

Empowered
Women
Empower
Women

Girl
Power

Unite
for
Women



PROJECT ELECT

WOMEN IN PUBLIC SERVICE

Support
All
Women

Equality
for
Women



Table of Contents

1	INTRODUCTION	
	Introduction	1
	Overview	2-4
2	BUYER PERSONAS	5
	Buyer Persona Profile 1	6
	Buyer Persona Profile 2	7
3	SOCIAL MEDIA	8
	Introduction Campaign Overview	9
	TikTok Video	10
	Instagram Reel	11
	TikTok Video and Instagram Reel Captions	12
	Carousel	13
	Carousel Caption	14
	Three-Page Instagram Story	15
	Post	16
	Post Caption	17
	A Topic for the Private Facebook Group	18
	A Topic for the Private Facebook Group Caption	19

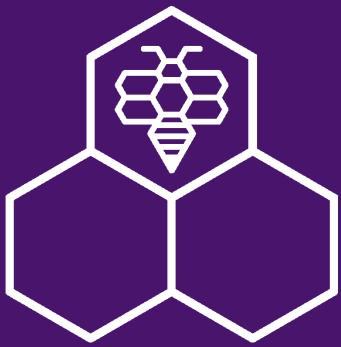


Table of Contents

Continued

4	EMAIL CAMPAIGNS & STRATEGY	20
	Introduction Email Overview	21
	Email Design (Top Half)	22
	Email Design (Bottom Half)	23
	Email Preview on Mobile	24
	Email Preview on Desktop	25
5	INBOUND STRATEGIES	26
	Introduction Campaign Overview	27
	Rationale for Selecting a Giveaway Strategy.....	28
	Implementation Plan	29
	Measurement and Evaluation	30
	Instagram Post	31
	Instagram Post Caption.....	32
	Instagram Post Post-Winner Content	33
	Instagram Post Post-Winner Content Caption.....	34
	Instagram Stories	35
6	SUMMARY	36-38
7	SOURCES	39-40





PROJECT ELECT

WOMEN IN PUBLIC SERVICE

Introduction

Project Elect is a mission-driven organization dedicated to empowering Latter-day Saint (LDS) women to step into public service roles. By fostering awareness and providing resources, the organization strives to elevate women's voices in decision-making spaces, encouraging a broader representation of their values and perspectives in politics and leadership.

We are building a community where women can support one another as they campaign for and participate in public service.

We educate members of the Church about the importance of women's involvement in public service.



Overview

IMC Strategy and Objectives

The Integrated Marketing Communications (IMC) plan employs a multi-platform approach to engage, educate, and mobilize the target audience. The four creative briefs are interconnected by the overarching goal of fostering awareness, building confidence, and inspiring action. Specifically, the campaign aims to:

- Highlight the critical role of women in public service and leadership.
- Provide educational resources that empower LDS women to step into political roles.
- Build a strong community that supports, celebrates, and amplifies women's voices.

IMC Goals and Vision

The creative briefs aim to build a foundation for sustainable engagement and community-driven action by:

1. Amplifying LDS women's voices in public service.
2. Creating a supportive community for women leaders.
3. Inspiring generational change through relatable, participatory campaigns.

By integrating buyer personas, social media outreach, email campaigns, and inbound strategies, Project Elect will achieve its mission to empower women and strengthen their influence in public service and beyond.



Overview

Continued

Buyer Personas

This section develops detailed personas for Malia K. Iona and Emily Jones, representing two distinct yet overlapping segments of the campaign's target audience.

1. Malia K. Iona

- **Key Traits:** Family-oriented, religiously devoted, and community-focused.
- **Engagement Strategies:** Emphasize faith-aligned, non-partisan messaging through Facebook and Instagram; create opportunities for in-person community engagement.
- **Pain Points:** Lack of time, hesitation to engage in secular political discourse.

2. Emily Jones

- **Key Traits:** Socially conscious, creative, and digitally engaged.
- **Engagement Strategies:** Leverage TikTok, Instagram, and Twitter/X for grassroots messaging and story-driven content.
- **Pain Points:** Overwhelmed by political complexity, distrust of mainstream political structures.

Social Media – Clickable, Edit-Ready Links Provided

The social media strategy focuses on raising awareness and fostering engagement through visually compelling and emotionally resonant content. All assets, including reels, images, and captions, are provided with edit-ready links, enabling you to tailor them as needed.

Main Message: Women's voices matter in public service.

Content Deliverables:

- **TikTok/Instagram Reels:** Short, impactful videos to inspire action.
- **Instagram Posts and Stories:** Informative posts and engaging story sequences.
- **Carousel Posts:** Educational and motivational content.
- **Facebook Group Posts:** Discussion starters and community-building prompts.

Engagement Tactics:

- Encourage followers to share personal stories.
- Use calls-to-action (CTAs) like "Join the Movement" to direct users to Project Elect's resources.
- Amplify user-generated content to deepen community connections.



Overview

Continued

Email Campaign – Clickable, Edit-Ready Links Provided

The email campaign highlights inspirational stories and actionable steps for involvement in technology and innovation, aligning with Project Elect's goal of fostering women's leadership across sectors. All visual assets and content links are edit-ready for your convenience.

Main Message: Recognize and harness your potential to lead in technology and innovation.

Content Deliverables:

- Historical spotlights on women like Ada Lovelace.
- Testimonials and stories of women in tech.
- Bold CTAs like “Be the Hero of Your Story.”

Goals: Educate, inspire, and drive participation in Project Elect programs through clear, actionable email content.

Inbound Strategies – Clickable, Edit-Ready Links Provided

The “Lead the Way Giveaway” uses a participatory approach to engage Gen Z audiences, sparking conversations around women in leadership while reinforcing Project Elect's mission. All assets, including images and captions for posts and stories, are provided with edit-ready links.

