



SUNSHINE CHRISTIAN ACADEMY

2026 GIVING CHALLENGE · CAMPAIGN PORTFOLIO

Be The One *to* Pave the Way.

CAMPAIGN

March 28 – April 17, 2026

24-HOUR GIVING WINDOW

Noon, April 15 to
Noon, April 16

SUBMITTED

April 21, 2026



§ 01 — Introduction

A campaign *built to* bring us together.

Over three weeks leading up to the 2026 Giving Challenge, Sunshine Christian Academy activated its community around a single rallying cry — **Be The One to Pave the Way**. Below is the complete portfolio of digital and print creative produced for the campaign, organized chronologically and by medium.

11

CREATIVE POSTS PUBLISHED

Across three weeks, the campaign delivered eleven distinct pieces of original creative — flyers, video reels, interviews, and community photography — each timed to build anticipation toward the 24-hour giving window.

100%

CROSS-PLATFORM COVERAGE

Every piece of Instagram content was also published to Facebook — ensuring parents, grandparents, alumni, and community members could engage on the platform they use most.

Creative Inventory			
Video — Timelapse	× 1	Video — Interviews	× 3
Video — Reveal / Energy	× 1	Static Posts — Flyers	× 2
Static Posts — Thank-You	× 2	Static Posts — Moments	× 2
Print Creative	× 5	Photography — In-Use	× 4



A note to the judges — Every post below lists its **full Instagram and Facebook URL** so you may click directly or copy/paste into your browser to verify. All Instagram content was mirrored to Facebook the same day.



§ 02 — Digital Creative

The *campaign*, day by day.

A chronological record of every post published across Instagram and Facebook.

Full URLs are listed under each entry — click to open, or copy/paste to verify.

MARCH

28

Saturday

CAMPAIGN ANNOUNCEMENT · FLYER POST

Launch — the three-week countdown begins.

The official campaign kickoff. Featured the "Be The One to Pave the Way" creative paired with the SCA shield, formally introducing the community to the cause and the timeline.



INSTAGRAM

https://www.instagram.com/p/DWWGmUyiZ9m/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFLZA=

FACEBOOK

<https://www.facebook.com/share/p/1DeoxrKa4L/?mibextid=wwXIfr>

APRIL

07

Tuesday

VIDEO · AI TIMELAPSE

Imagining the new parking lot — an AI-rendered vision.

A short AI-assisted timelapse visualizing the resurfaced parking lot that campaign dollars will help fund. Designed to make the tangible outcome of giving immediately visible to donors.



INSTAGRAM

<https://www.instagram.com/p/DW1qCxTCRQg/>

FACEBOOK

<https://www.facebook.com/share/r/18cfAcu9qZ/?mibextid=wwXIfr>

APRIL

09

Thursday

VIDEO · REEL

Student interview — a voice from the hallway.

The first in a three-part interview series, told in the words of the students themselves. Answers "why this matters" from the perspective that matters most.



INSTAGRAM

https://www.instagram.com/reel/DW680YjCZ3w/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFLZA=

FACEBOOK

<https://www.facebook.com/share/r/1BMNDJgjR1/?mibextid=wwXIfr>

APRIL

14

Tuesday

VIDEO · REEL

Student-to-student interview — peers speaking to peers.

A student interviews a classmate on the meaning of the campaign. A conversational, unscripted format designed to feel authentic inside the school community.



INSTAGRAM

https://www.instagram.com/reel/DXE34Z8CfGD/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFLZA=

FACEBOOK

<https://www.facebook.com/share/r/18KyUgBJ36/?mibextid=wwXIfr>

APRIL

15

Wednesday

VIDEO · REEL

Principal interview — leadership shares the vision.

The Principal speaks directly to the community about the campaign's purpose, stewardship of funds, and the long-term impact on students.



INSTAGRAM

https://www.instagram.com/reel/DXHYSMPQCq0/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFLZA=

FACEBOOK

<https://www.facebook.com/share/r/18WZeEjKm/?mibextid=wwXIfr>



APRIL

15

Wednesday

VIDEO · REVEAL / ENERGY

Student jumping — the reveal moment.

A high-energy reveal video featuring students celebrating the official start of the 24-hour giving window. Designed to carry the campaign's visual identity into a moment of joy.



