



PORTFOLIO PROJECT: PART 2

Activating the next generation of charity: water supporters

Danna Medina

04/20/2025



A new donation program for college students

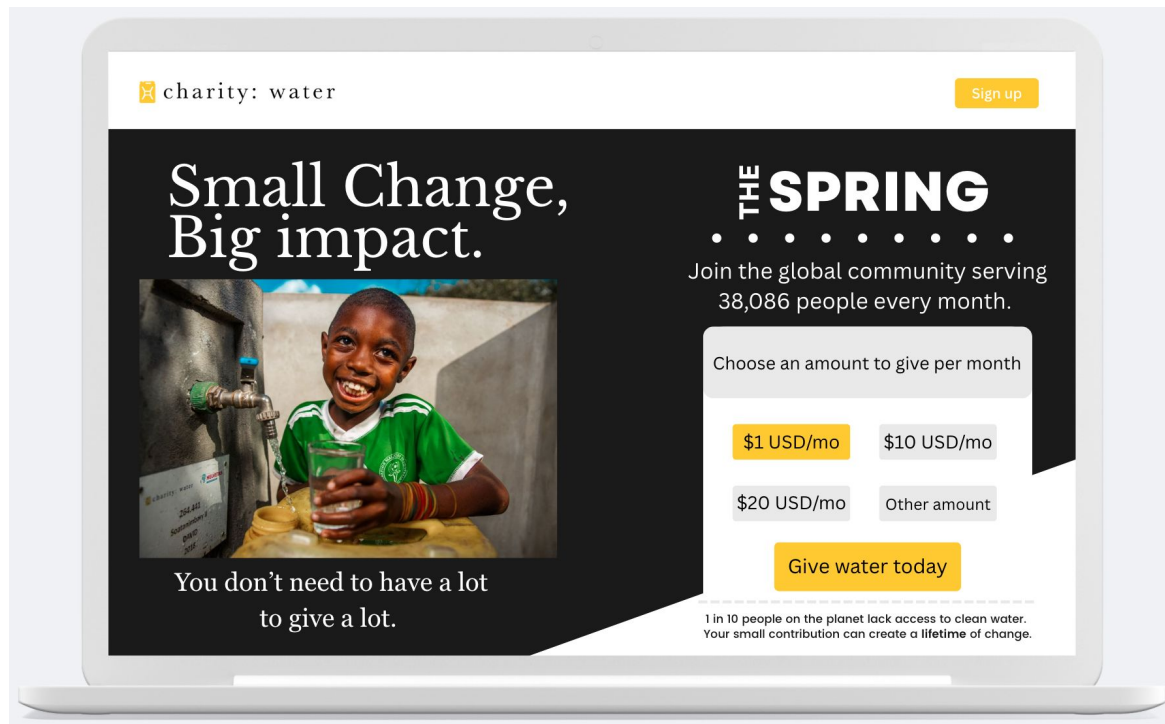




LANDING PAGE

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





Organic Social





Instagram content pillars targeting college students

**Community
recognition**

Impact

Engagement

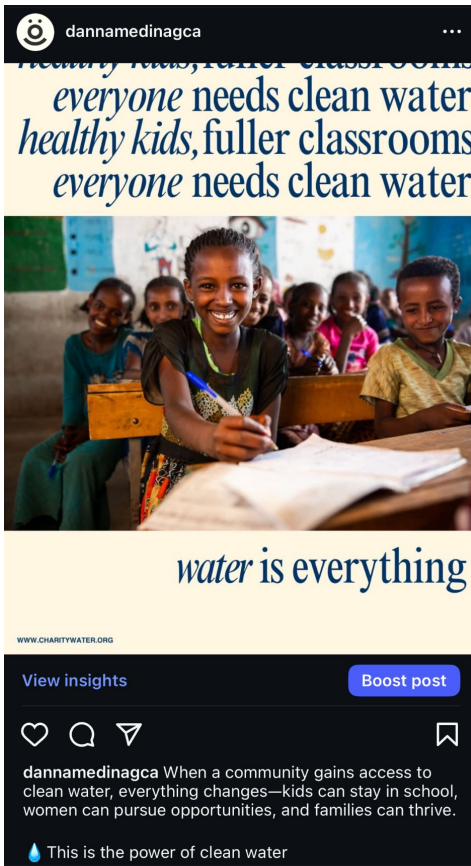
Instagram Handle: [\[type here\]](#)



