



BRAVEBE ACE CAMPAIGN

Page 2 | Meet the Team

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Project Overview

BraveBe Child Advocacy Center is a nonprofit organization dedicated to supporting and advocating for children who have experienced abuse or trauma. It is seeking assistance in developing an integrated marketing communications campaign to raise awareness about its Adverse Childhood Experience Institute, engage with the community, and increase support for its cause.

Project Goals



Raise Awareness: Increase the visibility of BraveBe in the community to ensure that individuals and families are aware of the services it provides with the new Adverse Childhood Experience Institute.



Community Engagement: Engage with the local community through social media, events, and other online platforms to educate about Adverse Childhood Experiences.



Online Presence: Enhance BraveBe's online presence, including its social media profiles, to effectively communicate its mission and the resources it offers with the new Adverse Childhood Experiences Institute.

Page 6 | Company/Organization Analysis

BraveBe Child Advocacy Center is a non-profit organization providing a safe, child-friendly location for conducting forensic interviews and medical evaluations for abused children in Southeast Nebraska. The BraveBe Child Advocacy Center model was born in Alabama in 1985 and developed by Bud Cramer in order to address key flaws in the child welfare system. The Center became a non-profit organization in 1996, with Lynn Ayers as Executive Director, and opened its doors on October 11, 1998, known as “the Little Yellow House.” After a donation given by Dan and Cara Whitney, the BraveBe Child Advocacy Center had the opportunity to move to a larger place, suitable to cope with

the growth of the number of children and families that were addressed, and the consequent growth of staff members.

Thus, on January 18, 2011, it was opened at 5025 Garland Street, Lincoln, Nebraska. The CAC provides professional forensic interviews, advocacy and support services, medical examinations, case coordination with multidisciplinary teams, trauma-informed therapy services, and professional training. The aim of the agency is to make the process of submitting complaints and treating abuse cases as easy and smooth as possible, both for children and for non-offending parents.




“As a staff, we respect the courage it takes for a child to tell, and nothing is more important for us than creating an environment that is safe and supportive. We understand that what we do matters.”

BraveBe, 2023

BluMedia | 2023

Page 7 | Target Market Analysis

BluMedia has three target market:

-  Lincoln's parents and family members aged 24-65 who have an active role in a child's life.
-  Teachers and child caregivers in the Lincoln area of any age hold the power to be an advocate in a child's life.
-  Medical professionals in the Lincoln area of any age whose patients tend to be children between the ages of 0-5. (Pediatric and E.R. doctors)



LAUREN CHO

RECENTLY GRADUATED
ELEMENTARY TEACHER

AGE 23

LOCATION LINCOLN, NEBRASKA

ABOUT

Lauren begins her first year teaching kindergarten, working with 5-6-year-olds. She's close to her 4-year-old niece and enjoys weekends with friends and social media.

FRUSTRATIONS

- Lauren is frustrated because her school lacks a teacher advocacy program.
- Lauren is also frustrated by a lack of community information resources.

GOALS

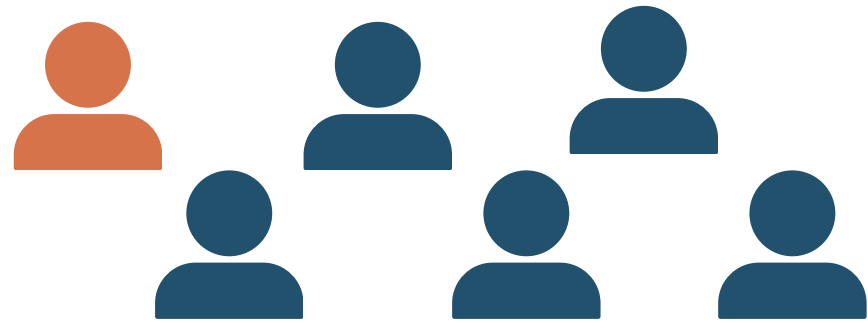
- This year, Lauren aims to learn how to identify signs of abuse and trauma in young children.
- Lauren also aims to create a secure and private channel for her students to discuss sensitive topics.

Page 9 | ACE Analysis

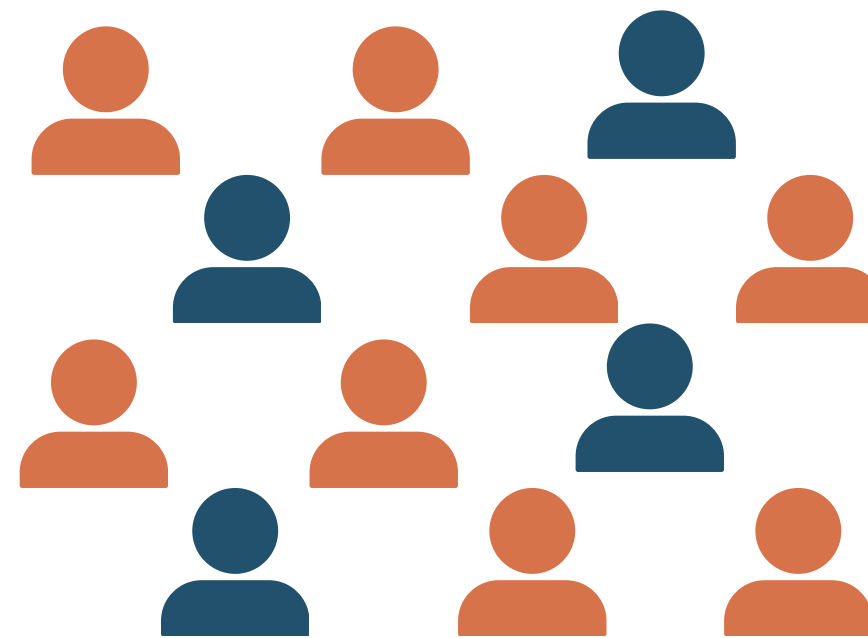
Adverse Childhood Experiences (ACE) encompass potentially traumatic childhood incidents within the age range of 0 to 17 years. These experiences include a range of factors, all of which can disrupt a child's sense of safety, stability, and bonding (CDC, 2023).

Ten ACEs have been identified and classified as the most common:

- | | |
|---------------------|--|
| 1 Physical Abuse | 6 Household Substance Abuse |
| 2 Sexual Abuse | 7 Household Mental Illness |
| 3 Emotional Abuse | 8 Parental Separation or Divorce |
| 4 Physical Neglect | 9 Witnessing Domestic Violence |
| 5 Emotional Neglect | 10 Incarceration of a Household Member |



Statistics show that one in six adults has experienced four or more types of ACEs, and at least five of the top ten leading causes of death are associated with ACEs (CDC, 2021).



