



Shine On Creative Brief

01/2014

So We're Turning 75

As employees we know the wonderful stories of community service, our values in serving members and why we love working here. After we take a minute to enjoy success and the honor of serving Arizona, it's important we ask "Why would anyone care?" Shine On does a great job of shining a light on the six charities, the \$1 million dollar promise and the contest but to fulfill the promise of creating a movement, the messaging transitions to be individually focused. This pulls in members, partners, employees and citizens of the community into the campaign. In essence we need to flip the script of our song/video and turn the focus towards the individual, answering that question.

Messaging

The messaging must first create an emotional connection with members, partners and employees that from day one they have been part of something big, whether they realize it or not and they've impacted the community through their relationship. Secondly, for those who don't have those relationships with us it must leave it open for them to establish one and be a part of something big from day one. It has to build on the two taglines that are emerging – "The power of giving moves us all forward" and "We change with we."

Campaign

The day you become a member, partner or employee of Desert Schools, you're part of something big. Each year we create change, big and small, impacting lives while giving back to the community – and you make it possible.

Members

The day you become a member of Desert Schools, you're part of something big. Each year we create change, big and small, impacting lives while giving back to the community – and you make it possible.

Employees

The day you become a employee of Desert Schools, you're part of something big. Each year we create change, big and small, impacting lives while giving back to the community – and you make it possible.

Everybody

Be part of something big in your community by voting, sharing or giving. This year we're creating change, big and small, impacting lives and giving back to the community – and you can help make it possible.



To simplify the messaging there will be three actions we want to focus on. These move the campaign forward allowing segments within each persona to participate. For example the action of giving will have components that allow people with financial or time limitations to participate.

Vote

The action of voting is the most crucial to the campaign because it powers the sweepstakes and the \$30k grant. This persona will have the largest amount of content distributed.

Personas:	Content examples:
» The winner, The Egomaniac	» Reward incentives
» The giver	» Emotional content
» The socializer	» Inspirational content
» Brand lovers, early adopters	» Spread the word

Win

This feeds the voting action for those only interested in winning. By thinking selfishly about “Me” and winning the voting action powers change even if under selfish pretense. There is additional opportunity within this action fulfill business objectives as well as campaign objectives.

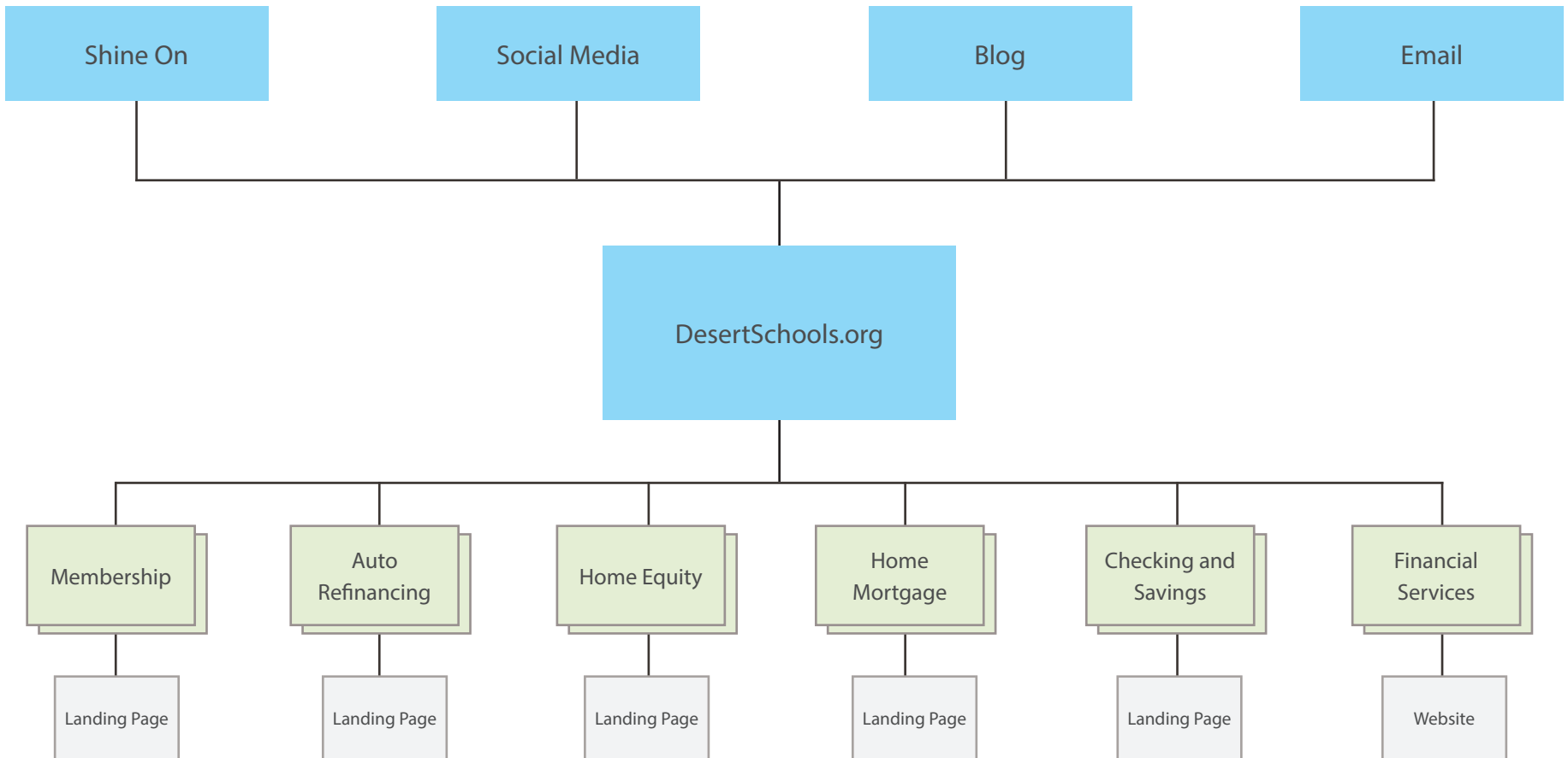
Personas:	Content examples:
» The egomaniac, The winner	» Vote to win
» The member	» Instant win
» The selfish	» Let yourself shine
» The do gooder	» Give to win

Give

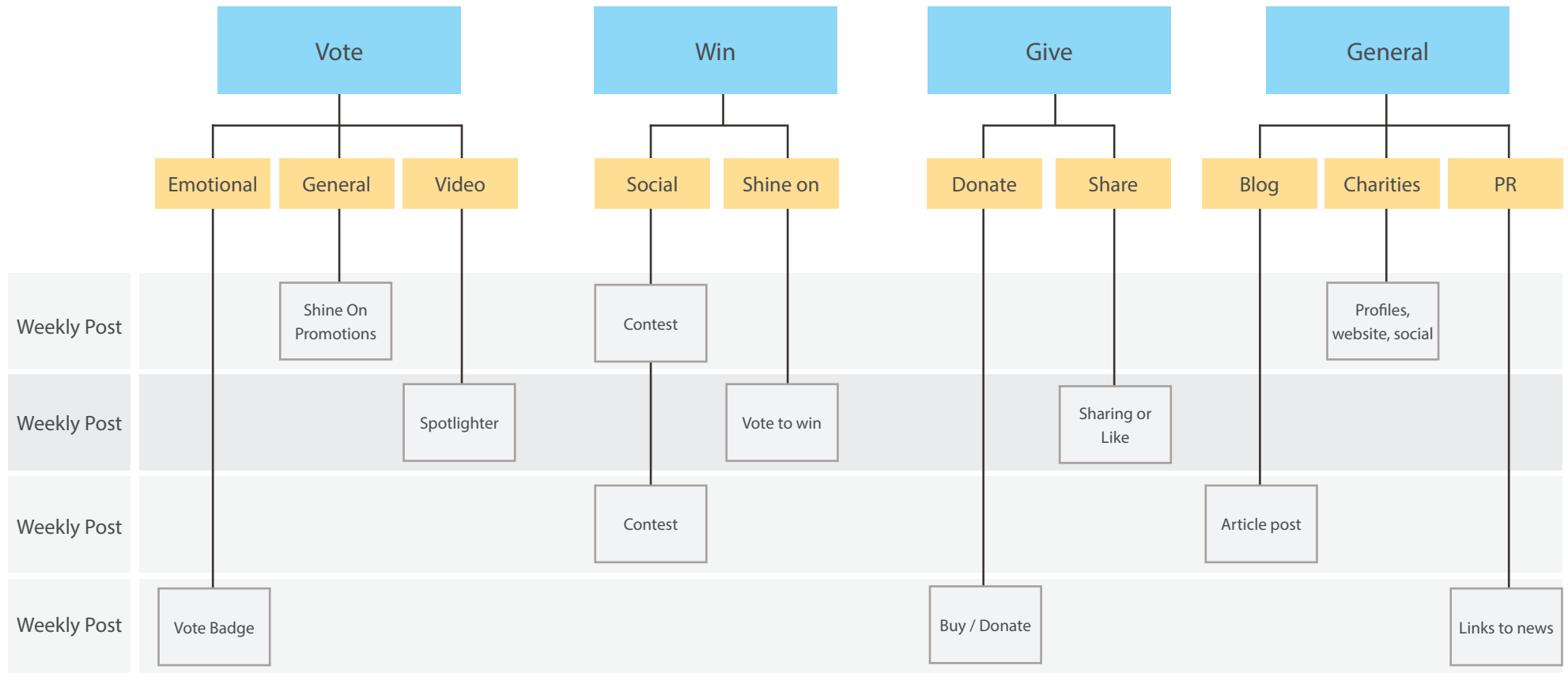
This action subsidizes the amount we can give back, powering our \$1M promise. Normally this action would limit participation to our personas but portions of the campaign will activate those with passion but without the means to give time or money.

Personas:	Content examples:
» The giver, philanthropist	» Donate time, money or resources
» The do gooder	» Monetization of social actions
» The ego giver	» Giving is global
» The affluent	» Merchandising

CUSTOMER.
acquisition



SOCIAL
media



WIN

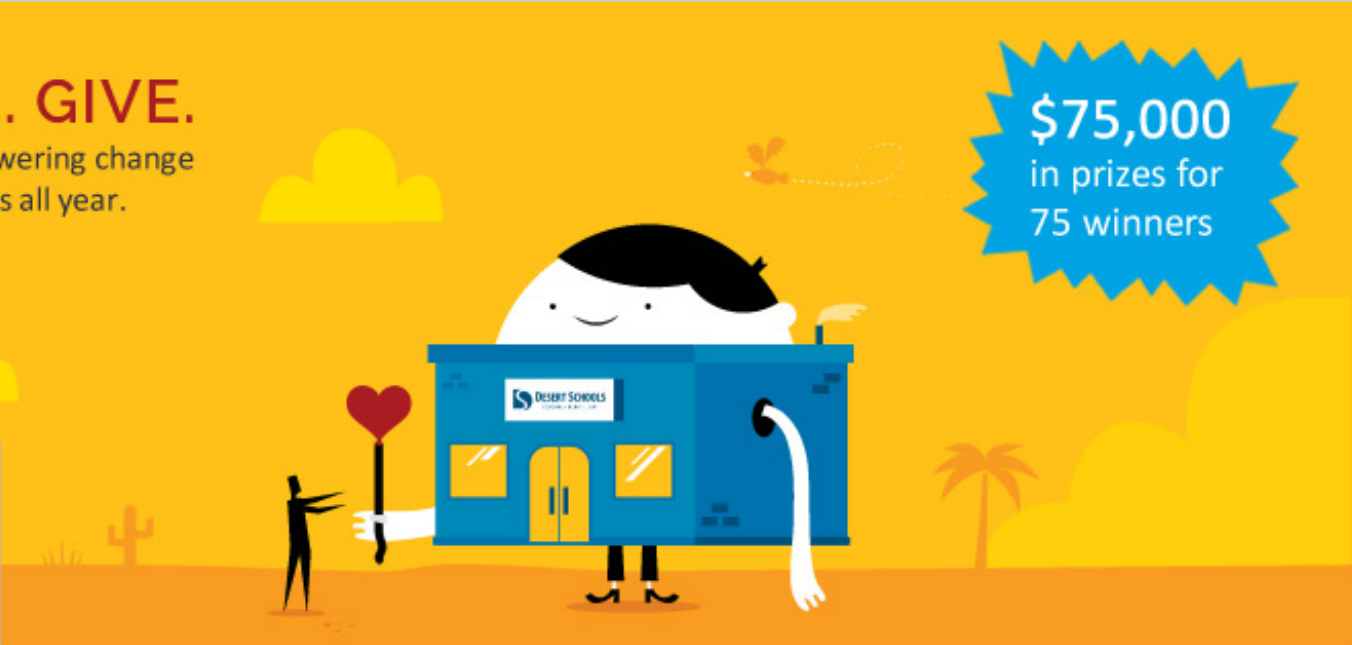
As the campaign progresses we can change the cover photo to display contests, voting, winners and other items. When the campaign begins it's important to use the win action to create buzz and reach the largest demographic.

Admin Panel

[Edit Page](#) [Build Audience](#) [See Insights](#) [Help](#) [Show](#)

WIN. VOTE. GIVE.
To say thank you for powering change
we're giving away prizes all year.





**Desert Schools
Federal Credit Union**
10,751 likes · 196 talking about this

[Update Page Info](#) [Liked](#) [Following](#) [More](#)

Bank/Financial Institution
This is the Official Page of the Desert Schools Federal Credit Union.

[About](#) [Photos](#) [Welcome](#) [Likes](#) [DS Live](#)

10 TWITTER BACKGROUND

As the campaign progresses we can change the cover photo to display contests, voting, winners and other items. When the campaign begins it's important to use the win action to create buzz and reach the largest demographic.