Objective: Celebrate women in leadership and inspire the next generation to engage with the movement.

Key Components:

- **Instagram Giveaway:** A user-centric campaign inviting participants to share their thoughts.
- **Community Building:** Daily Stories and Live Events to sustain interaction and highlight participant contributions.
- **Measurement:** Track engagement metrics, follower growth, and campaign reach to evaluate success and inform future strategies.



Buyer Personas

Buyer Persona Profile

Malia K. Iona

Laie, Hawaii, U.S.



Interests

- Family-oriented activities (e.g., beach days, cultural events)
- Community engagement (church functions, volunteering)
- Educational pursuits (attending community workshops, online learning)

(Things to do in Laie, HI - activities & attractions: Travelocity 2024)

Stresses/Pain Points

- Feeling that her voice is not heard in larger political discussions
- Difficulty finding platforms that represent her values
- Overwhelmed by the political landscape and where to begin with engagement

(Laie, HI. Data USA. 2022)

Pertinent Information

- Age: 35, married with 3 kids
- Works part-time as a teacher
- Involved in her church and volunteers in community initiatives
- Latter-day Saint (LDS) faith is central to her values

(Laie, HI. Data USA. 2022)

Competing Interests

- Time spent in church callings and family obligations competes with community and political engagement
- Hesitant to engage with organizations not closely aligned with her faith values

(God's Work of Salvation and Exaltation - Activities 2024)

Preferred Social Media Channels

- Facebook (for connecting with church groups and local events)
- Instagram (for following local community pages)
- Pinterest (for family and lifestyle ideas)

(Hawaii least social media-obsessed state > hawaii free press 2022)

Other Trends

- Prefers in-person events, such as community town halls or church-related functions
- Leans toward non-partisan or faith-based messaging

(God's Work of Salvation and Exaltation - Activities 2024)



Buyer Persona Profile

Emily Jones

Honolulu, Hawaii, U.S.



Interests

- Environmental activism (preserving local ecosystems)
- Social justice issues (gender equality, affordable housing)
- Artistic and creative hobbies (photography, Hawaiian crafts)

(The 15 best things to do in Honolulu 2024)

Stresses/Pain Points

- Balancing work, family, and religious responsibilities
- High cost of living in Hawaii
- Lack of time for personal growth due to numerous commitments

(Honolulu County, HI 2022)

Pertinent Information

- Age: 28, single
- Works full-time in a local nonprofit
- Involved in grassroots activism & community art events
- Passionate about giving back to the local community, especially women's causes

(Honolulu County, HI 2022)

Competing Interests

- Time spent on personal advocacy leaves limited bandwidth for political engagement beyond her immediate causes
- Distrust of political organizations not aligned with social and environmental justice

(Facts and figures: Women's leadership and political participation 2024)

Preferred Social Media Channels

- Twitter/X (for social justice and activism news)
- TikTok (to follow grassroots movements and causes)
- Instagram (for sharing her creative work and following environmental activism)

(Hawaii least social media-obsessed state > hawaii free press 2022)

Other Trends

- Prefers digital platforms for engagement, especially those that align with her values
- Values authenticity and tends to engage with transparent, grassroots initiatives

(Facts and figures: Women's leadership and political participation 2024)



Social Media

Introduction

Campaign Overview

Main Message: Women's Voices Matter in Public Service

- Our campaign aims to inspire and mobilize Latter-day Saint women to engage in public service and run for office, mentioning that their voices and experiences are important in decision-making processes.

Target Audience

- **Primary:** Latter-day Saint women who are considering public service or leadership roles; however, we also invite all women to join the campaign.
- **Secondary:** Allies and supporters of women's leadership in politics.

