

# Final Campaign

Middle Way House  
Bloomington, IN

By: Sydney Richards



# SITE VISIT SUMMARY

Sophomore year, I took an elective course named “Nonprofit and Voluntary Sector.” This course aided me in researching many nonprofit organizations in the Bloomington area. For this project, I wanted to use my initial knowledge of the nonprofit sector, as I am on the board of directors of a nonprofit organization in Chicago, IL. I have chosen The Middle Way House, a 501c3 mission, that works to support all survivors of domestic violence, sexual assault, and human trafficking. I wanted to choose a nonprofit organization that spoke to me, but also one that may need that extra push when it comes to advertising, marketing; and educating the community through outreach and prevention programs.



# SITE VISIT SUMMARY

When I visited The Middle Way House and learned mostly about the dynamic of their staff and how they deal with cases that come in. The environment to me was very calm, almost too calm at times, but that showed me just how careful and compassionate the staff is. I could tell how much time and work goes into making a stressful situation into something that creates a sense of safety and hope for those they serve. Their main focus is on the healing process at first, but later they're able to provide victims with the needed resources. The Middle Way House's mission is to support all survivors of domestic violence, sexual assault, and human trafficking, and to educate the community through outreach and prevention programs.



# SITE VISIT SUMMARY

The Middle Way House provides crisis services, legal advocacy, emergency shelter, childcare and youth programs, transitional housing, family advocacy, and prevention programs. The Middle Way House's key strategy for making this happen is a big "They will" statement. They say, "We will continue to be a good community partner and resource. The organization's target audience is survivors of domestic violence, sexual assault, and human trafficking across six counties in southern Indiana. Their services are inclusive, aiming to reach all individuals affected by these issues, including vulnerable populations and marginalized communities. The possible challenge for this nonprofit is resources, as many nonprofits face the challenge of securing sufficient funding and resources to meet the increasing demand and to maintain their programs and facilities. When it comes to opportunities, nonprofits are always looking for volunteers, as most of the employees are volunteers. With a strong volunteer force already, there is potential to increase volunteer engagement to support various programs and initiatives, amplifying the organization's impact.



# CREATIVE BRIEF

## Objective

The primary challenge is increasing community awareness about The Middle Way House's services while encouraging support through donations, volunteerism, and advocacy.

## Target

Demographic: Survivors of domestic violence, sexual assault, and human trafficking across six counties in southern Indiana, primarily ages 18-55.

Lifestyle: Individuals seeking safety, healing, and empowerment, often navigating crisis situations or rebuilding their lives.

Media consumption habits of the consumer: Access information through social media platforms like Facebook and Instagram, rely on local community support networks, and may consume media through nonprofit resources or public service announcements.



# CREATIVE BRIEF

## Audience Persona

### Background

Olivia is a single mother of two who is in an abusive relationship. She works part-time and is actively looking for resources to help her gain strength to give herself and her kids a better life. Olivia hesitates to tell anyone, but she believes she is strong enough to get through this. She relies on community support and safe groups for emotional and financial assistance. She uses Facebook and Instagram to stay connected with local events and resources and frequently listens to local radio during her commutes.

### Needs & Goals

Olivia seeks safety, stability, and guidance as she navigates the possibility of a new life. She wants access to resources like legal advocacy, childcare, and emotional support while feeling empowered and hopeful for her future.

### Challenges

Olivia struggles with limited income, emotional trauma, and uncertainty about her next steps. She is cautious about where to seek help but is motivated to find reliable support.



**Olivia Paine**

### Demographics

**Age:** 32

**Location:** Bloomington, IN

### Social Media Platforms



### Other Media Platforms

- **Radio**
- **Bulletin boards**

# CREATIVE BRIEF

## **Current Perceptions**

Community members recognize The Middle Way House as a safe haven for survivors, but they may not fully understand the breadth of services offered or how they can directly contribute to the cause.

## **Strategy/Single most compelling message**

“The Middle Way House is not just a shelter, but it’s a lifeline that empowers survivors and strengthens our community.” This strategy is effective because it highlights the organization’s ability to offer services beyond just emergency shelter, such as legal advocacy, childcare, and prevention programs. By framing The Middle Way House as a lifeline, it differentiates itself from other nonprofits, emphasizing its role in both immediate crisis support and long-term community empowerment. This approach resonates with both survivors seeking help and community members wanting to contribute to meaningful change.



