

## **2021-2022 Club Achievement Competition: Public Service**

### **Overview**

After a 3 year hiatus of Ad 2 Austin's Public Service Team, Chris Welhausen, immediate past president, was extremely hesitant to revive the team fully knowing the amount of work and dedication that's required. Low and behold two driven advertisers: Blake Cochran and Christina Van Essen applied for board positions ready to restart the public service team from scratch. One, the most assiduous media planner in the state of Texas; the other, a creative with skills that were matched by no other. Together they formed Ad 2 360. Over the course of the fiscal year they had branded themselves, built a team of outstanding individuals, partnered with CASA (Court Appointed Special Advocates) of Travis County, and are now building a full service campaign to bolster the success of one of their largest events of the year.

### **About AD 2 360: The Austin Public Service Team**

We started with a blank page and a short list of goals. Immediate needs were to create and brand our public service agency in order to find a client and recruit a team. We dreamt of the people that would soon join the team and desired to find ones that had passion, drive, and excitement to provide pro-bono work for a well deserving non-profit. To build such a team, we did a variety of exercises to define our mission and archetype. The name and logo of the Austin public service team was inspired by the iconic Austin landmark and the 360 bridge (Exhibit 1). While also being very recognizable and familiar to Austinites, 360 represents the concept of coming full circle and our desire to provide wrap-around support for the non-profit we would soon partner with. After creating agency branding, we were ready to find a client.

### **Client Selection**

The number of Austin based non-profits caring for nearly every facet of the Austin community was emotional to say the least. The options were endless. Every non-profit deserves pro-bono work, and we suddenly held the keys to benefit one. We leveraged the Amplify Austin list of local nonprofits and started to create a short-list of potential clients. It came down to what cause we were passionate about and what has the potential to motivate us to keep working when our personal lives and 9-5's became overwhelming.

Our creative director grew up with multiple kids in the foster care system (Exhibit 2) and regularly worked with CASA workers who were important advocates in the lives of her brothers and sisters. She loved how invested the CASA volunteers were in the success and best interest of each child. Our Account Director cycled 1,700 miles with Pedal the Pacific to educate and mobilize community members to advocate against child sex trafficking. She worked with a team of 10 to raise \$257,689 for The Refuge for Domestic Minor Sex Trafficking (Exhibit 3). The unfortunate reality is that kids in the foster care system are statistically most at risk of being trafficked. Through these shared passions, CASA of Travis County was at the top of our list. CASA exists to promote and protect the best interest of children who have been abused or neglected. Volunteers advocate for the children in courts, in schools, and in our community to help them find safe, permanent, and loving homes. CASA workers are a consistent familiar face in a child's life and these volunteers have the power to ensure the child is valued and protected. We had multiple calls with CASA, and they enthusiastically provided multiple ways for us to partner with them (Exhibit 4). We were most excited to work on their annual CASA Superhero Run, a 5K fun run. Out of all the options, it provided the most creative freedom and ability to make it our own.

## **Goals of the Project**

### **Goal #1: Build the public service team for Ad 2 Austin.**

We wanted to recruit a team that would set up Ad 2 Austin's public service team for years to come. We had a goal of recruiting a minimum of 10 people to work on the year long project. After defining scope of work with CASA of Travis County, we solidified the seats needed to be filled (Exhibit 5). We built a team through the power of word of mouth, and created a google forum outlining the task at hand and scope of work so people could apply (Exhibit 6). From there we began talking to people and sharing the opportunity. We posted in Facebook groups (Exhibit 7), on personal LinkedIn pages (Exhibit 8), in company announcement slack channels (Exhibit 9) and requested the Ad 2 Austin board to share the opportunity (Exhibit 10). We were delighted to find that Austin advertising professionals were eager to donate their time and skills. We interviewed each candidate that applied and asked a series of questions regarding area of expertise, desired opportunity, and most importantly why they were excited to work

with CASA of Travis County. Nearly everyone on our team had either a personal connection to CASA or strong motivation to serve and support the incredible work they are doing. Our team meets twice a month at a local brewery or coffee shop to work on the project (Exhibit 11).

## **Goal #2: Create a successful campaign for the CASA Superhero Run**

### **Subgoal 1: Build awareness for the annual CASA Superhero run.**

When researching fun runs, we found this quote "[fun runs are] woefully inefficient ways to raise funds," says Sandra Miniutti of New Jersey-based non-profit rating service Charity Navigator. "They're more about brand awareness." Our team decided it was important to latch onto building up awareness of CASA using the platform of the Superhero run. This is more than just another fun run. CASA of Travis County directly impacts children in need in the community. Dedicated advocates trained and educated by CASA are the superheroes that make the impact. We want to celebrate the CASA volunteers, deepen people's understanding and awareness of CASA's mission, and empower individuals to become CASA advocates. We don't believe that this run is "woefully inefficient;" this 5K is an opportunity to advocate for the children and families in foster care. To run is to champion the heroes of CASA.

### **Subgoal 2: Establish formal peer-to-peer fundraising and develop the tools to increase donations.**

Every year the CASA Superhero run has a peer to peer fundraising aspect. This is not typically one of the event's largest drivers, but our team felt as if there was an opportunity to increase peer to peer donations by providing a media toolkit and collateral to educate their network on who CASA is and their impact. Peer-to-peer fundraising and team building is a great way to involve more people in the community who want to help raise money for the race.