The CDC Vital Signs Report posits that ACEs are prevalent across all demographic groups, with nearly two-thirds of study participants reporting at least one ACE and over 20% reporting three or more ACEs. Certain populations are at higher risk of ACEs due to the social and economic environments in which they reside. These environments impact their living conditions, educational opportunities, employment prospects, and recreational options (ibidem).

Page 11 | ACE Analysis

Research reveals the consequences of ACEs can have a profound impact on childhood health, well-being, and future life prospects, including education and employment opportunities. ACEs increase the risk of various issues, including injuries, sexually transmitted infections, maternal and child health complications such as teen pregnancies and fetal health problems, involvement in sex trafficking, as well as numerous chronic diseases and leading causes of death, such as cancer, diabetes, heart disease, and suicide.

The National Center for Injury Prevention and Control's Adverse Childhood Experiences Prevention outlines a holistic approach to addressing ACEs:

- 1 Strengthen economic support for families.
- 2 Promote social norms that protect against violence and adversity.
- 3 Ensure a strong start for children.
- 4 Enhance skills to help parents and youths handle stress, manage emotions, and tackle everyday challenges.
- 5 Connect youths to caring adults and engaging activities.
- 6 Intervene to mitigate both immediate and long-term harms.



BluMedia is focusing on the entirety of Lancaster County (Nebraska) centering attention on the city of Lincoln, which has a current population of 292,657 residents. BluMedia is focusing on medical, childcare, and family-related audiences with no age limit, no gender specification, no income requirement, and no education needed. The lifestyle preferences include anything child-oriented, psychological interests, medical interests, and health. BluMedia is considering people who value child betterment and trauma healing and believe that change starts with them. Their behavior is most likely consistent if they have children. Specific buying habits could include child supplies, child-oriented products, or medical treatments like therapy. The current size of the audiences served is listed above, but it is continuing to rise with the increase in corporate job openings. This is expected to continue with three large universities located in Lincoln (United States Census Bureau, 2020).



The State of California appears to be at the forefront of ACEs advocacy. Through a collaborative effort, the Office of the California Surgeon General and the California Department of Health Care Services are championing a novel initiative that aims to screen both children and adults for ACEs within primary care settings and provide trauma-informed care to mitigate the effects of toxic stress. ACEs Aware is a pioneering initiative that marks a historic stride as it becomes the nation's first concerted effort to screen patients for ACEs, with a resolute commitment to enhancing and saving lives (Let's Get Healthy California, 2023).

Page 13 | Like-Minded Organizations

Project Harmony (Omaha, Nebraska):

Project Harmony is a child advocacy center in Omaha, Nebraska, dedicated to the prevention and treatment of child abuse. One of Project Harmony's strengths is that it has an established reputation in the field of child advocacy and abuse prevention. It also offers comprehensive services, including forensic interviews, therapy, and family support. In addition, it has strong partnerships with law enforcement and social services. On the other hand, one of its weaknesses is that it has a limited presence and engagement outside of the Omaha area, so it may not have the same local community connection as BraveBe (Project Harmony, 2023).

Nebraska Alliance of Child Advocacy Centers (Statewide):

The Nebraska Alliance of Child Advocacy Centers is a statewide network that provides support and resources to centers that are members across Nebraska. One of the Nebraska Alliance of Child Advocacy Centers' strengths is a statewide reach and influence through its network of different centers. It offers advocacy and policy initiatives on a broader scale, as well as resource-sharing and collaborations among centers that are members of the alliance. On the other hand, the alliance may lack the direct community engagement and impact that BraveBe currently has. It also focuses on a broader statewide perspective rather than a specific local community (Nebraska Alliance of Child Advocacy Centers, 2023) .

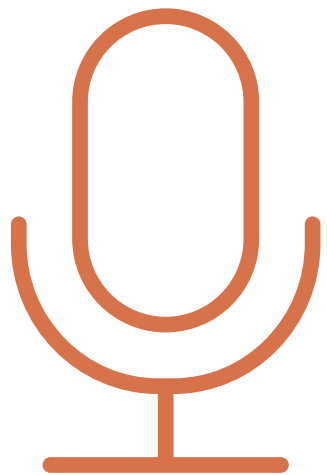
Page 14 | Primary Research



BluMedia created a survey to understand the average level of awareness about ACEs and BraveBe in and around Lancaster County. The purpose of the survey was to find out the demographic information and the average familiarity level of the community about the topic and its engagement in charity. BluMedia sent out the survey through social media to hear from a broad spectrum of voices.



BluMedia conducted a focus group with teachers and soon-to-be teachers. The purpose of the focus group was to investigate the awareness among current teachers and students regarding the signs of childhood trauma and how to respond. BluMedia focused the conversation on ten questions to cover these topics, while leaving the possibility for the target to freely direct the discussion.



BluMedia conducted four interviews with professionals who are in daily contact with children, including doctors, teachers, and community members. The interviews consisted of ten specific questions for the role played by the interviewee in relation to the topic. The purpose of these interviews was to understand the level of knowledge and action of industry professionals.

Finding

72.2% of BluMedia’s survey respondents within Lancaster County do not know about ACEs

Per the survey, churches, schools, and social media are the top places the target audiences find information about organizations they are interested in.

86.5% of BluMedia’s survey respondents within Lancaster County have not heard of BraveBe.



Insight

In Lancaster County there is a huge lack of knowledge regarding ACEs, hence there is a need for a first impact with basic information about the topic.

BluMedia aims to maintain dynamic profiles, tailor messages by location, utilize feedback channels, foster two-way communication, and actively seek audience input to understand their preferences.

There is a substantial lack of awareness about BraveBe in Lancaster County. This points to a significant gap in the outreach and visibility of BreveBe within this specific demographic.

Most school districts have different protocols when a child comes to them or if they notice harm to the child.



The way schools handle child safety issues varies widely. While this flexibility can fit local needs, it might also highlight a lack of consistent guidelines.

Every participant in the focus group thought the ACEs test would help tremendously for their students or would want to incorporate it into their classrooms.



Focus group participants' unanimous support shows a shared belief in the ACE test's potential to make a positive difference. It shows a need for more schools to adopt tools like this to better understand and support students dealing with tough experiences.

Through a one-on-one interview with a teacher in Lancaster County, it was discovered that developing a personal rapport with students is helpful so they feel they can share concerns with the education staff.



Forming personal connections with students is crucial. When students feel close to their teachers, they're more likely to share their concerns. This shows the importance of creating a friendly and trusting environment in schools, where students feel comfortable talking about their worries with teachers.

