

# CHILCO'S CHARITY

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# THE CONCEPT

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- Telling a story
- Highlighting Chico
- Making it personal
- Buy or Donate? Easy!
- Creating a community of followers / supporters



# THE LOGO

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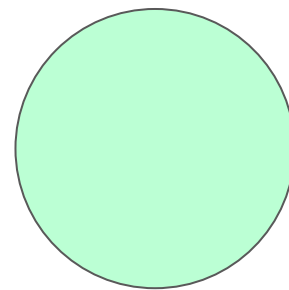
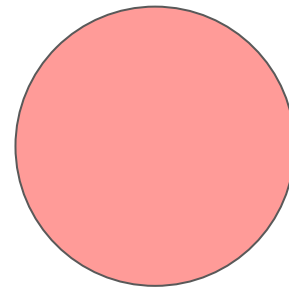
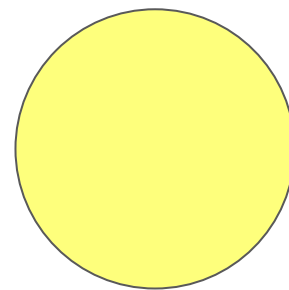
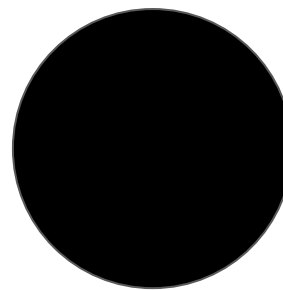
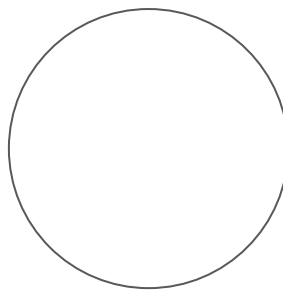


CHICO

# THE COLOURS

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- Light
- Playful
- Attractive / eye-grabbing
- Easy on the eyes



# THE FONT

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Chico's Charity:

The Marketing and the Maintenance

# #TheSocialMedia

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- Re-branding
  - **Facebook** → opportunity to donate, recruit, create events, cater to wider demographic
  - Instagram → trendy, more visual, different demographic
  - Twitter → quick updates, interact with audience
- Consistency and alignment with the brand
- Accessibility / communication
- Promotion → highlighting Jen, the team, events

#ChicosCharity

#FortheCommunity

#ChicosAdventures

# #1 TECHNICALITIES

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## Search Engine Optimization (SEO)

- Get discovered
- Traffic
- Professionality
- User and search-engine experience
- Pre-launch planning





# #2 PROMOTION

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## Promoting the rebrand and relaunch of Chico's Charity on social media

- Get discovered
- Inform and educate
- Interact with supporters → draws, shoutouts
- Establish strong presence
- Recruitment
- Unique #hashtag



# #3 REACHING OUT

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## Reach out to already-established supporters

- Email, notes, etc.
- Informing about rebrand / relaunch
- Past and continued support
- Re-establish and maintain connections

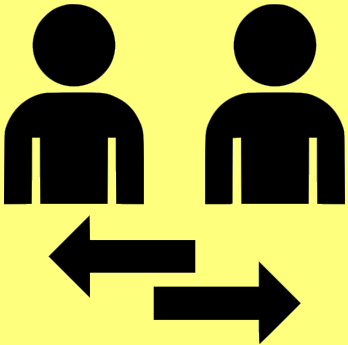


# #4 FEEDBACK

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Identify feedback strategies for future planning and improvement.

- Maintain brand image
- Listen
- Analytics
- Surveys, reviews, ratings, etc.
  - On user-experience
  - On shopping experience



# #5 MAINTENANCE

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Maintain brand image, growth, loyalty and community / supporters.

- Social media activity
  - Communication
  - Trends
- Website
- Communication



Chico's Charity:

The Tools

# THE DONATIONS: DonateKindly

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2.1% per donation fee

## WHY?

- Free platform
- Donor information
- Easy Embed

## WHY NOT?

- Small and mid-sized nonprofits



# THE DONATIONS: Fundly

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4.9% per donation fee

## WHY?

- Caters to nonprofits
- User-friendly

## WHY NOT?

- Not traditional tool
- Pricing



**FUNDLY**

# THE DONATIONS: PayPal

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2.2% per donation fee + transaction fee

## WHY?

- Popularity and success
- Discounted rates
- Easy Embed

## WHY NOT?

- Transaction fee





Thank you!



CHICO