

**Category:** T12    **Category Name:** Social media    **Entry Name:** MATCH Grant Social Campaign

**Background:** The goal of the Wellmark Foundation is to support community-based wellness and prevention initiatives focused on safe and healthy environments in which to be active, and access to and consumption of healthy foods where we live, work, learn and play. The Foundation distributes approximately \$1.75 million each year through grants to qualifying nonprofit organizations in Iowa and South Dakota. There are two Matching Assets to Community Health (MATCH) grant cycles available. The first is a Large MATCH Grant. The challenge grant is for up to \$100,000 and must be matched at 100 percent. The second is a Small MATCH for up to \$25,000. This grant must be matched at 50 percent.

While no formal research has been conducted in regards to the grant giving of the Foundation, the following is consistent when looking at historical grant giving:

- Grant applications received from Iowa outpace those from South Dakota
- The quality of the grant applications continues to be average
- More Small MATCH grant applications are received than Large MATCH grants

Based off of this informal research, the following communication goal was set:

- Increase overall exposure of The Wellmark Foundation grant programs in Iowa and South Dakota while improving the quality of applications received.

**Audience:** When approaching social media for The Wellmark Foundation, plans were developed to drive action as defined by what we want them to think, feel and do.

Audience	Think	Feel	Do
<b>Qualifying nonprofit organizations</b> 501(c)(3) tax-exempt organization or a governmental entity in Iowa or South Dakota	The Wellmark Foundation has excellent grant opportunities that will improve my community's overall well-being.	The Wellmark Foundation cares about my community and our overall well-being.	Review the grant request for proposal and submit a quality application.
<b>General public</b> Anyone who receives any communications that mentions The Wellmark Foundation	The Wellmark Foundation is working to improve the health and well-being of Iowans and South Dakotans.	The Wellmark Foundation cares about my community and our overall well-being.	Spread the word about the available grants and encourage their communities to apply.

**Strategy:**

Social media was identified to play all role in meeting these **objectives** that were outlined in The Wellmark Foundation's overall all public relations plan:

1. Increase the number of grant applications from both states that support viable projects, regardless of funding limitations by 20% from 2017 (58 applications were deemed of quality and forwarded on for further consideration by external reviewers in 2017).
2. Increase the number of South Dakota grant applications by 50% from 2017 (13 received in 2017).

The following **strategy** was defined:

- Use Facebook as the primary driver to engage new qualifying organizations

**Implementation:** In order to increase awareness, drive traffic to the MATCH grant applications and ultimately increase number of grant applicants in both Iowa and South Dakota, Wellmark added targeted paid social media campaign through Facebook as a tactic to the 2018 External PR plan. To make the most of a limited budget, Wellmark used tight targeting parameters to reach the right audience within Iowa and South Dakota.

- Large MATCH Facebook Campaign
  - Dates: Feb. 9-23, 2018
  - Budget: \$200
  - Creative + copy (see attachment – example A)
  - Targeting parameters:
    - Location: United States: Iowa; South Dakota
    - Age: 25-65+
    - People who match:
      - Interests: Community health, Community issues, Nonprofit organization, Non-Profits on Facebook, Sustainability, Charitable organization, Fundraising, Sustainable development, Foundation (nonprofit), Philanthropy, Charity and causes, Charity or Donation,
      - Behaviors: Health & wellness buyers or All charitable donations
      - Job title: Community Organizer, Development director, Fundraising, Fundraising Manager, Community Relations Coordinator, Non-Profit Director, Fundraiser, Outreach Specialist or Donor Relations Officer
- Small MATCH Facebook Campaign
  - Dates: 5/25-6/8
  - Budget: \$100
  - Creative + copy (see attachment – example B)
  - Targeting parameters
    - Same as Large MATCH campaign

**Evaluation:**

	Reach	Clicks	CTR	Budget
Large MATCH	21,909	309	1.4%	\$200
Small MATCH	29,810	277	.93%	\$100
<b>TOTAL</b>	<b>51,719</b>	<b>586</b>	<b>1.16%</b>	<b>\$300</b>

Throughout the duration of the campaign, the paid Facebook ad campaign spread awareness to over 50,000 people and drove 586 clicks to the MATCH grant applications, proving to be a valuable tactic for achieving the MATCH campaign goals. By successfully implementing a paid social media campaign tactic as part of the 2018 External PR Plan, Wellmark was able to exceed both objectives.

- **Objective 1 Result:** 111 total quality applications received (91% increase). The goal was 20%.
- **Objective 2 Result:** Between the Large and Small MATCH grants, there were 39 South Dakota applications received (200% increase). The goal was 50%.

Challenges faced included managing a tight budget and promoting two similar grants to the same audience within a short timeline. Going forward, opportunities exist to allocate more dollars to campaign budget and implement retargeting with a Facebook pixel to target even more specifically.

A. Large MATCH Copy + Creative



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B. Small MATCH Copy + Creative

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REMINDER! Applications for The Wellmark Foundation's small Matching Assets to Community Health (MATCH) grants are due by midnight on Friday (6/8)! Have you applied?

Here's what you need to know:

- The small MATCH grants are for up to \$25,000 and must be matched at 50 percent
- These grants must support projects that can help individuals, families and communities achieve better health... [See More](#)



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