The image shows a Twitter profile page for Desert Schools (@DesertSchools) with a custom yellow background. The background features a large '75 SHINE-ON 2014' logo at the top left, a cartoon character holding a heart, and the text 'WIN. VOTE. GIVE. To say thank you for powering change we're giving away prizes all year. ENTER TO WIN AT shineonaz.com >>'. The profile header includes the Desert Schools logo, name, and bio. The left sidebar shows navigation links (Tweets, Following, Followers, Favorites, Lists) and a 'Tweet to Desert Schools' input field. The main content area displays a grid of photos and videos, including a 'WE'RE HIRING' post, a '2014' post, and a 'priorities' post. The right sidebar shows the number of tweets (3,148), following (1,168), and followers (1,093), along with a 'Follow' button. The bottom section shows a list of 'Who to follow' suggestions, including CenPho.com and PHX Public Market.

75 SHINE-ON 2014

WIN. VOTE. GIVE.
To say thank you for powering change we're giving away prizes all year.
ENTER TO WIN AT shineonaz.com >>

Desert Schools @DesertSchools
Desert Schools Federal Credit Union is a full-service financial provider, from savings & lending to investments & Online Banking as well as community advocate.
Phoenix, Arizona · desertschools.org

3,148 TWEETS 1,168 FOLLOWING 1,093 FOLLOWERS

Tweets

Desert Schools @DesertSchools 3h
If you won the lottery & had to give a portion of your winnings to a non-profit, which would it be and why?
Expand Reply Retweet Favorite More

Desert Schools @DesertSchools 11 Jan
It's another beautiful day in AZ - how are you taking advantage of the weather this weekend? pic.twitter.com/Wko6uZTf2X

Who to follow · Refresh · View all

CenPho.com @CenPho
Follow

PHX Public Market @PHXPublic...
Follow

Arizona Diamondbacks @Ph...

11 INSTANT WIN

The instant win game is an extension of the \$75,000 in prizes we are giving out to celebrate our anniversary. It can be promoted on our Facebook page, with advertising, tweets and through our other campaign communications such as email.

Each portion of the instant win game allows us to fulfill various campaign and business objectives. The contest itself and the fanpage allow us to:

- » Draw attention to what we are doing for our 75th, rewarding the community for allowing us to serve it successfully for 75 years.
- » Increase impressions as people like our page increasing brand exposure and exposure for the campaign.
- » It builds our community by requiring users to Like our page before they can enter, share with friends to enter or recruit other friends before they can win.

The image shows a Facebook interface for an "Instant Win" game. At the top, the Facebook navigation bar is visible with a search bar and icons for Home, 20+ notifications, and Find Friends. Below the navigation bar, there are two tabs: "Desert Schools" and "Instant Win". A "Like" button is also present. The main content area features a large, stylized illustration of an iPad Air. To the right of the iPad, the text reads "Like Us FOR A CHANCE TO WIN Instantly WIN A NEW iPad® Air". A small cartoon character is standing next to the iPad. The background of the illustration is a dark teal color with a white bird flying in the sky and a yellow sun setting behind hills. At the bottom of the page, there is a footer with links for "About", "Create Ad", "Create Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help". The footer also includes the text "facebook © 2013 · English (US)".

Powered by Woobox

12 INSTANT WIN

The offer or contest page allow us to:

- » Talk about the campaign, thank the community and lead them to other elements of the campaign such as the website.
- » Collect user information to allow us to email them throughout the campaign encouraging them to vote to win, give and share.
- » Builds a marketing list for further marketing in the future.

The image shows a Facebook interface for a contest titled "Instantly WIN A NEW iPad® Air". The contest is part of the "Desert Schools" page. The main graphic features a large iPad on a green hill with a cartoon girl and a smiling sun. A white dove flies in the sky. The text "Instantly WIN A NEW iPad® Air" is prominently displayed. Below the title, it says "As part of our 75th Anniversary, we're giving away \$75,000 in prizes!" and "Enter your email below for a chance to instantly win a brand new iPad Air." There is an input field for "Email Address" and a button labeled "ARE YOU A WINNER?". At the bottom, it says "Restrictions apply. Visit [Official Rules](#) for contest information." The footer indicates "Powered by Woobox".

Facebook interface showing a contest titled "Instantly WIN A NEW iPad® Air". The contest is part of the "Desert Schools" page. The main graphic features a large iPad on a green hill with a cartoon girl and a smiling sun. A white dove flies in the sky. The text "Instantly WIN A NEW iPad® Air" is prominently displayed. Below the title, it says "As part of our 75th Anniversary, we're giving away \$75,000 in prizes!" and "Enter your email below for a chance to instantly win a brand new iPad Air." There is an input field for "Email Address" and a button labeled "ARE YOU A WINNER?". At the bottom, it says "Restrictions apply. Visit [Official Rules](#) for contest information." The footer indicates "Powered by Woobox".

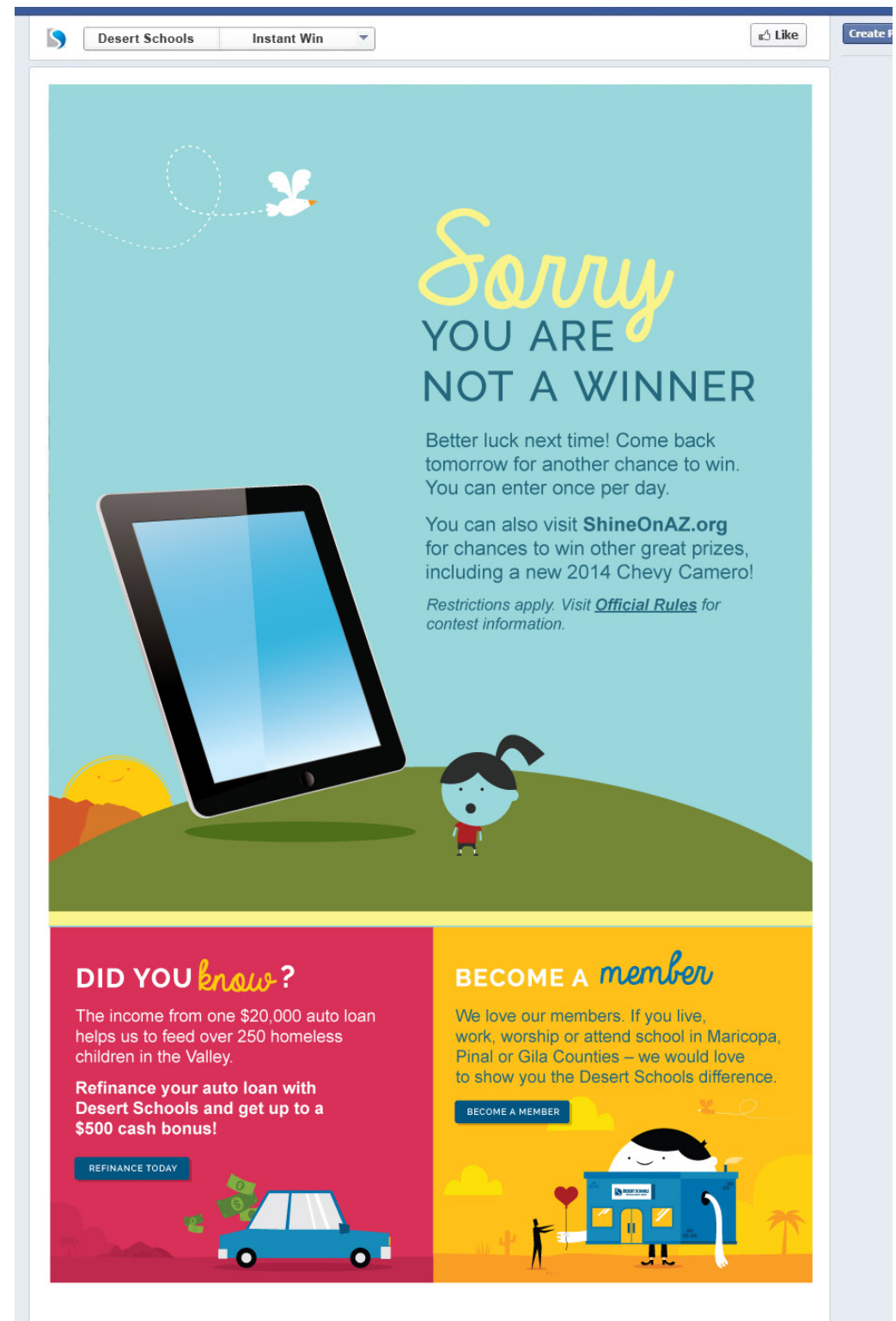
12 INSTANT WIN

Nobody enjoys learning that they didn't win something. The "not a winner" page will inform them that they can enter once per day. It also allows us to:

- » Promote the campaign and instruct them to vote for a charity to enter to win other prizes.
- » Give them a soft sell on membership or products/services and redirect them to a cohesive experience on the .org site.

Cost

- » Contest software - \$29/mo or \$290/yr
- » iPad - \$200-\$499



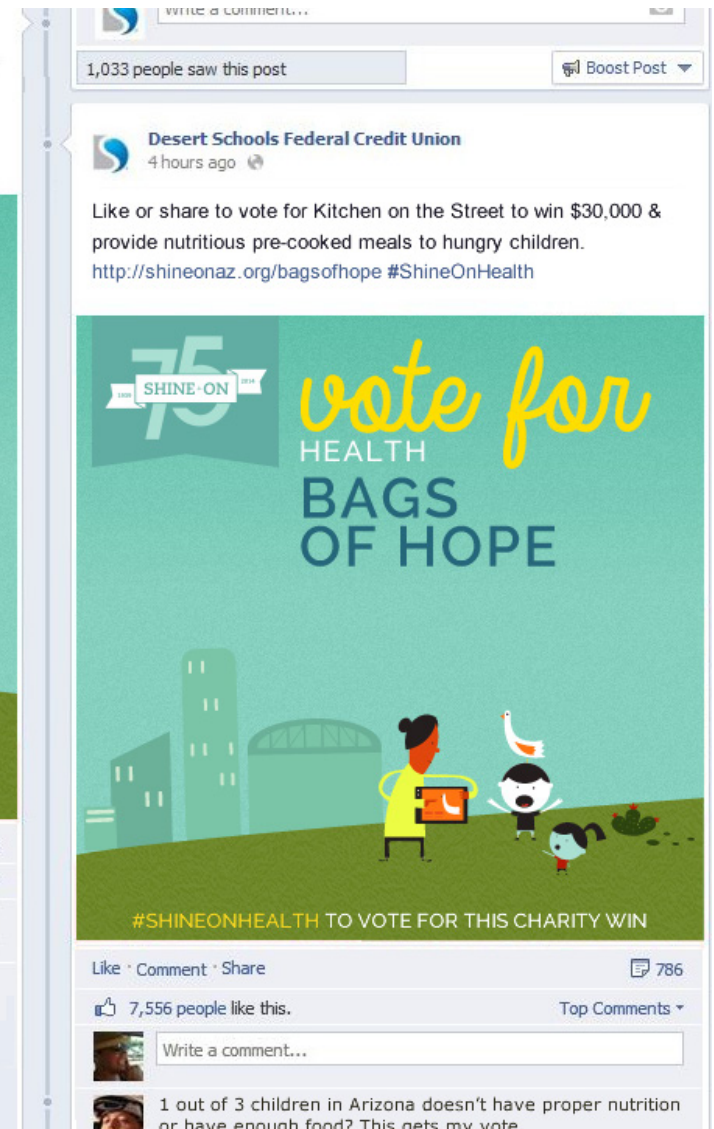
Across our social media channels various types of images can be deployed to promote the campaign. To encourage interaction and serve the campaign effectively there are incentives attached to each interaction.

- » Like/Share/Retweet to win
- » Like/Share/Retweet to vote
- » Vote on ShineOnAZ.org

As users share or like an image to vote it appears on their time line increasing the campaigns reach and impressions.

When we share images soliciting voting for the specific nonprofits we will tag them on their profiles sharing it on their wall or time line. This allows us to track it's reach and activity as part of our social ecosystem.

For Twitter we can track each charity independently via hashtag and the campaign itself to gauge effectiveness and reach.



Emotional content geared towards the cause of each of the nonprofits can help activate different personas. Unlike the images on the previous page these are meant to cut through some of the social clutter and existing Shine On messaging. These images can also be tied to an incentive.

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- » Like/Share/Retweet to vote
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Desert Schools Federal Credit Union

You are posting, commenting, and liking as Desert Schools Federal Credit Union — [Change to Nelson A Jim](#)

Desert Schools Federal Cre... Timeline Recent Admin Panel

Schools locations will be open until 2 pm on Christmas Eve and closed on Christmas Day. Happy Holidays!

Like · Comment · Share

5 people like this.

Write a comment...

1,033 people saw this post

Desert Schools Federal Credit Union 4 hours ago

Two children shared a pair of shoes like this, taking turns to go to school. Power change, vote for the charity that gave them shoes to win \$30,000 visit. [#ShineOnAZ](http://ShineOnAZ.org)

75 SHINE-ON GIVE SHOES AND HOPE BY VOTING FOR **OPERATION SCHOOL BELL** HELP THIS CHARITY WIN A \$30,000 GRANT

Like · Comment · Share 786

7,556 people like this. Top Comments

Write a comment...

Justin Moore This post changed my outlook on life. We take for granted so much while others struggle for basic food, clothing and shelter.

Like · Reply · 29 · December 6 at 7:07pm via mobile

27 Replies

Desert Schools Federal Credit Union 4 hours ago

100+ animals are euthanized each day in Phoenix because of medical issues. To help save our furry friends vote for this charity to win \$30,000 visit [#ShineOnAZ](http://ShineOnAZ.org)

75 SHINE-ON GIVE A SECOND CHANCE BY VOTING FOR **EMERGENCY MEDICAL FUNDS** HELP THIS CHARITY WIN A \$30,000 GRANT

Like · Comment · Share 786

7,556 people like this. Top Comments

Write a comment...

Adopt instead of buying from a breeder! These animals need someone like you to love them and love!

