



## CAMPAIGN BOOK

# HABITAT FOR HUMANITY OF THE NORTHERN FLINT HILLS



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# EXECUTIVE SUMMARY



**IN THE HEART** of the Northern Flint Hills, lies a crisis often overlooked: the shortage of affordable housing. Rising rents and inaccessible mortgages push our community to the brink, leaving us with few options for stable shelter. Yet, in the face of this crisis, hope emerges through Habitat for Humanity of the Northern Flint Hills' dedication to provide affordable housing solutions.

Their mission to provide affordable housing solutions is not just about constructing homes, but providing a stable foundation of resources. These resources include home rehabilitation, neighborhood revitalization, home repair, and financial services. Our team at Mosaic Media has created a campaign to showcase the research, strategies, and tactics we have created to increase the development of the organization's goals. Our team conducted in-depth research, both secondary and primary, to create a focused, strategic campaign plan. Our research displayed a large gap in brand awareness, but an encouraging amount of interest in learning more about the organization, getting involved in and supporting their cause.

Our team suggests focusing on three relevant areas to help further develop Habitat for Humanity of the Northern Flint Hills. One area of focus will be the rebranding of the organization's social media presence. Our survey highlighted how many within our community are unaware of the organization's impactful work and expressed the desire for a stronger social media presence. We will develop a new social media strategy and content calendar that will amplify the organization's message, promote events, and attract new volunteers and donors.

The second area of focus will be a new partnership with the Kansas State University Interior Design Department. The department's students and advisors will work together to foster innovation in affordable housing. This partnership will provide students with real-world design experience to enhance their skills, while also serving a great cause. Our team envisions this partnership to include student fundraising design competitions, research projects for multi-functional spaces using some of the ReStore materials, and designing ways for houses to age-in-place. This partnership will further develop community engagement and advocacy, as well as develop new housing solutions.

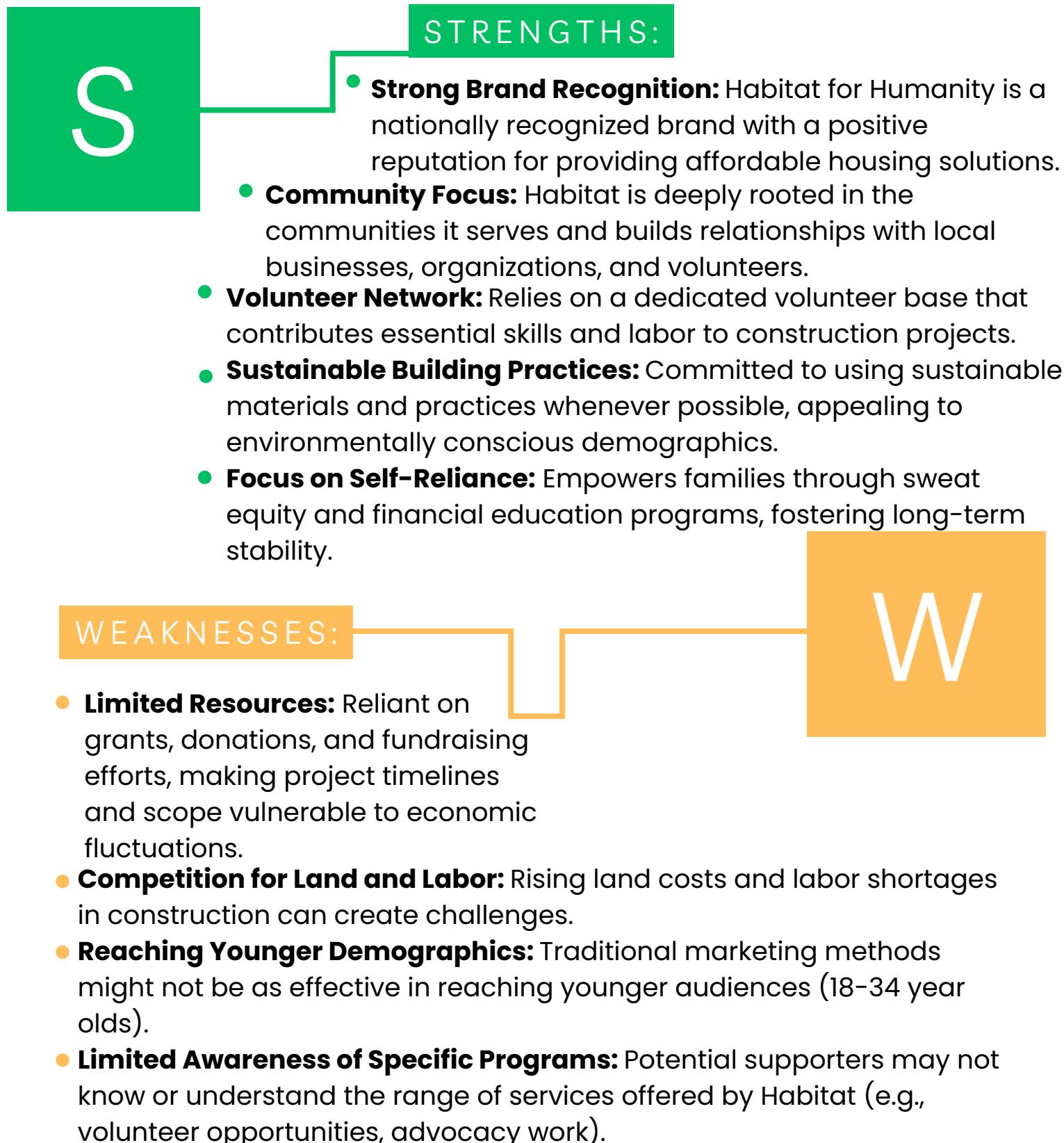
Finally, our last area of focus will be the development of donations and volunteerism through the Fraternity and Sorority Life at Kansas State University partnership. Our research showed that partnering with Greek Life will give the organization access to a large population of people who want to get involved within their community and need volunteer hours every semester. Our team at Mosaic Media is confident in our three areas of focus to further develop the organization and their goal to find affordable housing solutions.

A photograph showing several construction workers wearing hard hats and safety vests working on the wooden framing of a house under construction. They are standing on a partially built roof, with one worker in the foreground holding a long wooden beam.