### **Primary Research**

Three 30 minute interviews were conducted with committee members and past participants of the Superhero Run. The qualitative data derived from the 3 interviews is as follows:

- Austin running clubs have great potential to be more involved through more organized efforts.
- Peer-to-peer fundraising historically has not been an area of focus nor determined overall success of the event. There is a lack of involvement in the peer-to-peer aspect of the race.

- Local sponsors and corporations are open to posting content to their owned social channels, but lack social content provided far enough in advance to incorporate into their editorial calendar.

## **Secondary Research**

The Ad 2 360 team got together to perform research on competitors and other local fundraising events (Exhibit 12). With over 100 runs total and over 15 other non-profit runs each year, fun runs are a very saturated market in the Austin TX area (Exhibit 13). When looking at competitors, we focused on runs that were around the same size of 1,000 - 3,000 participants and were focused on giving back to the children of Travis County. From our research we learned that people are happy to participate in ATX fun runs, especially with the Superhero run being the first leg of the Austin Distance Challenge – a series of local running events starting in the fall and leading up to the Austin Marathon & Half Marathon in February. The races increase in distance as the series progresses, making the series a natural component of many Austin runners' training (Exhibit 14).

We found 4 key statistics that drove our overall strategy and big ideas:

- Austin ranked 36th out of the largest 50 cities in the U.S. in terms of charitable giving (Exhibit 15).
- Currently, the giving ratio in the Greater Austin area is 2.71% (Lowest in Texas) (Exhibit 15).
- People are generally more philanthropic toward the end of their lives, when they tend to have more savings, time, and motivation to help others. (Giving peaks at ages 61-75, when 77 percent of households donate, compared to just over 60 percent among households headed by someone 26-45 years old.) (Exhibit 16).
- Last year, the CARES Act legislation passed, in response to the pandemic, included a special tax deduction that allowed single and married tax filers to claim up to \$300 in cash charity donations.

Through these key research points, we divulged that people who were interested in running were not typically the ones who donate large dollars, and therefore the efforts of the fun run should not be as focused on revenue. Each of these pieces of research backed up our goals to focus on using the Superhero run to build more brand awareness for CASA.

## **Market Analysis**

Once we solidified our research findings, the team decided to conduct a SWOT analysis to further solidify our understanding of CASA in the current market (Exhibit 17). The opportunities stood out as a place for growth. The 2 key opportunities that supported our main goal of increasing brand awareness were:

- Race Calendar - The Superhero Run is the first leg of the Austin Distance Challenge.
- Accessibility - The event has a low barrier to entry. Anyone is welcome to participate through running, donating, raising awareness, and fundraising.

## **Target Audience**

The CASA Superhero Run is a very broad and accessible event with thousands of participants and demographics. The event's participants range anywhere from small children, to college kids, to fat cat donors who love to participate in lively events. We refined the many types of target markets (Exhibit 18) down to two psychographics: those who run (timed runners) and those who care (untimed runners).

- Those who run: Often driven by social causes, these are the active Austin runners. Whether they are training for their first Marathon or Half Marathon by joining the Austin Distance Challenge run series, or their goal is to walk or run their first 5k.
- Those who care: Austinites with a desire to give back to their community, whether they can or cannot participate in the actual race. This group includes Austin local businesses, young professionals, college students, parents + families of Kindergarten to 5th grade children.

## **Messaging**

With all the research and soul searching completed, the Ad 2 360 team unanimously agreed on the main concept to support our campaign: The Modern Superhero. In the past two years, the world has gone through many trials and tribulations, and the people who stand out are those with empathy and go out of their way to help those around them. Our team wanted to celebrate the ones out there who are the true superheroes of the modern world. The carers, the givers, the ones who you can undoubtedly rely on in hard times; the CASA workers.

Rarely does one consider themselves a superhero, but by highlighting the traits of a modern superhero, we highlight those who go out of their way to help others with a smile on their face. Even by simply participating in the Superhero Run, giving a little, and getting the word out, you too can make an impact and be super to someone in need. The tone of voice of the campaign is uplifting, inclusive, and generates excitement around the event. Typically CASA messaging is serious and heartfelt; with the Superhero Run, we have a chance to be playful and have childlike inspiration surrounding the event to get the public buzzing and posting about the run.

### **Creative**

The CASA Superhero Run of Travis County lacked a recognizable brand for the event. The old logo was outdated and in need of a refresh (Exhibit 19). Our team brainstormed and developed a new branding suite that would support the run for years to follow. We decided to create a brand around the iconic comic book style that is easily recognizable. We put an exciting spin on the old concept of a superhero by highlighting the Modern Superhero. See the working files and finalized branding created for the event (Exhibit 20). Our team is currently creating and delivering a comprehensive 6-month media strategy and creative suite for the 2022 Superhero Run that is digitally focused and includes event ideas and marketing insights. The creative delivered will include social media kits for donors and sponsors, activations, video content, and paid advertising.