INSTAGRAM POSTS



Community recognition



Impact



Engagement



Influencer Marketing on Social Media



INFLUENCER CONTENT GUIDELINES



- 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



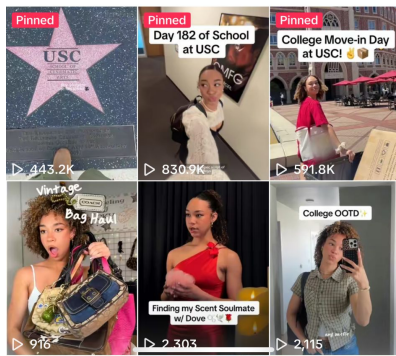
film school & entertainment industry

makayla@underscoretalent.com

instagram.com/makaylalsiak and 1 more



Life in LA YouTube Creating College Dorm



@makaylalsiak

< Sophia 🔔 ➦



@sophiaxverde

1,349

Following

88.8K

Followers

9.5M

Likes

Follow

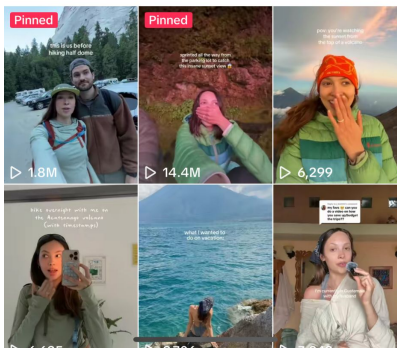
Message

probably outside
backpacking the world (pt 2)
sophia@moda-verde.com

https://beacons.ai/sophiaxverde



Guatemala Patagonia Travel Guide



@sophiaxverde

< Velina | ACTUM Giving 🔔 ➦



@actum.giving

141

Following

2,258

Followers

61.6K

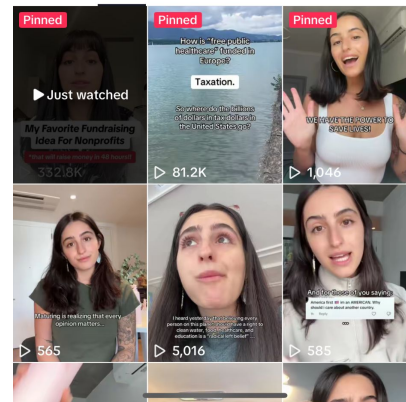
Likes

Follow

Message

Velina nonprofit
do you believe in human rights for all?
Join me

https://linktr.ee/actumgiving



@actum.giving



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:

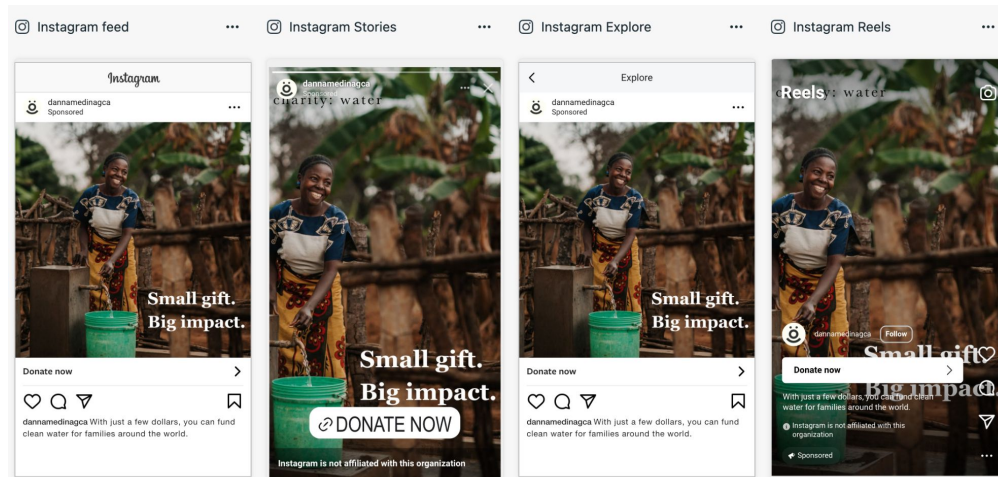
Interests: Nonprofit organization, University, College or Charity and causes



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





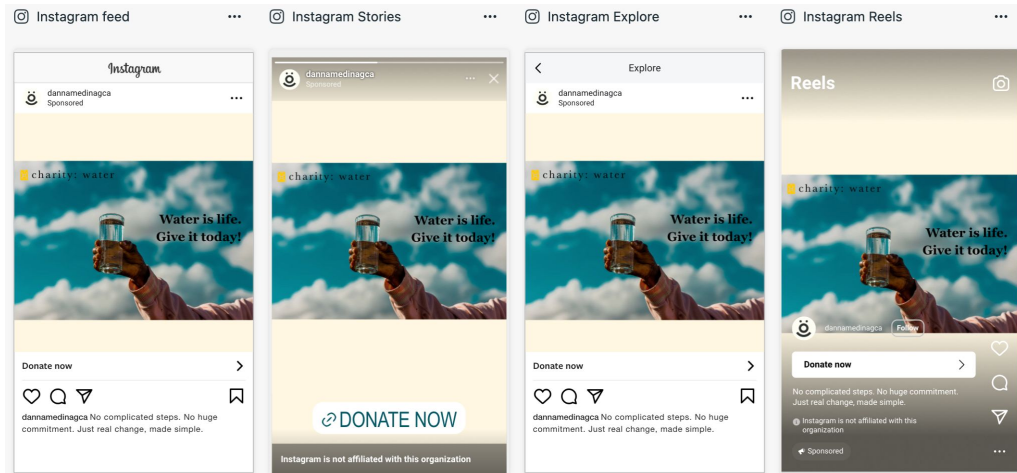
RETARGETING STRATEGY

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

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 marketing 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.