Like · Reply · 29 · December 6 at 7:07pm via mobile

More general messaging can be used as well without incentives. The general messaging can focus on the 75th Anniversary details and thanking the community with prizes. Once they reach the website they can learn more about what we are doing, why and how they can be a part of it.

This is an example of a featured image which spans the entire time line. We can pin this to the top of our profile so that visitors see it first each visit. Rather than use advertising dollars for small ads on the side, we can promote these types of posts to Arizona residents and can be utilized on both Facebook and Twitter.

Desert Schools Federal Credit Union

You are posting, commenting, and liking as Desert Schools Federal Credit Union — [Change to Nelson A Jim](#)

Desert Schools Federal Cre... Timeline Recent **Admin Panel**

Like · Comment · Share

98 people saw this post [Boost Post](#)

5 people like this.

[Write a comment...](#)

1,033 people saw this post [Boost Post](#)

Desert Schools Federal Credit Union
4 hours ago

Vote to win for your chance to win \$75,000 in monthly prizes. It's our way of saying thank you Arizona for making us who we are today. To find out more and vote visit <http://ShineOnAZ.org> #ShineOnAZ

HEY, thanks A MILLION.

75 SHINE-ON 2014

Learn more at shineonaz.com

10,995 people like this. [Top Comments](#)

[Write a comment...](#)

Kevin Nitzberg I am so inspired by this, I also want to win the new Camaro!
Like · Reply · 130 · December 14 at 9:15pm via mobile
12 Replies

Jerald Vincent Zumel Desert Schools rocks, I've been a member for 5 years. I voted for Kitchen In The Street!
Like · Reply · 91 · December 14 at 9:16pm via mobile
4 Replies

[View more comments](#)

2 of 219

16 GENERAL VOTE

Other types of general messaging can focus on the nonprofits, how we are awarding a grant and we need their help. The secondary messaging for the monthly prizes is their incentive to vote.

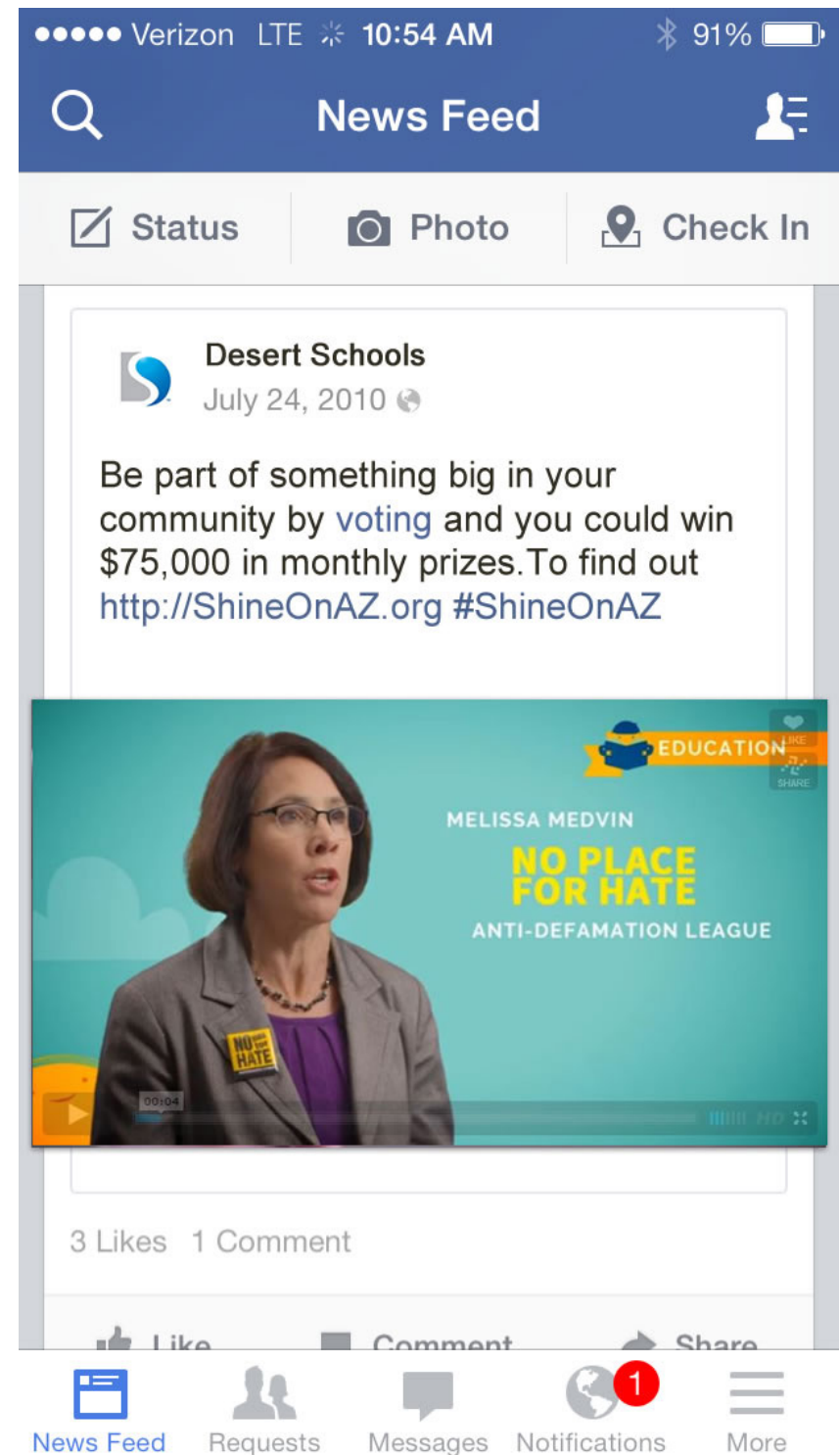
This is an example of a featured image which spans the entire time line. We can pin this to the top of our profile so that visitors see it first each visit. Rather than use advertising dollars for small ads on the side, we can promote these types of posts to Arizona residents and can be utilized on both Facebook and Twitter.

The screenshot shows a Facebook post from the 'Desert Schools Federal Credit Union' page. The post is titled 'To celebrate our 75th Anniversary we're awarding \$30,000 to a local charity. Be part of something big in your community by [voting](#) and you could win \$75,000 in monthly prizes. To find out more and vote visit <http://ShineOnAZ.org> #ShineOnAZ'. The post features a large, colorful graphic with the text 'WE change WITH WE.' and a flowchart illustrating the process: '6 deserving projects' leads to 'watch & learn about each effort', which leads to 'vote for your favorite project', and finally to 'one winner awarded an additional \$30k'. The graphic also includes a '75 SHINE-ON' banner and the website 'shineonaz.com'. The post has 10,995 likes and several comments. Two comments are visible: 'Kev Nitzberg' says 'I am so inspired by this, I also want to win the new Camaro!' and 'Jerald Vincent Zumel' says 'Desert Schools rocks, I've been a member for 5 years. I voted for Kitchen In The Street!'. The post is pinned to the top of the timeline.

17 GENERAL VOTE - PAID VIDEO

Last month Facebook rolled out their video ads, much like videos in the time line on mobile these video automatically play. Since these are relatively new we have the opportunity to leverage their full capability instead as early adopters before users tire of the tactic.

To take advantage of this new feature, we can show the passion that each nonprofit has and leverage the emotions that people have towards each cause using the Spotlighter videos which would lead to ShineOnAZ.org or even their full story on our blog with internal links to ShineOnAZ.org.



As mentioned in the persona section, giving is normally an action that would limit participation to our personas but portions of the campaign will activate those with passion but without the means to give time or money. In order for those who are passionate to still be able to give we can monetize social actions equating their actions to monetary amounts or moving the campaign forward. This allows them to give of themselves throughout the campaign while spreading the word to their social network base.

- » 1 Like = \$1
- » 1 Like = 1 Volunteer hour
- » 1 Like = 1 Vote
- » 1 Like = 1 Pet Saved

Desert Schools Federal Credit Union

You are posting, commenting, and liking as Desert Schools Federal Credit Union — [Change to Nelson A Jim](#)

Desert Schools Federal Cre...
Timeline Recent

Like · Comment · Share

98 people saw this post

Desert Schools Federal Credit Union
4 hours ago

By sharing this post your could be providing new uniforms & shoes to children in need. Give big. No cash required.
[#ShineOnEducation](http://shineonaz.org/schoolbell)

1 LIKE = 2 SHOES

SHARE THIS TO GIVE CLOTHING TO CHILDREN IN NEED

Like · Comment · Share

786

7,556 people like this.

Top Comments

Write a comment...

Justin Moore This post changed my outlook on life. We take for granted so much while others struggle for basic food, clothing and shelter.

Like · Reply · 29 · December 6 at 7:07pm via mobile

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Desert Schools Federal Cre...
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Desert Schools Federal Credit Union
4 hours ago

By sharing this post you can save one of over 100+ animals that are euthanized each day in Phoenix. Give big. No cash required.
visit [#ShineOnAZ](http://ShineOnAZ.org)

1 LIKE = 1 LIFE

SHARE THIS TO GIVE CLOTHING TO CHILDREN IN NEED

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786

7,556 people like this.

Top Comments

Write a comment...

Adopt instead of buying from a breeder! These animals need someone like you to love them and love!

Like · Reply · 29 · December 6 at 7:07pm via mobile

The video contest helps us deliver on our objective to create a movement for people of the local community to speak up, stand out and SHINE ON by uploading a video showing what inspires them in the community or what they do to give back.

The unique thing about the video contest is it can be consolidated through other channels such as YouTube, Vine, Instagram and Twitter. Similar to the instant win each page allows us to fulfill on business and campaign objectives:

- » Draw attention to what we are doing for our 75th, rewarding the community for allowing us to serve it successfully for 75 years.
- » Increase impressions as people like our page increasing brand exposure and exposure for the campaign.
- » It builds our community by requiring users to Like our page before they can enter, share with friends to enter or recruit other friends before they can win.

A Facebook video contest advertisement for "Desert Schools". The ad features a GoPro HERO3 HD camera on the left. To the right, the text reads "Like Us FOR A CHANCE TO WIN" with a white arrow pointing up and to the right. Below this, the text "Share WHAT INSPIRES YOU" is displayed in a large, stylized font. At the bottom, there is an illustration of two children: one in a panda costume holding a cactus, and another in a striped shirt painting a cactus on an easel. The text "YOU COULD win A GOPRO HERO 3 HD" is written in the bottom left of the ad area. A small "Like" button is visible in the top right corner of the ad. The Facebook interface elements, including the search bar, navigation links, and footer, are visible around the ad.

Desert Schools Video Contest Like

Like Us FOR A CHANCE TO WIN

Share WHAT INSPIRES YOU

YOU COULD win A GOPRO HERO 3 HD

Powered by Woobox

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2013 · English (US)

The contest page allow us to explain Shine On as well as the video contest and to:

- » Talk about the campaign, thank the community and lead them to other elements of the campaign such as the website.
- » Collect user information to allow us to email them throughout the campaign encouraging them to vote to win, give and share.
- » Builds a marketing list for further marketing in the future.
- » Embed it on a website in addition to or instead of your Facebook page.

Desert Schools Video Contest

Like

TO ENTER THE CONTEST, SCROLL DOWN VOTE HERE

Share
WHAT
INSPIRES
YOU

For 75 years, Desert Schools has been inspired to give back to the community. Share what inspires you to give back to your community with a quick five minute video.

Show the non-profits you volunteer at, or the story that jump-started your motivation to give back.

The video with the most votes will win a new GoPro® Hero 3 HD camera!

YOU COULD *win* A GOPRO HERO 3 HD

Restrictions apply. Visit [Official Rules](#) for contest information.

Video contest participants are the biggest brand/contest advocates because they want their social community to vote for them. The contest vote and video section allows us to:

- » Give entrants extra entries when they get their Facebook friends to enter and become a fan increasing brand and campaign reach.
- » Take advantage of Opengraph Action Sharing by automatically publishing the Enter action and the Vote action to a user's Facebook friends increasing brand and campaign reach.

Cost

- » Contest software - \$29/mo or \$290/yr
- » iPad - \$199-\$399

The screenshot shows a Facebook interface for a contest. At the top, the Facebook logo and search bar are visible. Below the navigation bar, there are tabs for 'Desert Schools' and 'Instant Win', and a 'Like' button. The main banner area has a light blue background with the text 'Share WHAT INSPIRES YOU' in large, stylized fonts. To the right of the banner, it says 'VOTE FOR YOUR FAVORITE VIDEOS THROUGH JUNE 1ST LIMIT TO ONE VOTE PER DAY, PER VIDEO'. Below the banner, there are five video thumbnails arranged in two rows. Each thumbnail shows a different activity: 'Gifts for the Youth' (people loading boxes), 'Afterschool Alliance' (a woman interacting with a child), 'Backpacks Giveaway' (a group of people), 'Pug Rescue Volunteering' (two pugs), and 'Tree Planting in Payson' (people planting a tree). Each thumbnail has a 'Vote' button in the bottom right corner. At the bottom right of the page, it says 'Powered by Woobox'. The footer contains links for 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'.

