**YMCA Nonprofit Organization Facebook Pre-Campaign report**

**Profile and Marketing Strategy:** YMCA, also known as Y, is the nation's leading nonprofit working towards empowering communities through youth development, healthy living and social responsibility. The Y is a powerful association of men, women and children committed to bringing about lasting personal and social change. It engages 9 million youth and 13 million adults each year in the U.S. Worldwide, the Y serves more than 45 million people in 119 countries. Ys across the U.S. play an integral role in strengthening the leadership and youth programs of the Y around the world. Members, staff and volunteers of the Y include men, women and children of all ages and from all walks of life. The Y offers programs, services and initiatives focused on youth development, healthy living and social responsibility, according to the unique needs of the communities it engages. It is accessible to all people. Financial assistance is offered to individuals and families who cannot afford membership.

**Facebook Strategy and Goals:** Two goals have been defined which the Facebook ads aim to achieve. The primary goals are drive traffic to YMCA website, as well as increase awareness. Another objective is to reach new potential members for YMCA to increase revenue. For this reason, an account structure with 4 campaigns has been built:

1. New Members- This campaign aim to attract potential members to YMCA website. It includes 3 ad sets with different targeting strategies. Senior programs target men and women who are 50 years old and up, living in Bristol, TN area. Youth Development target boys and girls age from 7 to 20, living in Bristol area. Since kids bellow age 13 don’t have access to Facebook, we target their parents age 25 and up. Family Health Targets families interested in Healthy living and life style, living in Bristol area.
2. Awareness- The campaign’s type is “awareness” and it aims to reach users who are looking for services and programs of YMCA. Ad sets include swimming programs which are so popular and appeared the most in searches of people. It targets youth and adults from both sex who are interested in swimming and lifeguarding and living in Bristol area. After school and childcare programs which target people who have at least one child and live in Bristol area.
3. Providing support- The campaign type is “reach” and aims to reach people who need help and might not be able to afford registering in sports and family clubs.
4. Volunteering & contributions- This campaign aims to encourage people to make donations to YMCA and reach potential donors. Make donations targets people who are interested in charities and donations and who had donated to fund raisings previously. Volunteering target men and women who are interested in volunteering and giving.

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| --- | --- | --- | --- | --- |
| Campaigns | New Members | Awareness | Providing Support | Volunteering & Contributions |
| Ad Sets | Senior programs | Swimming programs | Financial Assistant | Make Donations |
| Youth Development | After School Programs |  | Volunteering |
| Family Health | Childcare |  |  |

**Budget:** We use **manual bidding** to maximize CTR and minimize CPC and efficiently manage budget of $250 over the period of running the campaign which is 3 weeks. We allocate most of the budget to acquire new members. Since in Facebook ads budget allocation will be defined at ad set level, we allocated budget per each ad set in each campaign. The summary allocation is shown in the table below.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Campaigns** | **Budget % (campaign)** | **Ad Sets** | **Budget % (ad sets)** | **Total Budget** | **1st Week**  **(20%)** | **2nd Week**  **(30%)** | **3rd Week**  **(50%)** |
| **New members** | 35%  ($87.5) | Senior programs | 20% | $17.5 | $3.5 | $5.25 | $8.75 |
| Youth development | 50% | $43.75 | $8.75 | $13.125 | $21.875 |
| Family heath | 30% | $26.25 | $5.25 | $7.875 | $13.125 |
| **Awareness** | 30%  ($75) | Swimming programs | 40% | $30 | $6 | $9 | $15 |
| After school programs | 30% | $22.5 | $4.5 | $6.75 | $11.25 |
| Childcare | 30% | $22.5 | $4.5 | $6.75 | $11.25 |
| **Providing support** | 15%  ($37.5) | Financial assistant | 100% | $37.5 | $7.5 | $11.25 | $18.75 |
| **Volunteering & Contributions** | 20%  ($50) | Make donations | 65% | $32.5 | $6.5 | $9.75 | $16.25 |
| Volunteering | 35% | $17.5 | $3.5 | $5.25 | $8.75 |

**Bidding Strategy**: Facebook has two bidding strategies: lowest cost and target cost. Lowest cost is a good option for businesses with a tight budget. In addition using a bidding cap with lowest cost strategy makes sure that each ad placement doesn’t go beyond a specific amount. Target cost works for businesses that have higher price and higher budget who want their ad to be placed in more expensive places. We use lowest cost bidding strategy with a $2 bid cap to get the maximum number of ad placements during the campaign period.

**Target Audience:** The target audiences have been defined in each ad set. After creating custom audiences, we will set up **lookalike audiences** that are like those audiences to reach people who are most likely to complete the ad campaign objectives.

*SAMPLE ADS :*

*A screenshot of a social media post

Description generated with very high confidence*