INSTAGRAM

https://www.instagram.com/reel/DXJky29CQUU/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFLZA==

FACEBOOK

<https://www.facebook.com/share/v/18abpuJ5AR/?mibextid=wwXIfr>

APRIL

15

Wednesday

FLYER POST · GIVING DAY

"Help bring us closer" — the giving-day flyer goes live.

The hero flyer for the campaign's most important moment. Published at the start of the 24-hour window with direct link to givingchallenge.org.



INSTAGRAM

https://www.instagram.com/p/DXKHxB9CeAV/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFLZA==

FACEBOOK

<https://www.facebook.com/share/p/1JBHJ9VNRu/?mibextid=wwXIfr>

APRIL

16

Thursday

MORNING POST

Morning reminder & thank-you.

Mid-giving-window post serving as a reminder that hours remained, paired with early gratitude for those who had already participated.



INSTAGRAM

<https://www.instagram.com/p/DXMfnd4icKR/>

FACEBOOK

<https://www.facebook.com/share/v/18abpuJ5AR/?mibextid=wwXIfr>

APRIL

16

Thursday

FACEBOOK POST · MOMENT

"Bee the One" — the bee costume takes the hallway.

A candid, unmistakably SCA community moment. An inflatable bee costume worn on campus during the final push — a playful embodiment of the "Bee the One" pun used throughout the campaign. *Originally posted to Facebook.*



FACEBOOK

https://www.facebook.com/story.php?story_fbid=1627891432249361&id=100050855595727&mibextid=wwXIfr

APRIL

16

Thursday

CLOSING POST

The Giving Challenge is now closed.

The formal close of the 24-hour window, with immediate gratitude sent out to donors and the broader community.



INSTAGRAM

https://www.instagram.com/p/DXMr-4ICV_u/

FACEBOOK

<https://www.facebook.com/share/p/1BXGwjQaQW/?mibextid=wwXIfr>

APRIL

17

Friday

FINAL POST

Thank you for being the ONE.

The campaign's closing note — a formal, heartfelt thank-you to every donor, volunteer, student, and staff member who made the campaign possible.



INSTAGRAM

https://www.instagram.com/p/DXNAuqECbma/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFLZA==

FACEBOOK

<https://www.facebook.com/share/p/18LsbNXN21/?mibextid=wwXIfr>

§ 02A - Campaign Metrics

The campaign, *measured.*

A consolidated snapshot of performance across Instagram and Facebook during the 2026 Giving Challenge. All results were organic; no paid promotion was used.

5,341	188	20	5	219
TOTAL VIEWS	TOTAL LIKES	TOTAL SHARES	TOTAL COMMENTS	TOTAL INTERACTIONS

Platform breakdown

Instagram (Primary Platform)	Posts	Views	Likes	Comments
Campaign total	10	2,416	81	3
Top post	Principal Interview Video	673	13	1

Facebook (Secondary Platform)	Posts	Views	Likes	Shares	Comments
Campaign total	11	2,925	107	20	2
Top post	Student Interview Video	733	22	2	0

What the numbers show: Facebook generated the highest total reach and engagement, while Instagram remained the campaign's primary storytelling channel with 10 coordinated posts. Video-led content performed best across both platforms, especially the principal interview and student interview features.

Strongest Instagram content - Principal Interview Video - 673 views - Student-to-Student Interview - 441 views - Student Interview Video - 392 views	Strongest Facebook content - Student Interview Video - 733 views - Student-to-Student Interview - 659 views - Principal Interview Video - 496 views
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§ 03 — Photos Used

Images *at the heart* of the campaign.

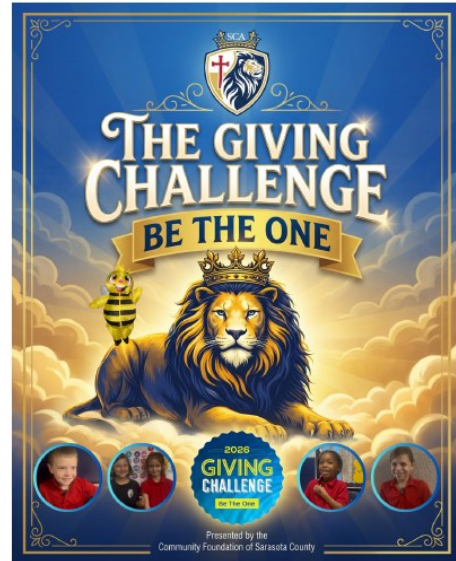
Original photography produced and selected for use throughout the campaign — across Instagram, Facebook, and print collateral.