Strengths

- Tax-Exempt Status
- Established Credibility
- Employee Commitment
- Community Involvement
- Protection from Personal Liability
- Providing needed services to children in the community
- Partnerships with organizations within the community

Opportunities

- New Community Partnerships
- Increased Brand Awareness/Branding Tools
- New Events and Volunteer Opportunities
- Create Multiple Channels for Fundraising
- Increased Awareness to Public Officials

Weaknesses

- Limited Funding
- Social Pressure
- Lack of Branding
- Limited Community Engagement

Threats

- Competing Non-Profits Within the Same Community
- Legal Requirements for Non-Profits
- Employee Retention
- Customer Attitude Toward Brands

Page 18 | Objectives

Marketing Objectives



Recruit 25 members of the Lincoln Lancaster community to represent BraveBe as ambassadors within the first two months of the campaign.



Increase attendance by 10 people at informational training programs for active community members, healthcare professionals, and educators to ensure a broader understanding of ACEs and trauma-informed practices within the community within the first two months of the campaign.

Communication Objectives



Increase Awareness of ACEs and BraveBe through social media: Increase overall social media engagement by 5%. To do this, BluMedia will utilize social media analytics to analyze likes, comments, shares, click-through rates, and overall engagement of social media content.



Promote Stigma Reduction: Reduce negative stigma of ACEs by 10% using focus groups to gather the public's perception of ACEs and encourage open discussions about any negative associations it may have. BluMedia will monitor this by comparing pre- and post-campaign surveys.

Page 19 | The Big Idea

BluMedia's message strategy for BraveBe revolves around the idea "Anyone Can", highlighting the belief that anyone can advocate for a child who is facing trauma. This approach aims to emphasize the potential that anyone who works closely with children or is around children can have an impact on a child experiencing different traumas and how this impact can influence a child's future. **Through our ACE campaign logo and “Anyone Can” slogan, BluMedia seeks to amplify awareness of BraveBe and reduce stigma around ACEs and child advocacy centers.**

“Anyone Can” Slogan

The slogan “Anyone Can” is the name of the campaign BluMedia created for BraveBe. These words embody the characteristics of inclusivity, empowerment, and limitless potential that will be shown through the media presented for the campaign. This slogan will be shown through positive owned social media content and animations as well as the paid billboard and podcast sponsorship. BluMedia hopes to encourage individuals regardless of background, abilities, or circumstances to represent a society that encourages child advocacy and embraces the belief that “Anyone Can” be an advocate, a mentor, and a family to these children facing childhood trauma and find a future filled with promise.

ACE Campaign's Logo

BluMedia's creative team has designed a logo that embodies the spirit of BraveBe's ACE campaign. The logo features a little yellow house; this house represents a safe place for individuals with trauma from ACEs. To ensure the logo's effective integration into the Ambassador Program, BluMedia will provide stickers and buttons featuring the logo. These items will serve as tools for active ambassadors to spread awareness and engage the community in discussions about ACEs.



Page 20 | Marketing Communication Strategy Overview

BluMedia is focusing on promoting awareness of the 10 ACEs of Trauma and BraveBe as an organization using both digital and social media. On platforms like Facebook, BluMedia will share content tailored to BraveBe's audience, aiming to effectively convey the importance of child advocacy and trauma awareness.

In addition to online efforts, BluMedia will hold educational training programs with detailed information and stories about the 10 ACEs of Trauma. During these programs, BluMedia will distribute brochures, ensuring direct access to information about BraveBe's objectives and the significance of understanding trauma.

BluMedia is also working on partnerships with specific podcasts. Through these collaborations, BluMedia will broadcast interviews and share stories related to the 10 ACEs of Trauma, reinforcing BraveBe's role as a key child advocacy organization in Lancaster County.

By integrating efforts across social media, brochures, and podcasts, BluMedia aims to expand the influence of the BraveBe and the ACEs campaign, making a lasting impact in the community.

Page 21 | Creative Brief

Why is BluMedia communicating?

BluMedia seeks to create a multi-faceted campaign that helps spread awareness about ACES and create a strong brand image for BraveBe throughout the Lancaster County community.

Who is the target audience?

The target audience will be those who work in the medical, childcare, and family related fields in Lancaster County. There is no age limit, gender specification, income, or education requirements. The target market will have a lifestyle that is child-oriented. They are interested in the psychological and physical health of children as well. They strongly value child betterment and trauma healing, believing that they can make a difference. This market currently consists of 292,657 residents but is trending upwards in terms of growth.

Given BluMedia reasoning for communicating, what's the single most important thing to know about the target audience?

Through the research, BluMedia has determined that anyone can be a child advocate. This role is not limited to any certain demographic but is something that anyone can become.

What does the target audience currently think about the service?

Currently, the target audience has little to no awareness of BraveBe and its new Adverse Childhood Experiences Institute.

Page 22 | Creative Brief




What does BluMedia want the audience to think about the service?

BluMedia wants the target audience to see BraveBe as a staple in the Lincoln community, a well-known organization that does good for the community. This awareness and recognition of BraveBe will include its new ACE Institute.

What basic promise addressing the target's self-interests can BluMedia make to guide the target to that new understanding of the product?

BluMedia will create a campaign that will increase awareness throughout the Lancaster community surrounding BraveBe and the ACE institute. The campaign will craft a strong, recognizable brand image that will make BraveBe a well-known brand within the community.

What evidence supports BluMedia basic promise?

-  72,2% of survey respondents within Lancaster County do not know about ACEs.
-  According to the survey, churches, schools, and social media are the top places where the target audience finds information about organizations, they are interested in.
-  Teacher delivered interventions have been found to significantly improve student well-being and adaptation following exposure to traumatic events.

What tactics and media should BluMedia use to communicate this information? Why?



Social Media:

Posts will increase engagement and create a strong brand image for BraveBe.



Ambassadors:

Ambassadors existing on campuses within Lincoln will serve as stakeholders who will create awareness surrounding BraveBe and the ACE Institute using the knowledge they gain from the training programs.



Event Sponsorships:

Event sponsorships such as educational training programs will help create buzz and interest in BraveBe, creating stakeholders that will help spread the word about BraveBe and their mission.

Page 24 | Public Relation Tactics

BraveBe will use community outreach and engagement opportunities such as back-to-school events at local Lincoln Public Schools and at the University of Nebraska-Lincoln to recruit and inform future ambassadors. BluMedia suggests using two types of ambassadors, active and passive. In order to assume the role of an active ambassador, an individual is required to participate in both scheduled educational training sessions. Subsequently, upon consistent attendance twice a week, they will be eligible to receive a monthly stipend of \$50. Conversely, passive ambassadors encompass students who, while possessing eligibility for ambassadorship, have not undergone the requisite training to attain active ambassador status.

