strategy 1: *Maximize brand exposure and engagement through strategic venue signage deployment, targeting key locations in Rockingham County frequented by our primary and secondary markets, thereby enhancing brand visibility and awareness.*

Tactic 1: Determine high-traffic venues frequented by the primary and secondary markets within Rockingham County, focusing on locations previously utilized by REFI and those planned for future events.

Tactic 2: Strategically position signage within selected venues to ensure maximum visibility and exposure to target audiences, considering factors such as foot traffic patterns and focal points.

Tactic 3: Ensure uniformity and consistency in signage design, messaging, and branding elements across all venues to reinforce brand recognition and recall among the target markets.

Strategy 2: *Elevate the venue signage experience to amplify exposure and engagement, optimizing brand visibility among target audiences in Rockingham County.*

Tactic 1: Integrate interactive features such as QR codes, augmented reality experiences, or touchscreens into venue signage to captivate and engage audiences, fostering memorable brand interactions.

Tactic 2: Design designated areas within venues where attendees can immerse themselves in branded experiences related to REFI's mission and initiatives, leveraging venue signage to guide visitors to these interactive zones.

Tactic 3: Explore partnerships with venue owners or event organizers to secure sponsorship rights, enabling prominent placement of REFI's signage and branding throughout the venues, thus maximizing exposure and visibility.

SUPPORT MEDIA

RATIONALE

The main goal with support media is to solidify REFI's role as an integrated organization in the local community. To do this, there will be a use of long-term memorabilia such as custom REFI mouse pads, pens, golf balls, and other cheap items that have an extended use or a long duration. Being in a local school, library, and city hall, these items will provide exposure and awareness to the target audience of local business owners and Millennial parents. These subsets of people have a demonstrated interest in the betterment of the local community because both groups consist of the local workforce and parents in the area. Integrating REFI into the local community by showing up and sponsoring local events in the community such as city hall meetings, parent teacher conferences, and nearby public libraries will imprint REFI as the go-to educational charity in the area and will be the first organization that consumers will think of. This same logic is used for further promotion as the REFI logo and campaign theme will be embedded on local bus routes to have consistent representation of the company. A good amount of capital will be invested to ensure consistent representation in the community for the long term, aiming for quality output over quantity. The goal is to promote an image of trust and reciprocity, so the presentation of that kind of image in advertising is crucial. Other potential vehicles for support media would be to highlight success stories for REFI scholarships and grants to aid the image and showcase the improvement to the local community. These strategies will help marketing objectives of promoting exposure and awareness by establishing REFI as the prominent educational charity in the local community.

SUPPORT MEDIA

SUPPORT MEDIA DELIVERABLES - PROMOTIONAL PRODUCTS



SUPPORT MEDIA DELIVERABLES - VENUE SIGNAGE



INTRODUCTION

Future Focus plans to implement Publicity and Public Relations to aid the image of Rockingham Education Foundation throughout the year. With REFI targeting such a small geographic segment, word-of-mouth plays a huge role in performance and brand image, showing how PR is one of if not the most important segments. Publicity and PR will aid REFI in achieving its communication goals of increasing awareness of REFI by 30% by June 25th, 2025. Leveraging elements such as press releases, media outlets, and PR campaigns, Future Focus believes that REFI will be able to spread the word throughout the Rockingham County and reach the target audience of Local business owners and Millennial parents. The campaign theme of “Empowering Tomorrow's Future one contribution at a time” will be incorporated to spread awareness and instill the need for aid in the future generation of Rockingham through various media outlets. By using media outlets such as WHSV, press releases, and leveraging social media to further advertise REFI and its message, REFI will successfully become a common name in schools and households in Rockingham County.



OBJECTIVE 1

Increase awareness of REFI and its mission to the main target audiences of local business owners and millennial parents in the Rockingham County Area while maintaining a positive brand image. Increase this awareness by 30% through June 25th, 2025 by employing strategic public relations tactics coupled with leveraging local news media outlets.

Strategy 1: Increase the reach of positive media coverage by leveraging the local news outlet WHSV to broaden audience engagement and brand visibility.

Tactic 1: Develop and distribute press releases to WHSV on a bi-monthly basis, highlighting REFI's latest achievements, events, and impact stories to maintain a consistent presence in the local news cycle.

Tactic 2: Cultivate relationships with key journalists and reporters at WHSV to ensure ongoing coverage of REFI's activities, programs, and initiatives, focusing on geographic relevance to the Rockingham County Area.

Tactic 3: Coordinate with WHSV to schedule regular appearances or interviews with REFI representatives on relevant segments or programs, ensuring consistent exposure to the local audience.

Strategy 2: Utilize digital platforms to magnify the impact of WHSV's media coverage for REFI, enhancing brand exposure and engagement.

Tactic 1: Publish informative and engaging articles about REFI's initiatives and impact stories on WHSV's website, targeting keywords relevant to the Rockingham County Area to increase organic reach and visibility.

Tactic 2: Share WHSV news coverage and press releases featuring REFI across its social media channels, including Facebook, Twitter, and LinkedIn, utilizing a predetermined posting schedule to maintain consistency and maximize audience engagement.

Tactic 3: Utilize multimedia assets such as photos, videos, and infographics to complement digital content, enhancing storytelling and visual appeal while aligning with WHSV's online scheduling patterns and audience preferences.

OBJECTIVE 2

Enhance awareness of REFI's initiatives and mission among local business owners in the Rockingham County Area by leveraging local business insider magazines, thereby increasing awareness by 25% by June 25th, 2025.

Strategy 1: Forge strategic alliances with local business insider magazines to increase brand exposure and engagement for REFI.

Tactic 1: Identify and initiate partnerships with prominent local business insider magazines in the Rockingham County Area, ensuring alignment with REFI's values and target audience.