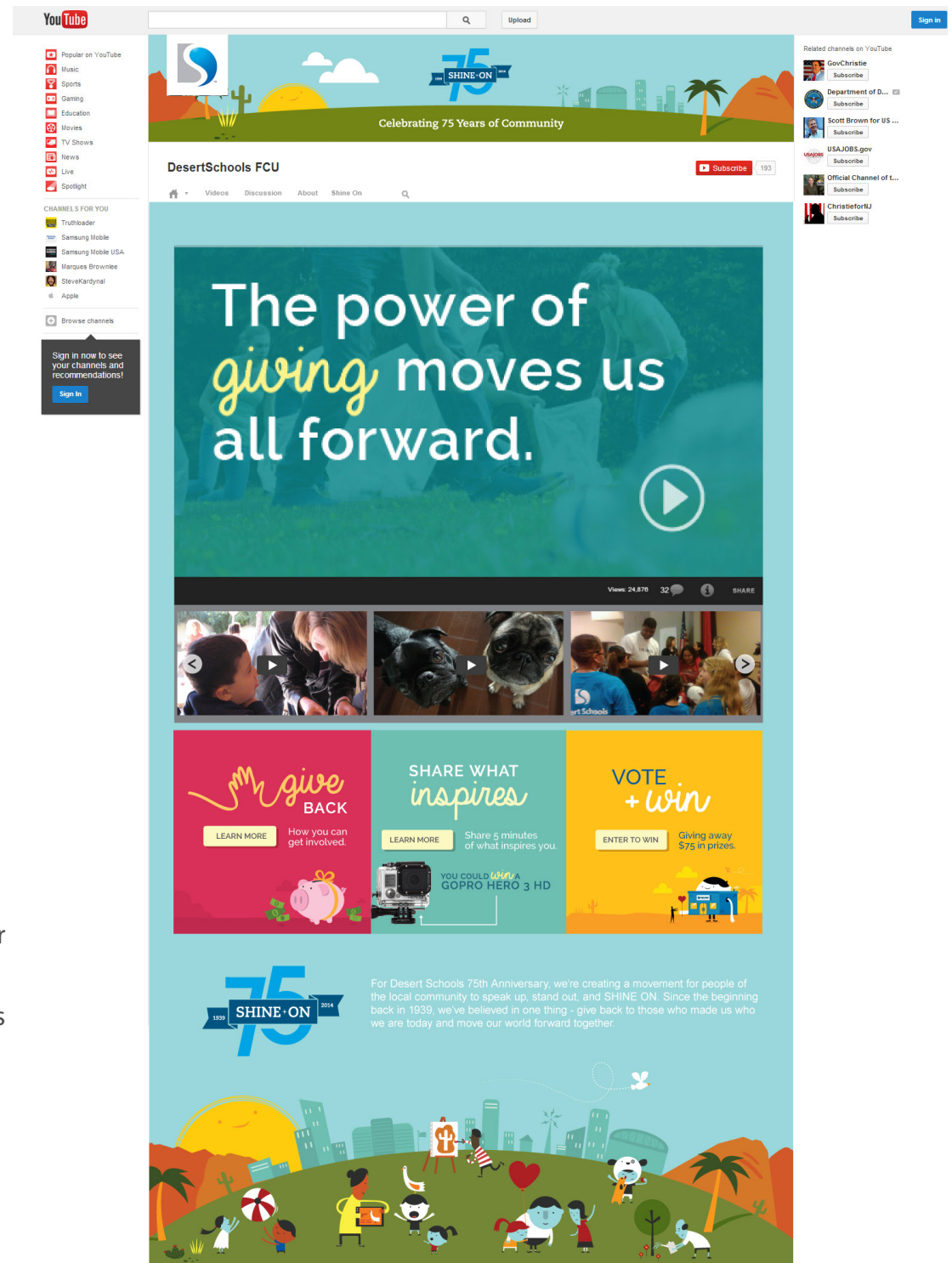
Instead of users landing on a brand's channel only to watch videos, YouTube added a custom tab that enables users to interact with the channel on various branded campaigns. The custom tab—which has its own unique URL—is the only part of the YouTube that can be targeted based on IP addresses. Using this IP address targeting capability, the tab is can be targeted towards Arizona.

The tab can host our video contest videos, spotlighter videos or other general Shine On content. Similar to the Facebook instant win and video contest it fulfills various campaign and business objectives.

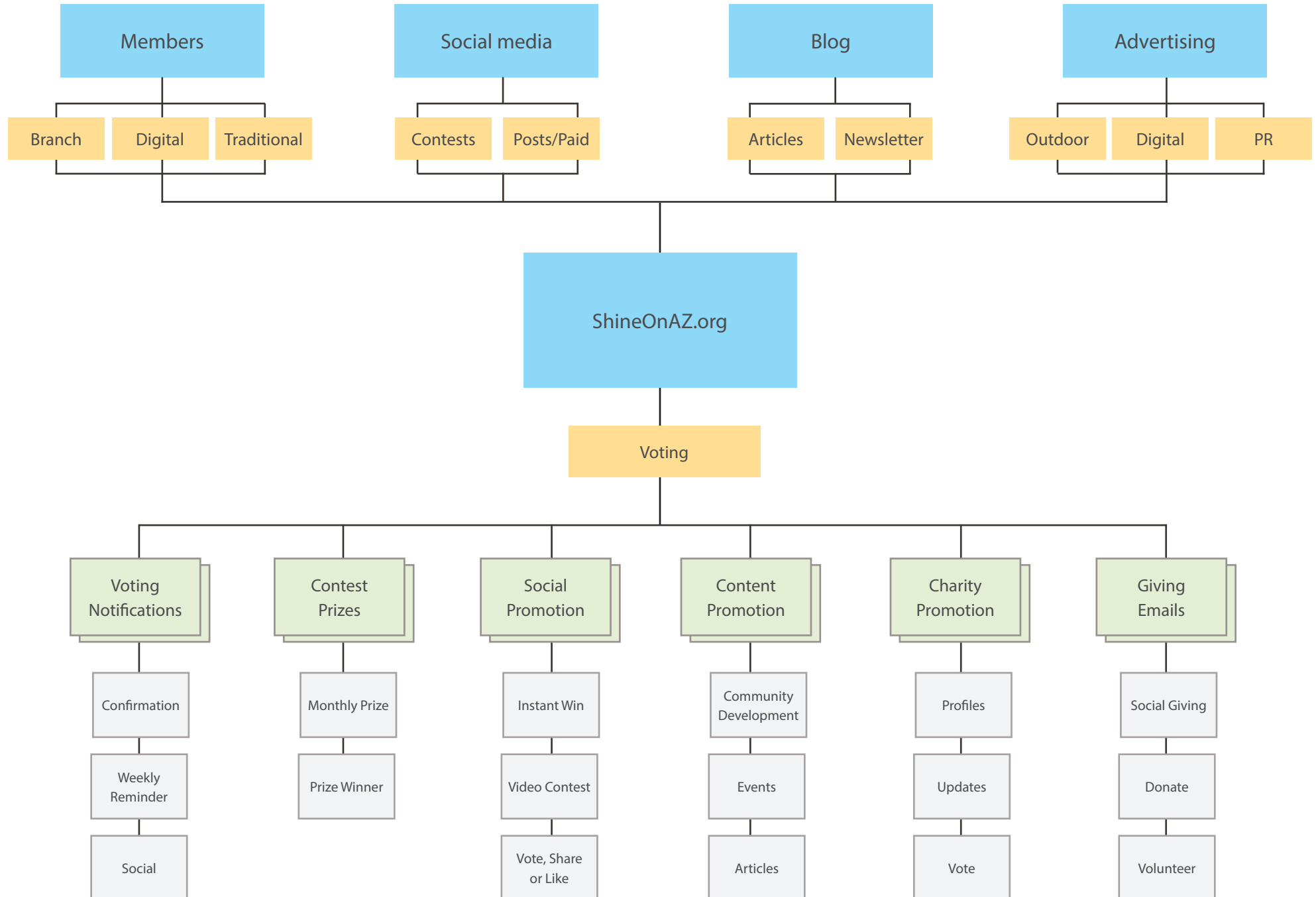
- » Draws attention to what we are doing for the our 75th, rewarding the community for allowing us to serve it successfully for 75 years.
- » Increase impressions as people like our channel increasing brand exposure and exposure for the campaign.
- » It builds our community by linking to our Facebook page for contests which require users to Like our page before they can enter, share with friends to enter or recruit other friends before they can win.

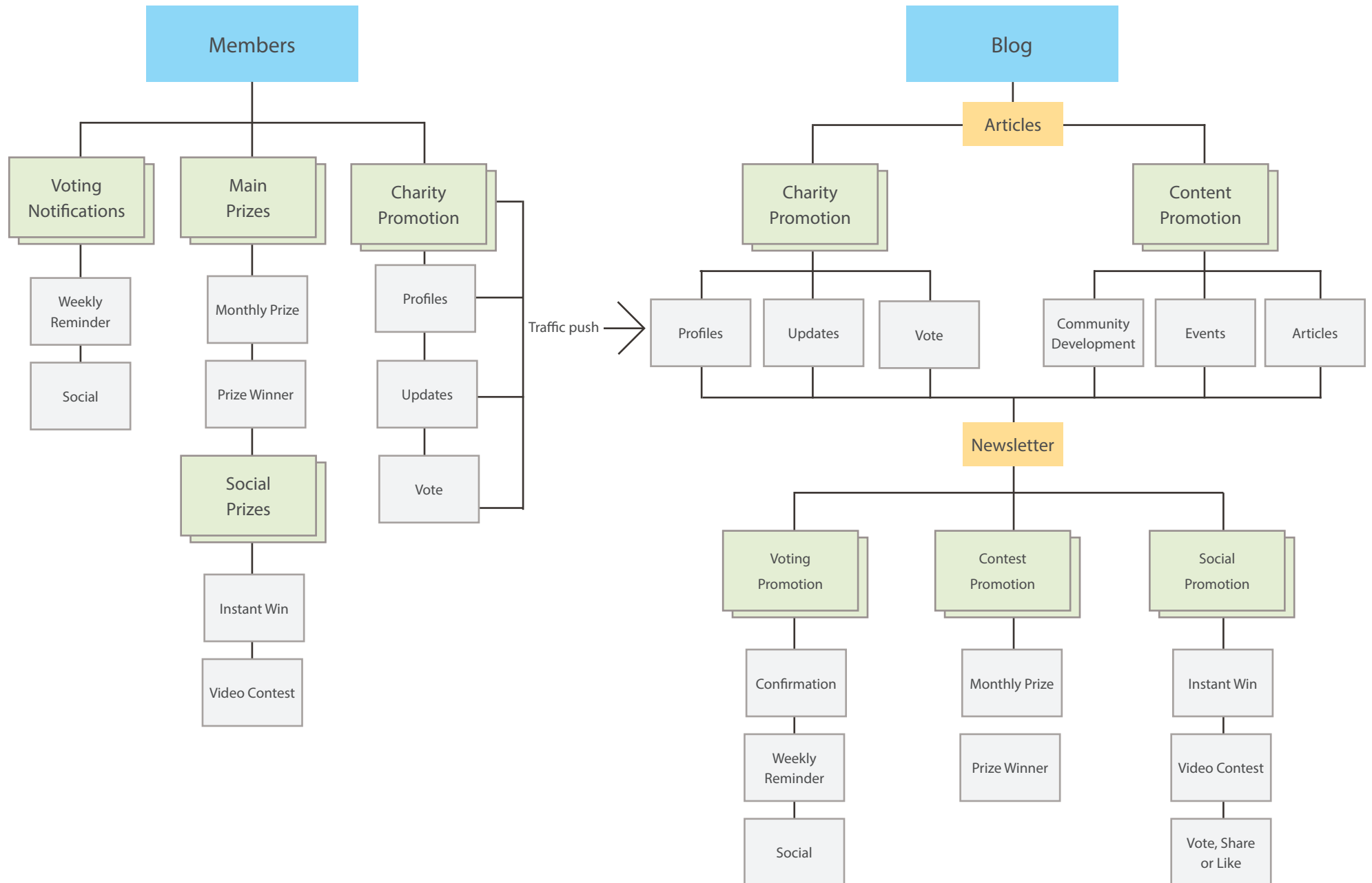
Cost

- » TBD - Must work with a Google representative.



EMAIL
campaign





WIN

28 MONTHLY PRIZE EMAILS

The monthly prize emails will have less branding in than other emails so it can focus on communicating the value of the prize. This also gives the user a break from the visuals so they don't get brand fatigue. The email content will contain:

- » Prize overview info
- » Voting secondary messaging
- » Lead to other areas of the campaign, social, inspiration wall, donate, etc.
- » Highlight the upcoming month's prize
- » Desert Schools brand presence

PRESENTED BY
DESERT SCHOOLS

[VOTE](#) | [OVERVIEW](#) | [WIN](#) | [GIVE](#)



Winning is delicious

It's even more delicious when you know your chowing down while feeding local economy. This month win \$1,000 Fox Restaurants Gift Card by [casting your vote](#) for a cause you most believe in.

We change with we

Be part of the movement and help impact the local community by [donating](#). Each donation helps us give back to other local charities that can use a hand.

Be inspired

Arizona is growing, we are committed to lorem ipsum dolor sit met. Learn more about lorem [ipsum inspired](#).

\$450



Next months prize

By voting you will instantly be [entered to win](#) this month's awesome prize.

VOTE NOW

The contest emails highlight the social media contests, scavenger hunts and other contests that exist outside ShineOnAZ.org. These help to serve both business objectives and campaign objectives why increasing exposure for the campaign and brand.

- » Contest overview info
- » Voting secondary messaging
- » Lead to other areas of the campaign, social, inspiration wall, donate, etc.
- » Highlight a charity/cause
- » Desert Schools brand presence

PRESENTED BY



VOTE | OVERVIEW | WIN | GIVE





WIN A NEW iPad® Air

Sharing is caring

Instantly [win an iPad Air®](#) when you share our contest on social media with your friends. Each time you share you increase your chancing of winning. You can also win by [casting your vote](#) for a cause you believe in to win our monthly prizes.

We change with we

Be part of the movement and help impact the local community by [donating](#). Each donation helps us give back to other local charities that can use a hand.

Be inspired

Arizona is growing, we are committed to lorem ipsum dolor sit met. Learn more about lorem [ipusm inspired](#).



