

COMPANY CASE STUDY

PROBLEMS

The biggest challenge Project Elect faces is not a lack of belief in women's potential, but a gap between **awareness and action**. Many Latter-day Saint women already believe their voices matter in public service, yet they hesitate to seek leadership roles because they feel underprepared, overwhelmed by political systems, or unsure where to begin. The IMC plan identifies two different audience mindsets contributing to this gap: faith-oriented women who prefer in-person, non-partisan community support, and younger, socially conscious women who gravitate toward digital activism and value-based messaging. Without unified communication shaped for both groups, Project Elect risks spreading awareness without actually **building confidence, belonging, and momentum toward public service participation**.

STRATEGIES

To overcome this participation barrier, the IMC plan uses a **multi-platform ecosystem** where each channel reinforces Project Elect's message: women's voices matter in public service. The strategy focuses on storytelling, emotional empowerment, and interactive participation to move women from passive support to active involvement. Social media content—such as TikTok and Instagram reels, carousels, Facebook-group discussions, and story prompts—was designed to resonate with both personas through relatable narratives and opportunities to share personal experiences. Email campaigns expanded that momentum by educating audiences through historical women in leadership (such as Ada Lovelace) and using clear CTAs to encourage participation and workshops. Finally, inbound strategies like the **Lead the Way Giveaway** created space for women to contribute their own leadership stories and celebrate the achievements of others, strengthening community belonging and identity. By combining inspiration, education, and participation, the strategy builds confidence while creating a support network that remains active beyond the campaign itself.

ACTIONS

Execution of the plan centered on turning **Project Elect into an interactive community rather than a one-way information channel**. Social media delivered emotionally resonant short-form content that asked women to share their perspectives instead of only consuming them. The Instagram and Facebook discussions invited conversation about the importance of women in public service, while the three-page Instagram story highlighted the real benefits women bring to leadership—fresh ideas, collaboration, and reduced corruption. The email campaign amplified that empowerment by framing the audience as future leaders and guiding them to take real steps forward. The “Lead the Way Giveaway” then converted interest into active engagement by motivating users to submit their own stories about inspiring women and participate in a live event, transforming followers into contributors and advocates. Together, these actions build awareness, confidence, and momentum while strengthening a community of women who support one another in leadership—exactly the long-term change Project Elect aims to create.