Tactic 2: Negotiate advertising agreements or editorial features within these magazines to secure recurring exposure for REFI's mission and initiatives.

Tactic 3: Develop a comprehensive content calendar outlining scheduled placements and editorial opportunities in these magazines, ensuring consistent reach and frequency throughout the campaign period.

Strategy 2: Execute precise and tailored public relations initiatives to enhance REFI's brand image and visibility.

Tactic 1: Draft compelling press releases and story pitches highlighting REFI's impact stories, achievements, and upcoming events, tailored specifically for local business insider magazines.

Tactic 2: Cultivate relationships with key editors and journalists at these magazines, facilitating regular communication and fostering opportunities for editorial coverage.

Tactic 3: Coordinate exclusive interviews, features, or guest columns with REFI representatives in these magazines, providing in-depth insights into REFI's mission and fostering community engagement.

PUBLIC RELATIONS & PUBLICITY

RATIONALE

The rationale for these strategic decisions is rooted in the need to effectively increase awareness of REFI and its mission among target audiences in Rockingham County. Leveraging WHSV as a local news outlet aligns with the geographic relevance of the target area, ensuring maximum exposure to the desired demographic. Bi-monthly press releases and ongoing relationships with WHSV journalists ensure consistent coverage of REFI's activities, maintaining visibility in the local news cycle. Utilizing digital platforms complements WHSV's coverage by extending reach and engagement (Schneider, n.d.). Publishing articles on WHSV's website with relevant keywords enhances organic visibility, while sharing WHSV coverage on social media amplifies its impact. Multimedia assets further enhance digital storytelling, catering to audience preferences and maximizing engagement. These tactics aim to strategically leverage trusted media outlets and digital platforms to increase brand exposure and engagement, ultimately driving awareness of REFI's mission among local business owners and millennial parents in Rockingham County. This approach aligns with the goal of achieving a 30% increase in awareness by June 25th, 2025, while maintaining a positive brand image and effectively utilizing available resources.

These strategic decisions are grounded in the objective of enhancing awareness of REFI's initiatives and mission among local business owners in Rockingham County. By forging alliances with local business insider magazines, REFI can tap into a key channel trusted by the target audience, ensuring alignment with their values and interests. Negotiating advertising agreements or editorial features secures recurring exposure for REFI, maximizing visibility and engagement within the local business community (Lesonsky, 2023). The execution of precise and tailored public relations initiatives further strengthens REFI's brand image and visibility. Compelling press releases and story pitches highlight REFI's impact stories and achievements, capturing the attention of local business insiders. Cultivating relationships with key editors and journalists facilitates ongoing communication and opportunities for editorial coverage, reinforcing REFI's presence in the local business landscape. Coordinating exclusive interviews, features, or guest columns with REFI representatives adds depth and authenticity to the organization's narrative, fostering community engagement and advocacy. Overall, these tactics aim to strategically leverage local business insider magazines as influential platforms to increase awareness of REFI's mission, ultimately driving engagement and support from local business owners in Rockingham County.

PUBLIC RELATIONS & PUBLICITY

PUBLIC RELATIONS DELIVERABLES



For Immediate Release

Contact: Rockingham Educational Foundation

Phone: (540) 564-3218

Email: vlandis@rockingham.k12.va.us

Educational Charity in Rockingham County Celebrates Student Success Story

Driving Success for Education!

(Rockingham County, Virginia, March 20th, 2024) Lance, a 12th grade student from Harrisonburg High School in Rockingham County, has overcome significant challenges and achieved remarkable academic success with the support of REFI. Facing obstacles such as financial hardships and home instability, Lance has demonstrated resilience, determination, and a commitment to academic excellence.

Through REFI's comprehensive support programs, including tutoring, mentorship, and enrichment activities, Lance has made significant strides in his education. With personalized support and guidance from REFI's dedicated team of educators and volunteers, Lance has not only improved his grades but also developed essential skills, confidence, and a love for learning.

This success story exemplifies REFI's mission to empower students, foster academic achievement, and create brighter futures for youth in Rockingham County. By providing access to quality education, resources, and support services, REFI is making a profound and lasting difference in the lives of students and families throughout the community.

Rockingham Education Foundation is a non-profit in the Rockingham area started in 1994, we are dedicated to supporting education through scholarships, grants, and other programs aimed at enhancing educational opportunities for our students and educators in Rockingham.

-30-

If you would like more information about this topic please contact Victoria Landis at (540)564-3218 or vlandis@rockingham.k12.va.us.



See Appendix For More

PUBLIC RELATIONS & PUBLICITY

PUBLIC RELATIONS DELIVERABLES - STORYBOARD



REFI STORYBOARD

refigivesback.org
540-564-3218

 <p>SCENE 1, WIDE ANGLE BACK SHOT Opening shot of Jamie sitting at the kitchen table, surrounded by textbooks and papers. He looks worried as he stares at his laptop screen.</p>	 <p>SCENE 2, CLOSE UP Close-up of Jamie's face, showing his determination and resolve.</p>	 <p>SCENE 3, MEDIUM SHOT Shot of Jamie's mother, Terressa, busy at work.</p>
 <p>SCENE 4, MEDIUM SHOT Zoom in on Jamie as he researches scholarships online, his expression turning from uncertainty to determination</p>	 <p>SCENE 5, CLOSE UP Quick montage of Jamie participating in extracurricular activities, volunteering in the community, and working tirelessly on scholarship applications</p>	 <p>SCENE 6, MEDIUM SHOT Ending shot of Jamie holding an acceptance letter from the Rockingham Educational Foundation, a smile of relief and excitement spreading across his face</p>



Rockingham Educational Foundation, Inc.

Empowering Tomorrow's Leaders, One Contribution at a Time.