# MARKET RESEARCH

# SITUATIONAL ANALYSIS

Our team performed a SWOT analysis of Habitat for Humanity of the Northern Flint Hills. This analysis allows us to see the brand's strengths, weaknesses, opportunities, and threats. Understanding these factors allows us to create the strongest campaign strategies to meet our goal of further developing the brand to reach its maximum potential.



# SITUATIONAL ANALYSIS

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## ● **Strategic Partnerships:**

Collaboration with local businesses and organizations can provide access to additional resources and volunteers.

● **Digital Marketing Strategies:** Social media platforms can reach younger demographics and potential donors through online advertising.

● **Highlighting Success Stories:** Sharing inspiring stories of families helped by Habitat can engender emotional connection and motivate support.

● **Expand Volunteer Opportunities:** Develop programs with flexible schedules or specific skill sets to attract more volunteers.

## OPPORTUNITIES:

## THREATS:



● **Economic Downturn:** Decreased donations and grants during economic recessions could hinder project capacity.

● **Changes in Government Policies:** Shifts in housing regulations or funding for affordable housing initiatives **could pose challenges.**

● **Increased Competition for Donors:** Competing charitable organizations could make fundraising more competitive.

● **Negative Publicity:** Any unforeseen issues on a Habitat project could damage the organization's reputation.



# ENVIRONMENTAL SCAN



## LEGAL FACTORS:

The legal landscape of Habitat for Humanity of the Northern Flint Hills includes building codes and regulations set by the counties in which it operates (Riley, Pottawatomie, and Geary). Changes in these codes could impact project timelines and budgets. Zoning laws further dictate the feasibility of projects and the types of houses built within specific areas. Land acquisition is another potential hurdle, with legal restrictions on land use and unforeseen complications during the process. Clear legal guidelines are necessary to protect volunteers from liability while ensuring safety on construction sites.

## ECONOMIC FACTORS:

Economically, Habitat faces the challenge of rising costs for both land and building materials. This directly impacts the organization's ability to deliver affordable housing, relying heavily on grants, donations, and fundraising efforts. A strong economy might increase donations, while a recession could tighten budgets. Also, skilled labor shortages in the construction industry could drive up building costs or limit the availability of volunteers with specific expertise. The availability of affordable mortgages, lending options, interest rates, and mortgage products can greatly affect the program's reach and ability to serve families.

## COMMUNITY FACTORS:

Understanding the community is how the organization stays attuned to the population's evolving needs. This includes understanding the demand for different housing types (single-family homes, multi-generational housing) and the demographics of families in need. A strong and engaged volunteer base is another key factor—the demographics and motivations of volunteers to develop effective recruitment and retention strategies. Building strong community partnerships with local businesses, churches, civic organizations, and social service agencies is essential. These partnerships provide resources and volunteers and help promote affordable housing initiatives.



# SECONDARY RESEARCH

## THE WOMEN BUILD PROJECT

Habitat for Humanity's Women Build initiative, which began in May 2019, is a powerful effort to engage and empower women volunteers within the community. Since its inception in 1991, Women Build has brought together individuals from diverse backgrounds to construct stronger, safer neighborhoods.

### CONTINUING ANNUAL OR SEMI-ANNUAL WOMEN BUILD EVENTS

- Implementing regular Women Build events ensures sustained visibility within the community, keeping the project at the forefront of people's minds.
- These consistent opportunities provide women with predictable chances to contribute and stay involved, fostering a sense of community and connection among participants.
- By maintaining regular engagement, the organization can maximize the long-term impact of the Women Build project.
- Regular participation empowers women to develop their skills and expertise over time.

### MISSION AND OVERVIEW

Habitat for Humanity of the Northern Flint Hills is a local organization and affiliate of the International organization Habitat for Humanity. Located in the heart of Manhattan, KS, director Josh Brewer facilitates this non-profit organization with the help of external businesses, long-term helpers, and volunteers. Their main mission is to provide affordable housing for Manhattan and surrounding areas.







# PRIMARY RESEARCH



# PRIMARY RESEARCH

## RESEARCH METHOD:

**Objective:** Understand awareness, perception, and engagement with Habitat for Humanity of the Northern Flint Hills.

**Survey Design:** Structured questionnaire with closed-ended questions split into 3 sections: awareness and perception, media habits and preferences, and demographics.

**Expected Outcomes:** Comprehensive understanding of awareness levels. Insight into the perception and sentiments towards the organization.

## SURVEY:

We created a survey using Google Forms to see how familiar people are with the organization. Our questions were split into three sections with different objectives for each section.

### 1) Awareness & Perception:

- Determine the level of awareness about the organization within the target population.
- Explore how individuals first learned about the organization.

### 2) Media Habits & Preferences:

- Evaluate the overall impression and perception of the organization among respondents.
- Recommendations for improving visibility and engagement.
- Understand the motivations that drive respondents to donate time or resources to organization's initiatives.

### 3) Demographics:

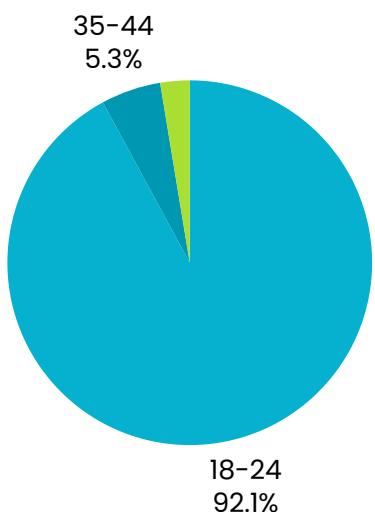
- Understand characteristics of people within the Northern Flint Hills area.
- Create a target audience for our campaign with the help of demographic information.