### **Strategy**

Knowing that our focus and key performance indicator is brand awareness, our strategy is built around interactive and immersive events and experiences to generate buzz and further spread the word for the run. The strategy will include amplifying the ideas that:

1. People who don't have much money can feel supportive.
2. Fundraising and supporting a mission doesn't have to be at a fancy event or a large sum of money.
3. You can be a superhero for just a day and reap the long-term benefits.

## **Media Outreach**

As of the end of February, we have reached out to twenty media vendors requesting donated media through email (Exhibit 21). We have a goal of raising a minimum of \$50,000 in donated media.

## **Results Attained**

CASA of Travis County has a long track record of excellence and lasting impact for children who have been abused and/or neglected. Although the annual Superhero Run lacks consistent brand recognition and overall awareness, it is an important event to CASA's fundraising efforts. Ad 2 360's efforts to refresh the Superhero Run brand and reinforce awareness within the market will be measured once the campaign has run for 60 days. Our team will measure the current sign ups, donations, and intent of involvement against the results from the previous 3 years. Since the event was virtual for 2020 and 2021, the results will be mostly compared to the success in 2019. These are the key objectives we are looking to meet by the start of the CASA Superhero Run.

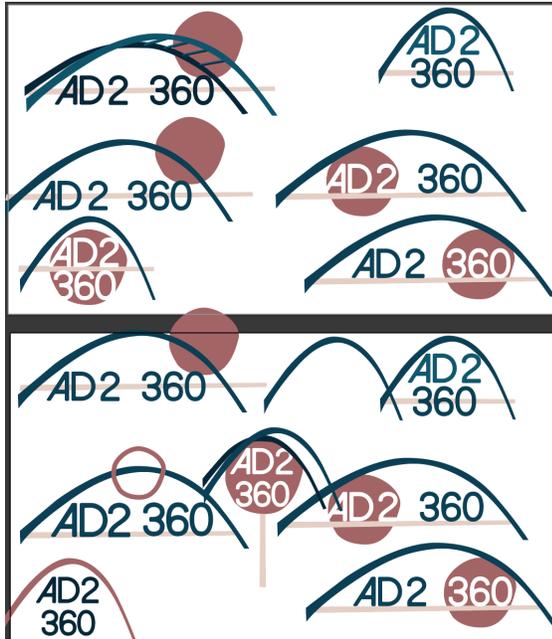
- Increase race registration by 1,000+ people
- Target prospective and historical audiences
- Focus on Central Texas + Surrounding Regions
- Create new overall branding
- Develop peer-to-peer fundraising strategy
- Strengthen overall CASA brand awareness

## **Conclusion**

Not only have we built a team of 10 incredibly talented young professions doing incredible work, we have also become great friends. Every time we work together, we constantly say how the work has inspired, fueled our passion and pushed us to work harder in our 9-5. We look forward to seeing and measuring the success of the overall campaign and sharing of the impact on stage at ADAMERICA.

# Exhibits

## Exhibit 1: Ad 2 360 Branding



Logo Font: Market Fresh

BODY FONT: PROXIMA NOVA

AD2 360

Lancashire cheese strings ricotta danish fontina cauliflower  
cheese edam bavarian bergkase when the cheese comes  
out everybody's happy. Soy cheese teleggio cut the cheese  
emmental halloumi gouda fondue melted cheese. Agedale  
everyone loves boursin mascarpone roquefort smelly cheese  
monterey jack croque monsieur. Manchego fromage frais.



**Exhibit 2: Blake's Foster Siblings**



**Exhibit 3: Christina's Bike Ride**



## Exhibit 4: Meetings with CASA



BBros Conf Room

## Exhibit 5: Scope of Work



**SCOPE OF WORK**

**CLIENT BACKGROUND**  
 CASA of Travis County educates and empowers diverse community volunteers who ensure each child's needs remain a priority in an overburdened child welfare system. Each year CASA of Travis County hosts a Superhero Run in September to raise awareness, engage community members and funding.

**PROJECT OBJECTIVE**  
 AD2 360 will provide pro bono branding, advertising and promotions for CASA of Travis County for the Superhero Run in September of 2022.

**DELIVERABLES**  
 AD2 360 will provide:

- Conduct interviews with the two CASA partner programs and up to 3 Council of Heroes Event Committee Members to understand where marketing support has been lacking in previous years
- Perform competitive research on competitive nonprofit event branding and placements
- Review existing branding, past campaign collateral and performance metrics
- Establish goals for event based on business objectives and brand needs
- Develop marketing strategy and execution plan
- Solicit pro-bono media from various publishers
- Create a dynamic multi-channel advertising campaign to promote the event
- Creative branding package
- Create a consumer profile for this event

— AD2 360 —

**ACCEPTANCE CRITERIA**  
 Throughout the entirety of the project:

- CASA of Travis County will provide feedback within 5 business days from delivery
- CASA of Travis County will receive up to 3 rounds of revisions before final deliverable for each identified deliverable. This means AD2 360 will implement up to two rounds of feedback.