Content Deliverables

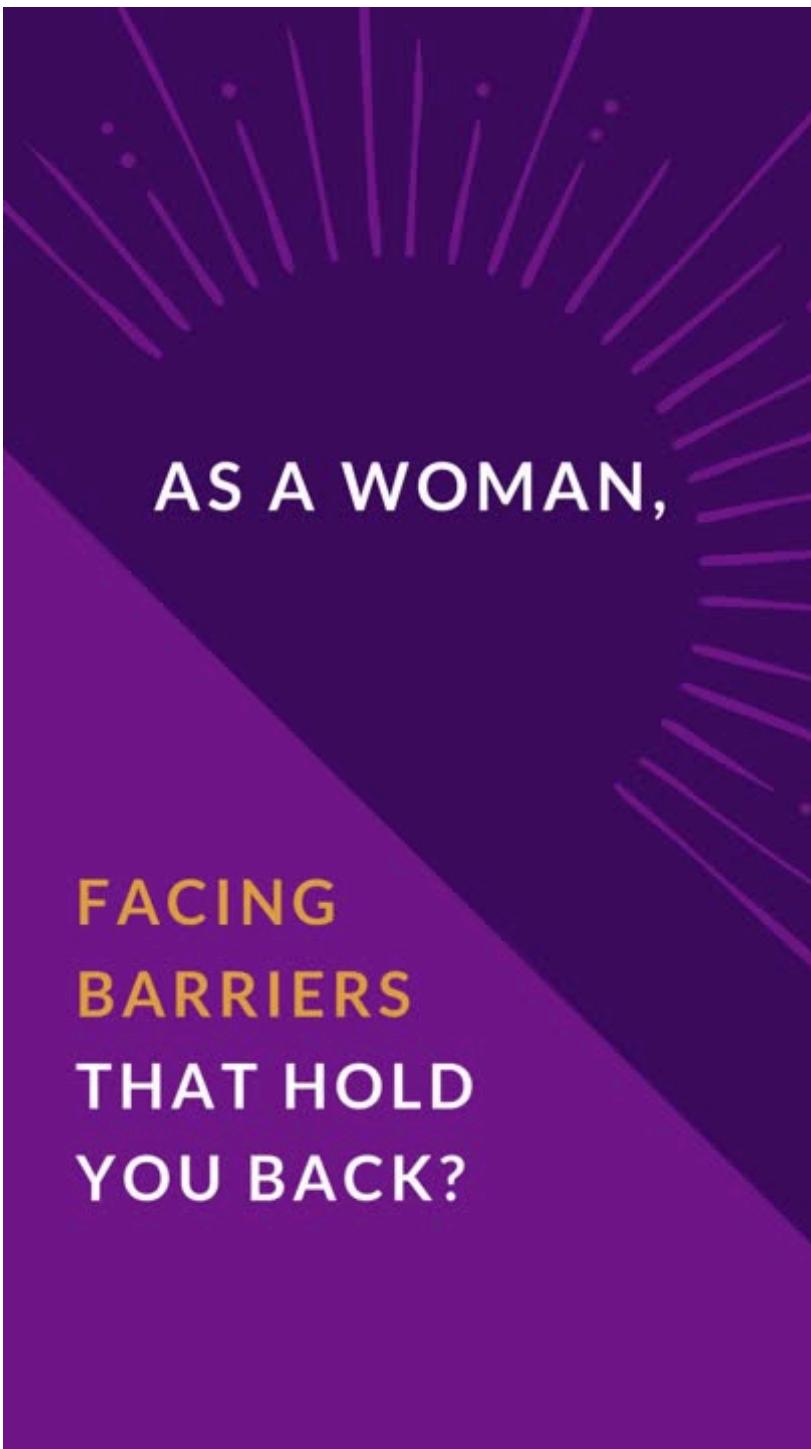
- **Video Clips:** Short TikTok and Instagram Reels featuring words that would hit the nail on the head and make them feel that they need our help and support.
- **Carousel Posts:** Highlights the importance of women's voices in public service and motivates them to get involved by showcasing their impact and addressing the challenges they face.
- **Stories:** Emphasizes why women's voices matter in public service, showcasing their fresh ideas, collaborative skills, and positive impact on reducing corruption and bringing bold proposals.
- **Posts:** For our Facebook group and Instagram post, we're sparking a conversation on why women's voices matter in public service, inviting followers to share their thoughts and experiences to foster community engagement and awareness.

Engagement and Community Building

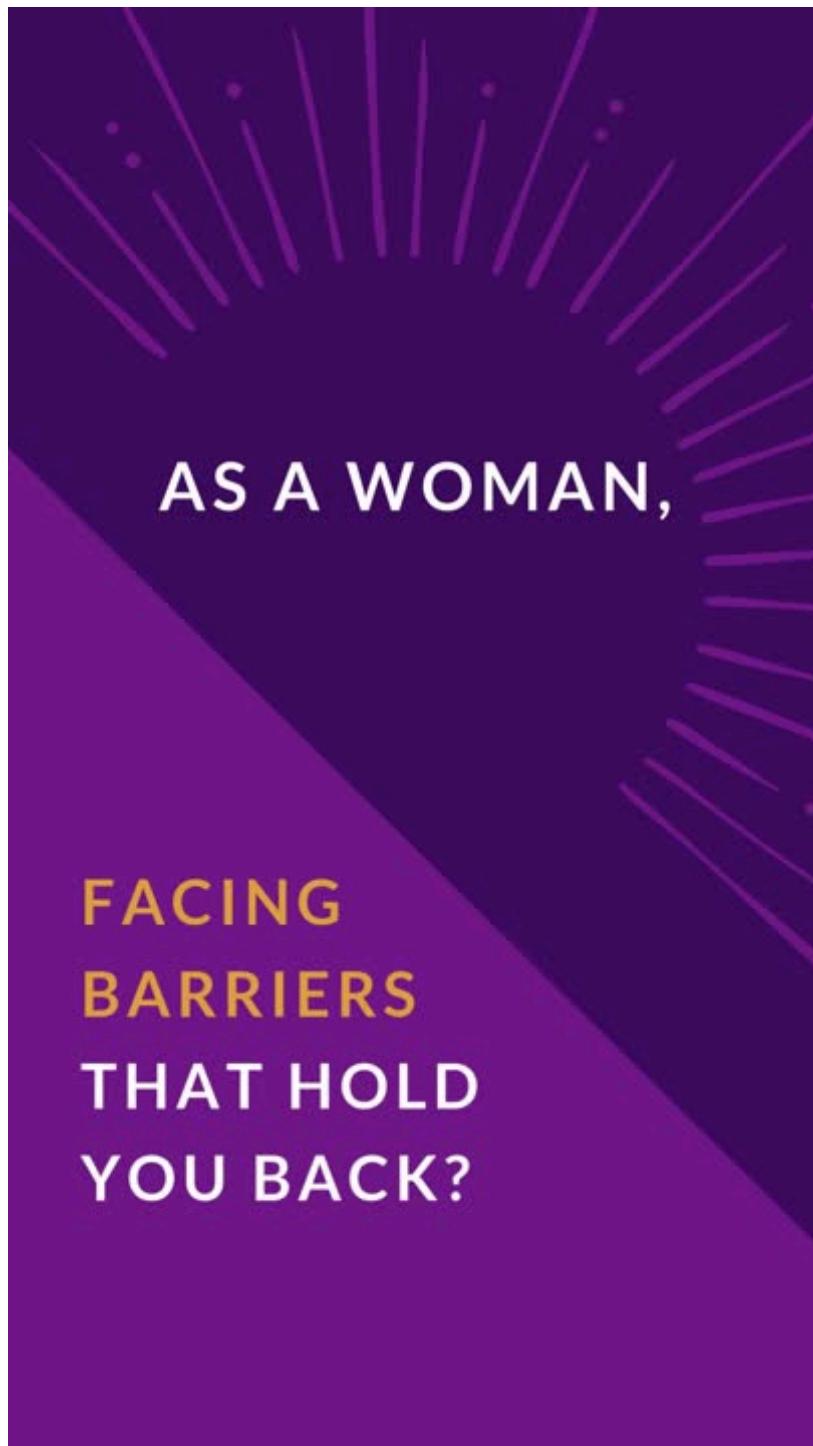
- **Encourage Sharing:** Prompt followers to share their own stories and reasons for supporting women in public service, fostering a sense of community.
- **Call to Action:** Invite women to join Project Elect, participate in workshops, and connect with others in the private Facebook group.