Consequently, they will engage in propagative activities without receiving monetary remuneration. It will also be important to create digestible materials to inform the active ambassadors of the commitment they are making to be an ally in childhood advocacy. Due to this commitment, the active ambassadors will be getting paid \$50 per month for their services to BraveBe. These ambassadors will act as liaisons between BraveBe and the community by venturing out and spreading the word to community members through training programs and educational events. Active ambassadors will also act as hubs for information and provide a safe place for children who may be experiencing childhood trauma or an adult who knows a child is experiencing trauma.

BluMedia's suggestion to increase attendance by 10 people at informational training programs is to implement targeted email campaigns for the leaders in the target markets, such as the staff members at LPS's headquarters. It is crucial to send personalized invitations to each group with compelling content and information about the training program. BraveBe should also get involved with UNL, UNMC, Doane, and Union College to bring these informational classes to students studying education and medicine/nursing.

Regarding improving social media engagement BluMedia will provide a content calendar that encourages consistent posting that will create an active presence on social media.

In the calendar BluMedia will suggest opportunities for heartwarming stories, educational, and interactive content to keep following interested and engaged with the differing types of posts (see Appendix C).

To reduce the stigma, BluMedia suggests creating a positive storytelling campaign including video testimonies. This is also an opportunity for BraveBe to create or be guests on parenting podcasts to speak out on success stories (see Appendix E). BraveBe should also arrange public speaking arrangements at local schools, hospitals, and large places of gathering. Finally, BluMedia suggests doing a media tour to local news stations and radio stations.

Owned Media

Social Media

Instagram and Facebook are the two social media platforms that the desired target audience engages with the most and are platforms that BraveBe already uses. BluMedia’s content for both of these platforms will be the same and focus on sharing compelling visual stories and informational content, all while raising awareness about the ACE Institute. BluMedia created content with a mix of heartwarming stories, informative articles, spotlights on current ambassadors in the program, a question-and-answer portion about stories, educational infographics, event calendars for the month, and emotionally resonant videos to convey the campaign's goals. BluMedia aims to foster meaningful conversations with the target audience, encouraging them to share, comment, and interact with the posts through calls to action in posts. (See Appendix B)

Animated Flip-Through of Words

BluMedia created an animated flip-through of words that encompass the logo of the campaign “Anyone Can” along with a following verb such as educate, advocate, develop, etc, that can describe what an individual can bring to a child experiencing trauma and how their influence can impact that child’s future. This element of the campaign will be presented through social media, possibly animated billboards, and ambassador training sessions. By doing this BluMedia aims to add a fun, creative, and positive piece to the brand while also upholding the message of the campaign and overall brand.

Page 27 | Media Strategy

Content Calendar

A content calendar is an important tool to help the growth of BraveBe's social media platforms. This content calendar provides a structured way to plan, organize, and execute the ACE campaign on social media. It will help BraveBe with a proactive stance, ensuring that the content aligns with the campaign's goals. Additionally, in the world of content, consistency is paramount. By scheduling content in advance, BraveBe can then maintain a regular posting schedule, keeping the audience engaged and building their trust. This predictability is a cornerstone of effective content marketing. (See Appendix C)

Paid Media

Social Media

As part of BluMedia's mission to amplify BraveBe's message and reach a wider audience, BluMedia will use paid media, that use both boosted and paid advertisements across platforms like Instagram and Facebook. Boosted posts will ensure that the most impactful stories and informative content reach a broader, highly targeted audience. The paid media strategy will include visually appealing and emotionally resonant visuals and compelling short video advertisements. These messages will serve as a call to action, encouraging people to engage with the content, visit the website, or support the cause. Careful targeting of advertising efforts will ensure that the messages reach individuals most interested in child advocacy and child safety, maximizing reach and impact. By investing in boosted and paid advertisements, the aim is not only to raise awareness of the ACE Institute but also to inspire action and drive more support for all work in child advocacy. (See Appendix B)

Ambassadors

BluMedia will implement a paid ambassador program in order to spread awareness of adverse childhood experiences among the community. Paid ambassadors will be referred to as “Active” and will be experts or well-known individuals in their respective fields. By partnering with such individuals, BraveBe will be able to leverage their credibility and expertise to convey the importance of ACEs. These active ambassadors will be responsible for hosting meetings for members of their respective fields about ACEs and act as a liaison between the Lincoln community and BraveBe. These ambassadors will be paid for the time they give to the BraveBe organization and the community, and BluMedia suggests doing \$50 a month per ambassador.

Brochure

BluMedia designed an informational brochure that describes BraveBe’s mission and organization, and provides definitions and descriptions of trauma and the 10 ACEs of trauma. This brochure will be used at training sessions hosted by BraveBe, specifically to be given to ambassadors and to any individuals in their environment who need information on BraveBe and the services it offers. These informational brochures serve as a comprehensive source of knowledge, making it easier for individuals to access, understand, and retain information. They also save time and effort by centralizing information, reducing the need for people to find the information elsewhere. Finally, the brochures can be used as marketing and promotional tools when speaking to future donors and partners or putting on an event. (See Appendix D)

Podcasts

Sponsoring a podcast and guest appearances on relevant podcasts hold immense marketing potential in today's digital landscape for Brave Be. This comprehensive strategy explores the benefits of these approaches, making it possible to connect with the desired target audience, elevate BraveBe's recognition, and achieve the campaign's goals. Below are the steps that BluMedia will take:

- 1** Identify the Right Podcast: BluMedia will research and identify podcasts that align with the desired target audience, industry, and campaign. When searching for a podcast, BluMedia will consider factors such as the podcast's content, listenership, and relevance to the campaign. BluMedia will also consider the benefits of a potential long-term podcast sponsorship to build BraveBe's brand loyalty and recognition among the desired target audience.
- 2** Define Clear Objectives: BluMedia will clearly outline marketing goals for podcast sponsorship and guest appearances. These objectives encompass brand awareness, lead generation, promotion of BraveBe, establishing BraveBe as an authority in the child advocacy center field, building BraveBe's credibility, and more. BluMedia will ensure that the goals are specific, measurable, and aligned with the overall marketing strategy.
- 3** Reach Out and Build a Partnership: BluMedia will reach out to podcast hosts or networks to explore potential sponsorship opportunities and establish mutually beneficial partnerships. Then, BluMedia will emphasize how BraveBe can provide value to its listeners. When contacting podcast hosts or networks relevant to the industry, BluMedia will craft a compelling pitch that outlines BraveBe's expertise, and the benefits offered to the audience of the podcast.
- 4** Tailor the Message and Prepare Engaging Content: BluMedia will collaborate with the podcast creators and host to ensure that the message and ad content align seamlessly with the podcast's tone and style, creating a message that feels native to the content and resonates with the audience of the podcast. BluMedia will then develop engaging and informative content that adds value and addresses the interests and pain points of the target demographic.

