



PORFOLIO PROJECT: PART 2

# Activating the next generation of charity: water supporters

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# A new donation program for college students





# LANDING PAGE

I created this new landing page to better engage college students by designing a quick-to-digest, action-oriented experience. This messaging emphasizes that even small donations can have a meaningful impact, which helps remove the financial pressure that might discourage students from giving.

charity: water

The image shows a laptop displaying the charity: water website. The header features the charity: water logo and a "Sign up" button. The main headline reads "Small Change, Big impact." Below it is a photograph of a young boy smiling and holding a glass of water. A caption below the photo states, "You don't need to have a lot to give a lot." To the right, a section titled "THE SPRING" is visible, along with a call to action "Join the global community serving 38,086 people every month." A donation amount selector offers "\$1 USD/mo", "\$10 USD/mo", "\$20 USD/mo", and "Other amount". A prominent yellow "Give water today" button is at the bottom right. A small note at the bottom right of the page reads: "1 in 10 people on the planet lack access to clean water. Your small contribution can create a lifetime of change."



charity: water

# Organic Social





# Instagram content pillars targeting college students

Community  
recognition

Impact

Engagement

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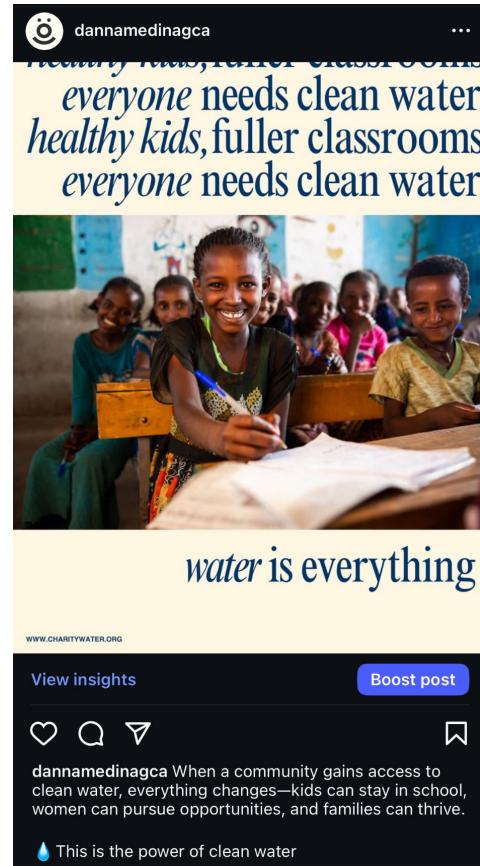
Instagram Handle: [type here]



# INSTAGRAM POSTS



Community recognition



Impact



Engagement



# Influencer Marketing on Social Media



# INFLUENCER CONTENT GUIDELINES



## OUR MISSION

charity: water is a nonprofit organization on a mission to bring ***clean and safe water to every person on the planet.***

charity: water



We use 100% of public donations to fund clean water projects, prove every project with photos and GPS coordinates, and rely on the expertise of local partners to implement projects sustainably.



- Content must be...high-quality images, videos or infographics that visually demonstrate the impact of clean water on individuals and communities.
- Content must show...how access to clean water improves lives-particularly in areas like education, health and economic opportunity-and highlight ways audience can get involved.
- Influencer must be located in...the U.S., ideally affiliated with a college campus that is active in non-profit initiatives or student-lead social impact efforts.
- Tone should be...optimistic, hopeful and inspirational.