TikTok Video



Instagram Reel



TikTok Video and Instagram Reel Captions

TikTok Video Caption

🌟 Women's voices bring bold perspectives to public service. Latter-day Saint women, your community needs you! Discover the impact you can make by joining Project Elect and stepping into leadership. #WomenInPolitics #ProjectElect #PublicService #LDSWomen #MakeADifference

Instagram Reel Caption

⚖️ Women's representation in public service means stronger, more balanced communities. Let's bring your voice to the table. Project Elect is here to support Latter-day Saint women in public service. Are you ready to lead? 🌎 #WhyWomenLead #ProjectElect #WomenInPublicService #LDSCommunity



Carousel

WHY WOMEN'S VOICES MATTER IN PUBLIC SERVICE

Women Have Made Great Strides

Since 1971, women's representation in state legislatures has grown fivefold, but there's more work to do.



But We're Still Underrepresented

Despite progress, women are still underrepresented at the federal and state levels, and their perspectives are missing in key policy decisions.



Why Women's Voices Are Crucial

Women bring valuable insights to public councils, drawing from diverse life experiences that enrich policy-making and represent the needs of entire communities.

The Barriers Women Overcome

Many women face challenges like limited recruitment, family responsibilities, and self-doubt, but their involvement is vital to a balanced and representative government.



It's time to bring more women's voices to the table.

Join Project Elect to learn how you can get involved in public service and make a difference



Carousel Caption

Why Women's Voices Matter in Public Service

Women's perspectives are vital in decision-making. When more women step into public service roles, our communities benefit from diverse experiences, fresh ideas, and collaborative problem-solving.

Since 1971, women's representation in state legislatures has grown fivefold, but we're still underrepresented at many levels of government. Project Elect is here to change that by empowering Latter-day Saint women—and all women—to engage in public service.

💬 Swipe through to learn why your voice matters and how you can make a difference.

👉 Ready to join us? Tap the link in our bio to get involved, connect with like-minded women, and take the next step with Project Elect.



Three-Page Instagram Story



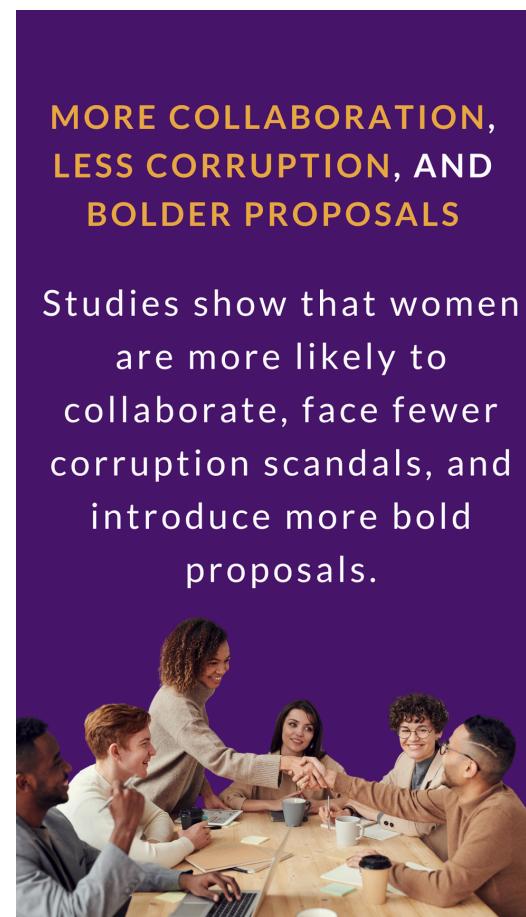
WOMEN'S VOICES
MATTER AND THESE ARE
REASONS WHY!



NEW IDEAS



Women in office bring fresh ideas, especially on issues affecting families, and introduce more new legislation than men.



MORE COLLABORATION, LESS CORRUPTION, AND BOLDER PROPOSALS

Studies show that women are more likely to collaborate, face fewer corruption scandals, and introduce more bold proposals.



Post

WHY WOMEN'S VOICES MATTER IN PUBLIC SERVICE?

SHARE YOUR THOUGHTS



Post Caption

Why Do Women's Voices Matter in Public Service?

Women bring unique perspectives that create real change in our communities. From fresh ideas to more collaboration, the impact of women in leadership is undeniable.



💡 We want to hear from you! Share your thoughts on why women's voices are essential in public service. What changes do you hope to see with more women at the table?

#WomenInLeadership #PublicService #WhyWomenLead #ProjectElect



A Topic for the Private Facebook Group

**WHY WOMEN'S VOICES
MATTER IN PUBLIC
SERVICE?**

SHARE YOUR THOUGHTS



A Topic for the Private Facebook Group Caption

Why Women's Voices Matter in Public Service

Let's talk! Women bring unique perspectives to public service that can shape stronger, more inclusive communities. 

Why do you think women's voices are important in public service? Share your thoughts, experiences, or stories about how women leaders have impacted your life or community. Let's support and inspire each other! 

#ProjectElect #WomenInPublicService #ShareYourVoice



Email Campaigns & Strategy

Introduction

Email Overview

Main Message: Women in Technology and Innovation

- **The main message of the campaign is:** "You have the potential to make a meaningful impact in technology and innovation. By joining our community, you're stepping into a role that pioneers like Ada Lovelace championed—using your talents to shape the future." This message aims to inspire women to recognize their unique capabilities and take steps toward realizing their potential within the tech field.