**SCHEDULES AND MILESTONES**  
 Campaign Quarter 1 (Oct – Dec)  
 Begin Pre-Campaign Research  
 Begin Initial Strategy Development  
 Pre-Production Concept Development  
 Campaign Quarter 2 (Jan – Mar)  
 Solicitation of Vendor/Media Support (Solicitation will begin once CASA's Annual Budget is Approved by the Board – Approval anticipated in December 2021)  
 Conclude Pre-Campaign Research  
 Conclude Strategy Development  
 Production of all Creative  
 Pre-Launch Media Distribution Core Campaign  
 Launch Campaign (Estimated March 2022)  
 Quarter 3 (Apr – Jun)  
 Monitor and Optimize Campaign  
 Evaluation of Performance  
 National Advertising Conference (Ad 2 National Oral Presentation)  
 Deliver Jun-Sept Campaign Execution Plan to CASA of Travis County

**EXPECTED OUTCOMES**  
 This scope of work will conclude once the execution plan is handed off to CASA of Travis County. Once the entirety of the campaign has concluded if any additional work is requested by the client a new scope of work will need to be discussed between AD2 360 and CASA of Travis County.

**LICENCING**  
 The final deliverable includes complete license for the client to use the produced work on all forms of print, collateral, promotional materials, and digital media in whatever way and for however long the client wishes.

— AD2 360 —

## Exhibit 6: Team Application



### Ad 2 360 Application

Calling all students and professionals interested in advertising, marketing, and design aged 32 and under in the Austin area!

christinamariasvanessen@gmail.com [Switch account](#)

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Your email is not part of your response.

#### What is Ad 2 360?

Ad 2 360 is a volunteer-led agency built within Ad 2 Austin. We exist to create one pro-bono integrated marketing campaign for an Austin-based non-profit each fiscal year. In the end, the campaign is entered into the National AAF's Club Achievement Competition and Ad 2's National Public Service Competition at ADMERICA.

This year we are partnering with CASA of Travis County! CASA (Court Appointed Special Advocates) of Travis County exists to promote and protect the best interest of children who have been abused or neglected, by training volunteers to advocate for them in courts, in schools, and in our community to help them find safe, permanent, and loving homes.

We are currently recruiting for all positions within the agency and working to build out a team! We are looking for Austin-based students and young professionals (aged 32 and under) looking to give back to the community using the power of advertising and design.

Not only will you be giving back to the community and supporting an awesome non-profit there is also VALUE for YOU:

- The obvious...resume builder and portfolio addition
- Access to Ad 2 Austin Community Network, events, and HH's
- Creative FREEDOM
- Opportunity to take stabs at things that you may not get opportunities to at your 9-5
- Work with students and young professionals across Austin

Can't decide on a role? Interested in a role you don't have a lot of experience in? Multiple roles sound interesting? NO PROBLEM. Select what interests you and let's talk! Expect to hear from us within a week following your application submission to set up a quick connect.

Please note that this is a volunteer-led agency and agency members do not receive financial compensation.

#### My preference is... \*

- Lead - Put me in coach
- Support - I want to work on the project with direction/support
- I'll help wherever is needed - I can lead or support open to either

What does your weekly availability look like? (We are trying to gage your bandwidth - we totally know seasons are crazy and things pop up! Time is flexible, and we are all volunteering, we just want to be sure you have time to commit!) \*

Your answer

How excited are you to work on a campaign for CASA (Court Appointed Special Advocates) of Travis County?!

Your answer

#### Let's get into the good stuff...

Ad 2 360 Interest

#### Which position(s) are you interested in? \*

- Designer/Art Director - Have working knowledge in illustration, layout, 2d or 3D animation (or have a desire to learn), experience with brand identity creation, and great at working as a "multitool" in a group setting
- Copywriting - Strong narrative/storytelling abilities and producing engaging, clear text for different advertising channels
- Content Creator/Production - Photographer/Videographer/Production Artist. You're great at ideating in many forms of media.
- Research Analyst - All the data and numbers. I live and breathe current market research data and trends. Finding the WHAT.
- Strategy - Making really complicated things simple and digestible. Bringing everything back to the brand. Finding the WHY.
- Media Planning/Buying - Paid, owned or earned. Flowcharts all day. Live to create cool activations and bring creative to life. Finding the HOW.
- Project Management - ALL the details. Making sure we get things done. Emails and planning for days.

#### What interests you in the above position(s) selected? \*

Your answer

#### In this season, what are you feeling? \*

- I need another project. I am hungry and eager to learn!
- Dying with work, I can't even, BUT want to help!
- Who knows what is going to happen in this crazy world we live in... let's hop in a see how it goes!

#### My preference is... \*

- Lead - Put me in coach
- Support - I want to work on the project with direction/support
- I'll help wherever is needed - I can lead or support open to either

#### Talk soon!

Thank ya for getting this far...

#### Any questions for us?

Your answer

## Exhibit 7: Facebook Sharing



**Christina Van Essen**  
August 30, 2021 · 🌐

Looking for an opportunity to give back to the Austin community? Desire to network with young professionals and students across the Austin area? Need a great resume/portfolio builder? *Look no further.*

Ad 2 360 is currently recruiting for all positions within the volunteer-led agency and diligently working to build out our team! Don't miss out on this incredible opportunity to support CASA (Court Appointed Special Advocates) of Travis County!

Link to apply here: <https://forms.gle/78tuYU7sSjPNc7HW6>

Like Comment

Write a comment...