Donate Today!
<https://www.refigivesback.org/>

 <p>This is Jamie and he has always had a love for business. From a young age he had always found ways to be his own boss and broaden his business knowledge his own business. From running his own lemonade stand to staying up late to watch 'Shark Tank,' business had always been his thing.</p>	 <p>Fast forward 12 years, it is September 2023 and Jamie is a senior in High school attending Harrisonburg High. He has been excelling for his studies and is preparing to start applying for schools to hopefully major in finance.</p>	 <p>Jamie's mother sat him down one day and expressed to him that due to COVID she had to use his college fund to support the household and wouldn't be able to fully afford his college tuition.</p>
 <p>One day at school Jamie's teacher told him about REFI and all the scholarships they offer, which gave him hope about his financial situation.</p>	 <p>Jamie began applying to the REFI scholarships and got the ones he applied for. This gave him just the amount of money he needed to attend college.</p>	 <p>Fast forward to August 2024. It is Jamie's first day of college at Virginia Tech and he has already chosen his major; Finance. He is so grateful he found out about REFI because now the sky is the limit.</p>

See Appendix For More

MEDIA FLOWCHART

	January				February				March				April				May				June				July				August				September				October				November				December			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Traditional Advertising																																																
Radio- 104.3 KYC Country																																																
Print Ad- Daily News Record (\$31 per ad)																																																
Brochures- 500 qty. (\$0.71/per unit)- Vistaprint																																																
Social Media Advertising																																																
Facebook Post (Impression Boost)																																																
Twitter Promoted Post																																																
LinkedIn Premium Post																																																
Digital Marketing																																																
Monthly Newsletters- Pnews wire																																																
Google Display Ads (Targeted Locally)																																																
Google My Business Promotion																																																
Support Media																																																
Promotional Products- Mousepads (120 qty. * \$4.20/ unit) / Pens (550 qty. * \$0.90 per unit)																																																
Venue Signage (Before Yearly Event)																																																
Branded Merchandise Giveaways- Hoodies, Mugs, Totes																																																
Public Relations & PR																																																
Local News Article- WHSV																																																
Local Business Insider- Virginia Business																																																
Measurement & Evaluation																																																
Variable Cost / Miscellaneous																																																

BUDGET BREAKDOWN & SUMMARY

Total Budget: \$20,000.00

	Medium	Medium Vehicle	Dollar Amount		Percent of Budget
			Medium Vehicle	Medium	
Traditional Advertising			\$1,384.49		6.92%
	Radio	Local Radio- 104.3 KYC Country		\$500.00	2.50%
					0.00%
	Print	Brochures 500qty. (\$0.71/per unit) - vistaprint		\$354.49	1.77%
		Daily News Record (\$31 per ad)		\$530.00	2.65%
					0.00%
Digital Marketing			\$2,100.00		10.50%
	SEO	Google Display Ads (Locally Targeted)		\$500.00	2.50%
		Google My Business Promotion		\$1,000.00	5.00%
	Email List	Monthly Newsletters - PRnewswire		\$600.00	0.00%
					0.00%
					0.00%
Social Media Marketing			\$3,200.00		16.00%
	Facebook	FaceBook Post (Impressions Boost)		\$2,000.00	10.00%
	Twitter	Twitter Promoted Post		\$550.00	2.75%
	LinkedIn	LinkedIn Premium Posts		\$650.00	3.25%
					0.00%
Support Media			\$2,488.40		12.44%
	Promotional Products	Mouse pads (120qty. x \$4.20per) - Discount Mugs		\$503.40	2.52%
		Pens (550 qty. x \$0.90per) - Discount Mugs		\$485.00	2.43%
	Venue Signage	Sign		\$500.00	
	Giveaways	Branded Merchandise giveaways (hoodies, mugs, totes)		\$1,000.00	5.00%
Public Relations and Publicity			\$3,500.00		17.50%
	Press	Local News Article- WHSV		\$2,000.00	10.00%
		Local Business Insider Magazine		\$1,500.00	7.50%
Measurement & Evaluation					0.00%
	Variable Cost	Variable Cost/Miscellaneous		\$643.00	0.00%
					0.00%
Total Budget:			\$20,000.38		0.00%

BUDGET BREAKDOWN & SUMMARY

The budget for the Rockingham Educational Foundation Inc. is allocated across various categories to effectively promote their campaign. Traditional advertising accounts for \$1384.49, constituting 6.92% of the total budget. Within this category, expenditures include \$500 for local radio, \$354.49 for brochures, and \$530 for newspaper ads in the Daily News Record. Digital marketing receives \$2100, representing 10.50% of the total budget. This encompasses \$500 for Google Display Ads (locally targeted), \$1000 for Google My Business Promotion, and \$600 for monthly newsletters. Social media marketing is allotted \$3200, making up 16.00% of the total budget. This includes \$2000 for Facebook posts, \$550 for Twitter promoted posts, and \$650 for LinkedIn premium posts.

Support media receives \$2488.40, accounting for 12.44% of the total budget. This category encompasses promotional products such as \$503.40 worth of mouse pads, \$485 worth of pens, \$1000 for branded merchandise giveaways, and \$500 for venue signage. Public relations and publicity are allocated \$3500, representing 17.50% of the total budget. This includes expenses such as \$2000 for local news articles and \$1500 for placement in the Local Business Insider Magazine. Lastly, the measurement and evaluation section receives \$643, making up 3.22% of the total budget, covering variable and miscellaneous costs.

Together, these budget allocations reflect a comprehensive approach towards marketing and communication strategies, aimed at maximizing outreach, engagement, and impact within the target community. In conclusion, the budget summary underscores the strategic allocation of resources across diverse marketing channels to achieve the objectives of the Rockingham Educational Foundation Inc. By actively investing in traditional advertising, digital marketing, social media engagement, support media, and public relations initiatives, the organization aims to enhance its visibility, foster community relationships, and drive sustainable growth and impact in the educational sector. Through a cohesive and integrated approach, the foundation hopes to effectively communicate its mission, values, and initiatives, ultimately contributing to the advancement of educational opportunities and outcomes within the community.

