

Hope for The Day  
#Itsoknottobeok Campaign

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❖ Background and Solution:

➤ Hope for the Day is a non-profit organization that focuses on mental health education and suicide prevention. It was Founded in 2011 by Jonathan Boucher, who grew up just north of Chicago and got involved in the music industry at the age of 13. He began putting on punk metal shows and creating community spaces where people felt they could belong. Because of his involvement in the music industry, he witnessed his mentor and local music festival promoter Mike complete suicide. This was the final straw for Jonathan and thus Hope For The Day was created. His purpose is to honor of Mike and all the friends and family members Jonny knew who had died by suicide

➤ One thing I noticed was an issue with this organization is their lack of new donors/donations. This problem aligns with the sales aspect of the primary business goals. To increase sales I would want to energize their audience with my campaign strategy.

➤ In order to get new people to donate we will be implementing a rallying strategy:

To get there we will first listen to what customers say to each other regarding their own mental health experiences. Then we will talk to customers and energize them. We would energize them by getting them to speak out about mental health awareness via the hashtag #Itsoknottobeok.

➤ I will be creating a social media campaign that involves current consumers using the hashtag #itsoknottobeok and sharing their stories. Their stories would then be shared to Hope For the Day's Instagram. The stories can consist of any format from a painting to a photograph or even a video clip. The stories that would be shared would then be personally contacted through Instagram DM to receive a free Hope for the Day wristband. These stories would then be shared to Hope For The Day's official Instagram with the goal in mind that people who are struggling with similar will not feel alone. While also reaching people who have not had these experiences who then will learn how to support people who are struggling.

❖ Target Audience:

➤ Our target audience will be creators and conversationalists in the age range of 16-late 20s. This is the ideal age range because this age is the most likely to receive this campaign and act on it according to use of social media statistics. The creators will be able to post their own content for the campaign after receive the knowledge about the campaign while the conversationalists will spread the word about the campaign.

❖ Plan for execution of campaign:

➤ My plan is to present an image like this to the audience on instagram and prompt people to post their stories via the hashtag #Itsoknottobeok.



➤The first step would be to spread this image to all currently-active social media platforms; Instagram, Twitter, and Facebook.

The second step would be to monitor the hashtag #Itsoknottobeok on all platforms and screenshot stories we would like to include on our page.

The final step would be to post the audience's response to our platforms on our official Instagram and send out the wristbands to the participating people in hopes that it will show our audience how easy it is to participate.

➤The social media objectives we would be utilizing are listening and then talking. Listening would be used while monitoring what kind of feedback we get from the creators and the conversationalists and talking would be our response by placing new images on our social media from the creators themselves and sending out wristbands to the participating creators.

➤The social media platforms we would utilize are Instagram, Twitter and Facebook. The hashtag we would use to stimulate this campaign would be #itsoknottobeok. The main images that are reposted from the audience themselves will be on Instagram and all contacting for participating audience will be done through DM on Instagram.

➤The quantitative data we would be measuring is the amount of new posts under the hashtag #Itsoknottobeok and the amount of new followers/donators on our personal site and our social media platforms.

➤The final step will be for us to continue listening to what kind of feedback the campaign supplies.