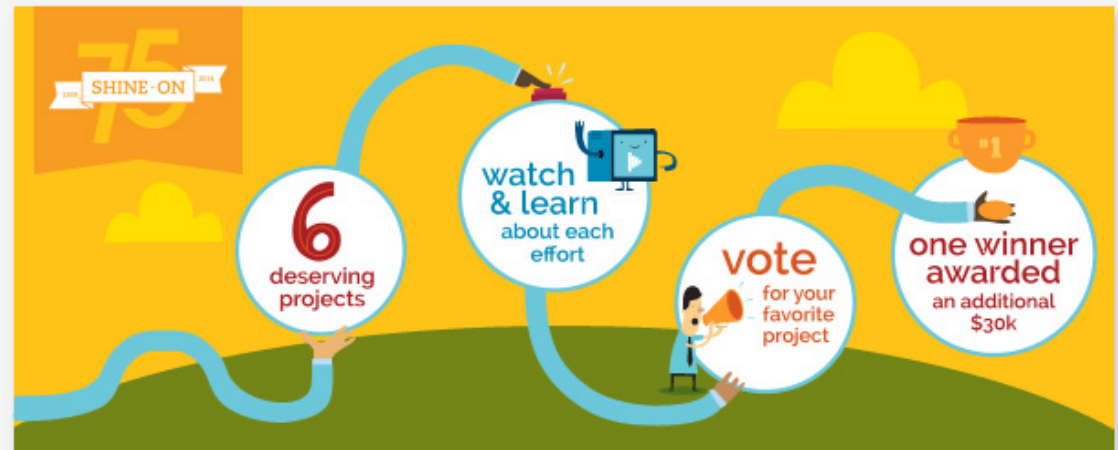
Featured Cause

No Place for Hate® creates a culture of inclusivity in schools by fostering a positive learning environment.

VOTE NOW

The voting reminders will be weekly reminders that they can vote each week to increase their chances of winning. They content will not only be prompt to vote but also highlight the causes, sharing and other areas of the campaign allowing us to target multiple personas from the selfish to unselfish.

- » Voting overview info
- » Giving secondary messaging
- » Lead to other areas of the campaign, social, inspiration wall, donate, etc.
- » Highlight the current month's prize



Voting is open!

Whether you're an animal lover or want to give children hope your vote is powering a movement for change. [Cast your vote](#) for a charity you believe in and share over social media to create a movement for people to speak up, stand out and SHINE ON.

Giving is good

Be part of the movement and help impact the local community by [donating](#). Each donation helps us give back to other local charities that can use a hand.

Be inspired

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- » Highlight the current month's prize
- » Desert Schools brand presence



[VOTE](#) | [OVERVIEW](#) | [WIN](#) | [GIVE](#)






MELISSA MEDVIN

NO PLACE FOR HATE

ANTI-DEFAMATION LEAGUE

Empowering Youth

Bullying, racism and hatred are widespread issues among youth. [No Place for Hate®](#) provides a framework for schools to create a culture of inclusivity by fostering a positive learning environment. [Cast your vote](#) for a to help children reach their maximum potential and spread a message of tolerance.



GRAND PRIZE

We change with we

Be part of the movement and help impact the local community by [donating](#). Each donation helps us give back to other local charities that can use a hand.

Be inspired

Arizona is growing, we are committed to lorem ipsum dolor sit met. Learn more about lorem [ipsum inspired](#).

By voting you will instantly be [entered to win](#) this month's awesome prize.

VOTE NOW

34 GIVING EMAILS

Giving emails activate personas in the top right of the messaging matrix. It solicits them to give and various ways to do so. This persona includes the affluent donor, the volunteer, the ego-giver, the social do gooder and those who want to give but are limited by time or money. For those who can't give in the traditional sense we monetize social actions and spreading the word equating it to campaign value.

- » Voting overview info
- » Giving secondary messaging
- » Lead to other areas of the campaign, social, inspiration wall, donate, etc.
- » Highlight the current month's prize
- » Desert Schools brand presence

PRESENTED BY



VOTE | OVERVIEW | WIN | GIVE



No cash required

Giving doesn't always have to do with money. You can give your time, your compassion, even your heart. Help power change in the community by sharing Shine On with your friends and family on [social media](#), [email](#) or with this printable [badge](#).

We change with we

Be part of the movement and help impact the local community by [donating](#). Each donation helps us give back to other local charities that can use a hand.

Be inspired

Arizona is growing, we are committed to lorem ipsum dolor sit met. Learn more about lorem [ipsum inspired](#).



MELISSA MEDVIN
NO PLACE FOR HATE
ANTI-DEFAMATION LEAGUE

Featured Cause

No Place for Hate® creates a culture of inclusivity in schools by fostering a positive learning environment.

[VOTE NOW](#)

CONTENT
marketing

Since the website doesn't have blog functionality we can use our Desert Schools blog to promote editorial content we develop for Shine On. This low hanging fruit, we can easily update the look and feel of the blog and start to utilize it to create community focused content and highlight what we do, who our partners are and all other branded content. For our general content we can utilize a crowd-sourced vendor who can provide optimized, original content based on our business.

This approach helps us get to know our audience by engaging them with a low cost/risk solution while we take the time to plan our content marketing strategy and resources throughout all of our channels. It also helps us improve our SEO and start taking advantage of social signals by covering topics relevant to our business driving traffic to the blog while cross-promoting, products and Shine On campaign. Once we are ready to move forward with our long term plan we can demonstrate value and get buy in from internal partners to produce more content.

Benefits:

- » Utilize existing asset
- » Test our audience
- » Improve SEO
- » Drive social engagement
- » Demonstrates value
- » Product or features promotion
- » Pitch our content to publishers

Cost:

- » General purpose content \$89 - \$399/mo
 - 1-5 posts per week
 - Original content
 - Written by professional freelance writers
 - Choose which articles we want to use

37 BLOG REDESIGN

Customers can opt in to email communications on the blog, we can also promote in other places on the website to start building our marketing database. Initially we will have to use SubscriberMail to send this out but can be transitioned into another solution when we are ready.

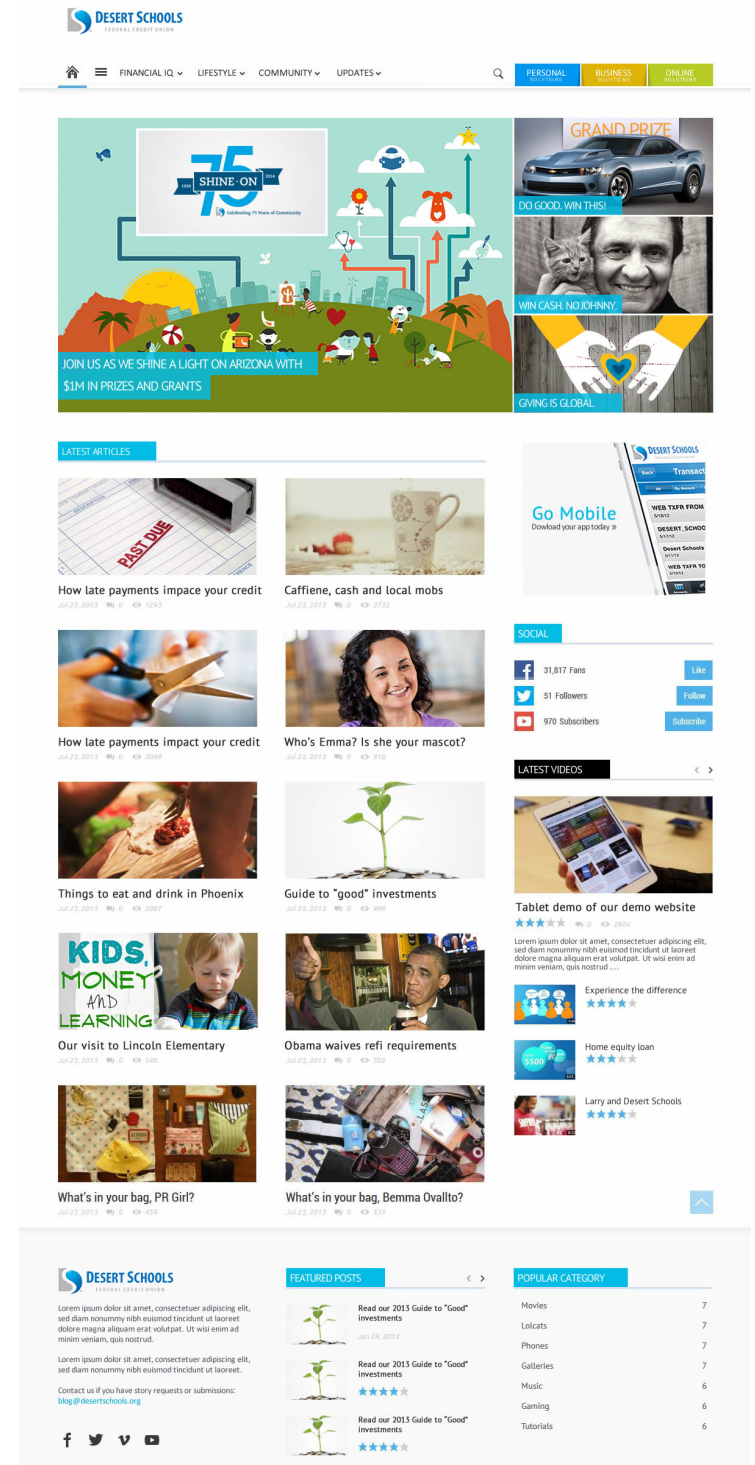
The blog email will curate articles, product updates, social events and highlight the most recent, most popular and recommended company information of the month. Not only does this serve a business objective but it will serve as another vehicle to promote Shine On to an audience that might not have engaged else where.

Shine On content

- » Member stories
- » Nonprofits introductions (Anderson)
- » Charities - PCH, CMN,, etc.
- » Employee charity profiles
- » Community impact
- » 75 years of service
- » Contest results - social media, guerrilla, etc.
- » Cash mobs
- » Local business profiles

Cost:

- » Responsive Wordpress Theme \$55



Developing a Content Marketing strategy from an SEO perspective where the sole objective is to acquire links or gain SEO value – is not effective for sales activity or building the branded relationship that drives traffic through the sales funnel. Links and SEO do provide measurable results, but content marketing is expensive, as a link building strategy - it's very difficult to make a decent return on.

Instead, our content marketing should be intelligently segmented into categorical “campaigns” by defining personas and objectives for each persona while using content to drive goals through the sales funnel. Thus establishing that branded relationship which continues through the entire customer life cycle using acquisition, links, shares, time on page, sign ups, etc. as a metrics, but not the sole objectives.

Core Objective:

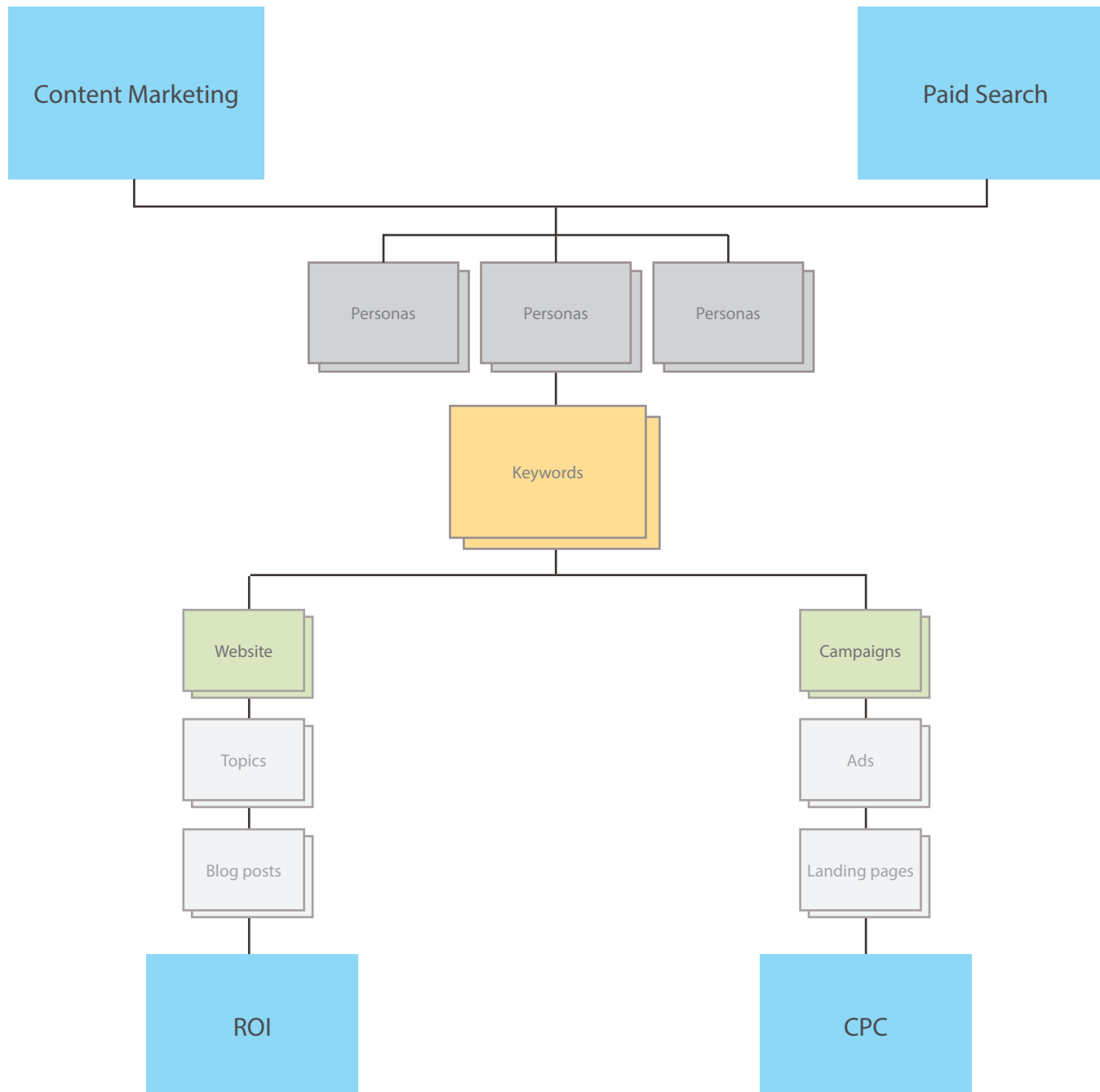
Our content campaigns are aimed at people who are looking to retain corporate breach and identity protection services. We want to attract X amount of new visits, rank for keyword “X” on first page of Google/Bing/Yahoo, attract 15 links from PR2+ sites (quality sites with a high Google Page Rank) and drive X% of these new visits into our product page which converts at X%. Of course our X% can be improved upon by Mid of Funnel Campaigns by utilizing data driven, heat mapped, A/B Testing etc.