# INFLUENCER SELECTION CRITERIA



- Purpose-aligned audience and content
- College-centered presence
- Engaging and hopeful storytelling style



# INFLUENCER SELECTION

< Makayla Lysiak >



@makaylalsiak

78 Following  
105.5K Followers  
2M Likes

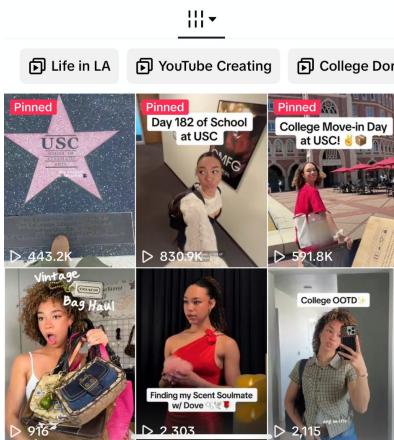
Follow

Message

film school & entertainment industry

makayla@underscoretalent.com

instagram.com/makaylalsiak and 1 more



@makaylalsiak

< Sophia >



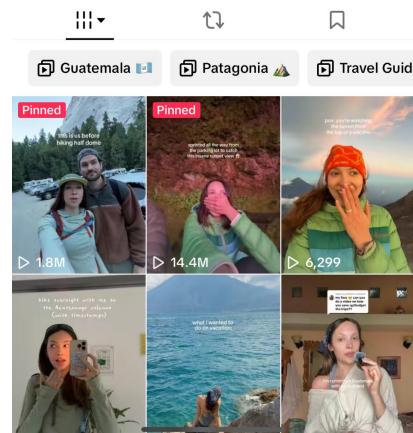
@sophiaxverde

1,349 Following  
88.8K Followers  
9.5M Likes

Follow

Message

probably outside 🌎  
backpacking the world (pt 2)  
sophia@moda-verde.com  
https://beacons.ai/sophiaxverde



@sophiaxverde

< Velina | ACTUM Giving >



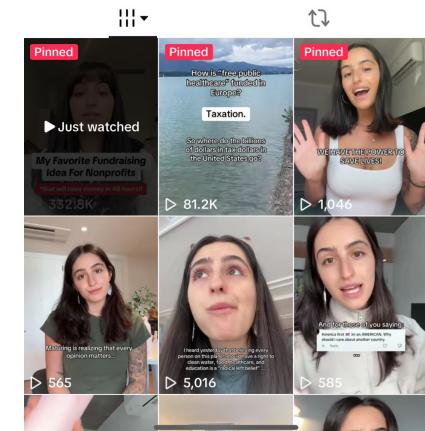
@actum.giving

141 Following  
2,258 Followers  
61.6K Likes

Follow

Message

Velina 💙 nonprofit 🌎  
do you believe in human rights for all?  
Join me 🙏  
https://linktr.ee/actumgiving



@actum.giving

charity: water



# Paid Social





# INTEREST-BASED AUDIENCE

Objective: **Conversions**

KPI: **Sales**

Cost-efficiency metric: **CPA**

Use saved audience ▾

## Danna Medina Consulting

### Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

#### Location:

United States

#### Minimum age:

18

### Advantage+ audience ✨

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. [About Advantage+ audience](#)

#### Custom audience:

Interest-based

#### Age:

18 - 27

#### People who match:

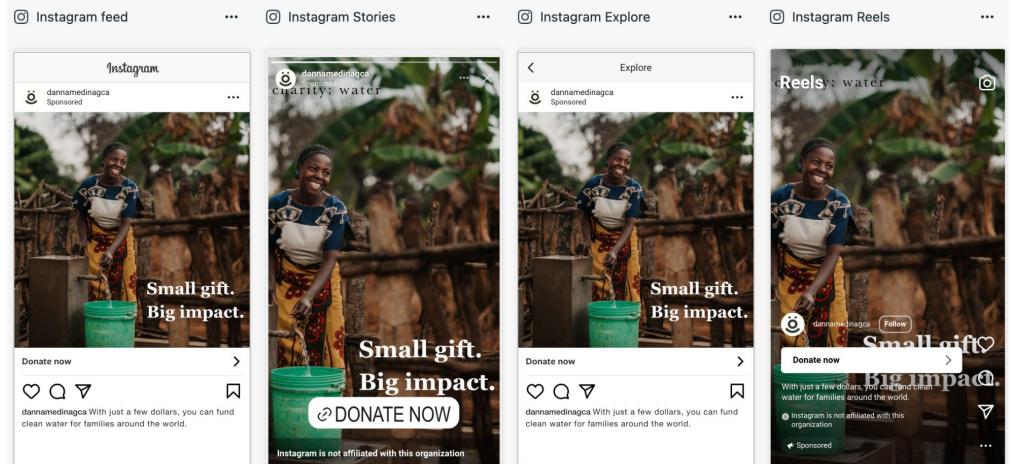
Interests: Nonprofit organization, University, College or Charity and causes