Target Audience

- This campaign targets women interested in technology, innovation, and community activism, particularly those who are inspired by stories of historical women in STEM. The buyer persona includes individuals like Emily Jones, a young, single woman from Honolulu, Hawaii, involved in grassroots activism and interested in social justice and environmental causes. She is also passionate about contributing to women's initiatives and prefers social media platforms like Twitter/X, TikTok, and Instagram for authentic engagement.

Content Deliverables

1. **Email Campaign:** A series of emails featuring Ada Lovelace's contributions to technology, inspiring quotes from other women in STEM, and action items for the audience to take steps toward becoming heroes in tech.
2. **Call-to-Action Buttons:** Clear, bold CTAs such as "Join Now!" and "Be the Hero of Your Story—Start Today!" to encourage participation in the campaign and engagement with the organization's mission.

Engagement and Community Building

- **Inspire and Educate:** Share Ada Lovelace's story and other women's achievements in STEM to create a relatable historical context.
- **Encourage Participation:** Provide actionable steps, like sharing stories, supporting girls' education in STEM, or mentoring, to allow the audience to become active participants in the community.
- **Empowerment and Belonging:** Foster a community where women feel valued and capable of contributing to technology fields. This is achieved by consistently sharing stories and highlighting community members' achievements.



Email Design

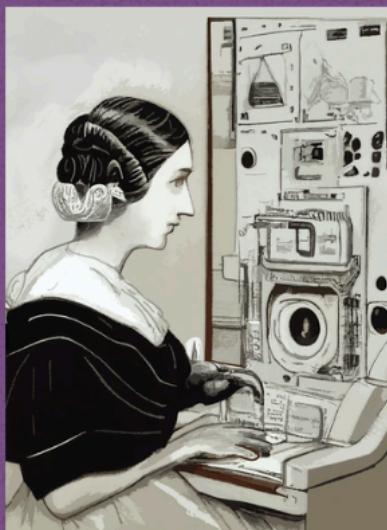
Top Half



Dear Emily Jones,

DID YOU KNOW?

Did you know that the roots of modern computing trace back nearly two centuries to a visionary woman—Ada Lovelace? In the 1840s, Ada became the world's first computer programmer, working on Charles Babbage's Analytical Engine and writing the first algorithm intended for a machine. This feat was achieved despite the societal pressures that tried to limit her potential simply because she was a woman in a male-dominated field (Essinger, *A Female Genius*).



WHY DOES THIS MATTER TO US TODAY?

Ada's story is a reminder of the endless possibilities that lie ahead for women in technology and innovation. Like Ada, you have the potential to make lasting changes that shape the world. By supporting and engaging with projects that elevate women in STEM, like those at Project Elect, you are stepping into a role that Ada herself pioneered—being a changemaker in a field where your ideas can shape the future.



Email Design

Bottom Half

YOUR JOURNEY AS A HERO IN TECHNOLOGY

Today, as we celebrate Ada Lovelace and countless other women in technology, we encourage you to imagine yourself as a leader, innovator, and inspiration for future generations. By taking a single step, you're contributing to a community that uplifts and celebrates the groundbreaking work of women.



HOW YOU CAN MAKE A DIFFERENCE

Join us in supporting Ada Lovelace Day and other efforts to make women's contributions in technology more visible. Start by sharing stories of women in STEM, supporting girls' education in science and technology, or mentoring the next generation of women in your community.

BE THE HERO OF YOUR STORY— START TODAY!

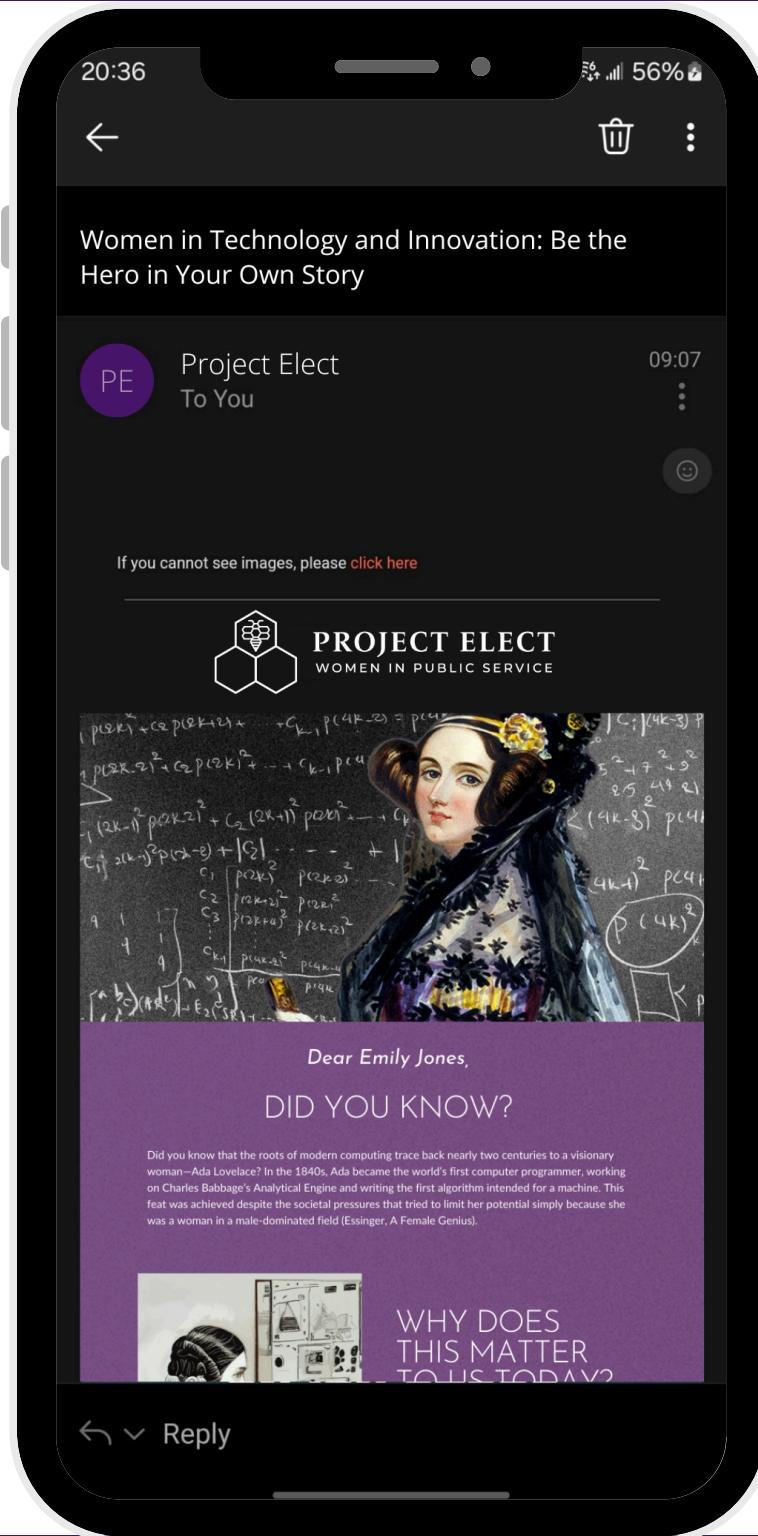
Together, we can build a world where the contributions of women in technology are as visible and celebrated as Ada's. Share your story, make an impact, and remember: history is made by those who take action.