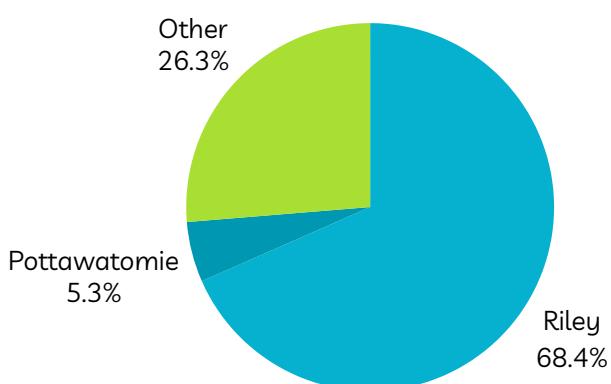
# PRIMARY RESEARCH

## DEMOGRAPHICS: 38 RESPONDENTS

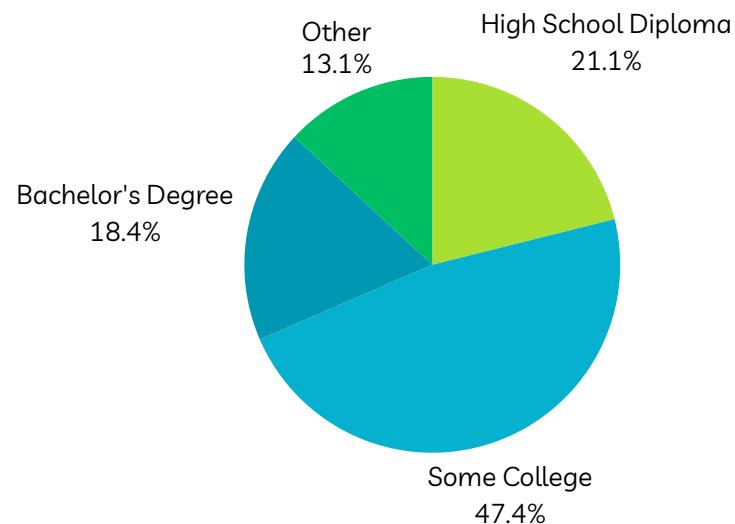
### AGE RANGE:



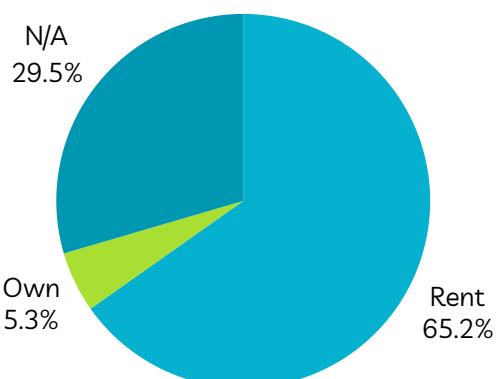
### COUNTY:



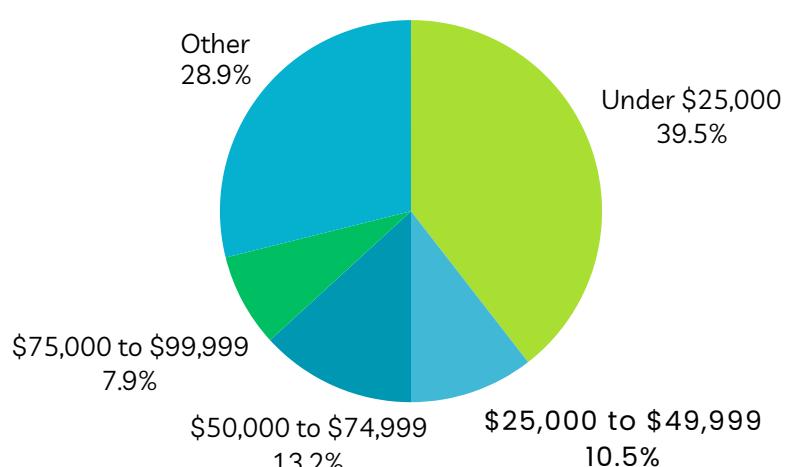
### EDUCATION:



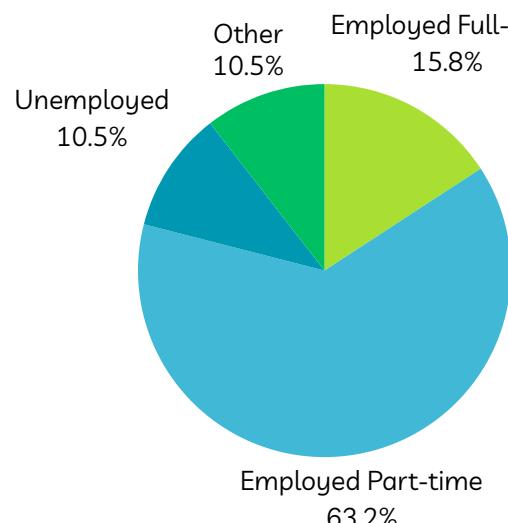
### HOUSING:



### INCOME:



### EMPLOYMENT:



# SURVEY KEY FINDINGS



## LACK OF BRAND AWARENESS

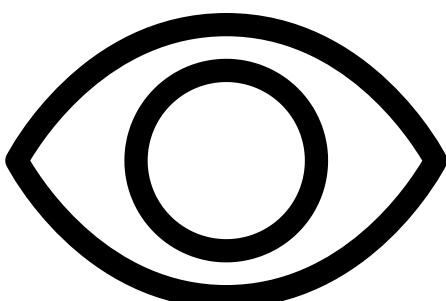
76.3% of respondents had never heard of Habitat for Humanity of the Northern Flint Hills. 77.3% of respondents had never interacted with or participated in any events organized by the organization.

## HIGH LEVEL OF INTEREST

94.4% of respondents are interested in engaging with the organization. Specifically, 60% are interested in volunteer opportunities and 40% interested in community events and fundraisers



## IMPROVING VISIBILITY



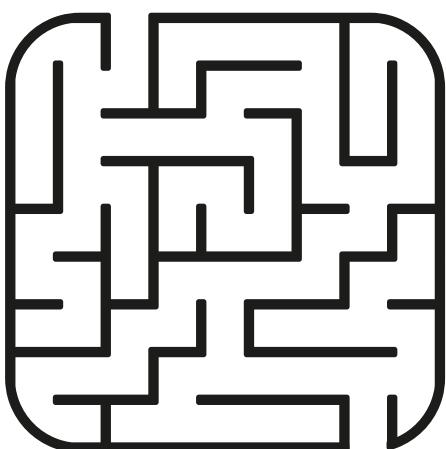
We asked respondents what could the organization do to improve its visibility and impact on the community. Respondents said be more present on K-State campus, get involved in Greek life, partner with local businesses, advertise on Zillow, and overall increase connection with community.