Page 30 | Media Strategy

- 5 Showcase Expertise: BluMedia will use the podcast appearance as an opportunity to showcase BraveBe's expertise, share valuable insights, and provide actionable advice or solutions that demonstrate BraveBe's authority in the child advocacy center field.
- 6 Cross-Promotion: BluMedia will maximize outreach by leveraging BraveBe's social media channels, email marketing, and website to promote both the podcast episodes sponsored and guest appearances. BluMedia will encourage listeners and followers to tune in, participate in discussions, and engage with the podcast's content.
- 7 Post-Appearance Engagement: BluMedia will continue the conversation with the podcast audience after the appearance by participating in discussions, addressing comments, and sharing additional resources through BraveBe's own channels.
- 8 Track and Measure: BluMedia will implement tracking tools to monitor the performance of the sponsorship or appearance. BluMedia will then analyze metrics such as website traffic and lead generation contributed to the podcast campaign.
- 9 Evaluate and Optimize: BluMedia will regularly review the results of the sponsorship and/or appearance campaign and assess its impact on the target audience. BluMedia will then use this data to refine the strategy for future podcast work.
- 10 Stay Compliant: BluMedia will ensure that sponsorship and appearance adhere to relevant advertising and disclosure regulations to maintain transparency and trust with the audience.

Podcast options: Business LKN; Better Leaders, Better Schools; One in Ten; Voices of Courage.

Page 31 | Media Strategy

Billboard

BluMedia has created a simplistic yet impactful design for the “Anyone Can” campaign. The design aims to evoke a sense of concerned involvement, with an empowering, colorful, and inspiring tone. This approach is intended to highlight the potential for anyone, regardless of their status or education, to stand up for a child.

This campaign will be executed on designated out-of-home platforms within Lancaster County, focusing particularly on digital billboards due to their high visibility and effectiveness in capturing attention. BluMedia plans to leverage the Out-of-Home Advertising Association of America’s (OAAA) Cause-Related Campaigns initiative, according to which the OOH advertising industry has a long-standing tradition of providing free advertising space for charitable causes. Usually, an organization must be non-profit and not pay for advertising in another medium. OOH companies donate the monthly ad space fee on a space-available basis. In most cases, OOH companies donate posting fees, but since this entails real labor costs, some do not. The public service recipient receives broad market exposure for 30 days or more. (See Appendix F)

Earned Media

Podcasts

Sponsoring a podcast offers the opportunity for earned media through podcast features, social media promotions, and audience engagement. It can result in increased brand visibility, reach, and credibility within the podcasting community and beyond for BraveBe. Additionally, by offering valuable insights, BraveBe can encourage audience participation and generate a buzz around its podcast-related activities. This podcast has the potential to yield substantial earned media and enhance the overall marketing effort for BraveBe.