## Exhibit 8: LinkedIn Sharing



**Blake Cochran**  
Freelance Art Director / Designer at The Swallowtail Agency  
7mo · 🌐

I'm so excited to be apart of the Ad 2 Austin board for 2021 and 2022! I'll be the Public Service co chair with the talented [Christina Van Essen](#).

We are so excited to get started serving the Austin Texas community by using our unique skills to donate an advertising campaign to the wonderful CASA chapter here in Austin.

If you want to join our efforts we are working on building out a full advertising team of creatives, strategists, researchers, media planners and more! Use your skills to give back to the community while growing friendships, networking, and honestly... building a kick ass portfolio piece! (Plus we get to nationally present our work and compete at ADMERICA next year)

Fill out this form to apply and learn more: <https://lnkd.in/e78wN83k>

#austinadvertising #ad2

**AD 2 BOARD MEMBER 2021 & 2022!**

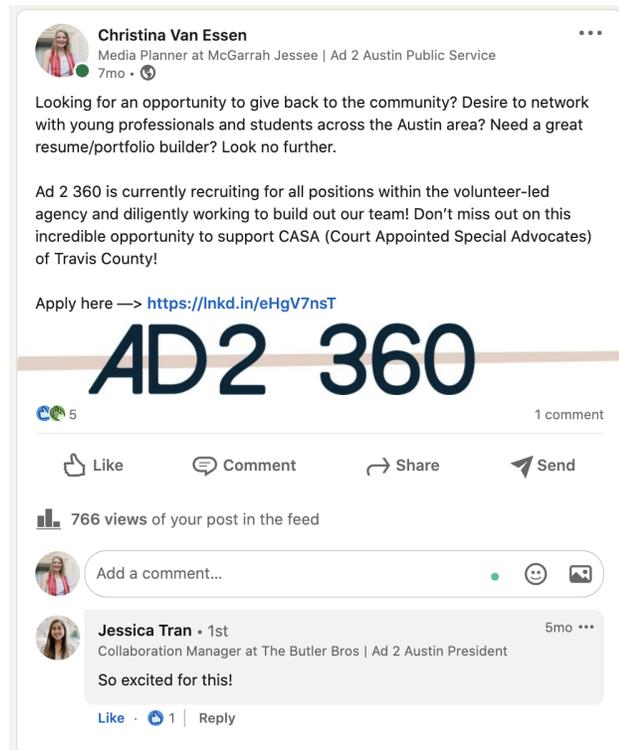
AD 2 360 PUBLIC SERVICE CO CHAIR

Alt text added  
Alt text was automatically added to your photo.  
You can adjust this text by editing your post. [Edit post](#) [Got it](#)

👍❤️ 23

Like Comment Share Send

638 views of your post in the feed



**Christina Van Essen**  
Media Planner at McGarrah Jessee | Ad 2 Austin Public Service  
7mo · 🌐

Looking for an opportunity to give back to the community? Desire to network with young professionals and students across the Austin area? Need a great resume/portfolio builder? Look no further.

Ad 2 360 is currently recruiting for all positions within the volunteer-led agency and diligently working to build out our team! Don't miss out on this incredible opportunity to support CASA (Court Appointed Special Advocates) of Travis County!

Apply here → <https://lnkd.in/eHgV7nsT>

**AD 2 360**

🌐 5 1 comment

Like Comment Share Send

766 views of your post in the feed

Add a comment...

**Jessica Tran** · 1st  
Collaboration Manager at The Butler Bros | Ad 2 Austin President  
So excited for this!  
5mo ...

Like · 🌐 1 | Reply

## Exhibit 9: Slack Sharing

# announcements ▾ Important all agency announcements only!  123

September 21st, 2021 ▾

 **Christina Van Essen** 2:02 PM

Hi @here!! Did you know as a McJ employee you are automatically apart of AAF and Ad2Austin?! Yep, thats right **flex** that corporate McJ membership status...

You might be thinking, "Cool. Great Christina. Why are you telling me this?"

**WELL A FEW REASONS, LET ME DO THE HONORS...**

FRIST - AAF/AD2 BIG WIG NOMINATIONS ARE OUT!!! Huge S/O to all of you lovely humans nominated for various Big Wigs awards this year! (@Bart Cleveland / @matthew / @mercedes / @carla / @Meredith Makhoul / @aj / @Roland Li) Vote for your people here!! Friendly reminder to get your votes in by TOMORROW (9/22)!!! (Pro Tip: 10 out of 10 recommend a "command F" search for "McGarrah Jessee")

SECOND - Are you looking for an opportunity to give back to the Austin community? Desire to network with young professionals and students across the Austin area? Need a great resume/portfolio builder? **Look no further.** Ad 2 360 is currently recruiting for all positions within our volunteer-led agency and diligently working to build out our team! Don't miss out on this incredible opportunity to support CASA (Court Appointed Special Advocates) of Travis County! Link to "apply" [here!](#) (edited)

 3  3 

 **2 replies** Last reply 5 months ago

## Exhibit 10: Social Media Sharing

# ad2\_general ▾  39

August 4th, 2021 ▾ 

 **Christina Van Essen** 9:51 AM

Hi @channel!! I hope everyone is having a great week!!