# INTEREST-BASED AD CREATIVE

Using details in the campaign brief, design and program ad creative and copy for your interest-based audience. Add your screenshot to this slide.

charity: water





## RETARGETING STRATEGY

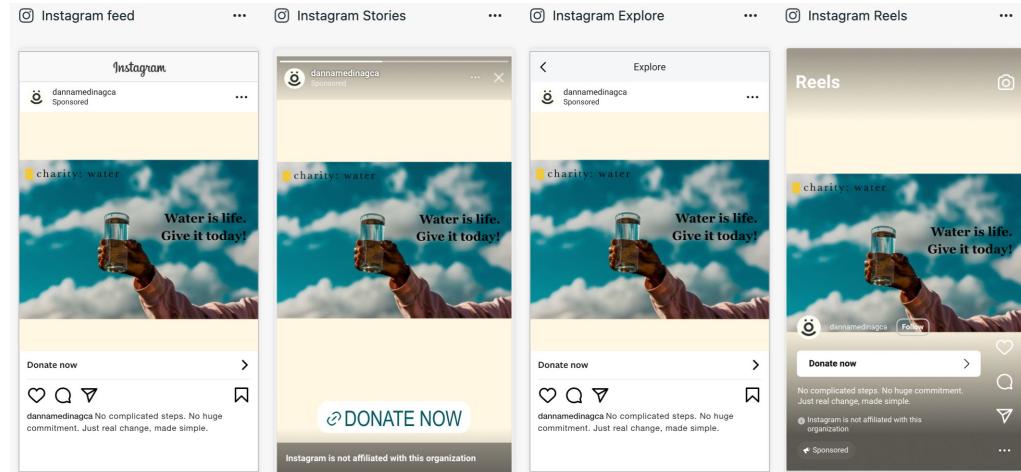
I recommend implementing a website-based retargeting strategy to increase donation conversions. This approach keeps our message in front of users who have already shown interest by visiting our site, effectively reminding them to return and take action when they're ready. Since we're targeting to a more qualified audience, this strategy typically results in a higher conversion rate and lower cost per acquisition compared to cold targeting.



# RETARGETING AD CREATIVE

Using details in the campaign brief, design and program ad creative and copy for your retargeting audience. Add your screenshot to this slide.

charity: water





charity: water

# LevelUp: Ambassador Program





## LEVELUP | BRAND EXAMPLE

- Brand that's doing a great job marketing to students on-campus: Red Bull
- What they do well: Red Bull's approach to marking to college students is centered around their “Red Bull Student Marketeer” program, which is designed to build brand awareness and excitement directly on campus. Through this program, student ambassadors take on a variety of brand-building activities—such as distributing free Red Bulls, creating engaging social media content, organizing campus events, and ensuring the brand remains visible and accessible to students. To attract participation, Red Bull emphasizes the program’s value to students by highlighting opportunities to leverage their personal strengths while gaining hands-on experience in sales, marketing, and event execution.



## LEVELUP | charity: water engagement ideas

- Host a challenge where students carry water jugs for a short distance to stimulate the daily journey people face. Offer small prizes for participation.
- Set up eye-catching hydration stations on campus with branded reusable water bottles, infused water samples, and info on global water access. Offer a bottle full of dirty water to spark up conversation on the importance of clean water.
- Invite students to create short videos or posts, with a branded backdrop, sharing why they think clean water matters.