# SURVEY KEY FINDINGS

## MOTIVATION FACTOR:

We asked respondents what would motivate them to donate their time, money, or resources to the organization. They responded with...

- The idea of helping those in need
- Learning more about the organization
- Community support
- Volunteer hours
- Seeing how their work is benefiting the community
- Fun activities
- If I knew more people involved



## HOUSING ISSUES AWARENESS:

Only 57.9% of respondents knew about some housing challenges people face and said they were...

- College students are struggling to find affordable housing
  - There is a struggle finding housing fitting income levels
  - Housing expenses are rising at a scary rate
- 76.3% of respondents viewed housing issues as important. There is a need to further educate our community on housing issues and how to lower them with the help of Habitat for Humanity.

## MEDIA HABITS & PREFERENCES:

When asked, "what type of advertising formats resonate most with you", respondents said

- 94.7% social media posts
- 5.3% online ads
- 0% prints ads



# SURVEY KEY FINDINGS



## MEDIA HABITS & PREFERENCES:

When asked, "what qualities make an advertisement for a non-profit cause effective for you?", respondents said

- 52.6% emotional appeal
- 26.3% informative
- 15.8% local focus
- 5.3% humor

## OUTREACH SUGGESTIONS:

We asked respondents to suggest ways for the organization to improve their advertising and outreach. The most popular suggestions were...

- Wider presence on social media
- Reach multiple age ranges
- Social media ads
- Get involved more on campus (clubs, Greek life)
- Reach K-State students
- TikTok





# CREATIVE BRIEF

## CLIENT:

- Habitat for Humanity of the Northern Flint Hills

## ADVERTISING OBJECTIVE:

- Enhance engagement, education, and awareness of Habitat for Humanity's services among 18-to 34-year-olds in Riley and Pottawatomie counties.

## TARGET AUDIENCE:

- Adults ages 18-34 residing in Riley and Pottawatomie counties of Manhattan, KS.

## CURRENT PERCEPTION:

- Limited awareness of Habitat for Humanity's presence and impact in the local community.
- Perception of volunteering or donating as something more suited for older demographics or not relevant to their interests.
- Lack of understanding about the specific services Habitat for Humanity provides and how they benefit the community.

## ONE THING/BIG IDEA:

- "Building the Future Together: You Have the Power to Make a Difference"

## SUPPORT:

- Showcase success stories of young volunteers and homeowners who have benefited from Habitat's programs in the area.
- Highlight the tangible impact of volunteering or donating to Habitat for Humanity, such as providing affordable housing, improving neighborhoods, and fostering community connections.
- Provide educational content about Habitat's mission, how the organization operates, and the various ways individuals can get involved.

## CREATIVE CONSIDERATIONS:

- Social Media Engagement and Strategy Rebrand
- Digital Storytelling
- Community Partnerships
- Local Events and Workshops

## TONE/BRAND VOICE:

- Empowering, inclusive, and youth-friendly.
- Authentic and relatable, showcasing real stories and experiences.
- Educational and motivational, inspiring young adults to take action and make a positive impact in their community.



# CONSUMER PROFILES



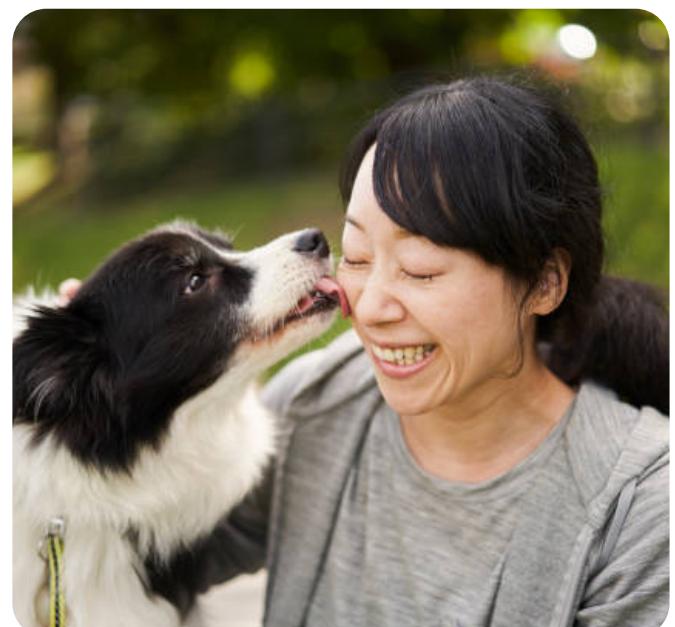
## PERSON 1:



- Name: Miguel and Elena Rodriguez
- Age: 30s
- Technology: Smartphones (Android), Laptop--Facebook, Instagram (parenting blogs, home improvement)
- Income: \$75,000 combined
- Interests: Spending time with their children, attending cultural events, DIY home improvement projects
- Personal Tidbit: Miguel and Elena take their kids to the park to practice soccer every weekend. They dream of having a backyard big enough for a vegetable garden and a playset.

- Name: Mei Chen
- Age: 68
- Technology: Tablet (iPad), Landline phone
- Social Platforms: Facebook (limited activity)
- Income: \$42,000 (pension)
- Interests: Gardening, cooking traditional meals for her grandchildren, volunteering at the local senior center
- Personal Tidbit: Mei secretly dreams of fostering a dog once she moves into a safe and manageable home.

## PERSON 2:



# CONSUMER PROFILES



## PERSON 3:



- Name: David Johnson
- Age: 40s
- Technology: Smartphone (iPhone), Laptop, Tablet
- Social Platforms: LinkedIn, Facebook (community pages), Twitter (local leaders/organizations)
- Income: \$120,000 (combined with a spouse)
- Interests: Local politics, volunteering with youth organizations, attending sporting events
- Personal Tidbit: David coaches his son's basketball team and is passionate about creating opportunities for all kids in his community to succeed.

- Name: Chloe Miller
- Age: 28
- Technology: Smartphone (iPhone), Laptop, Tablet--Active on Instagram, uses Twitter to connect with local businesses and foodies and occasionally uses Facebook.
- Income: Varies (early-stage business income)
- Interests: Baking, networking with other entrepreneurs, exploring new coffee shops
- Personal Tidbit: Chloe is a passionate baker who recently launched her home-based bakery business. She dreams of opening a bakery.