It is time to kick off recruiting for Public Service and **WE NEED YOUR HELP!** Please share on personal social accounts and send around to your network of people! Feel free to use the templates below or write up something fun! THANK YOU!!

Application Link: <https://forms.gle/78tuYU7sSjPnc7HW6>

**OPTION #1 (general post):**

Looking for an opportunity to give back to the community? Desire to network with young professionals and students across the Austin area? Need a great resume/portfolio builder? **Look no further.**

Ad 2 360 is currently recruiting for all positions within the volunteer-led agency and diligently working to build out our team! Don't miss out on this incredible opportunity to support CASA (Court Appointed Special Advocates) of Travis County!

Link to apply [here!](#)

**OPTION #2 (personalized ask):**

Hi \_\_\_\_! My club Ad 2 Austin, is currently looking for people to help with their volunteer-led agency Ad 2 360 to help support the Austin non-profit CASA! I immediately thought of you! If this is something you are interested in - fill out the application [here!](#) (edited)

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 **2 replies** Last reply 7 months ago

## Exhibit 11: Team Meetings



## Exhibit 12: General Race Research

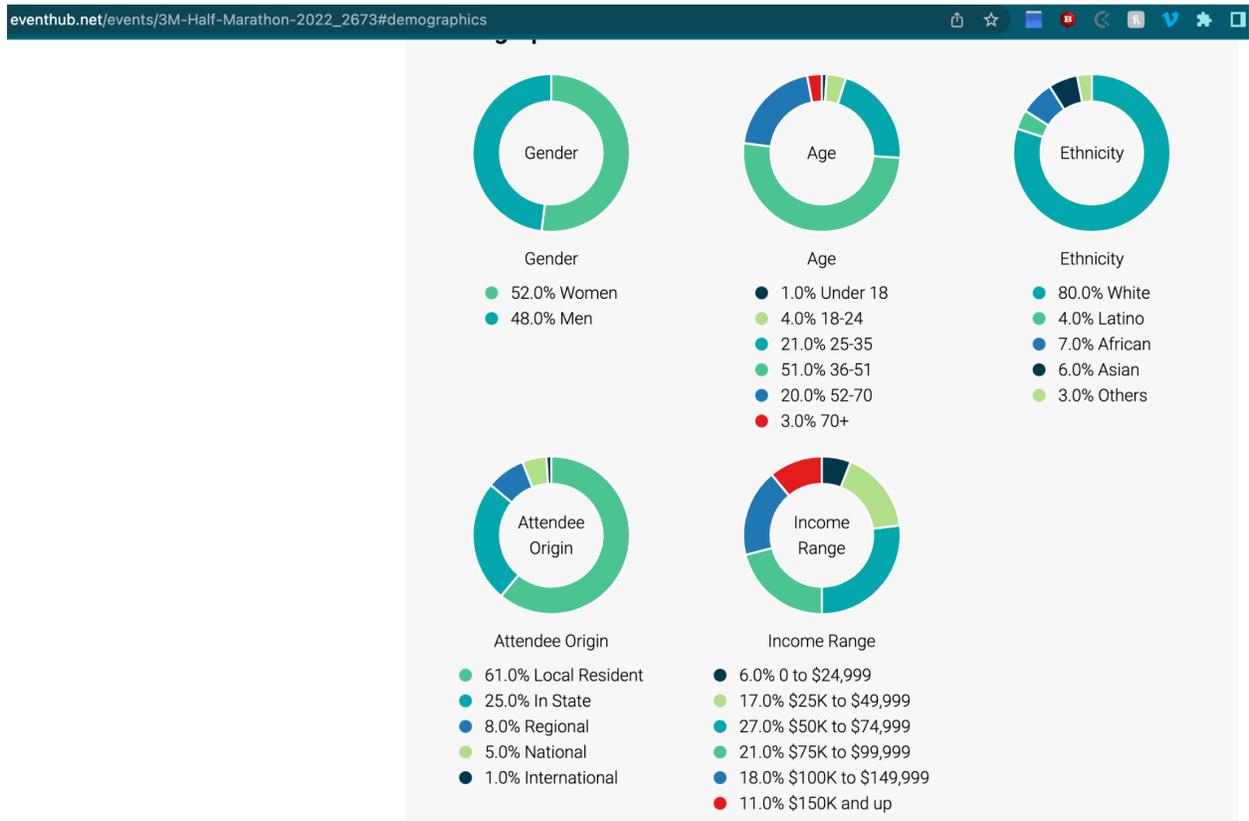


Exhibit 13: Competitors

# COMPETITIVE LANDSCAPE

RACE LOGO					
NON-PROFIT	Gazelle Foundation	Brady's Bridge	Community Options	St. Jude Children's Research Hospital	Austin Sunshine Camps
SOCIAL CAUSE	Providing clean water to the people of Burundi.	Developing an after-school care program for kids of all abilities	Support housing and employment of persons with disabilities	Raise money to fight childhood cancer and support the kids of St. Jude	Benefit historically underinvested youth in Central Texas through
DISTANCE	5k, 10 Mile, Kids K	5k, 1 Mile	5k	5K	5K, 10K, Kids 1K
RACE SIZE	1,000 - 5,000 People	100-500 People	1,000 - 5,000 People	100-500 People	500 - 1,000 People
SOCIAL PRESENCE	<a href="#">Facebook</a> <a href="#">Instagram</a> <a href="#">Youtube</a>	<a href="#">Facebook</a> <a href="#">Twitter</a> <a href="#">Instagram</a>	<a href="#">Instagram</a> <a href="#">Facebook</a>	<a href="#">Facebook</a>	<a href="#">Instagram</a> <a href="#">Facebook</a>
MAIN SPONSOR	Keller Williams	TBD	W.B. Mason	Amazon	HEB