EVALUATION PROGRAM

EVALUATION OF MARKETING GOALS

The main marketing objective of the Integrated Marketing Communications plan is to increase revenue from \$108,000.00 to \$150,000 by June 30, 2025. To effectively evaluate the impact of the Integrated Marketing Communications (IMC) program aimed at increasing revenue for REFI, comprehensive monitoring, evaluation, and control efforts will be implemented. These efforts will entail assessing the effectiveness of individual IMC program elements, such as advertising campaigns, fundraising events, direct mail initiatives, social media promotions, and donor outreach activities, in driving revenue growth. Monitoring and evaluation activities will occur throughout the campaign, with periodic assessments scheduled at key milestones to track progress towards the revenue target and identify any necessary adjustments. The testing will primarily take place within the organization's internal systems and databases, which track donor contributions, fundraising activities, and revenue generation, while external data sources such as financial reports and donor feedback may also be utilized for additional insights. Specific methods and techniques for testing effectiveness will include tracking and analyzing donor contributions, conducting surveys to gather stakeholder feedback, utilizing website analytics and social media metrics, and comparing actual revenue against projected targets. By employing these monitoring, evaluation, and control efforts, REFI aims to gain valuable insights into the effectiveness of its IMC program in driving revenue growth and achieve its revenue goal by the specified deadline.

EVALUATION OF DIGITAL ADVERTISING

REFI will use digital advertising to target specific target markets and demographics in the greater Rockingham County area. We will be using Google Ads and Analytics to track and measure the impact of this advertising. Most notably, we will be using our website's pixel in Google Analytics to measure who and how consumers interact with our website. We will be cycling these ads year-round in a consistent manner to have constant interaction with our target markets. We are allocated 12.5% (\$2,500) of our total budget to digital advertising, with \$1,000 going towards Google CPC Ads, \$500 on Display Ads, and \$1,000 on Google My Business Ads. Combining these three Google Ads strategies will encompass the greater part of our target market, especially in our location. This is a cost-effective way to target individuals that will generate the highest rate of return. This also is the most trackable type of advertising that we have to offer because our pixel can tell us more information about our website visitors than any other platform.

EVALUATION PROGRAM

EVALUATION OF SOCIAL MEDIA ADVERTISING

Our presence on Facebook, Twitter, and LinkedIn allows us to interact with our supports on a more human level. We use social media to update our followers on upcoming events and to highlight the magnificent work we do for our community. REFI will allocate 15% of its total budget to social media advertising, with \$2,000 going to Facebook, \$500 to Twitter, and \$500 to LinkedIn. For all three platforms, we will be utilizing their promotional post feature to increase engagement and impressions on our post. These advertisements will be running concurrently throughout the year to generate constant communication with our viewers. Each platform has their own method of tracking data, with Facebook being the most intricate and detailed. We use Facebook more than any other platform because most of our REFI community uses it, and we generated the biggest following organically on that platform. We will advertise on LinkedIn to target local business owners in the area. We will generate enormous amounts of data that we can use to further segment our target markets to identify the most profitable segments.

EVALUATION OF PUBLIC RELATIONS

We will spend the largest amount of our budget on Public Relations, a hefty 17.5%. This spending will be split between a Local News article and Local Business Owner magazine. The local news article will be released in February-March and August-December because those are our busiest months. The local news article will feature all the services that REFI has to offer and will highlight the fundraising events for the past year. The local business owner magazine will release it from December-March, which is right before tax season. This will allow business owners to donate to REFI and write off these donations on their tax return. This will be more of an awareness campaign to entice action from these individuals. This is more of a long-term investment, and we will not be able to evaluate the success of this campaign until years later.

EVALUATION PROGRAM

EVALUATION OF SUPPORT MEDIA

REFI will utilize support media to generate awareness and integrate REFI into the local community.

We currently plan to use 10% of our total budget (\$2,000) for support media, with 5% (\$1,000) allocated towards promotional products and 5% (\$1,000) towards branded merchandise giveaways. Our aim for promotional products is to purchase and donate items that are desired by local educational programs. For example, for this year, we plan to purchase custom REFI desktop mousepads for local public schools in the greater Rockingham County area. These items represent a need for the school in their computer labs and will have a long-term shelf life. These mousepads will be mutually beneficial for both REFI and the school system, as they will continue to generate awareness of REFI and display REFI's positive impact in the community for many generations of students. There is not a finite way to measure the impact of this donation, however, surveys regarding awareness for REFI or potential QR codes on the mousepad could show the foot traffic generated by it. For our branded merchandise giveaway, we look to give custom REFI pens to city halls and libraries in the local area. Similar to promotional products, this item represents a need for these organizations while also being a great vehicle for REFI to build awareness for our cause. We can track traffic generated by this donation by putting a QR code on the flyer attached to the pen container. We will be using promotional products cycling for the entire year and will be focusing our branded merchandise efforts in August and October-December to promote further interest in REFI during the higher-donation months.