# CREATIVE BRIEF

## Support

1. The Middle Way House provides legal advocacy services, assisting survivors in navigating complex legal systems to obtain protective orders and other critical legal resources. Last year alone, the legal advocacy team assisted over 400 individuals with court cases.
2. It offers free and accessible childcare programs, supporting over 150 families annually, enabling survivors to attend work, court dates, or counseling sessions without the added stress of arranging care.
3. The organization's transitional housing program has provided safe and stable housing for over 80 survivors and their children this past year, helping them rebuild their lives with access to ongoing support services.

## Tone

Compassionate, empowering, hopeful, and community-focused.



# CREATIVE BRIEF

## Mandatories

1. Use The Middle Way House logo.
2. Include the tagline: “Breaking the Silence. Building New Futures.”
3. Website URL: <https://middlewayhouse.org/>
4. Call to Action: Take the first step to help—donate, volunteer, or learn more at Middle Way House.
5. Emphasize upcoming events such as community outreach programs and fundraising drives.

## \*Media selection

1. Social Media: Facebook posts and Instagram Stories to target active users with high engagement.
2. TV: A 30-second spot airing during local news segments.
3. Audio: A radio ad during morning and evening commutes on local stations.
4. Display Ads: Posters in community centers and banner ads on local news websites.



# CREATIVES

## Why these choices?

- **Social Media:** Facebook Posts and Instagram Stories
  - Facebook: Survivors and community members often use Facebook to stay informed about local events and resources. I chose to do a Facebook Static Ad because I wanted to utilize the space at the beginning copy.
  - Instagram Story: Instagram Stories are visually immersive and offer a private way for survivors to engage with the content. I wanted to show the steps that someone could take when they decide to speak up about their experience.
- **TV:** The visual and auditory impact of TV ads effectively conveys the emotional depth of the message, building empathy and urgency.
- **Audio:** The tone of the audio ad creates a sense of trust and immediacy, making survivors feel seen and encouraged to take the next step.
- **Display Ads:** Outdoor Display Ad and Magazine Ad front cover
  - Outdoor Ad: I wanted to do an outdoor ad because it felt like the message would have come across much more especially with how powerful the advertisement was.
  - Magazine Ad: For this one I chose to place it on a cover because it is such a powerful front cover, that it would later be explained more in another page.



# CREATIVES- SOCIAL MEDIA

## Facebook Static Advertisement

Every step forward begins with a single moment of hope. At The Middle Way House, we offer legal advocacy, shelter, childcare, and a path toward a brighter future.

Together, we can break the silence and build new futures. If you or someone you know needs help, or if you'd like to support our mission, visit [middlewayhouse.org](http://middlewayhouse.org).



Breaking the  
Silence.  
Building New  
Futures.