## PERSON 4:



# CONSUMER PROFILES

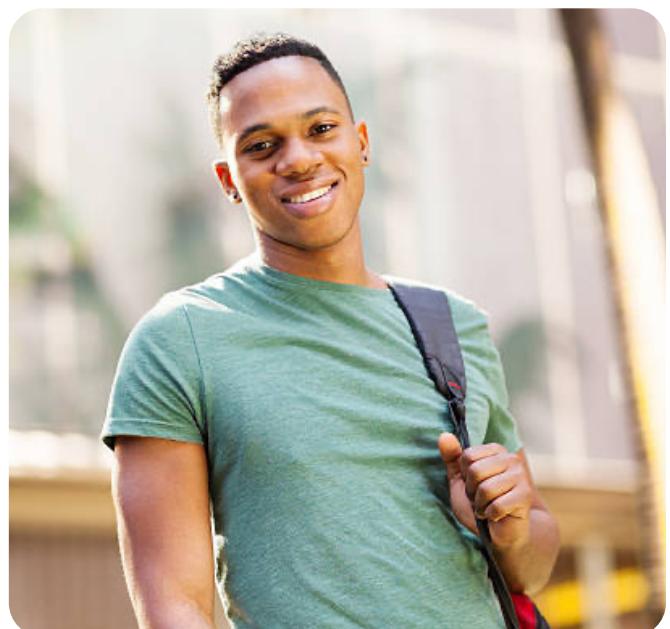


## PERSON 5:



- Name: Emily Thompson
- Age: 21
- Technology: Smartphone (iPhone), Laptop (MacBook)
- Social Platforms: Most active on Instagram and Facebook for connecting with friends and family. Uses TikTok frequently for entertainment.
- Income: Works a part-time job as a barista for \$12.50 an hour.
- Interests: Loves studying animal science at K-State and cheering for the wildcats.
- Personal Tidbit: Emily is known for her outgoing personality and values connections and making a positive impact in her community.

## PERSON 6:



- Name: Brian Schwartz
- Age: 20
- Technology: Smartphone (iPhone), Laptop (MacBook). Active on Instagram and TikTok. Uses Twitter to keep up with sports and news.
- Income: Varies, currently not working.
- Interests: Studying civil engineering at K-State. Enjoys nature and playing basketball.
- Personal Tidbit: Brian is on the executive board at Theta Xi fraternity and is looking for more opportunities to get involved with the community, add to his resume, and fulfill his volunteer hours.



# BRAND GUIDELINES

## TAGLINE:

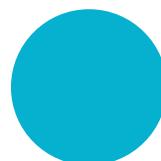
"Building the Future Together: You Have  
the Power to Make a Difference"



## COLORS:



#0097B2



#05B1CF



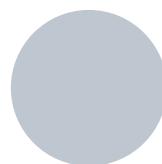
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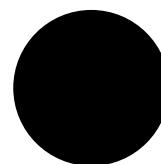
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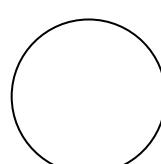
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# BRAND GUIDELINES

## LOGOS:



## TYPOGRAPHY:

Livvic/LIVVIC:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Poppins/POPPINS:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

**Livvic Bold/LIVVIC:**  
**ABCDEFGHIJKLMNPQRS**  
**TUVWXYZ**  
**0123456789**

# SOCIAL MEDIA REBRAND

## GOAL #1:

Rebrand and enhance the organization's social media presence.

## OBJECTIVE:

Revitalize the organization's social media presence to amplify its message, increase community awareness of its impactful work, and attract new volunteers and donors.

## CONTENT STRATEGY #1A: AMPLIFYING IMPACTFUL STORIES

- **Transformative Narratives:**

- Tactic: Highlight the transformational impact of Habitat's projects through detailed storytelling, featuring before-and-after visuals of construction projects, testimonials from homeowners, and volunteer highlights.
- Format: Use a mix of engaging video documentaries, impactful photo essays, and first-person accounts across platforms like Instagram, Facebook, and YouTube to broaden the organization's reach and deepen the audience's understanding of its mission.

- **Consistent Project Updates:**

- Tactic: Regularly post updates about ongoing projects, sharing the progress and behind-the-scenes activities to keep the community informed and engaged.
- Format: Deploy short videos, photo updates, and blog posts that provide insights into the day-to-day operations and successes, maintaining an active and informative social media presence.

## CONTENT STRATEGY #1B: ENGAGING AND GROWING THE COMMUNITY

- **Dynamic Event Promotion:**

- Tactic: Actively promote upcoming events, volunteer drives, and fundraising activities, emphasizing how each contributes to community betterment and offers involvement opportunities.
- Format: Utilize event teasers, live broadcasts, and interactive post-event recaps on social media to boost event attendance and community participation.

- **Interactive Community Building:**

- Tactic: Foster a more interactive community presence through polls on project decisions, Q&A sessions with the Habitat team, and challenges that encourage user-generated content.
- Format: Regularly schedule interactive content such as live Q&A sessions, community polls on Instagram stories, and Twitter threads to engage the audience, encourage feedback, and increase user involvement in the mission.



# SOCIAL MEDIA REBRAND

## SOCIAL MEDIA CALENDAR:

A social media calendar will be developed for each month to help organize and plan content for the rebrand.

MAY 2024						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1 Construction Update	2	3 Homeowner Testimonial	4	5 Team Member Spotlight	6
	8	9 Event Informational Post	10	11 Behind-the-scenes reel	12 Q&A Over Renters Rights	13
	15 Event Promotional Teaser	16	17 Volunteers Needed Post	18	19 Virtual House Tour	20
22 Financial Educational Post	23	24 Construction Crew Appreciation	25	26 Donor Informational Ad	27	28 Meet the Habitat Homeowners
29	Team Member Spotlight	30	31	→		

\* NOTES \*

- Posting regularly 3-5x a week on Instagram and Facebook.
- Begin promoting events at least 2 months out.

## AMPLIFYING IMPACTFUL STORIES:



This video will tell the story of Habitat's transformational impact on the Russell family.