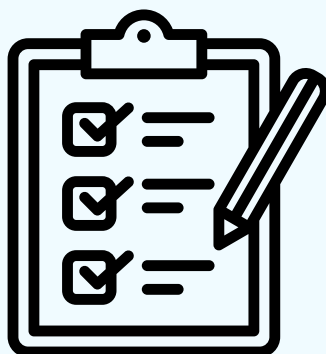
EVALUATION OF COMMUNICATION OBJECTIVES

Communication objectives have been established to drive the growth and success of REFI. Firstly, the aim is to increase awareness among the target market, including local business owners and millennial parents, by 100% by December 2025, utilizing traditional advertising channels such as print media, radio, and outdoor advertising. Secondly, the objective is to generate interest in donating and attending events by January 2025, thereby boosting revenue, through the implementation of engaging social media and digital marketing campaigns. Additionally, the focus is on fostering desire among consumers to support REFI's initiatives, aiming for an 18% increase in desire to attend events and donate money by July 2025, using targeted social media and direct marketing efforts. Furthermore, efforts are directed towards driving revenue growth, with the goal of increasing revenue from events and donations by 50% by July 2025, utilizing direct marketing and public relations campaigns to attract individual and corporate donors. Lastly, enhancing retention is crucial, aiming for a 40% increase in the number of repeat donors and event attendees by December 2024, achieved through a multi-channel approach involving direct marketing, PR, and social media to nurture existing relationships and incentivize continued support. These objectives collectively aim to propel REFI towards its goals and maximize its impact in the community.

EVALUATION PROGRAM

EVALUATION OF TRADITIONAL ADVERTISING

To measure the effectiveness of the Traditional Advertising Objectives outlined for REFI, several methods will be employed throughout the campaign. Pretesting will involve conducting focus groups or surveys to gather feedback on the direct mail pieces and print ads before they are distributed. This will help identify any potential issues or areas for improvement. During the campaign, tracking mechanisms such as QR codes will be used to monitor engagement with the direct mail and print ads in real-time, allowing for adjustments to be made as needed. Post-testing will involve analyzing data from QR code scans, website traffic, and other metrics to evaluate the overall impact and effectiveness of the traditional advertising efforts. Additionally, effectiveness of print deliverables will be measured by assessing factors such as reach, frequency, and response rates, while the effectiveness of the radio script will be evaluated based on listener feedback, call-in responses, and website visits attributed to the radio campaign. By utilizing these measurement and testing strategies, REFI can ensure that its traditional advertising initiatives are optimized for maximum impact and effectiveness in reaching its target audience in Rockingham County.



CONCLUSION

This Integrated Marketing Communications plan was created and put together using several tactics and strategies designed to help aid Rockingham Education Foundation in reaching its goal of increasing revenue from \$108,000.00 to \$150,000 by June 30th, 2025. Future Focus concentrated on providing a relevant target audience, goals, and objectives that are obtainable and measurable, and effectively selecting proper communication channels and mediums. After some research, Future Focus found that Millennial parents and local business owners would be the most effective demographic to target. By using Traditional advertising, Digital advertising, Social Media advertising, Support media, and Public Relations our IMC plan strives to increase awareness for Rockingham Education Foundation through the campaign theme of “Empowering Tomorrow’s leaders one contribution at a time”. Through these efforts, REFI will be one step closer to helping enhance the future children in Rockingham and make Rockingham a better place.

The next steps of REFI in implementing this campaign should include the aid of their members, coming together and recruiting more people to join REFI. With this, REFI will be able to build an image and spread.



Appendix

APPENDICES

TRADITIONAL ADVERTISING DELIVERABLES - PRINT ADS

Why Support?

There is no more valuable investment in our community than creating a public education system that prepares our children to be successful. REFI believes the future of Rockingham County rests upon every child in our schools being prepared for graduation and beyond. The Foundation has experienced the power of these community partnerships, and that is why we need your support!

CONTACT DETAILS

A: 100 Mt Clinton Pike, Harrisonburg, VA 22802
 P: 540-564-3218
 W: refigivesback.org

REFI
 ROCKINGHAM EDUCATIONAL FOUNDATION, INC.
 Empowering Tomorrow's Leaders, One Contribution at a Time

Services

- Mission**
 Rockingham Educational Foundation, Inc. supports learning by securing financial contributions and educational resources that benefit RCPS students and teachers.
- Vision**
 Through generous community funding, all educators are empowered to provide every RCPS student with experiences that engage and inspire all to achieve more.
- Values**
 Philanthropy, Learning, Collaboration, Excellence, Recognition

- Strengthen and enrich learning through the development of innovative programs
- Inspire parents and community members to participate in the school system to enrich education
- Support additional training and resources for educators of RCPS
- Provide the tools to prepare students for future success
- Build community support and positive attention to RCPS

REFI
 ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

To Donate:
<https://www.refigivesback.org/donate-now.html>

Our Vision
 Through generous community funding, all educators are empowered to provide every RCPS student with experiences that engage and inspire all to achieve more.

Be apart of the vision!

Contact Us
 1100 MOUNT CLINTON PIKE
 HARRISONBURG, VA 228025
 540/564-3218
 VLANDIS@ROCKINGHAM.K12.VA.US
[HTTPS://WWW.REFIGIVESBACK.ORG/](https://www.refigivesback.org/)

Donate Today!

REFI
 ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

About Us
 In 1994 a group of individuals who believed in better education for all came together and formed REFI. Today, it is going stronger than ever and helping students get an upper hand in the competitive market of the future, giving them the chance they deserve.

- Mission**
 Rockingham Educational Foundation, Inc. supports learning by securing financial contributions and educational resources that benefit RCPS students and teachers.
- Goals**
 Through generous community funding, all educators are empowered to provide every RCPS student with experiences that engage and inspire all to achieve more.
- Vision**
 Provide the tools to prepare students for future success. Build community support and positive attention to RCPS.

Be part of the change!
refigivesback.com

Empowering Tomorrow's Leaders, One Contribution At a Time

It has always been a dream of mine to attend college. And with the help of REFI, I was able to get a scholarship and complete my dreams of getting a high education and amazing experience.

Office within RCPS School Board Office:
 100 Mount Clinton Pike
 Harrisonburg, Virginia 22802

REFI
 ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

Donate Today!

landis@rockingham.k12.va.us
<https://www.refigivesback.org/>
 (540)-564-3218

Empowering Tomorrow's Leaders, One Contribution at a Time

REFI
 ROCKINGHAM EDUCATIONAL FOUNDATION, INC.

