

2018 PRSA Central Iowa PRIME Award Submission
Client: Boys & Girls Clubs of Central Iowa
T11. PSA

Background:

The Club Pathways Campaign for the Boys & Girls Clubs of Central Iowa (BGCCI) is a fundraising initiative that aims to provide a Club for every Des Moines student, so they can progress from elementary through high school with the Boys & Girls Clubs by their side. The campaign intends to double the number of youth the BGCCI serves, from 1,700 to 3,300, and will add three new Club sites and significantly expand two current Club sites. The **purpose** of Strategic America's (SA) partnership with the BGCCI is to create a strong, emotive message that spurs action that leads to financial and communal support for the Club Pathways initiative and Boys & Girls Clubs. The creation and placement of a PSA was an instrumental part in the PR plan for the Club Pathways initiative.

The **goal** of SA's pro-bono involvement with the BGCCI was to support the organization by communicating the vision of the Club Pathways initiative to key publics to gain support for the new and expanded Clubs, both financially and through volunteerism. Their **audiences** include internal stakeholders, including board members/trustees/administration, as well as corporate donors, individual donors, new donors and community partners.

Strategy:

The main **objectives** of the Club Pathways plan were:

- Increase understanding and awareness of the BGCCI, its mission and the families it serves daily by effectively communicating to key publics the purpose of the Club Pathways Plan, measured at the end of the campaign by CCS Fundraising.
- Reach the capital campaign goal of \$10.8 million by the spring of 2018, by reaching new donors who do not yet know or understand mission of BGCCI.

SA identified two main strategies to achieve the objectives for this initiative. The **strategy** that pertains to the creation and distribution of a PSA was to raise awareness among the Des Moines business community and citizens about the need for expanded Club services in Des Moines. The intent with this strategy was to educate key publics on the services BGCCI provide to at-risk youth and how these children would be positively impacted by expanded Club sites.

Implementation:

SA identified the opportunity to create and produce a PSA that would be used on the web and on-air to promote individual giving to the Club Pathways campaign, to reach their monetary goal. The direction and production of a PSA for digital and television audiences began in the fall of 2017 with video concept brainstorming, and the team eventually landed on the concept of "The Path." The main focus of this PSA was to drive viewers to donate to the Club Pathways campaign. The PSA visualized the concept that the Club Pathways campaign was intended to deliver a clear path of Clubs for all Des Moines students from kindergarten through graduation:

- It showed Club kids 1st grade, 3rd grade, 4th grade, 6th grade, 9th grade and then 12th grade walking on the sidewalk with spunk and excitement toward their future.
- The students presented every race, gender and background that make up the BGCCI population.
- The end of the video showed the senior in a graduation cap and gown walking toward downtown, symbolizing moving onto their career and adult life with the support and life skills provided to them from hopefully twelve years with the BGCCI.

SA placed 60 spots of the PSA with OnMedia donations over the giving season from December 25 to the end of 2017 in daytime and prime time. Networks where the PSA ran included A&E, CNN, TNT, SyFy, Lifetime, Freeform, TBS, Animal Planet, NBC Sports and Paramount Network.

The PSA can be found here: <https://youtu.be/UD5iwhJ-c00>

The **timeline** for the PSA project included concepting/brainstorming in the fall of 2017, filming in October 2017, editing in November 2017 and placement in December 2017 and January 2018. There was no **budget** for this collaboration, as the production work and media placement from SA was donated.

Results/Evaluation:

The evaluation of Club Pathways PSA was measured by outputs and outcomes that helped the BGCCI reach their overall goals:

Outputs

- The PSA was placed on their giving webpage at the end of 2017 and brought a **6 percent increase in page visits and 320 percent increase in call clicks.**
- The BGCCI saw a **367 percent boost in Facebook video views** since posting the PSA to their social media platforms.
- The BGCCI received **65 major gifts** thanks to pitch session where they presented the video as a summary of campaign messaging.

Outcomes

Awareness of the Club Pathways campaign will be measured when the BGCCI completes their research with CCS Fundraising after all phases of the campaign are complete. The BGCCI did, however, reach their \$10.8 million Phase 1 goal by the spring of 2018 as they had hoped to.

Throughout the past year of work with the BGCCI, and because of the pro-bono nature of SA's relationship with the client, a trusting and understanding relationship has been formed. There is a bank of hours that SA is working within and a few cost limitations, however both the BGCCI and SA have found ways to work around these challenges and remain focused on producing good work for the objectives of the Club Pathways initiative.