



PORTFOLIO PROJECT: PART 2

Activating the next generation of charity: water supporters

[Toby Miller]

[7/15/2024]



A new donation program for college students

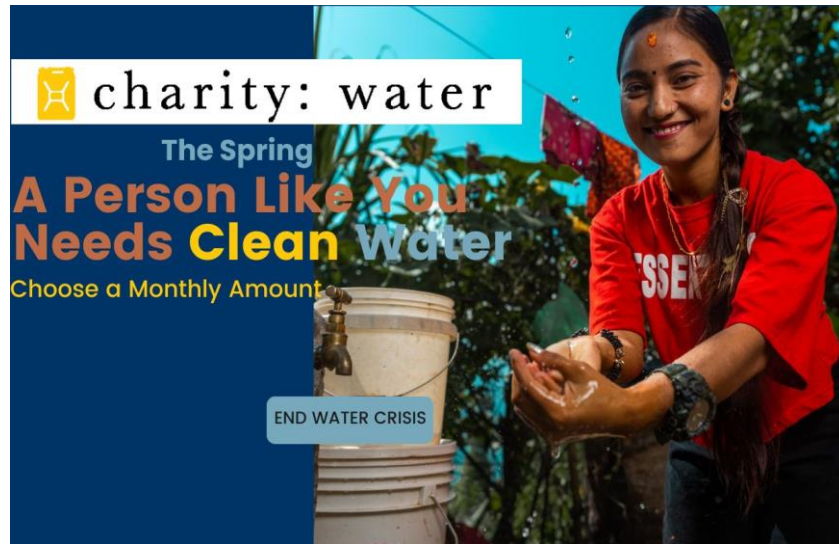




LANDING PAGE

[Based on the campaign brief and my research into the Malala Fund, the Trevor Project, and TWLOHA, brief text with vivid imagery makes donation pages easier to digest. I believe that this landing page effectively targets college students - who want to help others like them, enduring the water crisis - with its copy and imagery.]

charity: water





Organic Social





Instagram content pillars targeting college students

PILLAR 1

**The Water
Crisis and
You**

PILLAR 2

**The Power of
Donations**

PILLAR 3

**Improving
Global
Health**

Instagram Handle: [\[globaltechtobymiller\]](#)



INSTAGRAM POSTS

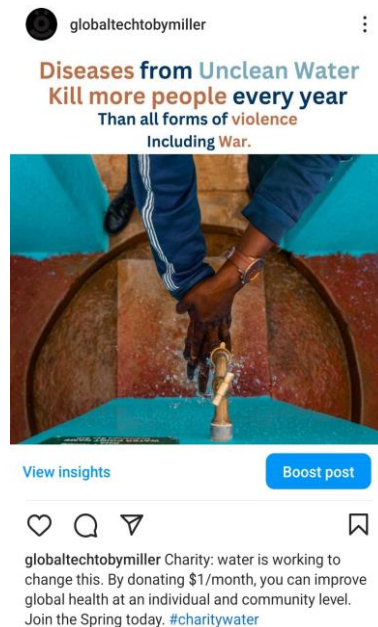
charity: water



[The Water Crisis and You.]



[The Power of Donations.]



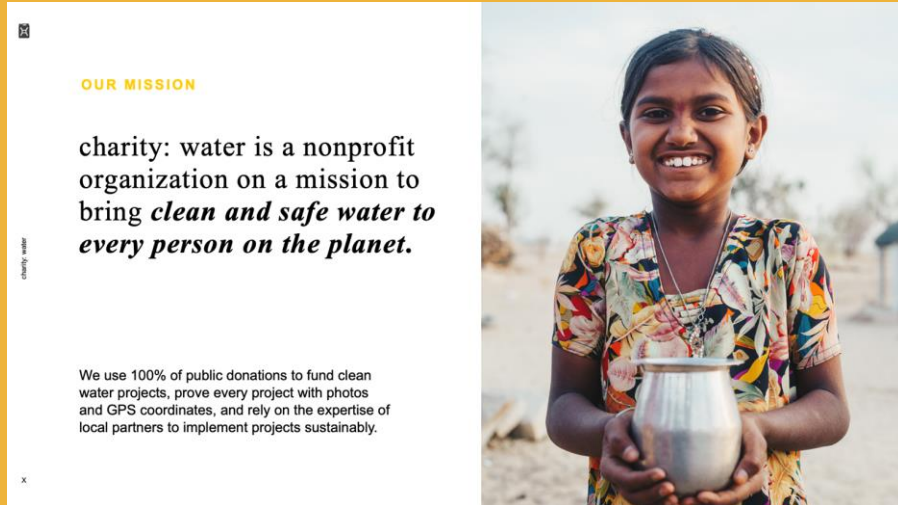
[Improving Global Health.]