[JOIN NOW!](#)

"Girls are capable of doing everything men are capable of doing. Sometimes they have more imagination than men."
— Katherine Johnson, NASA Mathematician



Email Preview on Mobile



Email Preview on Desktop

Q Search

Project Elect Women in Technology and Inno... 9:07 AM Did you know that the roots of modern comput...

Amazon.com Up to 30% off beauty ends soon... 8:19 AM It's your time to shine with deals on beauty, f...

Jeff Strain in Teams Jeff sent a message 8:16 AM The Friday Message "Remember to submit y...

HP.com Wrap up your shopping early 7:06 AM HP.com has thoughtful gifts for everyone on ...

ACM TechNews ACM TechNews, Friday, Novembe... 5:32 AM View OnlineHeadlines at a Glance Welcome t...

service@paypal.com Time to pick a monthly PayPal De... 4:59 AM Choose and earn 5% cash back with your Pay...

uCetify LAST 24 HOURS - 30% OFF E... 1:23 AM

PE Project Elect To: Emily Jones If you cannot see images, please [click here](#)

PROJECT ELECT WOMEN IN PUBLIC SERVICE

Dear Emily Jones,

DID YOU KNOW?



Inbound Strategies

Introduction

Campaign Overview

Campaign Name: "Lead the Way Giveaway"

Objective: Encourage Gen Z audiences to share personal thoughts or experiences about women in leadership, fostering an interactive conversation around the impact of female leaders and promoting Project Elect's mission.

Platform: Instagram

Duration: 1 week

Main Message

- Celebrate and share the impact of women in leadership, encouraging young people to recognize and support female leaders.

Target Audience

- Gen Z individuals interested in social issues, leadership, and community engagement, especially those supportive of women in public service.

Content Deliverables

- Instagram giveaway post with question prompt.
- Daily Instagram Stories featuring user responses and reminders to join.
- Instagram Live for a live wheel-spin winner announcement.

Engagement and Community Building

- **Engagement:** Encourage followers to comment on their responses, tag friends, and share the giveaway post to stories for extra entries.
- **Community Building:** Highlight selected responses in Stories to create a sense of community and foster interaction by responding to comments and engaging with participants during the live event.



Rationale for Selecting a Giveaway Strategy

The choice to use a giveaway to invite Gen Z consumers to contribute their own ideas or experiences regarding women in leadership fits in perfectly with the methods and insights used in earlier assignments. The focus on community development, narrative, and participation in the creative briefs aligns well with this inbound approach. The giveaway uses an interactive and value-driven tool to improve the previously generated characters and stories, particularly by promoting real conversations that appeal to Gen Z's preference for values-based, interactive content. In addition to making sure alignment with Project Elect's mission of empowering LDS women by connecting their experiences to a broader movement, this approach strengthens the campaign's branding and messaging continuity.



Implementation Plan

Prepare the Giveaway Materials

- **Create Visuals:** Design Canva graphics explaining the giveaway, entry steps, prize details, and the live wheel spin date.
- **Select Prizes:** Choose prizes appealing to Gen Z and aligned with Project Elect's values, e.g., gift cards, leadership books, workshop tickets, or Project Elect's merchandise.
- **Set Up Wheel Tool:** Use an online wheel spinner like Wheel of Names, customizing it for participant entries.

Launch the Giveaway on Instagram

- **Post the Main Giveaway Announcement:** Post an eye-catching image on Instagram that would have a question prompt with entry instructions and encourage users to repost the giveaway to their story for an extra entry (optional).
- **Daily Stories:** Share reminders, responses, and leadership messages.

Capture Entries and Host the Wheel Spin Event

- **Track Entries:** Record participant names, including extra entries for story shares.
- **Live Wheel-Spin Event:** Host on Instagram the following Monday, spinning the wheel live to select winners and share their responses.
- **Announce Winners:** Celebrate winners publicly and contact them via DM for prize distribution.

Follow-Up and Engagement

- **Post-Winner Content:** Share a carousel or video featuring winning and inspiring responses.
- **Stories:** Highlight standout answers (with permission) throughout the week to sustain engagement and appreciation.