"Bee the One"

04/16 · FB

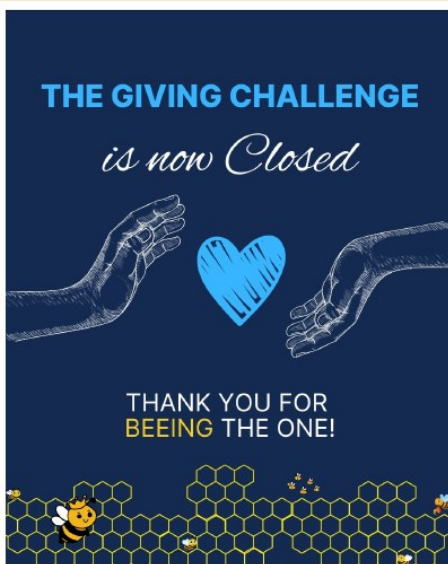
Candid hallway moment featuring the inflatable bee costume — a literal embodiment of the "Bee the One" pun.



The Regal Lion

BRAND · PHOTO

Hero brand image used across reveal moments — the SCA lion rendered in the school's signature navy and gold palette.



Challenge Closed

04/16 · IG/FB

The official closing graphic — honeycomb motif, a sketched exchange of hands, and the "Beeing the One" wordplay.



Thank You

04/17 · IG/FB

The final thank-you — a softer floral treatment anchoring the campaign's close with warmth and sincerity.



§ 04 — Print Creative

The *printed* side of the campaign.

Physical and digital-print collateral designed to live beyond the feed — in hallways, bulletins, and community spaces around the school.



HERO FLYER · CAMPAIGN IDENTITY

"The Giving Challenge — Be The One"

The campaign's flagship print piece — the regal lion paired with the bee mascot, student portraits, and the 2026 Giving Challenge badge. Anchored every major communication piece.



OFFICIAL PROGRAM LOGO

2026 Giving Challenge — Official Mark

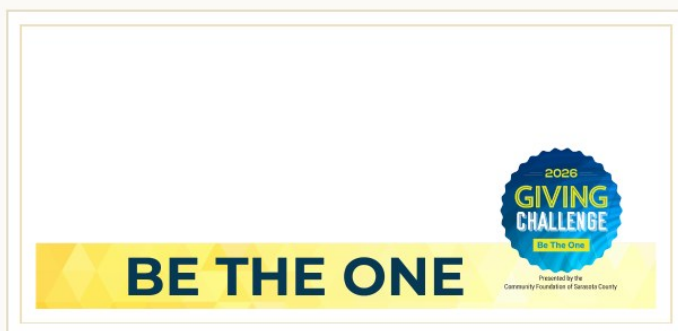
The official Community Foundation of Sarasota County Giving Challenge badge. Used throughout print and digital collateral to reinforce program alignment and credibility.



MASTER HEADER · BRAND SYSTEM

SCA Campaign Header

The campaign's master header — the SCA wordmark paired with the regal lion artwork. Used at the top of all long-form content.



SUB-BRAND BANNER

"Be The One" — Banner Lockup

The campaign's slogan lockup — wordmark, honeycomb pattern, and the official 2026 Giving Challenge badge. Designed for flexible placement across digital and print formats.



PROGRAM LOGO · PRINT VARIANT

Giving Challenge — Print Lockup

Secondary print-optimized variant of the official Giving Challenge badge. Used on print collateral and community-facing hand-outs.



§ 05 — In Closing

A community *that* showed up.

The 2026 Giving Challenge was not just a fundraiser — it was a shared act of belief. Every post, every photo, every share was an invitation to step forward together. Thank you for helping us tell that story.

11

CREATIVE POSTS

5

ORIGINAL VIDEOS

2

PLATFORMS COVERED

BE THE ONE TO PAVE THE WAY

Thank you for *beeing* the one.

To every donor, student, teacher, volunteer, and community member who carried this campaign — we are grateful. You made this possible.

“Small acts, when multiplied by many, change the shape of a school.”

— SUNSHINE CHRISTIAN ACADEMY