Influencer Marketing on TikTok



INFLUENCER CONTENT GUIDELINES



- Content must be...focused on how individuals can help end the Water Crisis. It should not guilt-trip people or demean the individuals that Charity: water has helped.
- Content must show...influencer holding up printed images of individuals, families, and communities helped by Charity: water's work.
- Influencer must be located in... the Midwestern United States, where community projects are valued.
- Tone should be...hopeful and optimistic.

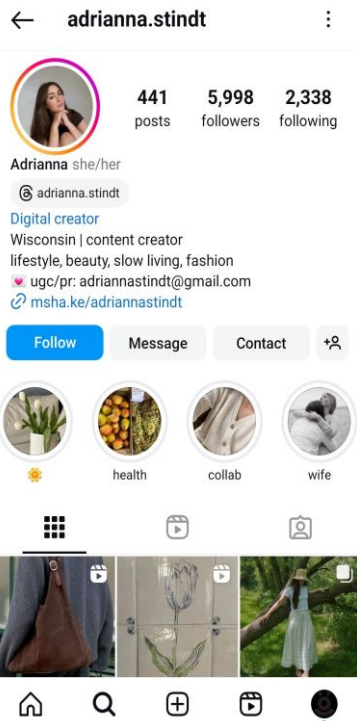
INFLUENCER SELECTION CRITERIA



- [Must have between 1,000 and 9,000 followers, as microinfluencers are likely to have an engaged audience.]
- [Must be Gen Z or Millennial-aged, so they come across as a peer to college-aged students.]
- [Must make content centered around health or sustainability, so that their audience shares values with Charity: water.]



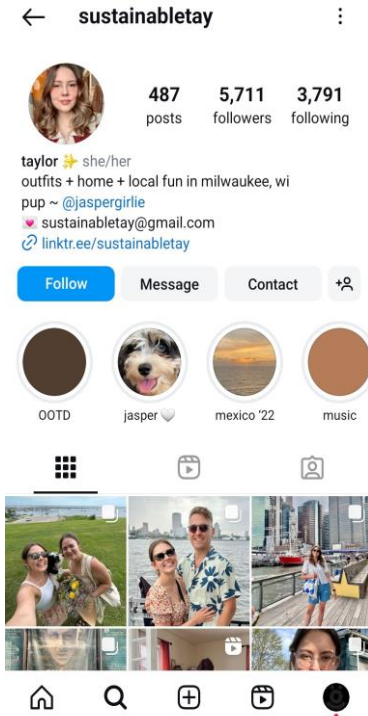
INFLUENCER SELECTION



[adrianna.stindt]



[docnagorske]



[sustainableley]



Paid Social





INTEREST-BASED AUDIENCE

Objective: [Sales]

KPI: [Sales]

Cost-efficiency metric: [CPA – Cost per Acquisition]

charity: water

✔ Advantage+ audience ↗

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

Custom audiences ⓘ

Create new ▼

🔍 Search existing audiences

Age ⓘ

18 ▼

24 ▼

Gender ⓘ

All genders

Detailed targeting ⓘ

Include people who match ⓘ

[Interests](#) > Additional interests

Activism (social causes)

Drinking water (nonalcoholic beverage)

Environmental engineering (engineering)

Liberal arts college (higher education)

Nonprofit organization (social cause)

🔍 Add demographics, interests or behaviors

[Suggestions](#) [Browse](#)

Define further

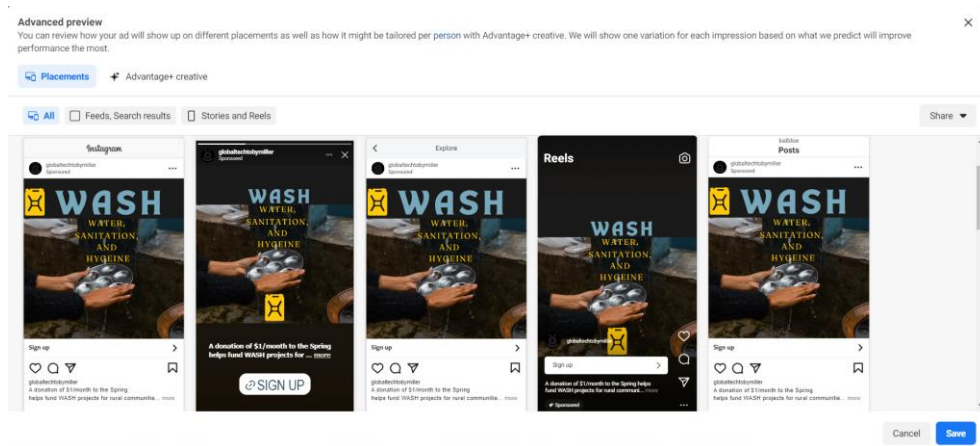
Save audience

[Switch to original audience options](#)



INTEREST-BASED AD CREATIVE

Using details in the campaign brief, design and program ad creative and copy for your interest-based audience. Add your screenshot to this slide.