Measurement and Evaluation

Integration into the IMC Plan

This campaign can fit seamlessly into Project Elect's broader Integrated Marketing Communications (IMC) plan by

- **Reinforcing the Brand Message:** Every shared story highlights the impact of women in leadership, aligning with Project Elect's mission to inspire women to pursue leadership roles.
- **Creating User-Generated Content:** The shared stories from participants provide authentic content that can be repurposed in future social media posts or campaigns

- **Engagement Rate:** Monitor likes, comments, and shares on the giveaway post to measure interest and reach.
- **Follower Growth:** Track the increase in followers during and after the campaign to determine how effectively it attracts new community members.
- **Participation Rate:** Count the total number of entries and extra story shares to gauge the level of active engagement.
- **Story Views and Interaction:** Measure the reach of Instagram Stories featuring user responses and winner announcements to understand how well the content resonates.
- **Post-Giveaway Sentiment:** Analyze comments on follow-up posts and DMs received to evaluate how the campaign strengthened community sentiment and brand loyalty.

Goal Benchmarks

- Increase Instagram followers by 10% during the campaign week.
- Achieve at least 100 responses to the question prompt.
- Reach a minimum of 1,000 views across all Instagram Stories during the campaign.



Instagram Post

Lead the Way Giveaway



Check the description to learn how to enter!



PROJECT ELECT
WOMEN IN PUBLIC SERVICE



Instagram Post Caption

🎉 GIVEAWAY ALERT! 🎉

We're celebrating the amazing impact of women in leadership! Want a chance to win some awesome prizes? Here's how:

✨ How to Enter ✨

Follow us @projectelectwomen

Like this post ❤️

Answer this question in the comments: "Share an experience, thought, or lesson about a woman in leadership who has inspired you. What did you learn from her?"

Tag 1-2 friends who'd love to join!

🌟 BONUS: Share this post to your story and tag us for an extra entry!

🎁 Prizes: Gift cards, inspiring books, Project Elect's Merchandise, and more!

📣 3 Winners will be chosen LIVE with a wheel spin on [date & time].

Let's shine a light on incredible women leaders and inspire each other! 🌟 Good luck! 🍀

#WomenInLeadership #PublicService #WhyWomenLead #ProjectElect #Giveaway
#Giveaways #GiveawayAlerts #GiveawayTime #GiveawayHost
#LeadTheWayGiveaway #ProjectElectWomen



Instagram Post Post-Winner Content



Instagram Post Post-Winner Content Caption

🎉 WE HAVE OUR WINNERS! 🎉

A huge thank you to everyone who participated in our #LeadTheWayGiveaway! Your stories about inspiring women in leadership were truly incredible and uplifting.



🌟 Congratulations to our winners:

🏆 [Winner 1's handle]

🏆 [Winner 2's handle]

🏆 [Winner 3's handle]

You've won some amazing prizes, including gift cards, inspiring books, and exclusive Project Elect merchandise! 🎁 We'll be reaching out to you shortly. 📩 To everyone else, keep following us for more opportunities and let's continue celebrating the impact of women leaders everywhere. You're all part of something amazing! 🌎❤️

#WomenInLeadership #PublicService #WhyWomenLead #ProjectElect #Giveaway
#Giveaways #GiveawayAlerts #GiveawayTime #GiveawayHost
#LeadTheWayGiveaway #ProjectElectWomen



Instagram Stories

The image shows a vertical purple Instagram Story template. At the top left is a circular profile picture of a woman with a bun hairstyle, wearing a blue sweatshirt, pointing to her left and giving a thumbs-down. At the top right is a white hexagonal logo with a bee icon. Below the profile picture is a dark blue rounded rectangle containing the text "Olivia Wilson's Response". Underneath this is a white rounded rectangle containing a quote: "Emily Jones, my first manager, has been a true inspiration to me. She led with empathy and empowered everyone on her team to reach their full potential. One lesson I'll never forget is her mantra: 'Leadership isn't about being in charge—it's about taking care of those in your charge.' Her ability to balance strength and kindness taught me the importance of leading with both heart and vision. 💪❤️ #WomenInLeadership". At the bottom is a graphic illustration of two people with dark skin and curly hair, one wearing a pink shirt and the other a dark blue shirt, both with their right fists raised.

Olivia Wilson's Response

"Emily Jones, my first manager, has been a true inspiration to me. She led with empathy and empowered everyone on her team to reach their full potential. One lesson I'll never forget is her mantra: 'Leadership isn't about being in charge—it's about taking care of those in your charge.' Her ability to balance strength and kindness taught me the importance of leading with both heart and vision.
💪❤️ #WomenInLeadership"



Summary

Integrated Marketing Communication (IMC) Plan Summary

Project Elect's mission is to empower Latter-day Saint (LDS) women to engage in public service and leadership roles, amplifying their voices in decision-making spaces. This IMC Plan aims to raise awareness, build confidence, and inspire action through a multi-channel approach designed to engage two distinct audiences: faith-oriented, community-focused women and younger, socially conscious individuals.

The campaign objectives include:

1. Increase Awareness: Highlight the importance of women's representation in public service.
2. Build Community: Foster a supportive network that celebrates and empowers women leaders.
3. Drive Action: Motivate women to participate in leadership workshops, join discussions, and pursue public service roles.

This multi-channel campaign leverages storytelling, tailored messaging, and strategic engagement to connect with faith-oriented, community-focused women and younger, socially conscious audiences.

Buyer Personas

The campaign targets two key audience groups:

- Faith-Oriented and Community-Focused Individuals: Interested in family-oriented activities, community engagement, and faith-based initiatives. Their engagement is influenced by time constraints, the need for value alignment, and a preference for in-person events and non-partisan messaging.
- Socially Conscious and Digitally Engaged Individuals: Passionate about social justice, environmental activism, and grassroots movements. They value authenticity, digital-first interactions, and community-driven initiatives, with a preference for platforms like TikTok, Instagram, and Twitter/X.