Donate Today!

540-564-3218
refigivesback.org

APPENDICES

TRADITIONAL ADVERTISING DELIVERABLES - RADIO SCRIPTS

Item	Description
Gender	Male
Length	35 seconds
Target Demographic	Parents
Character/Narrator	Radio Host
Vocal Direction	Uplifting and motivational
Suggested Music	Included throughout script above
Suggested Sound Effects	Included throughout script above

Host: Good morning, Rockingham County! Welcome back to another segment on your favorite station. Today, we have something special to share with you all. Have you ever dreamed of pursuing higher education but felt held back by financial constraints? Well, dream no more!

[Background music: Upbeat and inspiring]

Host: Founded on the belief that every student deserves access to quality education, the Rockingham Educational Foundation Inc. has been a beacon of hope for numerous ambitious individuals throughout our community. Now, you might be wondering, what sets their scholarships apart from the rest?

[Sound effect: ding]

Host: It's simple! The Rockingham Educational Foundation Inc. doesn't just provide financial assistance; they cultivate a supportive environment where students can thrive academically and personally.

Host: Now, you might be asking yourself, "How can I apply?" It's easy!

Simply visit the Rockingham Educational Foundation Inc.'s website www.refigivesback.org or reach out to their dedicated team at 540/564-3218 for more information on eligibility criteria and application deadlines.

Host: So, what are you waiting for? Seize this incredible opportunity to pursue your dreams and unlock a world of possibilities with the Rockingham Educational Foundation Inc.!

[Closing music fades in]

Host: Thank you for tuning in today, Rockingham County. Until next time

Gender	Male/Female
Length	30 seconds
Target Demographics	Local Business Owners and Millennial parents in Rockingham County
Character/ Narrator	Male with clear voice
Vocal Direction	Calm and direct
Suggested Music	Chill beats in the background
SFx	Orchestra, applause, chime

[Background music: Soft, uplifting piano melody]

Voiceover: Are you a student in Rockingham County with big dreams but limited resources? Do you believe in the power of education to change lives?

[Sound effect: Light applause]

Voiceover: Then listen up! The Rockingham Educational Foundation, or REFI, is here to help.

[Background music fades slightly]

Voiceover: With scholarships, grants, and educational support, REFI is making college dreams a reality for students just like you.

[Sound effect: Inspiring orchestral swell]

Voiceover: Don't let financial barriers hold you back. Apply for a REFI scholarship today and unlock your potential for a brighter future.

[Background music swells to a hopeful crescendo]

Voiceover: Because at REFI, we believe every student deserves a chance to shine.

[Sound effect: REFI logo chime]

Voiceover: Visit our website or contact us to learn more. REFI: Empowering students, transforming lives.

APPENDICES

TRADITIONAL ADVERTISING DELIVERABLES - RADIO SCRIPTS

Gender	Male or Female
Length	:20
Target Demographics	Millennial Parents with Children
Character/ Narrator	narrator introducing high school graduate
Vocal Direction	Rational, convincing, clever
Suggested Music	"Friday" by Rebecca Black
SFX	Cheering, Graduation noises.

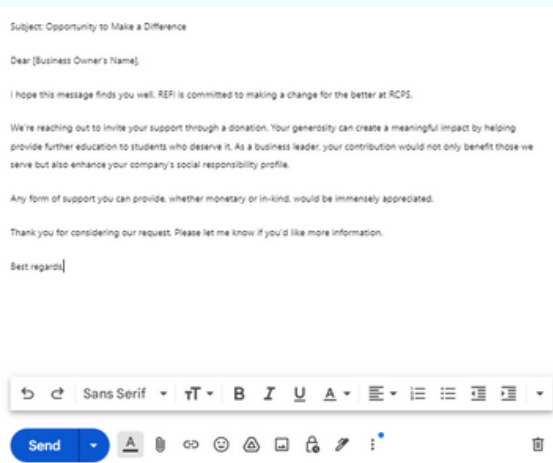
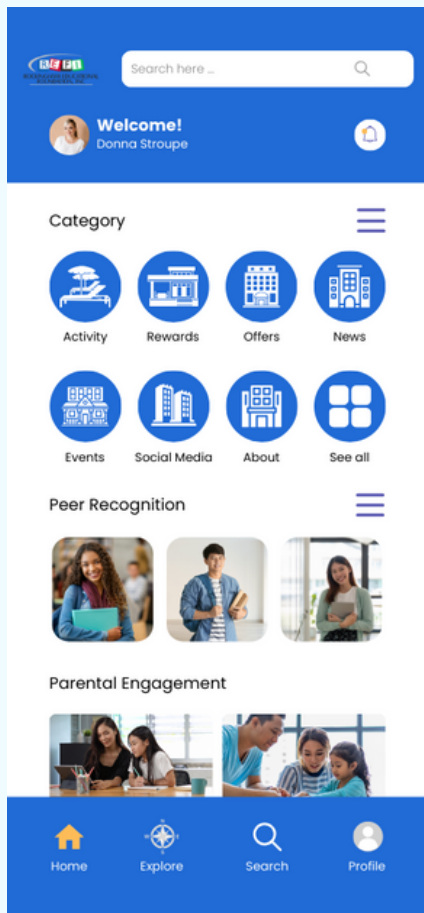
["Friday by Rebecca Black, or "Kalimba" by Mr. Scruff fades in]
 Narrator - Do you remember how you felt, leaving college, so much debt you didnt know what to do with yourself? Maybe you are even still paying off that debt today. But you did it. Imagine how grateful you would have been to graduate college without debt. Today, you can provide that opportunity to a local child through REFI!
 Character - "thanks to your kind donations from REFI, I was able to go to college without a worry! Now I can pursue a degree in international affairs!"
 [Graduation/Cheering noises]
 Narrator - if you donate today, you can be part of the change, and you can empower tomorrows leaders, one contribution at a time.
 [music fades out]

