



# KIDS WIN MISSOURI

An awareness campaign plan for an non-profit that advocates for policies that support the health, education, safety and development of Missouri children and their families.

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# CAMPAIGN GOALS

**1. Expanding outreach statewide.**

While this will primarily be focused on Kansas City and St. Louis due to population, this campaign will run in some less populated Missouri cities as well to increase visibility.

**2. Increase public visibility of policy achievements made by KWM.**

While this will primarily be focused on Kansas City and St. Louis due to population, this campaign will run in some less populated Missouri cities as well to increase visibility.

**3. Creating a network to ensure KWM is included in all child advocacy conversations.**

Through word of mouth and increased visibility KWM will be the top of mind children’s advocacy group for Missourians.







# TARGET AUDIENCE

- Our target audience are the **compassionate Missouri families** who are looking to make their state better for the next generation.
- They care about the wellbeing and prosperity of their own children, children in their extended families and children in their community. **They know that children deserve the best** - whether that is healthcare, education or home-life.
- They have a low level of knowledge when it comes to policy, especially the policy work that KWM is doing. Our target may view politics with a negative lens, think that it is better to “stay out of politics” or have a general apathy towards the subject.
  - Regardless of their opinions towards politics, it will be the job of our campaign to make it clear that **KWM is non-partisan and an advocate for all children.**

GOALS

AUDIENCE

KEY MESSAGE

STRATEGIES

TACTICS

BUDGET

MEASUREMENT





# CONSUMER PROFILE

## Family status:

- Parents
- Single or Married
- Children 0-17
- Women in their late 20s

## Professionals:

- Teachers, counselors, coaches, doctors, childcare professionals, social workers
- People who work in fields with children's well-being at the forefront
- Would potentially volunteer or donate resources

## Traits/Behaviors/Attitudes:

- Part time workers are more likely to donate their time
- Below \$100,000 in income are more likely to donate
- These individuals use social media
- Don't like being guilted, but rather empowered

## Geographic locations:

- St. Louis, Kansas City, Columbia
- Ozark, Springfield, Cape Girardeau



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# PUT YOUR TRUST IN KIDS WIN MISSOURI.

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You are your child's first advocate, let us be the second.

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# STRATEGIES

For this campaign we will be partnering with other children’s wellbeing nonprofits in Missouri. **KWM’s greatest barrier to reaching their goals is the lack of name recognition across the state.** By targeting the highest populated metropolitan areas in Missouri, and three well populated more rural areas in Missouri, we believe KWM will be able to increase the awareness surrounding their organization. The wellbeing of children can be a sensitive topic, every parent wants the absolute best for their kids. **By partnering with places that have already established the trust, KWM will be able to get in on the ground floor.**

- Partnering with more rural organizations within Missouri, will allow KWM to have a broader reach. Once these organizations endorse KWM it will be easier to have the public trust KWM and their legislative goals.
- The non-profits outlined below reach similar target audiences and work to benefit the children of the state the same way KWM does.
- Rather than launching a campaign in which KWM must pay for extensive media exposure, partnering with similar nonprofits is a cost effective way to reach the target audience efficiently.





# PARTNERSHIPS: RURAL

## OZARK, MO

**About Our Kids, Inc.:** This grassroots effort has morphed from summer childcare into a non-profit dedicated to teaching lifelong skills to youth K-12. Annually more than 50% of our Summer Camp campers are eligible for free/reduced meals. With significant success in securing federal, state and local grants, AOK staff subsequently implemented innovative youth development programs (ranging from mentoring to substance misuse to college prep) and simultaneously pumping more than \$7 million into the community.

**Freedom’s Rest Family Violence Center:** The Mission of The Christian County Family Crisis Center and Freedom’s Rest is to provide shelter and advocacy to the survivors of domestic violence and to promote education to break the cycle of violence.

## SPRINGFIELD, MO

**Boys and Girls Clubs of Springfield:** The Mission of the Boys and Girls Clubs of Springfield to provide programs that guide and direct youth from all backgrounds with special concern for those from at-risk circumstances. Through social, physical and educational development activities, the boys and girls clubs of Springfield teaches youth the values of life.

## CAPE GIRARDEAU, MO

**United Way of Southwest Missouri:** Our ambition is to fund programs that allow children in our community to have the assets and skills necessary to be successful in school and the opportunity to become self sufficient and productive members of society.







# PARTNERSHIPS: METROPOLITAN

## ST. LOUIS, MO

**Butterfly Haven, Inc:** Butterfly Haven’s mission is to enrich the lives of children impacted by Foster Care and families facing a crisis situation.

**Variety the Children’s Charity of St. Louis:** To help local children with disabilities reach their full potential by providing services every time they need assistance.

## KANSAS CITY, MO

**Future Leaders Outreach Network:** The mission of Future Leaders is to provide adolescents with skills that empower them to set goals, become effective leaders, pursue economic well-being, and make healthy choices.

## COLUMBIA, MO

**Cedar Creek Therapeutic Riding Center:** Works to provide children and adults with disabilities equestrian therapy to help develop verbal, motor and communication skills.

**Boys and Girls Club of the Columbia Area:** To inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens. Club programs and services promote and enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence. Boys & girls clubs are a safe place to learn and grow -- all while having fun.





# TACTICS

At these locations and partnerships we will have tangible items for the partner to display and hand out to their established base. We will also host events with these partners to explain what KWM does and how they benefit Missouri children. There will be two kinds of events, the first will educate the staff at these partners on KWM and how they can be a resource for them. The second will be public facing and will encourage the public to learn more about KWM and potentially get involved themselves.

**Items to create will include:**

- Posters
- Informational handouts and brochures
- Handbook for partners
- Press releases to gain publicity
- Social media content to gain publicity



# BUDGET

- The average cost of a social media awareness campaign is \$4,000 to \$7,000.
- Printing costs for posters and handouts
- When bought in bulk, glossed, high-quality printed posters are available ranging from \$0.30-\$0.49 a piece.
- Staffing/traveling for events with partners
- Traveling costs will remain relatively low. An interstate travel budget already exists within KWM.
- Any additional traveling expenses would include:
  - Fixed gas reimbursement costs of \$0.57 per mile
  - Overnight stays in hotels for select staff members when roundtrip travel the day of the event is not possible.

# MEASUREMENT

- We will measure the effectiveness of this campaign with three key KPIs
  - Search Volume Data
  - Website Traffic
  - Social Media Impressions
- We will also conduct a post-campaign brand awareness survey. This will help us to measure the success of our outreach with key players in the child advocacy market in Missouri.