Exhibit 14: Austin Distance Challenge Flyer



**DARE THE DISTANCE 2021-2022**

**CASA SUPERHERO 5K**  
September 12, 2021

**DAISY DASH 10K**  
October 24, 2021

**RUN FOR THE WATER**  
November 7, 2021

**DECKER CHALLENGE**  
January 2, 2022

**3M HALF MARATHON**  
January 23, 2022

**ASCENSION SETON AUSTIN MARATHON & HALF MARATHON**  
February 20, 2022

**AUSTIN DC DISTANCE CHALLENGE**  
AUSTIN RUNNERS CLUB

## Exhibit 15: Austin Charitable Donations Ranking

unitedwayaustin.org/how-does-austin-rank-in-charitable-donations/



United Way for  
Greater Austin

ABOUT ▾ OUR WORK ▾

# How Does Austin Rank in Charitable Donations?

Posted on by [Ricky Deakyne](#)

 How Much do Austinites donate to charity?

## How charitable is Austin compared to other cities in the U.S.?

In 2015, overall charitable giving in the United States increased 1.6% on a year-over-year basis. Additionally, online giving grew 9.2% in 2015 as compared to 2014 (Blackbaud "2015 Charitable Giving Report"). How does Austin's giving trends compare to those nationally?

Currently, the giving ratio in the Greater Austin area is 2.71%. This means that the average person living in our community donates 2.71% of their annual income to charity.

In comparison, Dallas's giving ratio is 3.77%, Houston's is 3.48% and San Antonio's is 3.29%—**making Austin the "least charitable" out of the largest four cities in Texas.**

## Exhibit 16: Giving Age

philanthropyroundtable.org/resource/who-gives-most-to-charity/

observe the general trend uncovered by each of these analyses: If you measure charitable donations as a fraction of the donor's income, giving is most robust at the top and bottom of the earnings spectrum.

People are generally more philanthropic toward the end of their lives, when they tend to have more savings, time, and motivation to help others. (Giving peaks at ages 61-75, when 77 percent of households donate, compared to just over 60 percent among households headed by someone 26-45 years old.) Some of the low-income givers charted on my "u-graph" are undoubtedly retirees who, while their annual incomes are modest, have accumulated wealth that allows them to be generous donors.

## Exhibit 17: SWOT

# SWOT ANALYSIS

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### STRENGTHS

- **Tangible impact** - CASA draws direct lines to what each dollar raise can accomplish
- **Active Audience** - Austinites are primed for fitness, health, and wellness

### OPPORTUNITIES

- **Race Calendar** - Superhero Run is the first leg of the Austin Distance Challenge
- **Accessibility** - Event has a low barrier to entry. Anyone is welcome to participate through running, donating, raising awareness, fundraising

### WEAKNESSES

- **Multiple Events** - CASA sponsored events competing with one another
- **Inconsistent Branding** - Leads to low awareness, brand recognition and recall

### THREATS

- **COVID-19** - Navigating the ever changing COVID19 landscape and people's hesitation of gathering in larger crowds
- **Saturated Market** - Austin has over 15 other non-profit runs each year

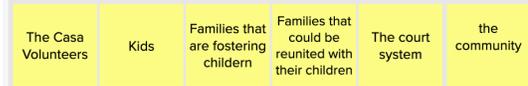


# Exhibit 18: Target Audience Brainstorming

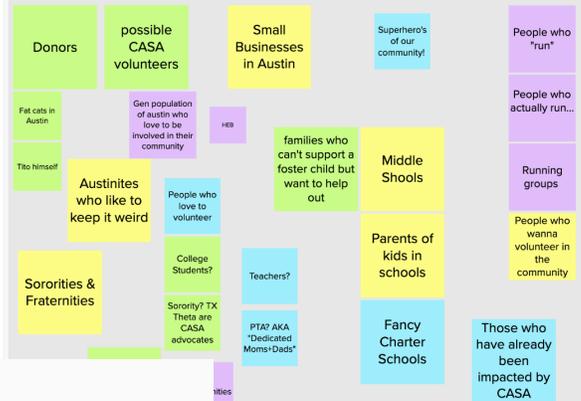
## Matters Most

Who matters most to the success of CASA in the context of our challenge statement?

Who will we impact?