[Background music fades in (gentle and uplifting)]
 Host: Welcome to "Empowering Tomorrow's Leaders, One Contribution at a Time," brought to you by The Rockingham Education Foundation, where we believe in having an equal opportunity in education for every individual. I'm your host [Host Name], and today, we're diving into the heart of our mission: providing educational opportunities for children in greater Rockingham County.
 [Music transitions to a slightly more upbeat tempo]
 Host: Our charity, nestled in the vibrant community of Harrisonburg, has been dedicated to fostering learning and growth since 1994. From early kindergarten to high school, we're here to break down barriers and empower minds, one lesson at a time.
 [Sound effect: Classroom ambiance, children laughing and learning]
 Host: But what sets us apart? It's our unwavering commitment to inclusivity and accessibility. We believe that education should be a right, not a privilege, and that's why our programs are open to everyone, regardless of background or circumstance. We ensure the underprivileged are given their shot.
 [Sound effect: Volunteers chatting]
 Host: Take Jessica for example, she came from an underprivileged community and had trouble paying for school. Since being given a REFI scholarship, she has earned a 4.0 GPA and a full ride to James Madison University where she will begin next Fall. She appreciates REFI so much that one day she hopes to give back to the program by starting her own REFI scholarship.
 Behind every successful educational initiative, there's a team of passionate volunteers and educators. Here in Harrisonburg, our volunteers are the lifeblood of our charity, dedicating their time and expertise to enriching the lives of others.
 [Sound effect: Inspirational music swells]
 [Sound effect: Applause]
 Host: So, how can you get involved for this great cause? Whether you're a seasoned educator, a student looking to give back, or simply someone who believes in the power of education, there's a place for you in our community.
 [Sound effect: Phone ringing]
 Host: Call us today at (540) 564-3218 or visit our website at www.refigivesback.org/ to learn more about how you can make a difference in the lives of others through education.
 [Music fades out]

Gender	Male/Female
Length	30 seconds
Target Demographics	Local Business Owners and Millennial parents in Rockingham County
Character/ Narrator	country singer introducing jessica
Vocal Direction	convincing country voice
Suggested Music	country
SFX	cheering

APPENDICES

DIGITAL MARKETING DELIVERABLES



Subject: Helping the future of Rockingham

Hello,

As a part of Rockingham's tightly knit community, you understand the importance of investing in our beautiful county's future. At Rockingham Educational Foundation we share your commitment to fostering a brighter future for the upcoming leaders of our community.

We are reaching out to you today to not only introduce ourselves but invite you to join us on our mission. Rockingham Educational Foundation is dedicated to supporting education to empower students to reach their full potential. Through our programs such as our annual event, scholarship grants, and golf outing we aim to provide resources and opportunities to support students across our county. We strive to help them academically, personally, and professionally.

By partnering with and supporting Rockingham Educational Foundation, not only are you demonstrating your commitment to your community, but you're also directly impacting the lives of young people in our area. Your support can help fund scholarships, supply local teachers and schools with much needed materials and most importantly ensure that every student can succeed.

Some ways to get involved today include visiting our website below and partnering with our cause, donating any school supplies you may not need to our teacher supply depot, or simply RSVPing to one of our events.

With Regards,
Liam Kendall
Rockingham Educational Foundation



ROCKINGHAM EDUCATIONAL
FOUNDATION, INC

HELP US IMPROVE

Thank you for your feedback

How relevant was the content to your interests and needs related to education and community involvement?



Did the content capture your interest and engage you effectively?



What are your thoughts on the presentation and format of the content (e.g., articles, videos, infographics)?



Are there any specific topics or areas you would like to see covered in future content from the Rockingham Educational Foundation?



On a scale of 1 to 5, how satisfied are you with the content provided by the Rockingham Educational Foundation?



Leave your name and e-mail if you would like to hear from us.

APPENDICES

SOCIAL MEDIA DELIVERABLES

REFI REFigives
James Madison University

Come Join us Celebrate at our Scholarship Reception!!

Thursday, May 16, 2024 at 6:30pm
Festival Center at James Madison University

Help us celebrate the Rockingham Education Foundations scholarship award winners! Mark your calendars for Thursday, May 16th at 6:30 in the Festival Center at James Madison University!
#REFIgivesback #REFIScholarshipReception

4 WAYS REFI GIVES BACK

<https://www.refigivesback.org/scholarships.html>

REFI GIVEAWAY!

TO ENTER:

- FOLLOW OUR ACCOUNT
- LIKE THIS POST
- DONATE \$5 OR MORE TO REFI

www.refigivesback.org

JOIN THE REFI FACEBOOK CHALLENGE!

DONATE NOW!

Join us in supporting education in Rockingham County by participating in the REFI Fundraising Challenge

Mark your calendars for August 10th and stand with us in support of the Rockingham County community! Share REFI content, spread the word with #REFIchallenge, and contribute towards our cause by donating. Let's make a difference together!

APPENDICES

PUBLIC RELATIONS DELIVERABLES - PRESS RELEASE

For Immediate release

Contact: REFI
Phone: 540/564-3218
Email: refigivesback@gmail.com

REFI Scholarship increases *More money*

[Rockingham county, Virginia, March, 20th] REFI has announced it will be increasing the amount of scholarships it will be offering. Thanks to the wonderful contributions that it received this year from all of the businesses and donors that partnered with them, they have an excess of scholarship money and instead of saving it they are sending it out in the form of scholarships.

This decision is going off of the heels of the wonderful success story of Donquarius, who received an REFI scholarship and now has the opportunity to go to UVA, or Virginia Tech on a full free ride to college. The contributions of the community have made the opportunity possible for him!

Refi is a local charity organization specializing in k-12 educational support, it offers grants, scholarships, and provides school supplies to the local educational community.