From Hope to Home: Witness the inspiring journey of the Russell family with Habitat for Humanity. Discover how this life-changing organization turned their dreams of homeownership into a reality, bringing stability, joy, and a brighter future to their doorstep.



# SOCIAL MEDIA REBRAND

## AMPLIFYING IMPACTFUL STORIES:



In order to show how the organization is making an impact on our community, we will make regular construction and other project updates.

As well as, sharing the behind-the-scenes activities to keep the community informed and engaged.

## ENGAGING AND GROWING THE COMMUNITY:

Each month a team member from the organization will be highlighted on social media. The post will be showcasing their role and personality.

This type of content engages the community, promotes transparency and loyalty, and celebrates the hard-working change makers at Habitat for Humanity.



# SOCIAL MEDIA REBRAND

ENGAGING AND GROWING THE COMMUNITY:



Regular Instagram Story quizzes, polls, and Q&As will be posted to educate the community on Habitat for Humanity's cause.

This type of content not only informs the public on the organization's resources and affordable housing issues, but also creates an interactive online presence.

An example of a volunteers needed advertisement for Habitat for Humanity.

This content effectively communicates the opportunity for individuals to make a meaningful impact, support a noble cause, and experience fulfillment through their volunteer efforts.

An Instagram post from the account @HABITATFLINTHILLS. The post features a blue background with white text. At the top is the Habitat for Humanity logo and the handle @HABITATFLINTHILLS. Below that is a large white title "VOLUNTEERS NEEDED". To the right is the Habitat for Humanity logo. Underneath the title is the tagline "Building the Future Together: You Have the Power to Make a Difference". A green call-to-action box contains the text "Sign up to be a Habitat for Humanity volunteer today on our website!" followed by a bulleted list: "Help grow and improve our community", "Create new connections", and "Make an impact on housing challenges". At the bottom of the post are the words "JOIN US" and "WWW.HABITATFLINTHILLS.ORG". Below the main image are standard Instagram interaction icons: a heart, a magnifying glass, a share symbol, and a series of dots.

# K-STATE INTERIOR DESIGN PARTNERSHIP

## GOAL #2:

Maximize student engagement and community impact through hands-on and technological approaches

## OBJECTIVE:

Engage at least 1,000 young adults in Habitat's mission, providing K-State students with enriching, real-world learning experiences enhanced by modern technology.

### CONTENT STRATEGY #2A:HANDS-ON DESIGN AND BUILD EXPERIENCE

- **Direct Involvement in Habitat Projects:**

- Tactic: Students participate in the stages of the interior design process, from initial sketches to the final staging of Habitat homes.
- Format: Document the stages through photo essays and blog posts on Habitat's webpage.

- **Workshops and Skill-Building Sessions:**

- Tactic: Conduct workshops where students can learn and then apply traditional building and design skills under professionals and faculty.
- Format: Host these sessions on-site at Habitat Projects, with summaries and highlights shared on social media.

- **Community Collaboration Days:**

- Tactic: Organize days where students and community members work together on specific aspects of Habitat homes.
- Format: Event days are promoted through social media and local media, encouraging community involvement.

### CONTENT STRATEGY #2B: TECHNOLOGICAL INTEGRATION STRATEGY

- **Virtual Reality (VR) Design Simulations:**

- Tactic: Use VR to simulate design modifications and allow virtual tours of proposed changes before physical implementation.
- Format: Create VR walkthroughs that can be shared online and during presentations to solicit feedback from the community and Habitat families.

- **Augmented Reality (AR) Interactive Features:**

- Tactic: Implement AR to help visualize design elements directly within the physical spaces.
- Format: Use AR apps during open houses and community engagement events, allowing attendees to see potential changes.

- **Digital Design Contests:**

- Tactic: Host design challenges where students use digital tools to create interior solutions, judged by online community votes and feedback.
- Format: Run contests on social media platforms, with participants submitting their digital renderings and the community engaging by voting and commenting.



# K-STATE INTERIOR DESIGN PARTNERSHIP

HANDS-ON DESIGN AND BUILD EXPERIENCE:

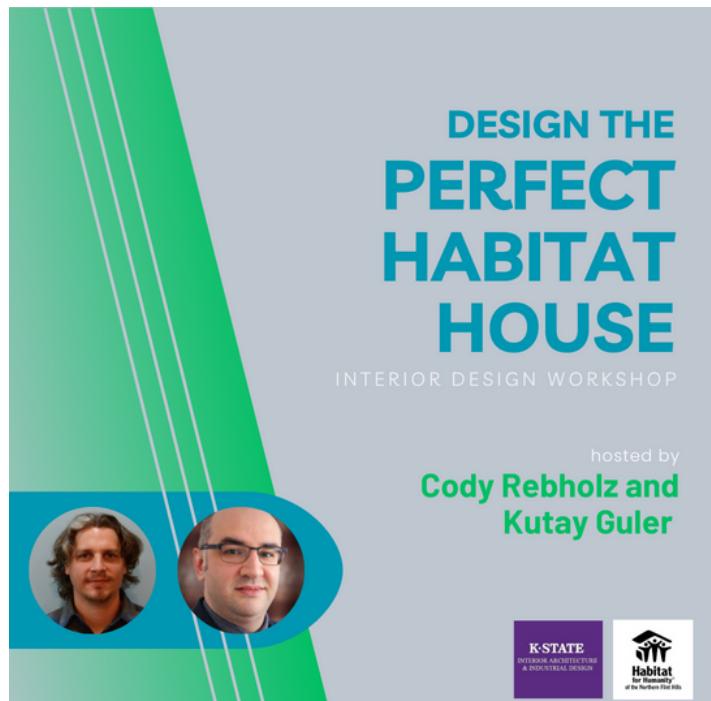


Interior design students will participate in the stages of Habitat's design process, from initial sketches to the final staging of Habitat homes.

Updates of this partnership will be wrote blog-style for Habitat's website and posted on social media.

An important part of this partnership is the workshops students can attend to learn new skills, familiarize themselves with Habitat's designs, and develop new ideas for ways houses can improve.

This is an example of a workshop flier that will be posted online, sent to interior design students, and hung up around K-State's campus. The event will be hosted by Cody Rebholz, Habitat's Construction Manager, and Kutay Guler, Interior Design Professor.