Secondary Goal:

We want X amount of our new visitors to turn into Facebook fans and X to turn into new Twitter followers. We also want X number to subscribe to our newsletter, identifying industry, content topics and even lifecycle stage through progressive profiling (see email page). For now revenue is left out of our goals splitting our content campaigns into Top of Funnel and Mid of Funnel demonstrating the importance of content marketing throughout the purchase path. If we run content campaigns across the funnel - the end result is revenue as a metric. Once we identify personas and our lifecycle stages we can quantify metrics for each to establish the ROI.

Most Top of Funnel campaigns core goal is not Sales(B2C)/Qualified Leads(B2B), instead macro and micro conversions helps put dollar values against each of our goals. For example, we can get the number of sales generated by a product page (whether it's the landing page or a developed user flow), using this we can put a dollar metric against each visit generated to that product page as part of this campaign. It's then up to our Middle of the Funnel campaign to implement robust split testing on the landing page/product page and turn these into sales/leads.

39 CONTENT THEMES



Before diving into creating our personas and determining what content we should be producing it is important to define what that content will be, how it communicates to our customer and who that customer is. How do we want to leverage what we do against the competition and meet customer needs where they don't.

Content Questionnaire

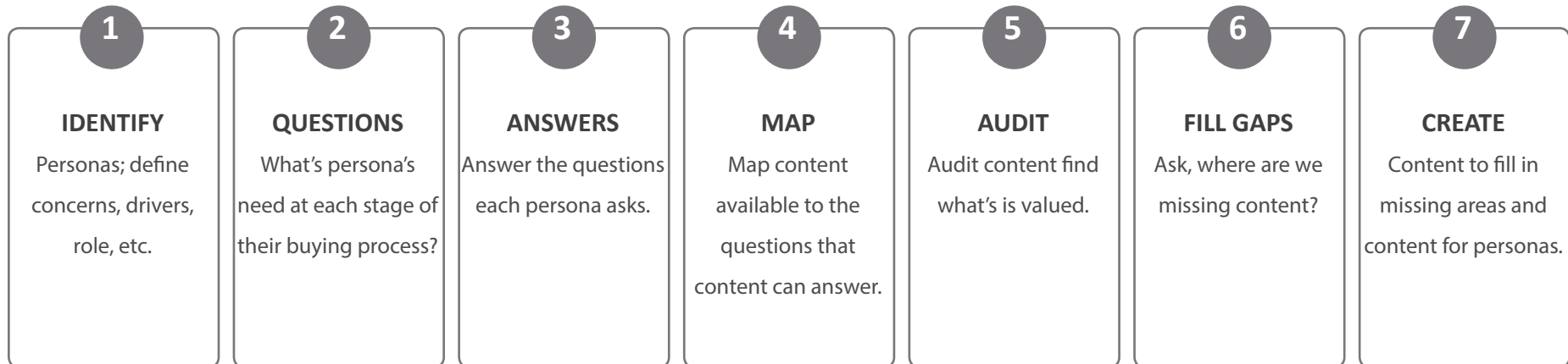
1. What services do clients/prospects most want and need?
2. What are the core strengths of our organization?
3. How do people feel after they use our services?
4. What are customers trying to accomplish by using our products/services?
5. Describe typical customer (needs, desires, preferences, fears, pain, etc.).
6. Who is our competition? (please list at least 3-5 competitors)
7. What sets our company apart, value proposition or point of differentiation in branded position?
8. How do prospects find us (how do we want them to find us)?
9. What are the central keywords/trigger words that prospects might use to find us online?
10. What is our target location (international/national/regional/state/local)?

Content Basics

- » Create content that directly relates to the core of our business.
- » Procure a varied collection of writers, including employees, customers, and influencer in our space.
- » Create a transparent branded story about our company.
- » Keep our audiences' content consumption behaviors in mind using listening techniques and analytics.
- » Create a custom query string to bring up content types.

Before deploying content or marketing it is important to define stages within our sales funnel by identifying individuals in the customer lifecycle. We need to understand what content each persona digests, what they need and create a map. Each persona within each industry/market is then aligned with the CRM (customer flow so consumers can be identified, segmented and fed the appropriate content at the appropriate time). Combined with insight from internal resources and practicing unified marketing we can develop intelligent content strategy constantly measuring metrics and filling gaps as necessary.

- » Social listening – What are people interacting with?
- » Interview prospects and customers
- » Interviews with people we want to become customers
- » Customer surveys (Email DB)
- » Google consumer surveys (<http://www.google.com/insights/consumer-surveys/home>)
- » Internal workshop with different teams (resolution center, sales) to provide insights.



Once we finalize identifying personas, we utilize internal resources using the methods noted in the personas section. We can determine questions that personas would ask as they move through each stage of the buying process. Since the buying process can vary for different industries and personas, for now it is broken down into six basic stages and can be refined accordingly. It's important to note that not all personas will be involved in all stages of the buying process.

Persona:**Questions****Early**

Education about what issues they are
unaware of

- 1.
- 2.
- 3.

Early mid

Education on what to fix

- 1.
- 2.
- 3.

Early late

Education on what solutions are available

- 1.
- 2.
- 3.

Mid

Demonstration of expertise

- 1.
- 2.
- 3.

Mid late

Value proposition, differentiation of services
or company

- 1.
- 2.
- 3.

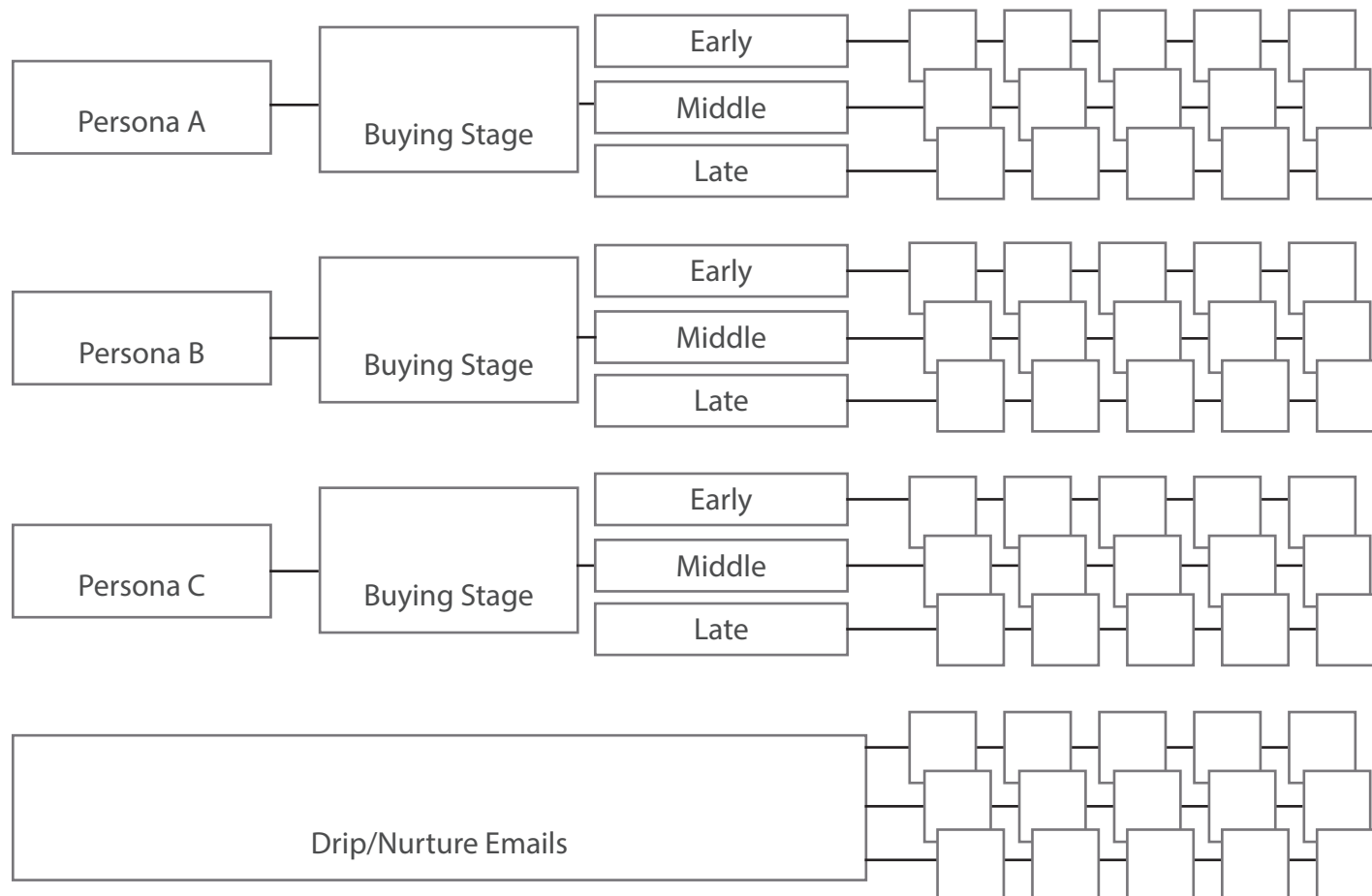
Late

Validation of product, services or company

- 1.
- 2.
- 3.

Once the personas have been identified and it has been determined what type of questions, resources, needs each would have during their buying cycle we can begin to map out content that drives our predetermined goals and metrics for each persona. The content is segmented and served to the customer depending on what actions or triggers are documented inside our CRM and marketing automation software. Then we define categories and topics that fit with each persona and publish only in those verticals.

As we begin to move through each persona's customer lifecycle we monitor, adjust and test how and where we need to improve. Our predetermined metrics will help us define success and also show ROI on our new content marketing strategy. Remember "Content Marketing is like exercising. You know it's important. You don't really doubt it will produce results at some point. But you're also probably going to quit after 3 weeks. That's just how it goes with anything that requires long-term, consistent effort."



The greatest part of about creating content relevant to our business is that it has multiple uses. Much of the content developed can be reused and feed to several different areas of marketing or the business. Paired with the right channel, resource, or partnership it can help to drive one-off marketing effort, conversions or show thought leadership within the market.

- » Content paired with promotions
- » Content can drive event traffic
- » Co-created content builds reciprocal links and partnerships
- » Sharing existing content
 - Once a month choose the top pieces of content we've found in the wild, adding our own thoughts and perspectives and then share the curated content. This takes some weight off our staff, keeps customers up to date on the industry and we serve as a gatekeeper to the best information for them, offering readers a free resource/service while keeping us top of mind. Remember to link to and give credit to the original content creators.

Interaction with content

Urtak

We should opt to end each piece of content with a survey, called Urtak, rather than open-ended comments. The yes or no questions allow for reader feedback that is quantifiable and are generally less attractive to comment trolls. For readers, it offers a way to engage without much friction — it gives users something to click on — which is, after all, a key feature that separates the web from print. Social polling for posts; 10x more engagement than comments

To be clear, Multi-Content Funnels is not a new Google Analytics feature, but rather a specific application of the existing Multi-Channel Funnels reporting features that illustrates the direct and indirect effects of our website content instead of your marketing channels.

Building Content-Based Channel Groupings

The first major application of Multi-Channel Funnels for content marketing is to create Channel Groupings based on our content, which will demonstrate the most common content paths users take to conversion over the course of multiple visits. We'll start by creating a new Channel Grouping within the Top Conversion Paths report. We'll want to group the major content sections of our blog/website together into channels. For example, a Channel Grouping that corresponds to "Financial Planning" section of our website would includes any landing page URL containing "/" financial-planning" and track the user interaction through a conversion funnel.

Top Content Conversion Paths

Once the content-based Channel Groupings are set up, we're able to access the Top Conversion Paths report, which instantly becomes our best friend as content marketers because it shows how many visits it takes before visitors convert, and how they start their website experiences for each visit. We can use the Channel Groupings that correspond to specific content sections or we can apply even broader Channel Groupings to provide a high-level view of the most common content paths towards conversion by marketing intent, consumer action, or both.

Channel Groupings Based on Buying Cycle Path

Creating Channel Groupings based on marketing intent and the consumer buying cycle requires a deep understanding of how consumer interact with your website. These Channel Groupings can be created by combining multiple sections of the website when constructing each Channel Grouping, depending on which phase of the buying process they facilitate. Pairing this information with traffic and conversion data makes it clear where to focus resources for new types of content, content edits, and expansion of existing website content, as well as demonstrates which parts of our content marketing strategy are driving results.

Looking beyond the most popular conversion paths, some customer's research processes can see them returning to the website 50 times or more before they are confident in their conversion decision. As a student of web analytics, the next question is whether this conversion path is long because it should be, or is it fraught with unnecessary abandonment that can be overcome with improvements to the content?

Long Conversion Path:

To demonstrate the ROI of our content we can determine the Value of Specific Content with Conversion Segments. Channel Groupings are half the fun because they can only help to organize and present data. To determine the value of specific types of content, we need to create custom Conversion Segments to pair with Channel Groupings.

Content-Based Conversion Segments in Multi-Channel Funnels:

Custom Conversion Segments are easy to create and work just like any other segments in Google Analytics, however, these also include the ability to segment-based interaction: First interaction, last interaction, any interaction, and assisting interaction.

Custom Conversion Segment Setup:

This segment captures conversions where the last visit on the conversion path landed on the blog. Most of Google Analytics conversion reports are based on the last interaction, but this segment allows you to explicitly specify between first interaction, last interaction, any interaction, and assisting interactions.