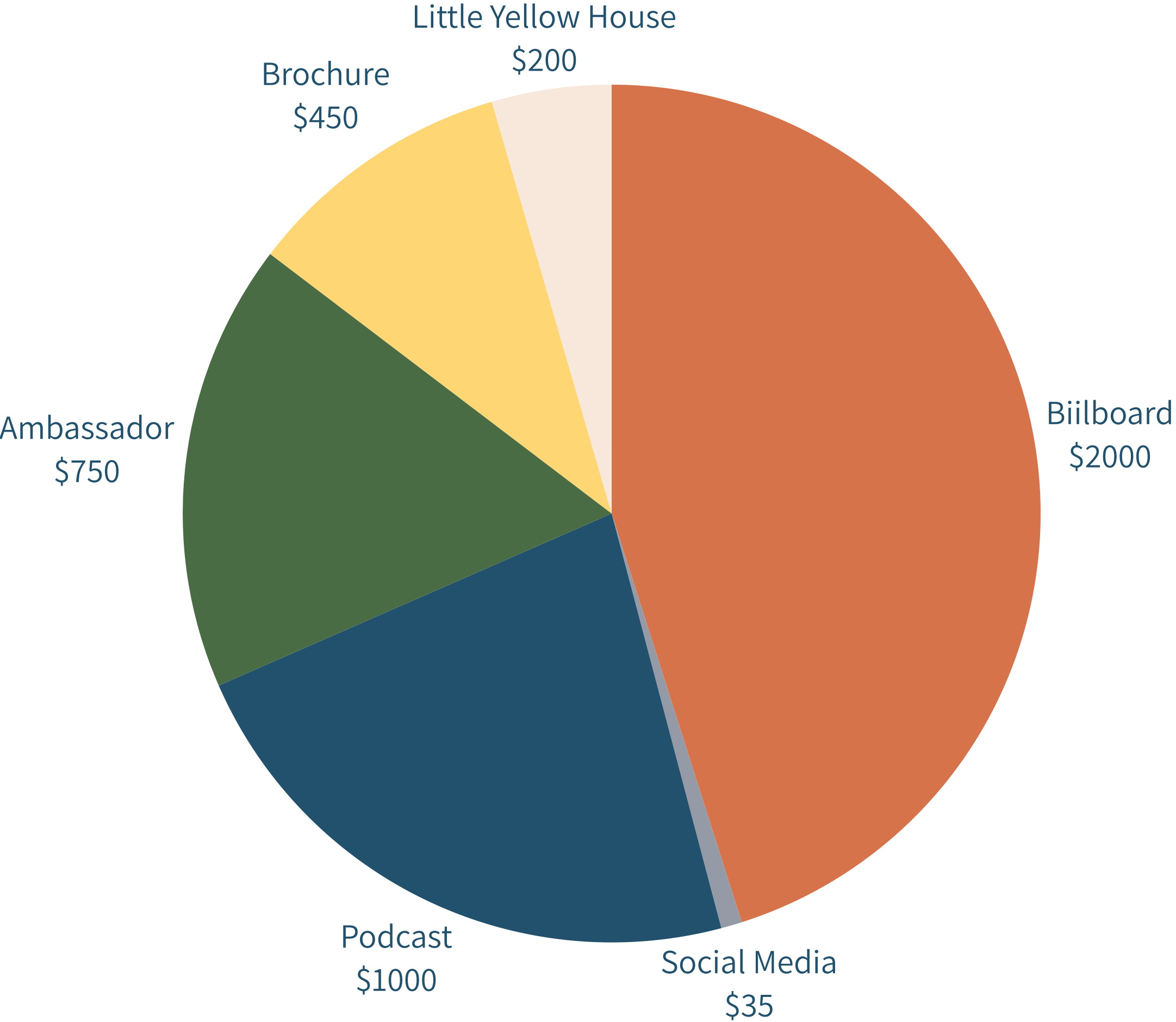
Social Media

Through paid and owned media strategies on platforms such as Instagram and Facebook, BluMedia anticipates earning media attention and user-generated content. The compelling and emotionally resonant paid media campaigns, coupled with boosted posts and powerful content on owned channels, are designed to engage and inspire the audience. As the messages resonate and help start meaningful conversations, there is an expectation of organic social media shares, comments, and user-generated content highlighting the organization's mission. Additionally, as paid advertisements reach a wider, targeted audience, it is anticipated that media outlets may take notice, potentially leading to media coverage and endorsements. This earned media will extend the reach and promote the ACE Institute, helping BraveBe to make a more significant impact in their mission. (See Appendix B)

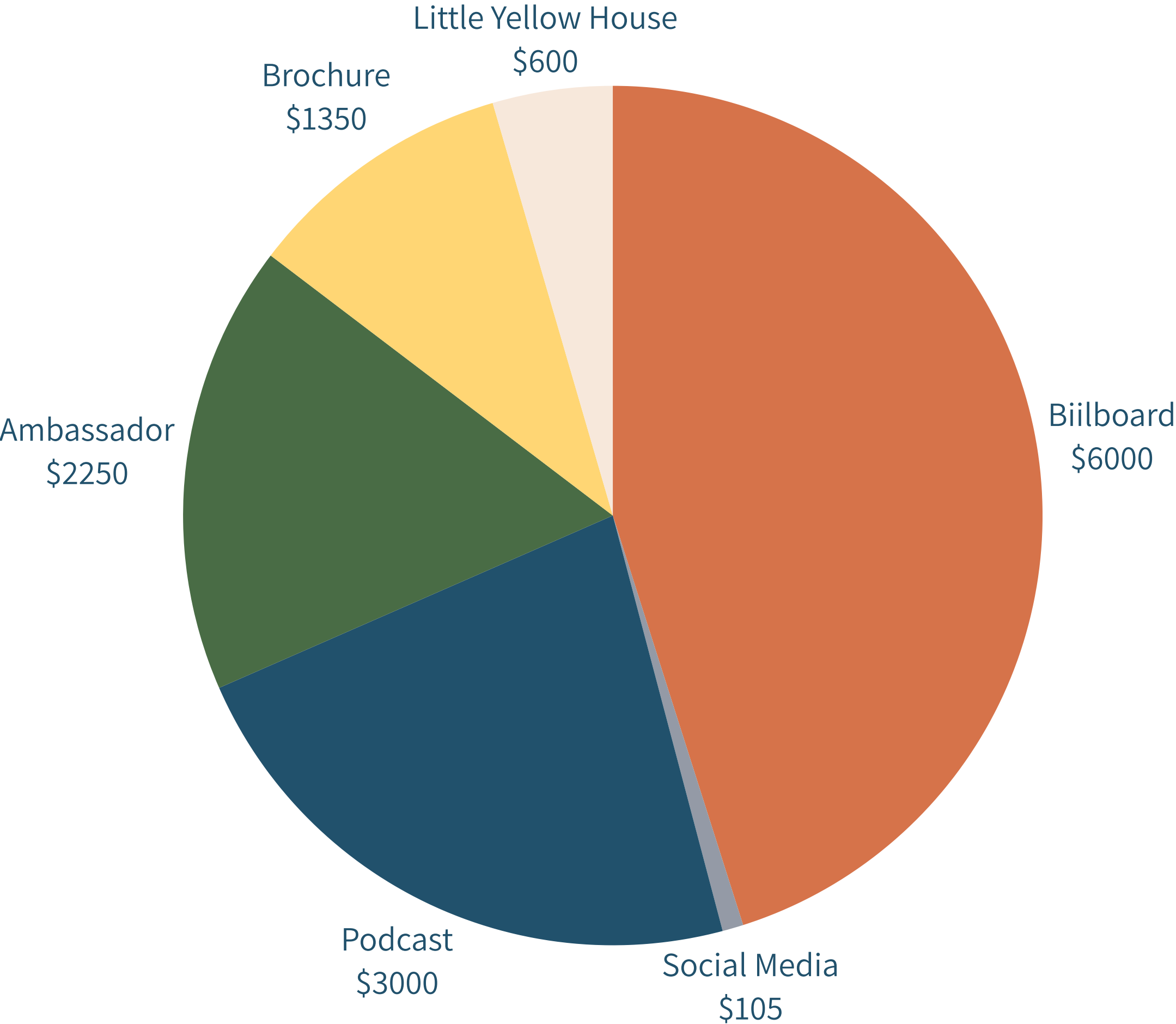
Ambassador Program and Informational Brochure

The ambassador program and informational brochures can be powerful tools for media coverage through increasing brand visibility. Recruiting influential advocates will promote the authenticity of BraveBe with shared experiences and positive opinions through word-of-mouth in their training sessions or through their own social media pages. Endorsements can carry credibility and attract media attention throughout the community as well. Informational brochures can be a credible source for other media professionals, providing informative and well-researched content.

