



Project 2: Proposal

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International Reality

World Vision

- Features a child, and how donors can help
- Highlight the work that the volunteers do
- Online store that sells gift items

Big Brothers Big Sisters

- Helps kids connect with mentors who helps them emotional and mentally
- Fun life experiences such as going to the movies, help with homework, etc
- Nurtures a long lasting relationship

Boys and Girls Club of America

- Physical places throughout the U.S. where children participate in various programs
- Help members on track to graduate high school
- Promotes good character and healthy living

What do they need?

Donations

- Donate monthly or annually
- Donate as a tribute
- Allow donors to set up their own fundraiser
- Purchase crafts by volunteers, children or families

Volunteers

- Can get student to volunteer their time
- Get the local population to volunteer
- Community Service

Partners/Sponsors

- Get large corporations to sponsor events
- Work with other NPO (Aldeas SOS)
- Partner with schools and/or school districts

What did they miss?



- Work with schools and universities locally and internationally to get help with social media and digital marketing. Students will get the opportunity to earn volunteer hours that will be useful for them when seeking employment and the organization will also benefit from having people to manage and report on the required analytics. It can be structured through an agreement between the schools and Casa de Los Ninos.
- Posting short videos on the storyboard on social media is extremely effective because, in today's fast-paced world, people tend to watch videos more than reading content. Videos will feature the progress of projects, success stories, volunteer work, etc.
- Additionally, they can post what is urgently needed on their social media so that donors know how to help.
- LinkedIn to connect with businesses like Walmart, Coca Cola, Marriott, Price -Mart, Florida Bedidas to help gain support through their customers

How would you start?

- Work with colleges and universities locally and internationally
- Photographers for digital media
- LinkedIn to connect with businesses like Walmart, Coca-Cola, Marriott, Price -Mart, Florida Bedidas
- LinkedIn could help with connection to US foundations like Big Brothers Big Sisters, Boys and Girls Club
- Get the Ticos involved!- Kids help with posters



STRATEGY

- Create & Curate Engaging Short Videos - video content on social media is booming with high engagement rates so it is something consider if want grow your brand.
- Social media marketing is a trial-and-error process, analyze your post performance and adjust your content.
- Understand your target audience, making general assumptions won't work.

- Establish your most important KPIs to ensure that you are reaching your goals.
- Create a content calendar and follow it.
- Go Live to tell your story, social media is used on a personal level, so it is a great way to connect with your following and grow your brand.



Thank You

FUNDACION CASA DE LOS NINOS