As a content marketer, discovering some blogs assist 150 percent more conversions than they produce directly was a powerful revelation, one that was made possible by content-based Channel Groupings and Conversion Segments applied to Google Analytics Multi-Channel Funnels.

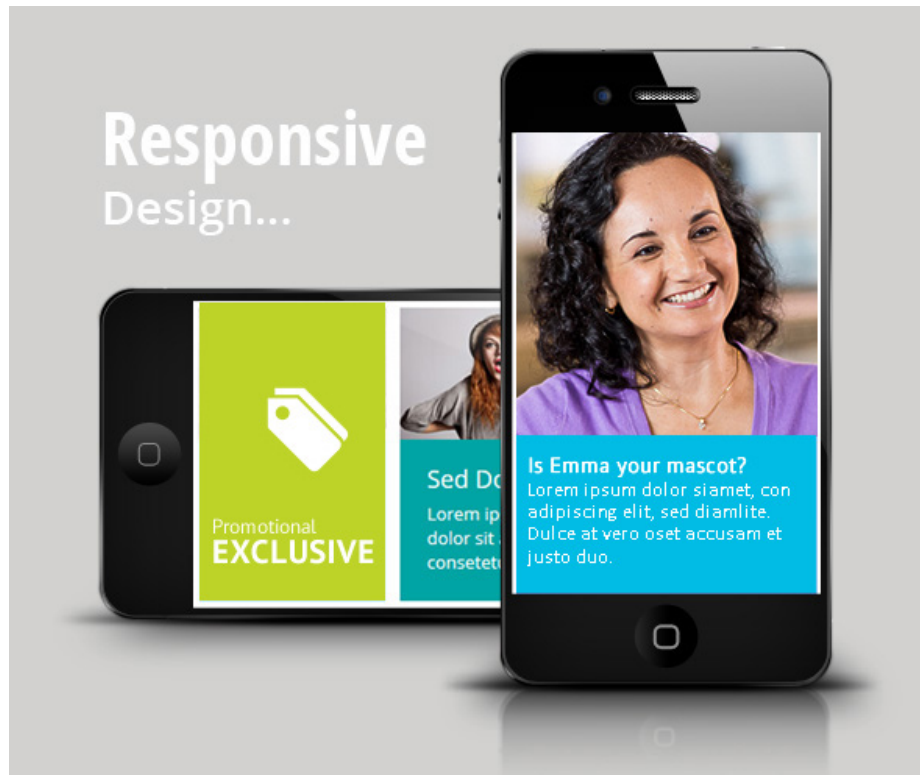
The Many Uses of Multi-Channel Funnels for Inbound Marketing

Understanding how consumers interact with your website content is the first step in providing them with the best experience possible – the primary goal of every modern SEO and content marketer. Those who understand and execute content strategy with this knowledge in mind continue to drive highly efficient campaigns. The Google Analytics Multi-Channel Funnels with content-based segments and groupings, or Multi-Content Funnels, provides us with several new ways to leverage these reports, boost our content marketing efforts, and better serve our current and potential consumers.

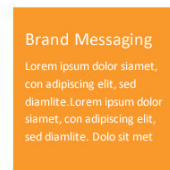
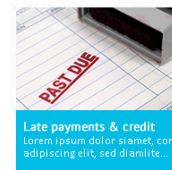
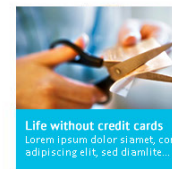
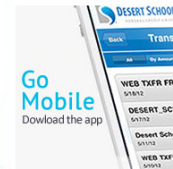
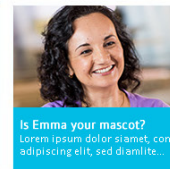
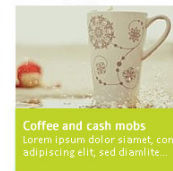
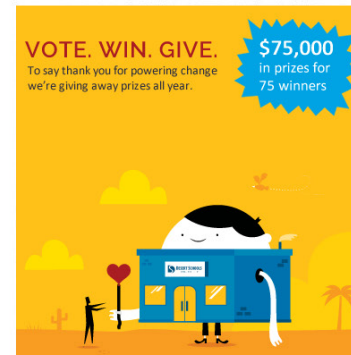
41 BLOG EMAIL

Customers can opt in to email communications on the blog, we can also promote in other places on the website to start building our marketing database. Initially we will have to use SubscriberMail to send this out but can be transitioned into another solution when we are ready.

The blog email will curate articles, product updates, social events and highlight the most recent, most popular and recommended company information of the month. Not only does this serve a business objective but it will serve as another vehicle to promote Shine On to an audience that might not have engaged else where.



Special promotional messaing goes here



SPECIAL PROMOTIONS

SUBSCRIBE NOW!



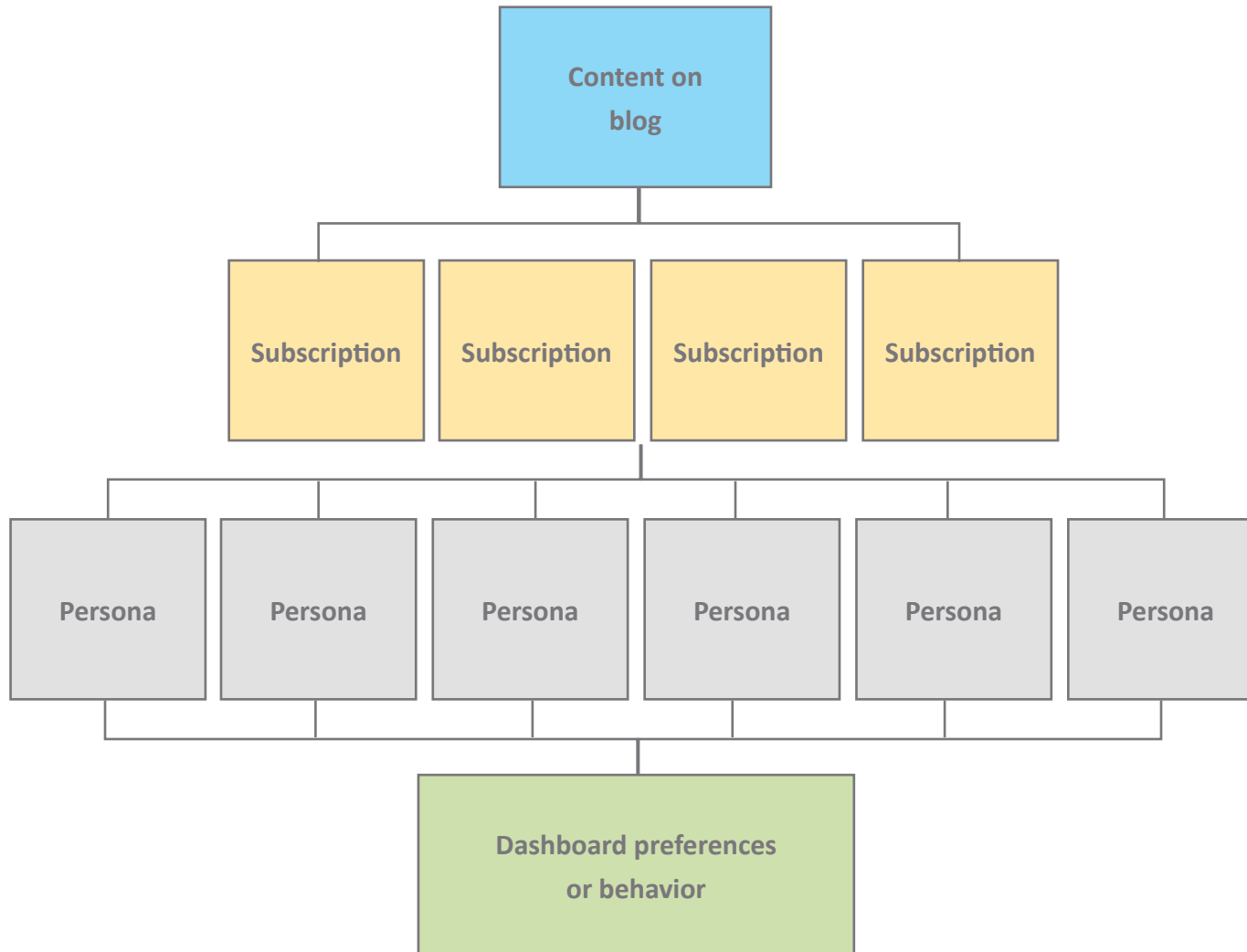
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Phoenix, AZ 85207
newsletter@desertschools.org

Recommend
Most recent
Most popular
Promotional
Larry Fitzgerald
Auto Refinancing

Newsletter
Forward
Unsubscribe
Home

41 NEWSLETTER CONTENT DISTRIBUTION

We should never spam the newsletter – only sending to those who gave permission and as required offer opt-out links. The newsletter content will match the prospects' interests by segmenting our database, packaging recent published content and pre-planning lead nurturing campaigns based on persona and behavioral data



MEMBER
Communication

WIN

This postcard can go out to our entire member base but to be most cost effective it can be limited to our most profitable member tiers. This would be members who are consuming two or more products depending on type. The messaging will focus on our 75th celebration and thanking them for letting us serve the community by awarding prizes weekly and secondary messaging around the non-profit grants and voting. To make it more personable and relevant variable printing with names might be something to explore.



The power of giving moves us all forward.

The day you become a member, partner or employee of Desert Schools, you're part of something big. Each year we create change, impacting lives while giving back to the community - and you make it possible.

Get to know the six \$7,500 grant recipients at **ShineOnAZ.org**. Then cast your vote for your favorite organization online. The winning organization will receive an additional \$30,000 grant!

To learn more about our year-long celebration and how you can participate, visit **ShineOnAZ.org**.

Desert Schools Federal Credit Union
Federally insured by the NCUA



DESERT SCHOOLS
FEDERAL CREDIT UNION
P.O. Box 2945, Phoenix, AZ 85062-2945

45 TARGETED DIRECT MAIL

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46 ACCOUNT MESSAGING

The account messages is an obvious way to reach members where they live. The content in this message will be similar to the general direct mail piece and focus on our 75th celebration and thanking them for letting us serve the community by awarding prizes weekly and secondary messaging around the non-profit grants and voting. To make it more personable and relevant we can account holder names.

- » Schedule periodically throughout the contest
- » Announce social contests
- » Announce contest winners



48 BRANCH KIOSKS

The traditional branches can have tabletop kiosks or floor kiosks. They will be touchscreen, vinyl wrapped and allow customers to learn about the nonprofits, vote, share on social media and watch the video. Since they are iPads we can include functions like augmented reality where users can take photos of themselves at the branch on a background like DS Live. After the contest is over they be re-purposed to fulfill a business objectives by offering modern lead capture, online account opening and other marketing functions.

Cost:

- » Kiosk \$1,000-\$1,400/ea
- » Software - TBD

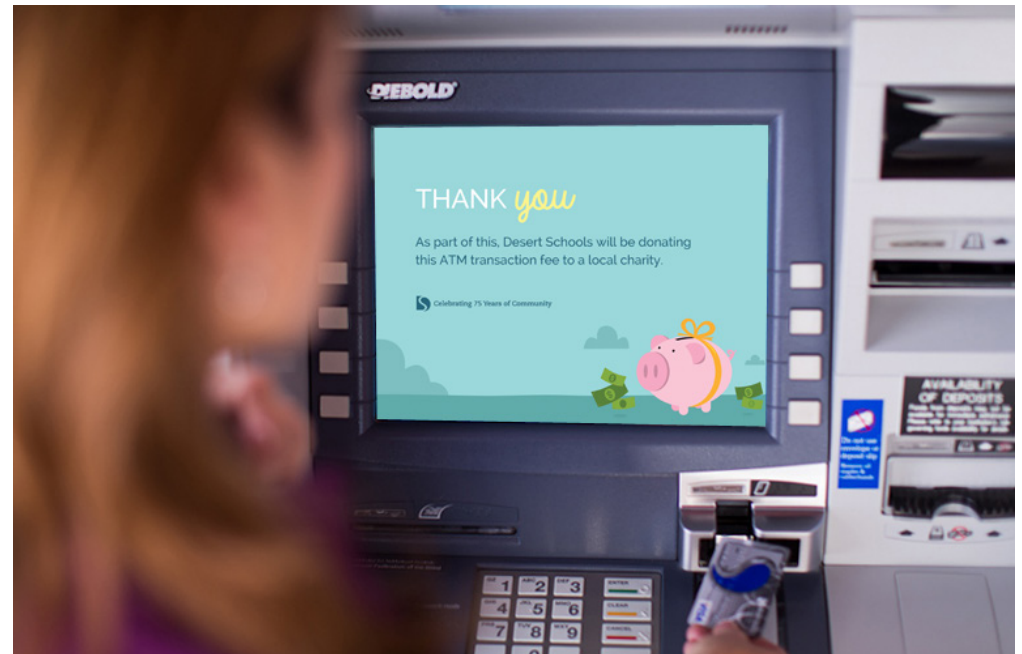
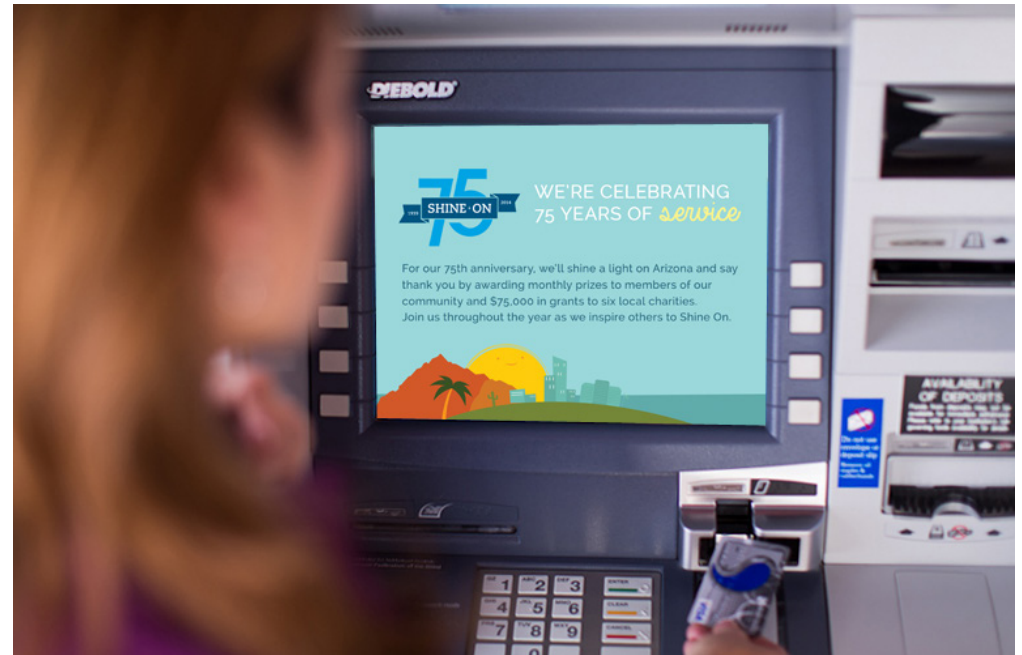


50 ATM

ATM messaging will focus on our 75th celebration and thanking them for letting us serve the community by awarding prizes weekly and secondary messaging around the non-profit grants and voting.

