

Bread for the City Pre-Campaign Report

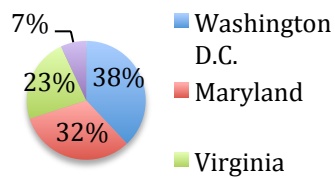
Client Overview

Client Profile: Bread for the City (BFC) is a non-profit organization based in Washington D.C. with mission to provide comprehensive services to the most vulnerable residents of the city in an atmosphere of dignity and respect. BFC was founded in 1974 as partnership between a downtown volunteer run free clinic and a coalition of churches to feed and clothe the poor. Since its humble origins, BFC has expanded to two stand-alone centers located in Northwest and Southeast D.C. respectively with 100 employees and a multitude of volunteers. BFC's website [<http://www.breadforthecity.org/>] was created in 2009 and is currently managed by Communications Manager Karen Byer. In the past, BFC has utilized offline advertising channels such as radio and print advertising campaigns. Recently the organization has moved from those outlets and is focusing more on social media platforms, such as Facebook and Twitter.

BFC identifies and operates as one of the few holistic care providers to the city's poor in an attempt to not only treat the symptoms, but ultimately to attempt to solve the root causes of systemic poverty. The table below is a breakdown of current services offered at their centers:

Service	Food Pantry	Clothing	Medical Care	Social Services	Legal Assistance
Details	Provides groceries to households up to 200% of poverty line	Gives seasonally appropriate clothing to children and adults	Onsite facilities support General, Pediatric, Vision, and Dental Care	Case work housing, assistance, pre-employment programs	Represents clients in a landlord-tenant disputes, Social Security, and family law matters
2014 Statistics	Feeds 8,409 people per month on average	Clothed 2,431 children and their families	Provided 2,671 individuals with 10,495 free medical visits	71% of PEP graduates found work or entered educational/job training program	18 full-time attorneys on staff and over 100 volunteer lawyers and paralegals

Market Analysis: In the context of the campaign, the "customers" BFC is competing for are potential donors rather than individuals seeking their services. Through the donation page of BFC's, they are able to receive donations from people across the globe; however, donor data from their 2014 fiscal year illustrates the vast majority of their donations (~ 93%) were from



Maryland, Virginia, and Washington D.C. BFC benefits from their long standing position and reputation in the community, and thus has an established network of repeat individual and corporate donors. That being said, the nonprofit charitable

industry in D.C. is highly saturated with over 4,200 registered public organizations according to the [Urban Institute](#). Data from [Blackbaud's 2014 Charitable Giving Report](#), forecasts that a medium sized charity (\$1M-\$10M revenue) like BFC should expect to see a 1.3% YTD increase in giving and a 9.7% YTD increase in online giving with the largest percent of donations (17.8%) occurring in December. BFC is able to leverage it's wide array of services in order to differentiate itself to donors as an institution which can maximize the impact of their contributions with [87.6%](#) total expenses spent on the programs and services it delivers.

Current Marketing: BFC's website is clean and easy to navigate allowing the user to learn more about the organization, donate, sign up for the newsletter, learn more about volunteer opportunities, or access their various social media outlets. The ease of use and depth of information are the main strengths of the website which contribute to a Google PageRank of 6/10. Although their webpage is a tremendous source of information on the expansive array of services offered by the organization, the initial landing page does not effectively convey this to the user without them traversing through additional pages. BFC also has a robust Twitter and Facebook presence with almost 7000 followers and 3500 page likes and uses these outlets to communicate with their supports directly and drive traffic to the website. BFC has not previously utilized Google Analytics, but we were able to install it on their website in order to gain some limited tracking insights. As of 3/30/15, the majority of site visitors are from D.C. (55%), Maryland (14%), and Virginia (9%). Additionally, 73% of visits to the site were from new visitors with a total bounce rate of 43%. In the past, BFC has utilized offline advertising channels such as radio and print advertising campaigns.

Conclusion: The Adwords campaign aligns with BFC's business needs by first attracting new user to their already well established online presence in order to supplement their legacy donor base. Secondly, we hope to raise awareness for newly launched programs such as an initiative to fund a full-time vision clinic. Finally, a goal of the campaign will be to increase the strength and visibility of the BFC brand as the leading holistic, poverty-combating charity in Washington D.C.