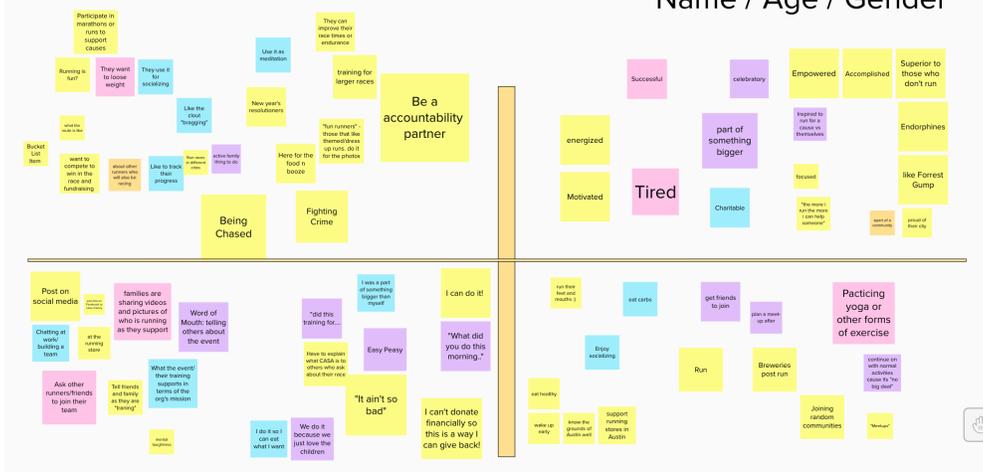


Who will do the impacting?



## CASA AUDIENCE: People who enjoy running in some form

Name / Age / Gender



## CASA AUDIENCE: Community groups and businesses of Austin

A group that can have one or a few runners and the rest of the group donates. Facebook groups, meetup groups, school groups, businesses

Name / Age / Gender

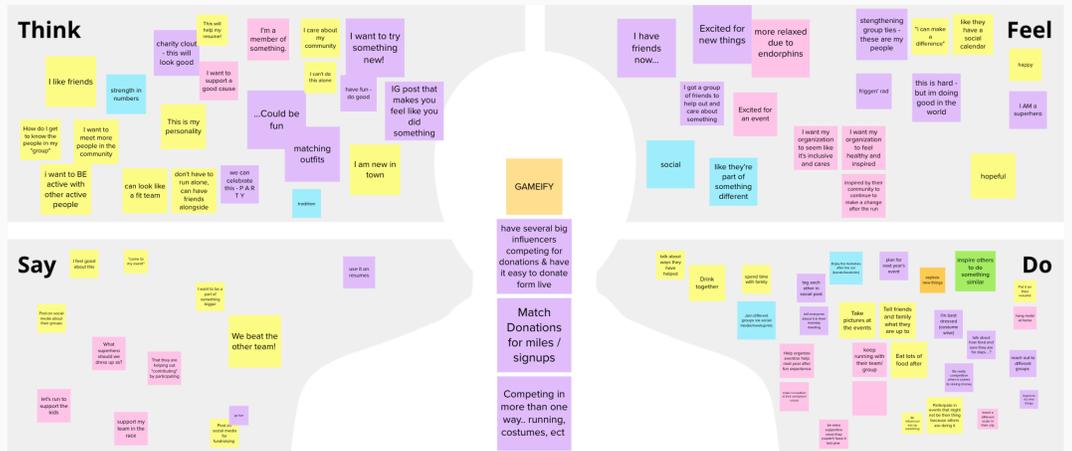


Exhibit 19: Old Superhero Run Logo



Exhibit 20: Proposed Superhero Run Branding (Finalizing by March 10th)



## Exhibit 21: Media Outreach Email

Hi [VENDOR NAME],

We are a part of Ad 2 360, a volunteer-led agency built within [Ad 2 Austin](#). We exist to create one pro-bono integrated marketing campaign for an Austin-based non-profit each fiscal year. In the end, the campaign will be entered into the National AAF's Club Achievement Competition and Ad 2's National Public Service Competition at [ADMERICA 2022](#).

This year we are partnering with [CASA of Travis County](#)! CASA (Court Appointed Special Advocates) of Travis County exists to promote and protect the best interest of children who have been abused or neglected. They do this by training volunteers to advocate for them in courts, in schools, and in our community to help them find safe, permanent, and loving homes. CASA of Travis County envisions a trained volunteer advocate, a safe home, and a promising future. We are providing a comprehensive 6-month media strategy and creative suite for the 2022 Superhero Run.

We are currently reaching out to potential partners for donated media. The creative our team makes will be shared with the great city of Austin by the generous dollars donated by our local advertising partners.

Not only will you be giving back to the community and supporting an awesome non-profit there is also VALUE for YOU:

- Logo representation on ADMERICA presentation and corresponding collateral on Ad 2 Austin
- Social Media Partnership Highlight posts on Ad2 Austin's social channels
- That *feel good feeling* you feel when you're apart of something bigger than yourself

We are still finalizing the strategy and target market, but high level campaign details are below:

- **Flights:** April 2022-September 2022 (Flighted/Always On Support)
- **Media Channels:** Open to any and all media channels
- **Geography:** Austin

Please note that this is a volunteer-led agency and agency members do not receive any financial compensation. Let us know if you have any questions at all!

Christina Van Essen  
Ad 2 Austin

## REMOVED

CASA of Travis County provides support, resources, and advocacy for the families and children in foster care. CASA of Travis County is the only top ten CASA programs in the foster care system that can help children have a more promising future because of dedicated volunteers supported by events like the Superhero Fun Run.