# K-STATE INTERIOR DESIGN PARTNERSHIP

## TECHNOLOGICAL INTEGRATION STRATEGY:



Interior design students will develop virtual reality (VR) and augmented reality (AR) into the organization's process of design.

Specifically, use VR and AR to create walkthroughs of houses, see new designs before building process, and host online open houses.

Students can compete in design challenges where students use digital tools to create interior solutions, judged by online community votes and feedback.



# K-STATE FSL PARTNERSHIP

## GOAL #3:

Develop donations and volunteerism through Fraternity and Sorority Life

### OBJECTIVE:

Secure partnerships and create engaging volunteer opportunities with Greek Life chapters to increase volunteer participation and donations.

## CONTENT STRATEGY #3A:FUNDRAISING COMPETITIONS AND EVENTS

- **Themed Fundraising Competitions:**

- Tactic: Organize themed fundraising events such where Greek houses compete to raise the most funds.
- Format: Events are promoted and covered via live streams and posts on social media platforms like Instagram, Facebook, and Twitter.

- **Social Media Challenges:**

- Tactic: Initiate social media challenges that engage Greek members, such as "Habitat Helpers Week," where students share their volunteer experiences and encourage donations through their networks.
- Format: Use hashtags and daily challenge themes to keep the content engaging and shareable.

- **Partnership Celebrations:**

- Tactic: Host annual or biannual events to celebrate the achievements of Greek life in supporting Habitat, including awards for top fundraisers and most active volunteers. Also, continue Theta Xi fraternity partnership.
- Format: Showcase these celebrations on social media, complete with photos, videos, and live speeches, creating a tradition that builds legacy and pride in participation.

## CONTENT STRATEGY #3B: VOLUNTEER ENGAGEMENT AND ADVOCACY

- **Greek Volunteer Days:**

- Tactic: Organize specific days for Greek organization members to work together on Habitat building sites.
- Format: Capture these volunteer days with vlogs, interviews, and photo stories on social media.

- **Advocacy Campaigns:**

- Tactic: Equip Greek life members with information sessions and materials to advocate for Habitat for Humanity's mission.
- Format: Distribute digital toolkits for educating others via webinars and social media.

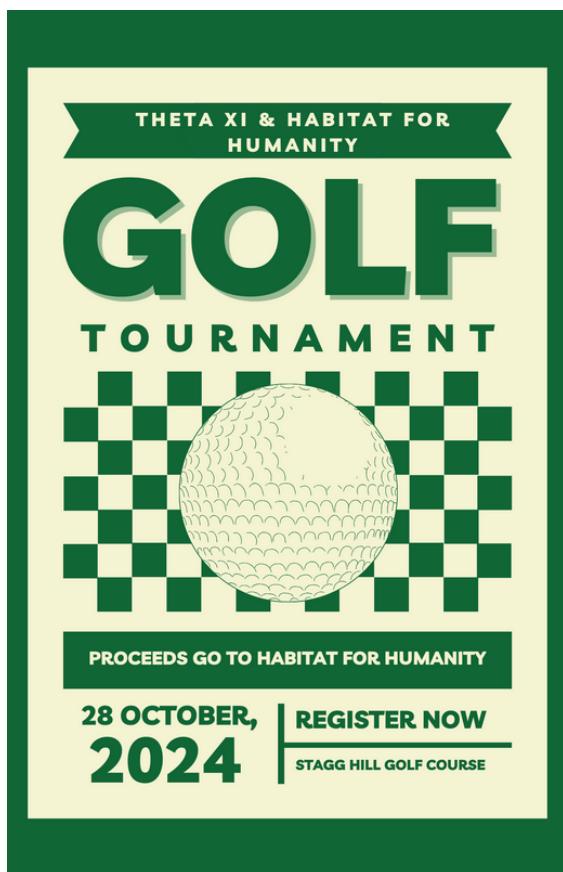
- **Collaborative Project Features:**

- Tactic: Showcase Habitat projects supported by Greek life, detailing their contributions and project phases.
- Format: Create featurettes and highlight reels for social platforms like YouTube and Instagram.



# K-STATE FSL PARTNERSHIP

## FUNDRAISING COMPETITIONS AND EVENTS:



Greek life specific events will be hosted in the benefit of Habitat for Humanity. For example, Theta Xi Fraternity's golf tournament where all registration money made will go to the organization.

Events like these are great community builders and another way to raise money for a great cause. Any Greek house is welcome to host an event partnered with Habitat.

## VOLUNTEER ENGAGEMENT AND ADVOCACY:

There will be specific days for members of Greek organizations to come volunteer at the ReStore and Habitat building sites.

All Greek life members are required to have service hours each semester, so this will be advertised as a way to support a great cause while fulfilling their needed hours.



# PRESS RELEASE

To: [hhs@k-state.edu](mailto:hhs@k-state.edu), [director@habitatflinthills.org](mailto:director@habitatflinthills.org), [fsl.kstate@gmail.com](mailto:fsl.kstate@gmail.com)

Subject: Habitat for Humanity of the Northern Flint Hills Launches "Build a Brighter Future" Campaign

## **News Release**

For Immediate Release

April 15, 2024

### **Habitat for Humanity of the Northern Flint Hills launches a campaign to empower young adults to build a brighter future**

Manhattan, KS: Habitat for Humanity of the Northern Flint Hills is excited to announce the launch of its new campaign, "Building the Future Together: You Have the Power to Make a Difference."

This initiative aims to engage, educate, and empower young adults (ages 18-34) in Riley and Pottawatomie counties about the critical need for affordable housing.

"We recognize the challenges young adults face in today's housing market," said Josh Brewer, Habitat for Humanity of the Northern Flint Hills executive director. "This campaign is designed to showcase their power to create positive change in their communities."

The "Building the Future Together" campaign will utilize a multi-pronged approach to reach young adults through social media. Our team will share impactful stories on popular platforms like Instagram, TikTok, and Facebook, influencer marketing of local young leaders and personalities, and interactive events such as workshops, allowing young adults to gain hands-on experience and connect with the Habitat mission.