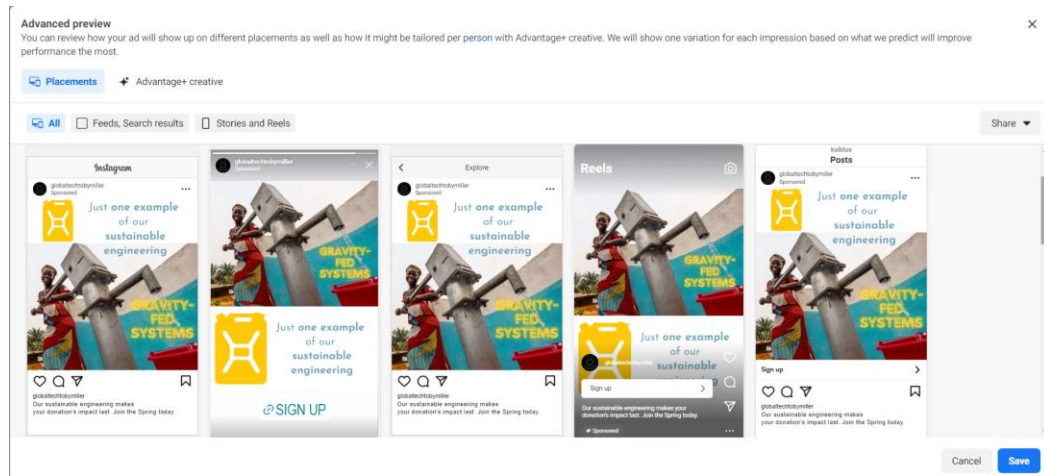
RETARGETING STRATEGY

[I recommend creating an audience based on people who have been on the charity: water website in the past thirty days. They should be ages 18-24 and interested in activism, drinking water, environmental engineering, liberal arts colleges, and nonprofit organizations.]



RETARGETING AD CREATIVE

Using details in the campaign brief, design and program ad creative and copy for your retargeting audience. Add your screenshot to this slide.





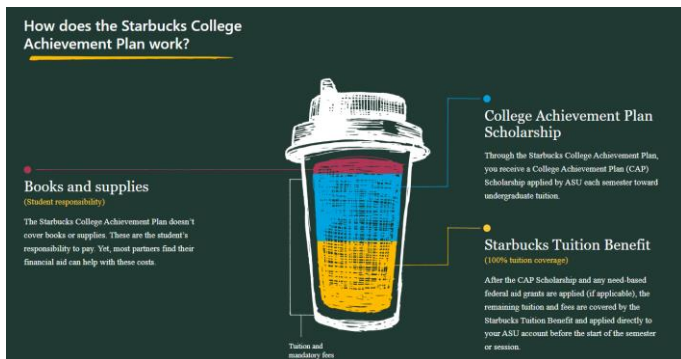
LevelUp: Ambassador Program





LEVELUP | BRAND EXAMPLE

- Brand that's doing a great job marketing to students on-campus: [Starbucks]
- What they do well: [Starbucks does a great job marketing their Starbucks College Achievement Plan to students interested in or already enrolled at ASU Online. They are transparent about what their scholarship does and does not offer ASU Online students. They also offer social proof through Starbucks College Achievement Plan reviews.]



The Starbucks College Achievement Plan has really armed me with the tools to go out and be someone I've always aspired to be. I just maybe didn't know how. I'm no different than you. So, if I can do it, you can do it. Let's do this together.

Robert L. | Starbucks College Achievement Plan graduate





LEVELUP | **charity: water engagement ideas**

- [ASU Online has group chats for students within specific schools, such as The HIVE for the Herberger Institute for Design and the Arts. Charity: water could request to join one of these group chats, and share information about the Water Crisis and The Spring.]
- [ASU has a history of pride in athletics as Sun Devils. Since many students attend football games to see the Sun Devils play, charity: water could set up a stand near the beverage stands where information is shared about the Water Crisis and how students can help end it.]
- [Sustainability is a value of Arizona State University, with many students attending the School of Sustainable Engineering and the Built Environment. Charity: water could host an event where students attending this school can learn about charity: water's sustainable water engineering and how their donations can help fund it.]