Summary

Continued

Social Media

Social media serves as the foundation for outreach, leveraging platforms like TikTok, Instagram, and Facebook to share short-form videos, carousel posts, and community discussions.

- **Main Message:** Women's voices are essential in public service.
- **Tactics:**
 - Create TikTok and Instagram Reels with emotionally resonant messages.
 - Use Facebook Groups to spark conversations and encourage user participation.
 - Highlight user-generated content to amplify voices and foster connections.

Effectiveness will be measured through metrics such as follower growth, engagement rates (likes, comments, shares), and community participation (posts and story contributions).

Email Campaigns & Strategy

Emails will focus on storytelling, education, and clear calls to action. Inspirational messages will showcase role models like Ada Lovelace and include actionable steps for involvement in leadership and innovation.

- **Key Objectives:** Educate and inspire recipients while driving participation in workshops and events.
- **Measurement:** Open and click-through rates, engagement with CTAs, and conversions (event sign-ups).

Inbound Strategies

Interactive campaigns like the “Lead the Way Giveaway” encourage community engagement and spark conversations about the impact of women in leadership.

- **Key Elements:**
 - Instagram giveaways featuring leadership-focused prompts.
 - Daily Instagram Stories to highlight responses and build momentum.
 - Live events to announce winners and engage with the audience directly.

Effectiveness will be measured by entry rates, follower growth, user engagement during the campaign (e.g., comments and shares), and participation in live events.



Summary

Continued

Measuring Effectiveness

The success of each creative initiative and the IMC Plan as a whole will be measured using the following:

- **Awareness Metrics:** Growth in social media followers and post reach.
- **Engagement Metrics:** Interaction rates on posts, videos, and stories.
- **Action Metrics:** Participation in workshops, event attendance, and survey feedback.
- **Sentiment Analysis:** Qualitative feedback from comments, user submissions, and community discussions to gauge the emotional impact of the campaign.

The overall effectiveness of the IMC Plan will be assessed by evaluating how well it meets its objectives: building awareness, fostering community, and driving meaningful action among LDS women and their allies.



Sources

Cochran, P. (2014, July 4). Female genius: How Ada Lovelace lord Byron's daughter started the computer age by James Essinger (review). *The Byron Journal*.
<https://muse.jhu.edu/pub/105/article/548789/pdf>

Cox, L. K. (2024, January 23). 30 brilliant marketing email campaign examples [+ template]. HubSpot Blog. <https://blog.hubspot.com/marketing/email-marketing-examples-list>

Essinger, J. (n.d.). A female genius: How Ada Lovelace lord Byron's daughter, started the computer age. Google Books. https://books.google.com/books/about/A_Female_Genius.html?id=dilwmAEACAAJ

Facts and figures: Women's leadership and political participation. UN Women – Headquarters. (n.d.). <https://www.unwomen.org/en/what-we-do/leadership-and-political-participation/facts-and-figures>

God's Work of Salvation and Exaltation - Activities. (2024, August 1).
<https://www.churchofjesuschrist.org/study/manual/general-handbook/20-activities?lang=eng>

Hawaii least social media-obsessed state > hawaii free press. (n.d.).
<https://www.hawaiifreepress.com/Articles-Main/ID/31493/Hawaii-least-social-media-obsessed-state#:~:text=Facebook%20led%20as%20the%20most,301%2C000%20searches%20a%20month%20respectively.>

Honolulu County, HI. Data USA. (n.d.-a). <https://datausa.io/profile/geo/honolulu-county-hi>

How Women Rise : Break the 12 Habits Holding You Back from Your Next Raise, Promotion, or Job (n.d.). <https://www.walmart.com/ip/How-Women-Rise-Break-the-12-Habits-Holding-You-Back-from-Your-Next-Raise-Promotion-or-Job-Hardcover/342372358?wmlspartner=wlp&selectedSellerId=0>

Images, stock photos & vectors | shutterstock. (n.d.). <https://www.shutterstock.com/search/>

Laie, HI. Data USA. (n.d.). <https://datausa.io/profile/geo/laie-hi>

OpenAI. (2024). ChatGPT [Large language model]. <https://chatgpt.com>

Pettit, C., & Written by Carl Pettit View all posts by Carl Pettit. (2016, October 10). Ada Lovelace day: Celebrating women in science. Ladyclever. <https://ladyclever.com/profiles/ada-lovelace-day-celebrating-women-in-science/>



Sources

Continued

Project Elect. (2023, March 12). <https://projectelectwomen.org/>

The 15 best things to do in Honolulu (2024) - must-see attractions. Tripadvisor. (n.d.).
https://www.tripadvisor.com/Attractions-g60982-Activities-Honolulu_Oahu_Hawaii.html

The next generation of women leaders: What you need to lead but won't learn in business school: Rezvani, selena, Evans, Gail: 9780313376665: Amazon.com: Books. (n.d.).
<https://www.amazon.com/Next-Generation-Women-Leaders-Business/dp/0313376662>

The women who changed the tech world. Global App Testing. (n.d.-b).
<https://www.globalapptesting.com/blog/the-women-who-changed-the-tech-world>

Things to do in Laie, HI 2024 - activities & attractions: Travelocity. Travelocity.com. (n.d.).
<https://www.travelocity.com/Things-To-Do-In-Laie.d8500.Travel-Guide-Activities>

weDevs, & Sumon, S. (2024, September 12). How to do a giveaway: 7 tips to go viral in 2024 . weDevs. <https://wedevs.com/blog/451511/how-to-do-a-giveaway/>

Women in office (n.d.). <https://www.daretorun.org/women-in-office>