Habitat for Humanity of the Northern Flint Hills is a local affiliate of Habitat for Humanity International, a global nonprofit organization working in local communities across all 50 states and in more than 70 countries. Habitat for Humanity's mission is to build strength, stability, and self-reliance through shelter. The Northern Flint Hills chapter serves Riley, Pottawatomie, and Geary Counties by building and repairing affordable homes, advocating for fair housing policies, and providing financial education programs.

Visit <https://habitatflinthills.org/> to learn more about the "Building the Future Together" campaign, volunteer opportunities, or how to donate. Together, we can build a brighter future for families in our community!

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Media Contact:

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# TIMELINE

AUGUST 2024

Phase 1: Pre-Launch (4 weeks - August 1st to August 31st)

## Week 1

- Review secondary and primary research findings to understand brand awareness, community needs, and potential volunteer interests.
- Develop messaging and visuals for the campaign that resonate with the target audience and effectively communicate Habitat's impact on affordable housing solutions.

## Week 2

- Begin revamping social media accounts (profile pictures, bios, cover photos) to create a fresh and engaging online presence.
- Secure partnership agreements with Kansas State University Interior Design Department and Greek Life, focusing on mutually beneficial goals that address affordable housing.
- Develop a social media strategy and content calendar tailored to the target audience, highlighting volunteer opportunities, success stories, and the impact of donations on providing stable housing.
- Train volunteers on social media outreach and engagement strategies to amplify campaign reach.

## Week 3

- Finalize a press release announcing the campaign launch and its goals, emphasizing Habitat's dedication to affordable housing solutions.
- Coordinate logistics for student design competitions with the KSU Interior Design Department.

## Week 4

- Monitor social media channels for any existing conversations about affordable housing in the community.
- Host a pre-launch informational session for students interested in volunteering with Habitat, sparking early engagement.
- Finalize details for student design competitions, ensuring they promote creative solutions for affordable housing needs.



# TIMELINE

## SEPTEMBER-OCTOBER 2024

Phase 2: Campaign Launch & Ongoing Engagement (8 weeks - September 1st to October 31st)

### Week 1-4

- Launch the campaign across social media platforms with engaging content and visuals that showcase real stories of families helped by Habitat and the impact on their lives.
- Promote student design competitions through KSU's social media and on-campus channels, drawing attention to the partnership and its focus on affordable housing solutions.
- Facilitate volunteer opportunities for students and community members, allowing them to contribute directly to building a stronger community with affordable housing options.
- Track key metrics such as website traffic, social media engagement (likes, shares, comments), and volunteer sign-ups to measure campaign effectiveness in raising awareness and driving action.

### Week 5-8

- Host a student design competition judging panel and announce the winners, showcasing their innovative approaches to affordable housing design.
- Feature-winning designs and student work on social media and potentially in local news outlets, further amplifying the campaign message and highlighting the partnership's contribution to affordable housing solutions.
- Organize a volunteer appreciation event (optional) to acknowledge volunteers' valuable contributions to building a community with accessible housing.
- Analyze campaign performance to identify areas for improvement, ensuring the message continues to resonate with the target audience and effectively promotes Habitat's mission.



# TIMELINE

NOVEMBER 2024

Phase 3: Post-Campaign Evaluation & Refinement (4 weeks  
- November 1st to November 30th)

Week 1

- Compile campaign data, including website traffic, social media engagement, volunteer sign-ups, and any measurable impact on Habitat's ability to provide affordable housing solutions.
- Evaluate the effectiveness of each campaign tactic (social media strategies, partnerships, volunteer events) in achieving the goals of increased brand awareness, volunteer recruitment, and donations.

Week 2-4

- Identify key learnings and opportunities for future campaigns, ensuring future efforts continue to promote accessible housing solutions effectively.
- Refine the social media strategy and content calendar based on campaign data and insights from the target audience.
- Develop a long-term plan for maintaining engagement with young adults.
- Prepare a presentation summarizing campaign results and key takeaways for Habitat for Humanity leadership, providing valuable data to guide future efforts in providing stable housing solutions in the community.

# BUDGET

## Personnel:

- Social Media Manager: \$4,000/month x 4 months = \$16,000
- Graphic Designer (contractor): \$2,000/month x 4 months = \$8,000
- Volunteer Coordinator: \$3,000/month x 4 months = \$12,000
- Interior Design Liaison (part-time): \$1,500/month x 4 months = \$6,000

Total Personnel: \$42,000

## Marketing and Promotion:

- Social Media Advertising: \$1,500/month x 4 months = \$6,000
- Promotional Materials (flyers, banners, etc.): \$2,000
- Event Promotion (boosted posts, event sponsorships): \$3,000

Total Marketing and Promotion: \$11,000

## Technology and Tools:

- Social Media Management Software: \$300/month x 4 months = \$1,200
- Video Editing Software (annual subscription): \$500
- Virtual Event Platform (if applicable): \$1,000

Total Technology and Tools: \$2,700

## Events and Community Engagement:

- Event Supplies (refreshments, signage, etc.): \$1,500
- Volunteer Appreciation Gifts: \$1,000
- Community Event Sponsorships: \$2,000

Total Events and Community Engagement: \$4,500

## Content Creation:

- Photography and Videography Services (contractor): \$2,000/month x 4 months = \$8,000
- Content Creation Tools (Adobe Creative Suite, Canva subscription): \$500

Total Content Creation: \$8,500

## Miscellaneous Expenses:

- Travel and Transportation: \$1,000
- Contingency Fund: \$3,000

Total Miscellaneous Expenses: \$4,000

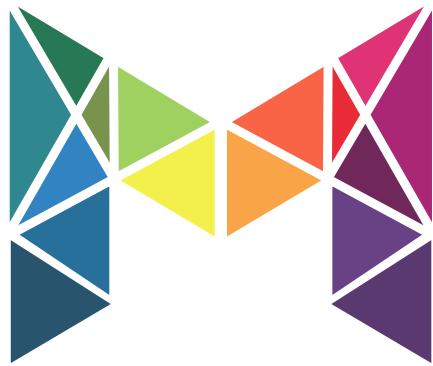
Total Budget for August-November: Personnel: \$42,000 Marketing and Promotion: \$11,000

Technology and Tools: \$2,700 Events and Community Engagement: \$4,500 Content

Creation: \$8,500 Miscellaneous Expenses: \$4,000

Grand Total Budget: \$72,700





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