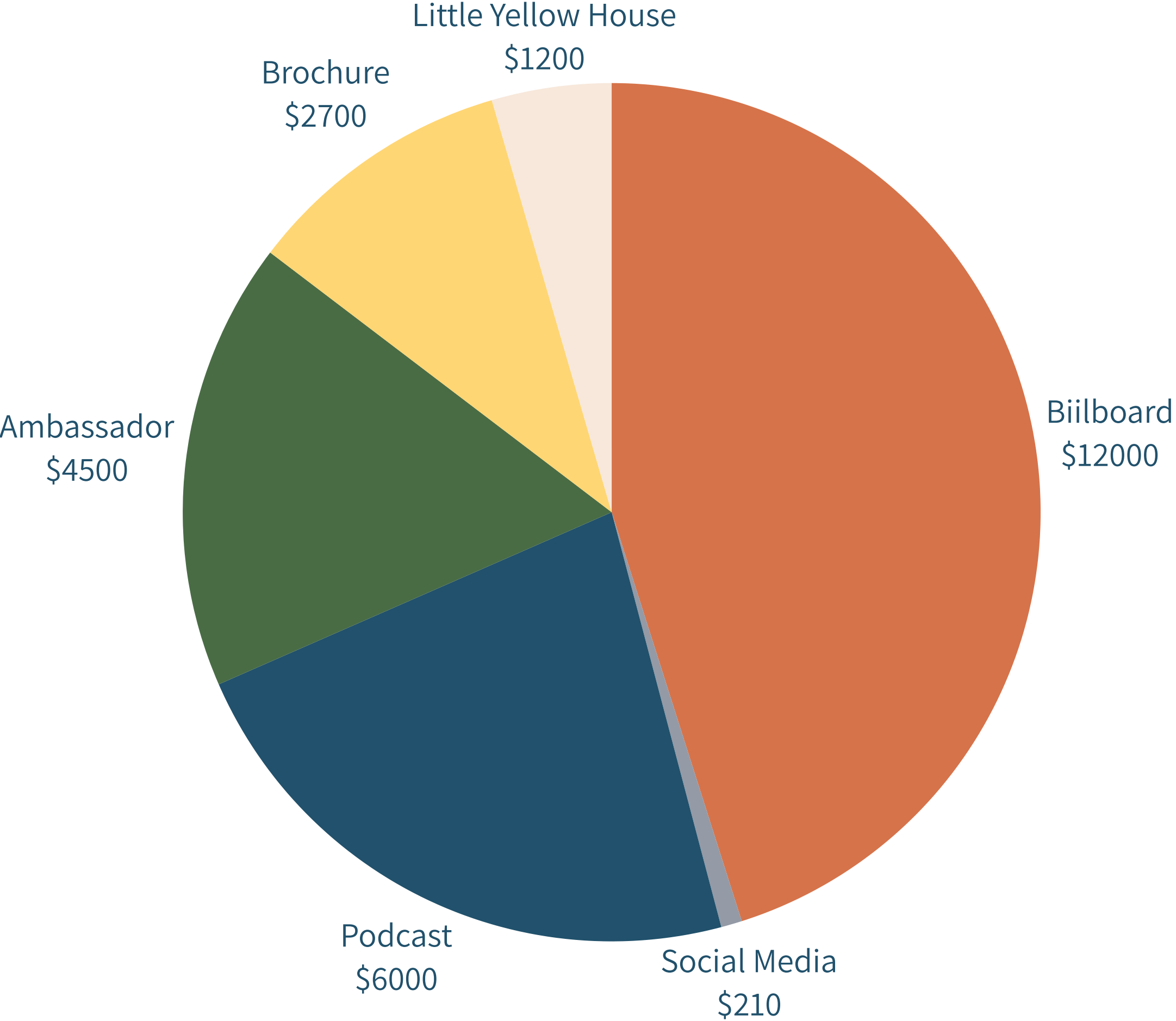
1 Month
Total: \$4,435



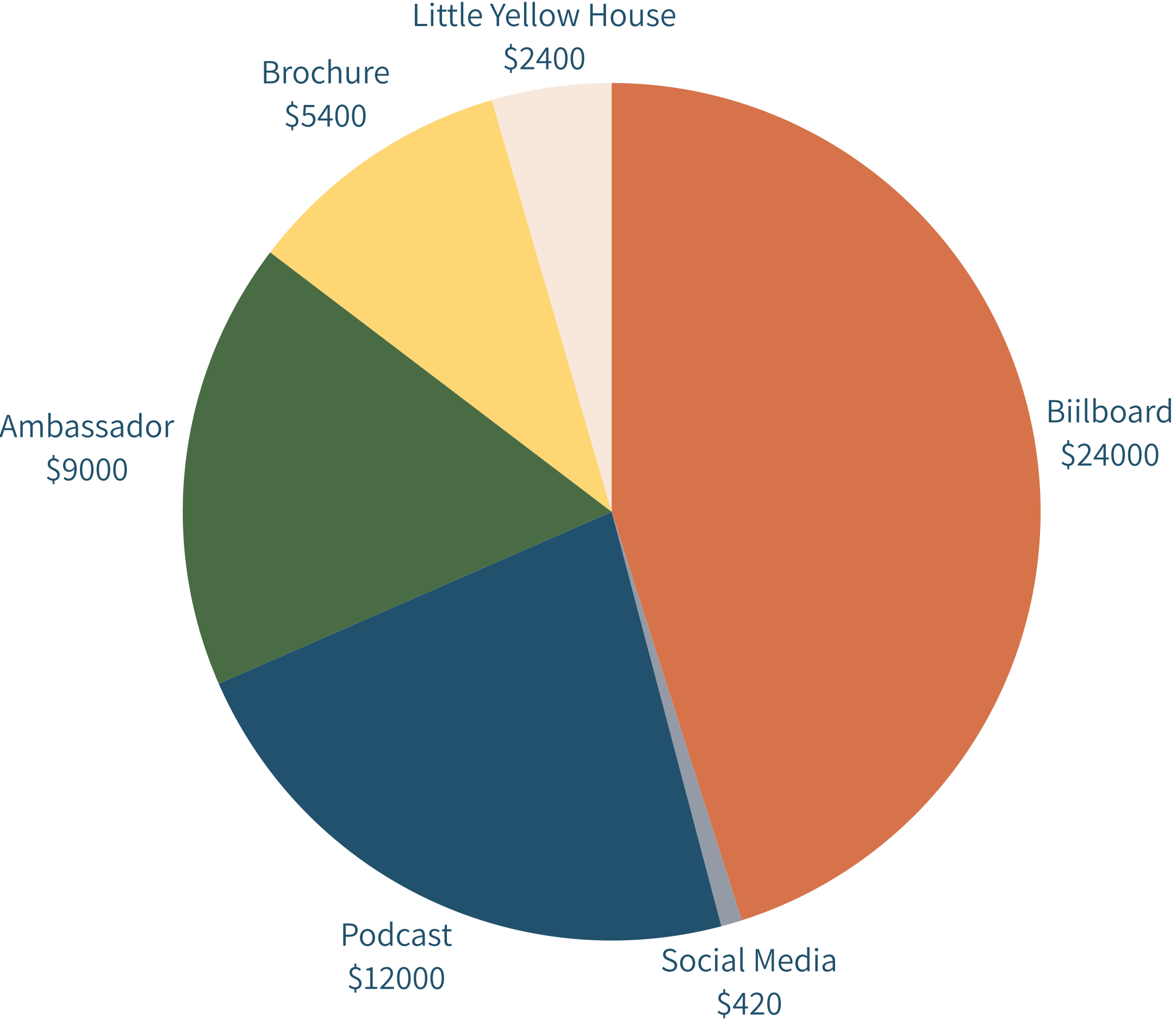
3 Month
Total: \$13,305



6 Month
Total: \$26,610



12 Month
Total: \$53,220



Objective

Pre-Campaign Measurements

Post Campaign Measurements

Increase Social Media Awareness

Conduct a survey to gather feedback from BraveBe’s current market highlighting their knowledge and understanding of the brand and current social media status

