



GiGi's Playhouse Account

Spring 2022

TABLE OF CONTENTS

1. Our Client?
2. Client Business Goals?
3. How we worked to complete these goals
 - a. Did an in depth background analysis
 - b. Visited the center in Syracuse
 - c. Created infographic instagram carousels
4. Accomplishments & Results

Gigi's Playhouse

- A Down syndrome achievement center focused on bringing families and individuals together
- Their vision, "To see a world where individuals with Down syndrome are accepted and embraced in their families, schools, and communities."
- There are over 55+ locations across the US and Mexico and work to achieve the same goal nationwide

Gigi's Playhouse Goals

- To increase name recognition
 - Want people to know that they're an organization that focuses on Down syndrome support and awareness
- To spread the message to anyone that's receptive to learning about Down syndrome and what it entails
- To create a welcoming environment for new volunteers and families

SWOT

- Instagram is organized, colorful and interesting
- Involved in community (posted with SU cheerleaders at basketball games)

- Not much name recognition
- Don't have large social media presence

S W

- Get people involved through volunteering, going to events, and hanging out
- Promote the "take the pledge" initiative
- Post people without down syndrome volunteering there with people with down syndrome to spread the word that anyone can come

O T

- Some people don't care to learn about it since they don't have a personal connection
- Due to social media, people don't know that events and things going on in the community are also for people without down syndrome

Strategy: Insights and Research

- 23.5% of our audience are concerned with affordability and ease, they always go for the bargains. The internet helps them find discounts so they never pay full price.
- 53.1% of audience uses social media 3x a day, and 39% of our audience uses Facebook as their primary form of social media
- Ages 35-54 are more likely than 18-24 and 55+ to volunteer
- 48% of our audience talks about social media in day to day conversation

Despite having a busy life, Middle aged women want to make time to give back to an organization they have a personal connection to, especially in an environment that promotes a sense of belonging. (we found that in the “any agree” of “I am willing to volunteer my time for a good cause” 56% are women and the median age is 48.2)

Strategy: Measurement Plan

Business Challenges:

- Lack of awareness of the involvement opportunities that exist for people who do not have down syndrome or people that do not have a personal connection to the down syndrome community

Business/Marketing Goal:

- Increase engagement on social media, Increase volunteerism among high school students
- Get more people in the community aware (like when Boenheim Family was there)

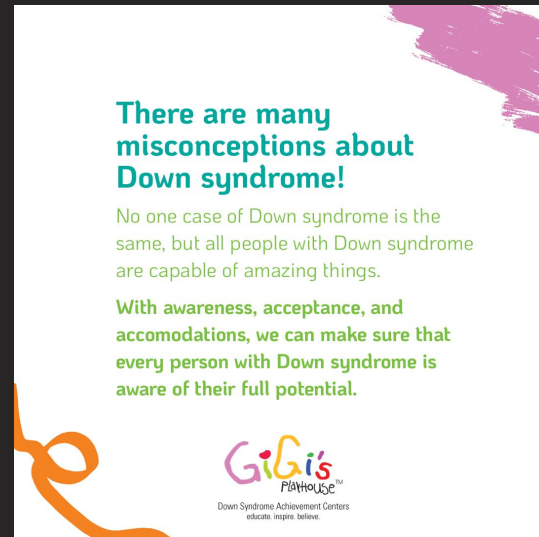
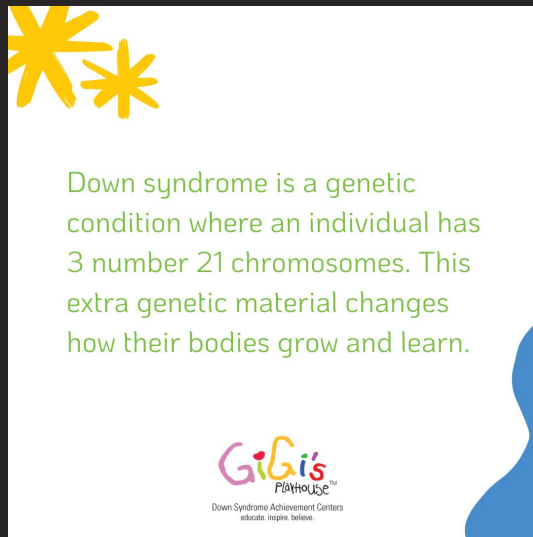
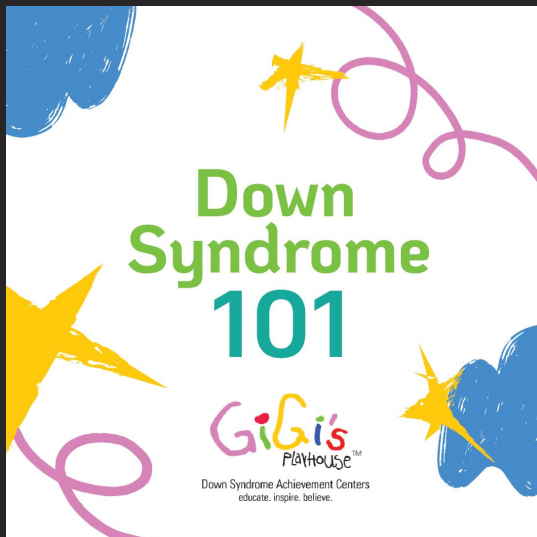
Campaign Objective:

- Building awareness about volunteer opportunities among individuals outside of the down syndrome community

Communications Goal:

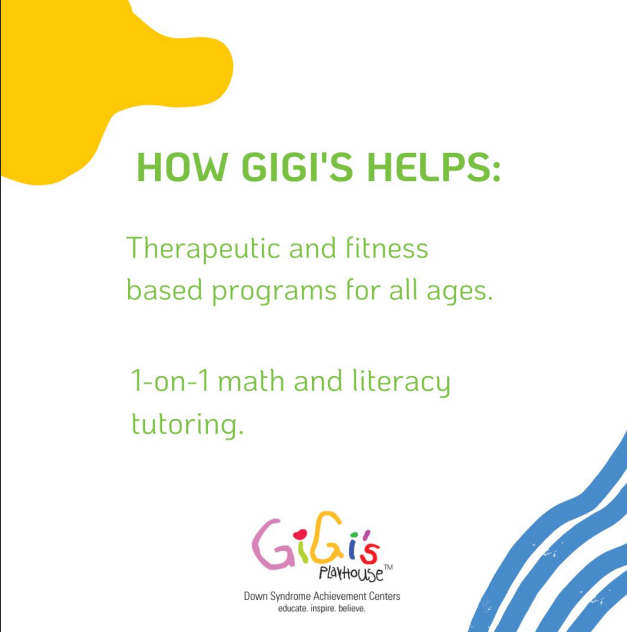
- Reach high school students when they are not distracted (for example, after school when scrolling through social media, on breaks from school (winter, spring) when high school students are bored and want to be productive and have more free time)

Creative



By Mickie Kraker

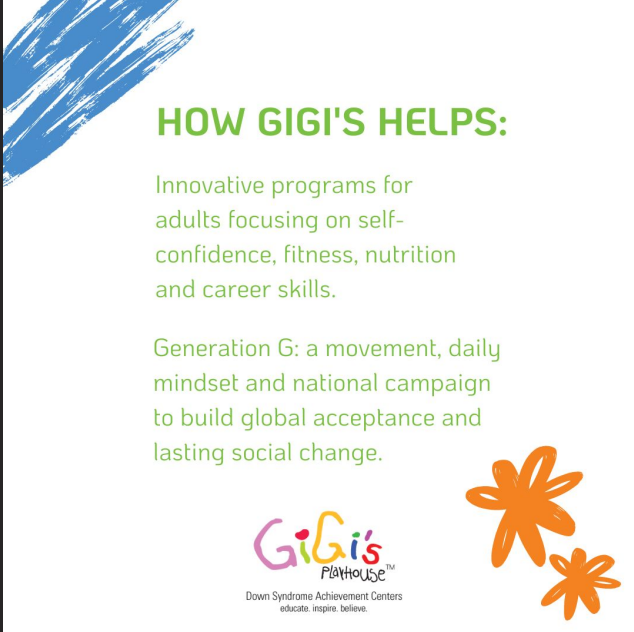

Creative



HOW GIGI'S HELPS:

Therapeutic and fitness based programs for all ages.


1-on-1 math and literacy tutoring.



HOW GIGI'S HELPS:

Innovative programs for adults focusing on self-confidence, fitness, nutrition and career skills.

Generation G: a movement, daily mindset and national campaign to build global acceptance and lasting social change.



Creative

One-on-One Math Tutoring

Help your child succeed in math through our personalized math tutoring designed for children with Down syndrome.

- ✚ We teach using materials that are meaningful and relevant to the students.
- ✚ We teach students to practice, transfer, and generalize newly learned skills.
- ✚ Teach with a multi-sensory approach to build confidence and reinforce learning.

To learn more, go to
gigisplayhouse.org/math-program

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educate. inspire. believe.



By Alex Levy

Creative

How I learn

People with Down syndrome have **varied** and **unique** learning styles.

Here are some things to keep in mind when **teaching** students with Down syndrome.

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Set expectations high.

Individuals with Down syndrome are more like "typical" people than not.
Treat us that way.

Start by always seeing my **ability** first, not my disability.

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Differences make us who we are.

Engage all the senses and teach in a variety of ways, use lots of repetition.

With **accommodations**, people with Down syndrome can accomplish many of the same tasks as people without Down syndrome.

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By Alex Levy

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Give time for a response

When looking for a response, remember that individuals with Down syndrome have to work **harder** to retrieve information that is stored.

After asking a question, allow **time** for information to be processed and a response to be generated.