Specific ATM Locations

ATMs in high traffic areas where users are typically non-members will have a unique fee confirmation screen. At the end of the session it will let them know that as part of Shine On a portion of their ATM fee will be donated to charity subsidizing our million dollar promise



INTERNAL
Communication

WIN

The Shine On messaging keys into starting a movement, to helps us deliver on our objective to create that movement and reach our \$1 million promise we need to engage our employee base to give, vote and win just as we are members of the community.

Weekly Volunteer Contest

Each employee with specific amount of volunteer hours is added into a drawing for a weekly prize. These prizes can range in value depending on budget. Each weekly winner is entered into the final drawing for an iPad mini with a custom Shine On branded case.

Branch Competition

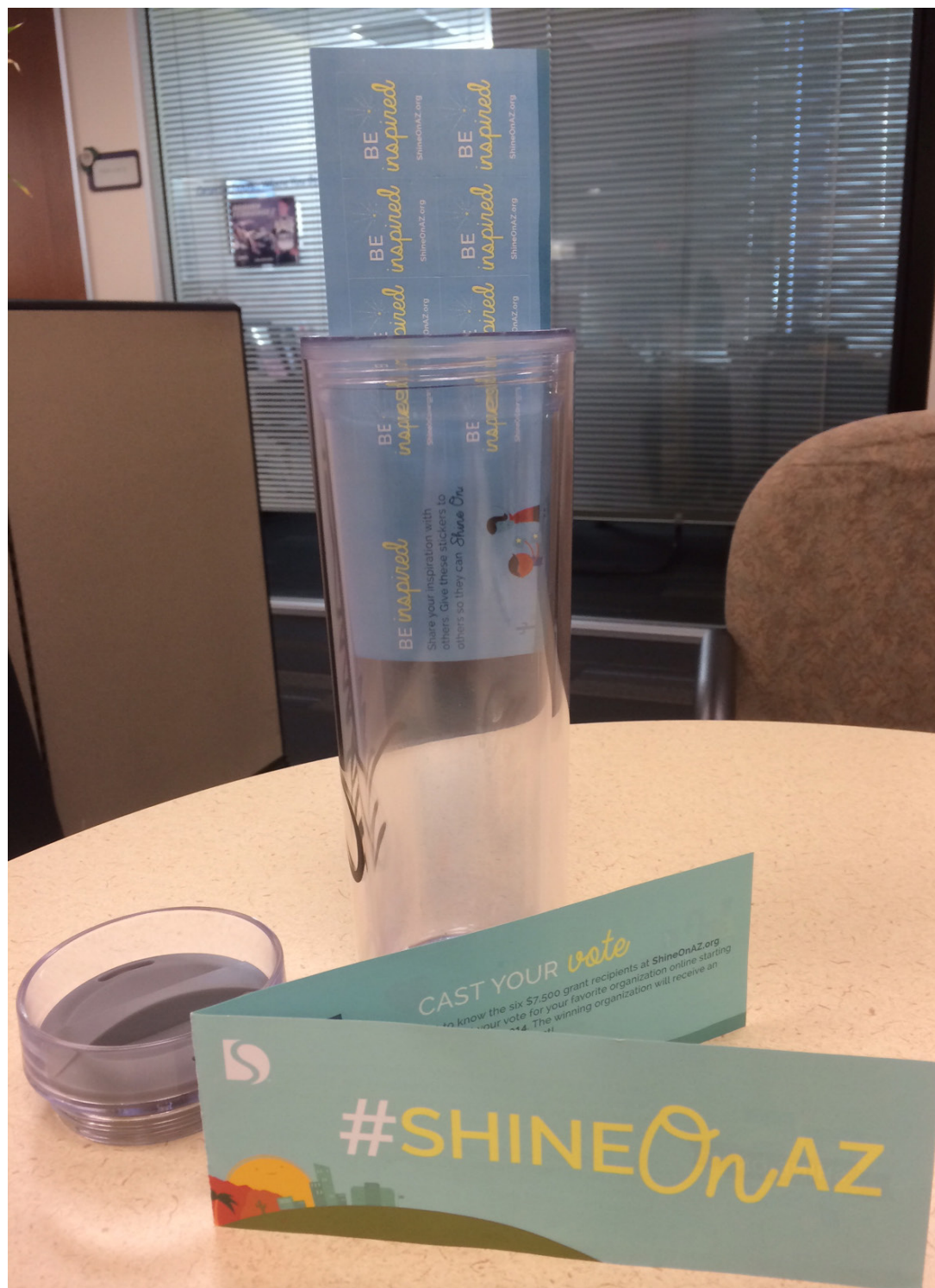
Because the branch employees are the face of our organization it's important that they are excited about our 75th so they feel inclined to spread the word to our customers. Since their volunteering opportunities are limited by their need to be in the branch to reach goals we need to activate them using their incentives. To do so we tie an incentive percentage bump, for the branch with the most volunteer hours as a group gets 2% added to their fourth quarter incentives. This fosters a competitive environment but also builds on our core values as a company, increases team building and morale.

CU Online

For CU online our presence should be changing throughout the year. Promoting our internal contests and opportunities to join the campaign. Rather than a static page or banner we need solicit our employees to vote and share on social media as much as possible. By using their Deserts Schools email address we can segment them out of the algorithm.

Employee Bottle and Insert

The employee insert will be customized messaging thanking them for their service, affirming our core values and how Shine On helps us deliver on those values. It will solicit them to vote but also let them know about the opportunities they will have to participate in the campaign by winning, giving, and voting.



People feel more involved when there is some fun involved and campaigns are personal. The concept behind Let Yourself Shine is the opportunity to have some fun by donating a \$5-\$10 for an Shine On avatar to be created in your image. They can include stands to display at your desk, Velcro tabs to interact or hang with other internal items such as the elevator wraps.

It will be printed and mounted to foam core and delivered to your office/desk. With the avatar deliver will be a thank you message from Desert Schools for being a part of our success and instructions on how to give back in other ways such as:

- » Share on social media with proper URLs and tags
- » Vote on ShineOnAZ.org and share on social
- » Volunteer on portal
- » Donate to wear jeans
- » Bank with DSFCU if you don't already

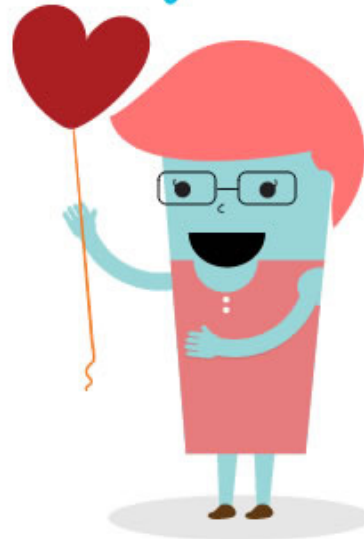
Susan Frank



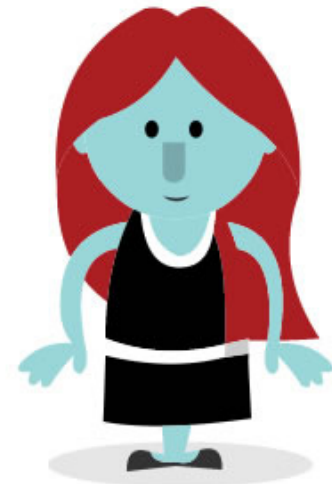
Joshua Reach



Cathy Graham



Kari Watts











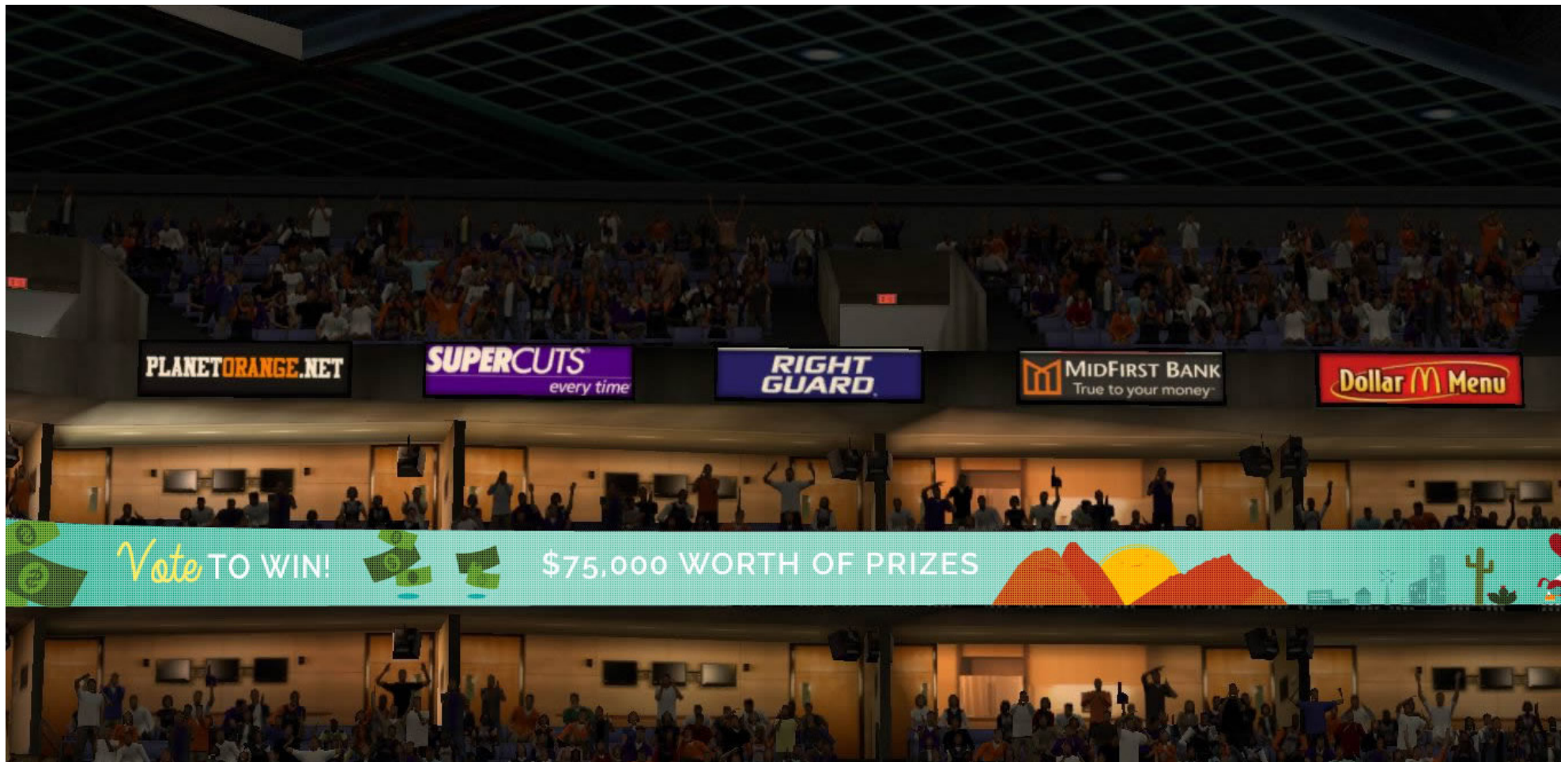
VIRAL
marketing

- Activity could be for employees, members, or general public
- Create “race” (can be scaled)
- o Throughout Phoenix (with each participant signing a liability waiver)
- o Throughout a venue like Phoenix Zoo
- Teams register (if fee is charged, it all goes back to the community)
- All teams start at a central location, for registration and to receive their first clue
- Each destination along the race will be at one of our non-profit partners (or participating in an activity with a non-profit partner). The activity at each stop would be some type of service activity.
- Upon completion of the activity, they receive a clue to their next destination. (Cell phones are allowed!)
- All teams finish at a central location for some sort of refreshments or celebration.
- Award prizes to top finishers, best team costumes, etc.

SPORTS
partnerships

WIN

According to NBA.com the Suns attendance is averaging 14,368 on average. Not yet midway into the season they total 244,266 total. This gives us the remainder of the year to promote to an audience equal or greater driving traffic to Shine On. As with other unbranded channels the focus will be on winning a weekly prize, the grand prize Camaro and thanking Arizona.





DS Live

A custom background for the photo experience can be created and a low cost incentive can be given away to those who select it. On the background and in the following DS Live emails we can promote aspects of the campaign.



66 DS LIVE KIOSKS

We can also utilize the existing kiosks with the same software that is used on the branch kiosks. They will be touchscreen, vinyl wrapped and allow customers to learn about the nonprofits, vote, share on social media and watch the video. After the contest is over they be re-purposed to fulfill a business objectives by offering modern lead capture, online account opening and other marketing functions.



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Partner ATM locations

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