Use media analytic tools to compare BraveBe’s current engagement metrics to those of the competitors to find a benchmark

Utilize social media analytics to analyze likes, comments, shares, click-through rates, and overall engagement of social content

Conduct a post-campaign survey to gather feedback regarding awareness and relevance from BluMedia’s target market

Reduce Stigma

Gather insight from employees to determine what current consumers think about the brand

Host focus groups or conduct surveys to gather direct perceptions of the brand and any negative associations it may have

Conduct a post focus group and survey to assess changes in perception and attitudes towards BraveBe’s brand

Analyze the discussions, comments, mentions, and shares of BraveBe’s content on social media to assess shift from negative to positive sentiment

Objective

Pre-Campaign Measurements

Post Campaign Measurements

Increase attendance
of informational
training sessions

- Create registration or RSVP process for meetings and events
- Include a brief survey before the meeting or event to gauge interest and expectations of participants

- Compare registration and RSVP numbers from previous training sessions pre-campaign
- After events and training sessions, send out surveys to registered members to gather feedback about their experience and provide insight into their satisfaction and what could change

Implement a
BraveBe
ambassador
program

- Conduct audience research to identity key demographics and interests of who BraveBe should target as an ambassador
- Review competing ambassador programs to understand what expectations and guidelines BraveBe could follow to ensure a successful program

- Conduct surveys from individuals that participated in sessions by ambassadors to receive feedback
- Use social media analytics to track the reach and engagement of content shared by ambassadors

Media Flowchart

Schedule	January	February	March	April	May	June	July	August	Medium Totals
	7 14 21 28	4 11 18 25	3 10 17 24 31	7 14 21 28.	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	
Social Media									\$10,000
Facebook									
Instagram									
Outdoor									\$12,000
Interactive Billboard									
Static Billboard									
Podcast									\$3,000
									25,000

Social Media Posts Examples



Content Calendar

Today

< >

January 2024

SUN 31	MON Jan 1 Instagram and Facebook	TUE 2	WED 3 Instagram
7	8	9	10
14	15	16	17 Instagram
21	22	23	24 Instagram and Facebook
28	29 Instagram and Facebook	30	31 Instagram

Instagram

Wednesday, January 17, 2024

Weekly on Wednesday

Feature a Q&A session with a child psychologist about ACEs. Encourage followers to ask questions.

BraveBe


Created by: lauren anderson

Week 1 (January 1-7)	January 1: Welcome 2024! Share a heartfelt New Year's message, emphasizing the organization's commitment to children's well-being.	January 3: Introduce the ACEs campaign with a compelling story or statistic. Tease the upcoming content.	January 5: Share a short video or infographic about the importance of addressing ACEs and how the nonprofit is making a difference in Lincoln, Nebraska.
Week 2 (January 8-14)	January 8: Post a shareable infographic highlighting key ACEs statistics in the state.	January 10: Share a success story or testimonial from a child who has benefited from your organization's work.	January 12: Share a thought-provoking quote related to ACEs and its impact on children's lives.
Week 3 (January 15-21)	January 15: Provide tips for parents and caregivers on how to recognize and prevent ACEs.	January 17: Share a video interview or Q&A with a local expert discussing the importance of addressing ACEs.	January 19: Promote an upcoming virtual event or workshop focused on ACEs awareness.
Week 4 (January 22-28)	January 22: Share a carousel post with statistics, infographics, and resources for those interested in learning more about ACEs.	January 24: Highlight the impact of the nonprofit's work in the Lincoln community by sharing success metrics or achievements.	January 26: Share a compelling personal story from someone who has overcome ACEs with the help of the nonprofit.
Week 5 (January 29-31)	January 29: Provide a sneak peek of what's to come in February, maintaining interest and engagement.	January 31: Thank your followers for their support throughout January and remind them to stay tuned for more updates and content.	

Brochure

What is your ACE score?

Below is a QR code to the Adverse Childhood Experiences test. This test will help identify how many advanced childhood experiences you've encountered before the age of 18.




ADVERSE CHILDHOOD EXPERIENCES

BraveBe

www.BraveBe.org

BraveBe Child Advocacy Center

5025 Garland St
Lincoln, NE 68504
(402) 476-3200



BraveBe Ambassador Program

Find an ambassador near you at BraveBe.org

2.2x as likely to have ischemic heart disease

as likely to have a stroke 2.4x

1.9x as likely to have cancer

Impact of ACES: Health

as likely to attempt suicide 12.2x


10.3x as likely to inject drugs


as likely to be an alcoholic 7.4x

What are ACES?

Adverse Childhood Experiences are stressful or traumatic experiences that happen to an individual before the age of 18.

A landmark Kaiser Permanente and Centers for Disease Control and Prevention (CDC) study, published in 1998 and led by Dr. Vincent Felitti and Dr. Robert Anda, examined the relationships between childhood events and the effect that it had on the overall health and well-being of those individuals later in life. In this study, ten adverse experiences were identified and categorized into three types: abuse, neglect, and household challenges






Abuse

Emotional
Physical
Sexual


Other Adversity

Bullying
Community Violence
Natural Disasters
Refugee or wartime
Acts of terrorism



Types of ACES

Household Challenges




Substance Misuse
Mental Illness
Suicidal thoughts
Divorce or separation
Incarceration
Intimate partner violence

The Child lives with a parent, caregiver, or other adult who experiences one or more of these challenges

Neglect

Emotional
Physical



BluMedia | 2023

Podcast Examples

Podcast Introduction:

Welcome to "Voices of Courage." Today, we spotlight BraveBe, a non-profit founded by Bud Cramer in 2011, tackling flaws in the child welfare system. Based in Lincoln, NE, BraveBe offers vital services like forensic interviews, medical evaluations, advocacy, trauma-informed therapy, and professional training. Join us as we explore how they're simplifying the reporting and treatment of abuse cases, making a profound impact on the lives of children and non-offending parents. "Voices of Courage" stands with BraveBe in creating a safer, compassionate world for our children.

Podcast Sponsorship:

Today's episode is brought to you by BraveBe. BraveBe is a non-profit tackling flaws in the child welfare system, providing crucial services in Lincoln, NE. From forensic interviews to trauma-informed therapy, they're simplifying the reporting and treatment of abuse cases. Join us in supporting BraveBe's mission for a safer, compassionate world. Visit bravebe.org to learn more and contribute. BraveBe: Empowering communities, one child at a time.

Billboard





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