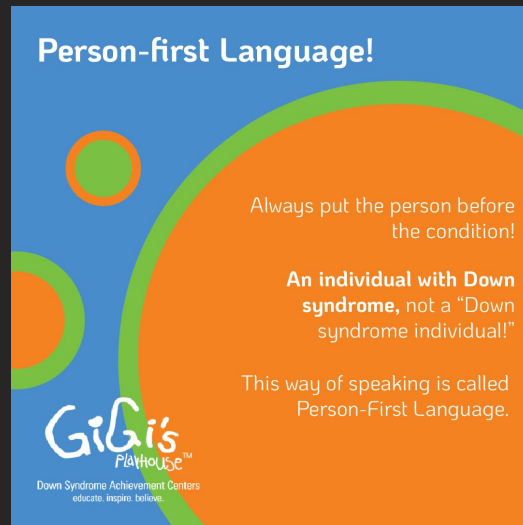
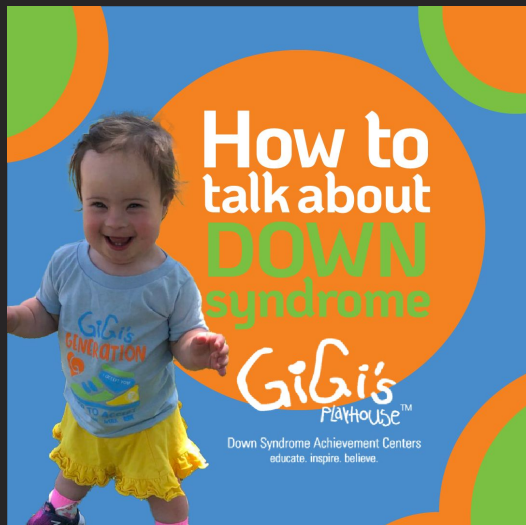
Promote independence

With the right learning environment, motivation, and understanding, we can **learn**. We can **work**. We can **achieve**, **inspire**, and **believe**.

To learn more, go to gigisplayhouse.org/howilearn/

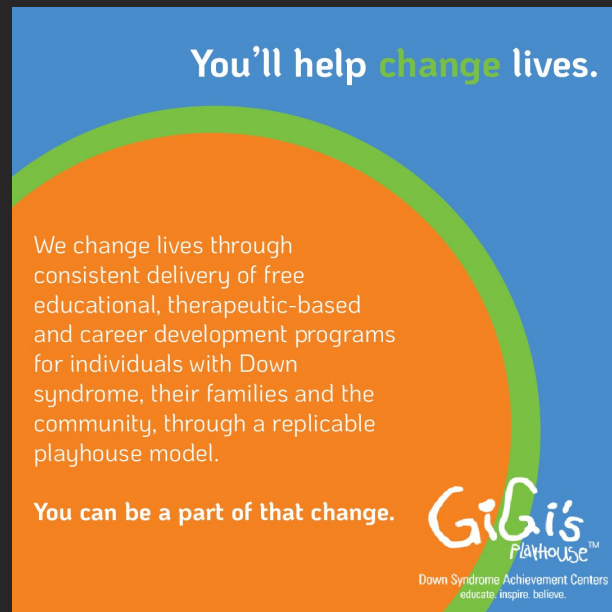
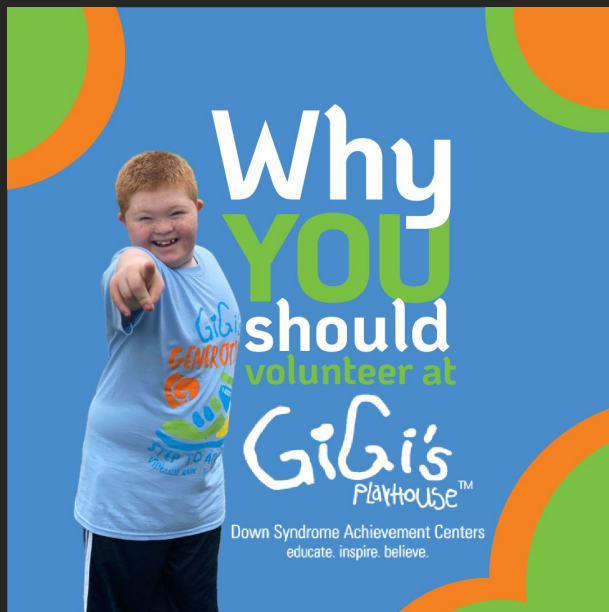


Creative



By Brooke Hirsch

Creative



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There's **lots** to do.

We welcome volunteers in many areas.

Tutoring
Project administration
Events
Committee positions
Group volunteering

At GiGi's Playhouse Syracuse, we believe the more the merrier!

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You'll have **fun!**

Best of all, GiGi's Playhouse Syracuse has something for everyone. Volunteering is not only good for others, but it's tons of fun! You'll make new friends, try new things, and have a great time.

Why not start today?

Sign up to volunteer at
gigisplayhouse.org/syracuse/volunteer

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By Brooke Hirsch

Gigi's Playhouse Goals Refresher

- To increase name recognition
 - Want people to know that they're an organization that focuses on Down syndrome support and awareness
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Summary of what you Accomplished

Over the semester we worked on familiarizing ourselves with Gigi's in order to create an effective campaign by

- Create an in depth target persona for Gigi's goals
- Utilizing creative that fit Gigi's look, but made sure to make more infographics
- Attend the World Down syndrome Celebration to talk with families and volunteers on the work they do with the organization

Gigi's Playhouse Account