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If you would like more information about this topic please call REFI at 540/564-3218 or email refigivesback@gmail.com

For Immediate Release



Contact: Rockingham Education Foundation
Phone: (540) 564-3218

Email: vlandis@rockingham.k12.va.us

Rockingham Education Foundations 30th Annual Golf Tournament *Driving Success for Education!*

(Rockingham County, Virginia, March 20th, 2024) Rockingham Education Foundation is thrilled to announce its 30th annual Golf Tournament marking three decades of supporting education for the Rockingham community. The annual Golf tournament contains a day of competition, fun, and most importantly, raising funds for the future generation's education in our beautiful county!

Rockingham Education Foundation's annual Golf tournament will be held on April 27th, 2024, at the Lakeview Course. Registration will begin at 8 am followed by the Continental breakfast at 8:30. Saving the best for last, REFI's Shotgun start lunch and prizes will begin at 9:00. Rockingham Education Foundation is giving you the opportunity to become a partner of this event, giving you the opportunity to be featured on our website and have your brand advertised at the Golf tournament. Since its inception, the Rockingham Education Foundation has been dedicated to enhancing opportunities for the students in our region. The annual Golf tournament will help with this with our proceeds going to supplies for local teachers and scholarships and grants for the winners of our annual scholarship.

This years event promises to be a memorable experience, bringing together our local businesses, figureheads in our community, along with golf enthusiasts. Participants can expect a challenging but enjoyable round of golf with the scenic view of the Shenandoah Mountains that surround our beautiful county. For more information about registration, sponsorship opportunities, or how you can support Rockingham Education Foundation, please visit www.refigivesback.com or Victoria Landis our Executive director at (540) 564-3218 or vlandis@rockingham.k12.va.us

Rockingham Education Foundation is a non-profit in the Rockingham area started in 1994, we are dedicated to supporting education through scholarships, grants, and other programs aimed at enhancing educational opportunities for our students and educators in Rockingham.

-30-

For Immediate Release



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APPENDICES

PUBLIC RELATIONS DELIVERABLES - STORY BOARD


THE REFI SCHOLARSHIP STORY

Empowering Tomorrows Leaders, One Contribution at a Time









ROCKINGHAM EDUCATIONAL FOUNDATION, INC.
Donate Now!
(540)-564-3218
Refgivesback.org

<p>SCENE 1: INTRODUCTION</p>  <p>Shot of a high school senior, Elizabeth, sitting at a desk with a worried expression, surrounded by textbooks and papers. She looks stressed and uncertain about her future.</p>	<p>SCENE 2: FINANCIAL STRUGGLE</p>  <p>Close-up shot of Elizabeth's empty wallet, emphasizing her financial struggles. She looks at it with a sigh, highlighting her concern about the cost of college.</p>	<p>SCENE 3: DREAMING OF COLLEGE</p>  <p>Montage shot of Elizabeth looking at brochures of different colleges, her eyes filled with longing and determination. She imagines herself on a college campus, smiling and hopeful.</p>
<p>SCENE 4: DISCOVERING REFI</p>  <p>Shot of Elizabeth on her laptop, typing frantically. She comes across the Rockingham Education Foundation INC. website and reads about their scholarship opportunities. Her expression changes to hope as she begins to explore the possibilities.</p>	<p>SCENE 5: APPLYING FOR SCHOLARSHIP</p>  <p>Shot of Elizabeth filling out the scholarship application form with determination. She gathers her transcripts and recommendation letters, showcasing her dedication to pursuing higher education despite financial obstacles.</p>	<p>SCENE 6: RECEIVING SCHOLARSHIP</p>  <p>Final shot of Elizabeth holding a letter from REFI, tears of joy streaming down her face. The letter congratulates her on receiving the scholarship, making her dream of attending college a reality. She looks up with gratitude and determination, ready to embark on this new chapter of her life.</p>



ROCKINGHAM EDUCATIONAL FOUNDATION, INC.
WWW.REFIGIVESBACK.ORG

ROCKINGHAM EDUCATION FOUNDATION
EMPOWERING TOMORROW'S LEADERS, ONE CONTRIBUTION AT A TIME
VLANDIS@ROCKINGHAM.K12.VA.US
540/564-3218

<p>Scene 1</p>  <p>Jessica comes from an underprivileged area in Rockingham county</p>	<p>Scene 2</p>  <p>She did not have the same opportunities granted to her as her fellow students</p>	<p>Scene 3</p>  <p>She was awarded the REFI scholarship, which enabled her to flourish as a student and start to think about college!</p>
<p>Scene 4</p>  <p>She credits REFI to her success because she did not think this was possible!</p>	<p>Scene 5</p>  <p>Her education pays off she lands an incredible job</p>	<p>Scene 6</p>  <p>Jessica starts her own REFI scholarship to aid underage kids in the area!</p>

ROCKINGHAM EDUCATION FOUNDATION AD

<p>SCENE 1 SHOT OF CHILD RAISING HER HAND</p> <p>Introduce the main character of the story as a younger child that's excelling.</p> 	<p>SCENE 2 CLOSE UP OF MAIN CHARACTER</p> <p>Showing character development, the student has a bright future.</p> 	<p>SCENE 3 SHOT OF GIRL, RECENTLY GRADUATING.</p> <p>Enjoying her time while drinking coffee.</p> 
<p>SCENE 4 ZOOMED SHOT OF GIRL.</p> <p>Girl is given the scholarship from REFI, allowing her to go to college.</p> 	<p>SCENE 5 CLOSE UP SHOT, INDOOR</p> <p>Image showing REFI volunteers taking donations of school supplies.</p> 	<p>SCENE 6 WIDE SHOT, INDOOR</p> <p>Call to action for the viewers, shot shows the board members of REFI with kids.</p> 

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