Proposed AdWords Strategy

Strategy: Our AdWords Search strategy consists of five AdWords Campaigns broken down into 11 AdGroups with 37 proposed AdWords. The first campaign, **BFC Brand Campaign**, focuses on the Bread for the City brand and pushes recognition of the organization and its variety of services. The second campaign, **Meals Campaign**, markets the meals services BFC offers, allowing people to find information not only on the BFC pantry but also on how to give to BFC's meals services. The third campaign, **Medical Campaign**, is for the BFC medical division, as Bread for the City has an entire department dedicated to medical services for those in need that few in the area know about. **General Giving Campaign** is directed towards those who are looking to give back to a nonprofit and are looking for a place to donate. Lastly, **Poverty Statistics Campaign** is dedicated to providing facts about those who in need in DC and the DMV. The table below further breaks down our strategy:

BFC Brand	Meals	Medical	General Giving	Poverty Statistics
Bread for the City Ad Group "Bread for the City" "BFC" BFC News"	Meal Cost Ad Group "Cost to feed a person" "Cost to feed a family"	Non Profit Medical Services Ad Group "Non profit medical"	Tax Deductible Ad Group "Tax deductible" +501c3 giving	Those in Need Ad Group "How many in need" +In need in DC +In need in DMV
"Bread for the City Mailing List" "BFC Mailing List"	Feed the Hungry Ad Group "Feed the hungry" "Help the hungry"	Optometrist Ad Group "Glasses cost" "Give sight"	Corporate Giving Ad Group +Matching gift +Corporate donation	"How many hungry people" +% hungry "without food"
"BFC Blog" [Non-profit blog] "Non profits in DC"	Food Pantry Ad Group +Local food pantries "DC food pantry" "Donate cans"	Medical Volunteer Ad Group "Medical volunteer opportunity"	DC Giving Ad Group "Give to local non profit" "Help community"	+How many homeless people "% homeless population" "homeless in DC" "homeless in DMV"

For the AdWords above, quotation marks indicate phrase matching, + symbols indicate broad search matching, and [] indicate exact matching. We will use the **Google Keywords Tool** to

determine further keywords within our Ad Groups, and monitor AdWords Search activity to determine which Ad Words have the best click-through rate and satisfy searchers the most. All five campaigns will be geo-targeted to the DC, Maryland, Virginia area in order to reach the relevant audience and optimize our budget.

Budget: Based on our research and our client's goals, we have decided to dedicate the majority of our budget towards the **Meals** and **BFC Brand** campaigns, closely followed by **Medical** and **Poverty Statistics**, and the least dedicated to **General Giving**. We plan to allocate a smaller budget the first week, in order to gather information and recognize strategies that best achieve our goals. The last two weeks will get an increased budget to better accomodate the more tailored campaigns. A breakdown of the budget is in table below:

	Brand 10%	Meals 30%	Medical Services 25%	General Giving 20%	Poverty Stats 15%
Week 1 20% (\$50.00)	\$5.00 (\$0.71/day)	\$15.00 (\$2.14/day)	\$12.50 (\$1.79/day)	\$10.00 (\$1.42/day)	\$7.50 (\$1.07/day)
Week 2 35% (\$87.50)	\$8.75 (\$1.25/day)	\$26.25 (\$3.75/day)	\$21.87 (\$3.12/day)	\$17.50 (\$2.50/day)	\$13.13 (\$1.87/day)
Week 3 45% (\$112.50)	\$11.25 (\$1.61/day)	\$33.75 (\$4.82/day)	\$28.12 (\$4.02/day)	\$22.50 (\$3.21/day)	\$16.87 (\$2.41/day)
Total (\$250.00)	\$25.00 (\$1.19/day)	\$75.00 (\$3.57/day)	\$62.50 (\$3.12/day)	\$50.00 (\$2.38/day)	\$37.50 (\$1.79/day)

Measuring Success: Our goals for the three week challenge period can be explained using the funnel model. Starting at the top, the first goal is to increase BFC's website session by 5% (5,700 to 5,985 sessions). From those increased sessions, our second goal is to increase blog views by 5% or 15 views (from 300 to 315 views). The third goal is to increase email subscriptions by 0.25% or 50 subscriptions (from 19,961 to 20,011 subscriptions). The final goal for the challenge is a 2% increase in donations in donation page views (from 300 to 306). Finally, those four goals contribute to a 1% increase in completed donations. The diagram on the right describes our success goals in more detail.