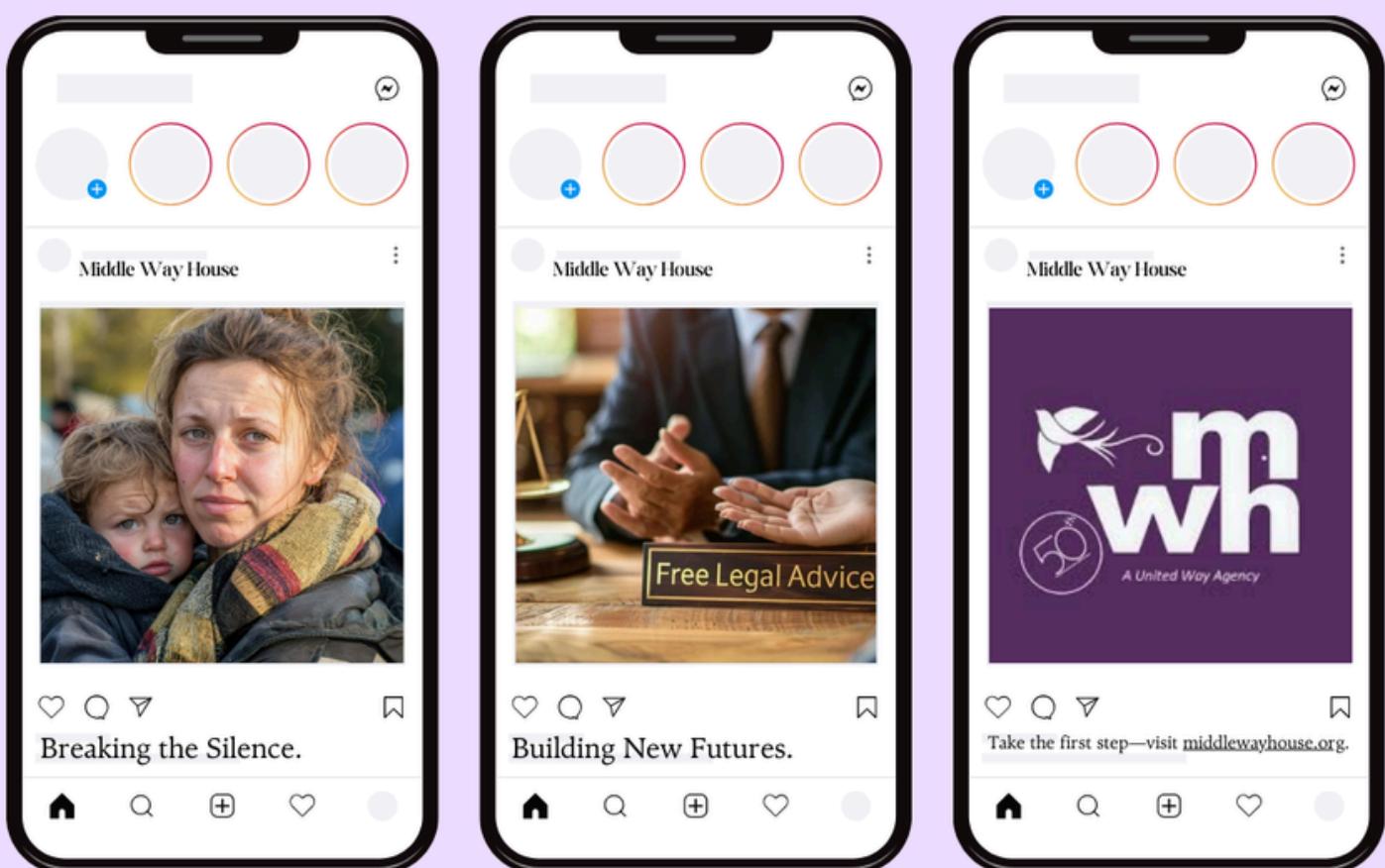
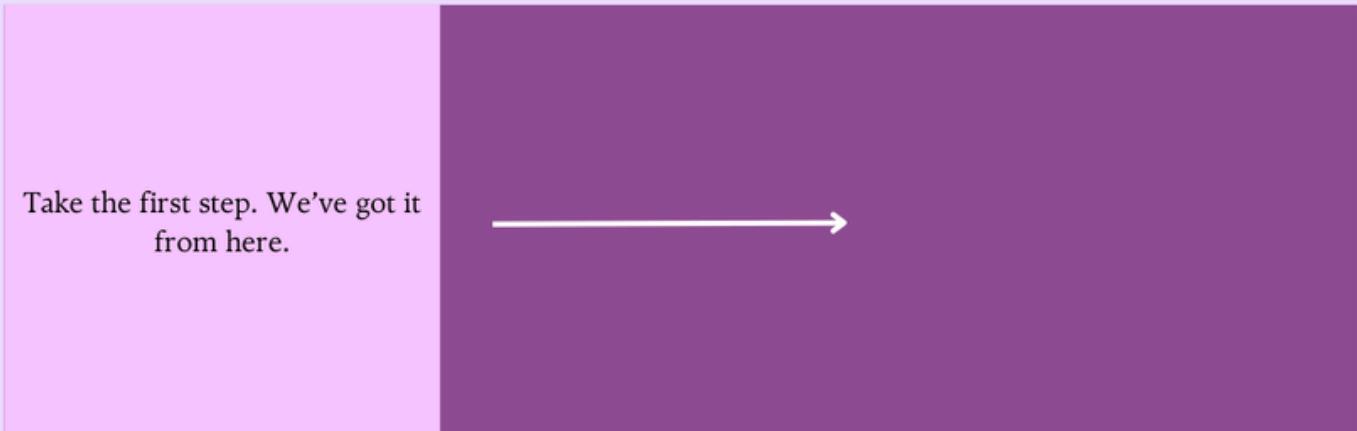
Take the first step to help: donate, volunteer, or learn more at [middlewayhouse.org](http://middlewayhouse.org).

LEARN MORE



# CREATIVES- SOCIAL MEDIA

## Instagram Story Advertisement



# CREATIVES- DISPLAY

## Magazine Display Ad Mockup



# A CLOSER LOOK

# BREAK THE SILENCE.|||



Take the first step—visit [middlewayhouse.org](http://middlewayhouse.org) or call our hotline today.

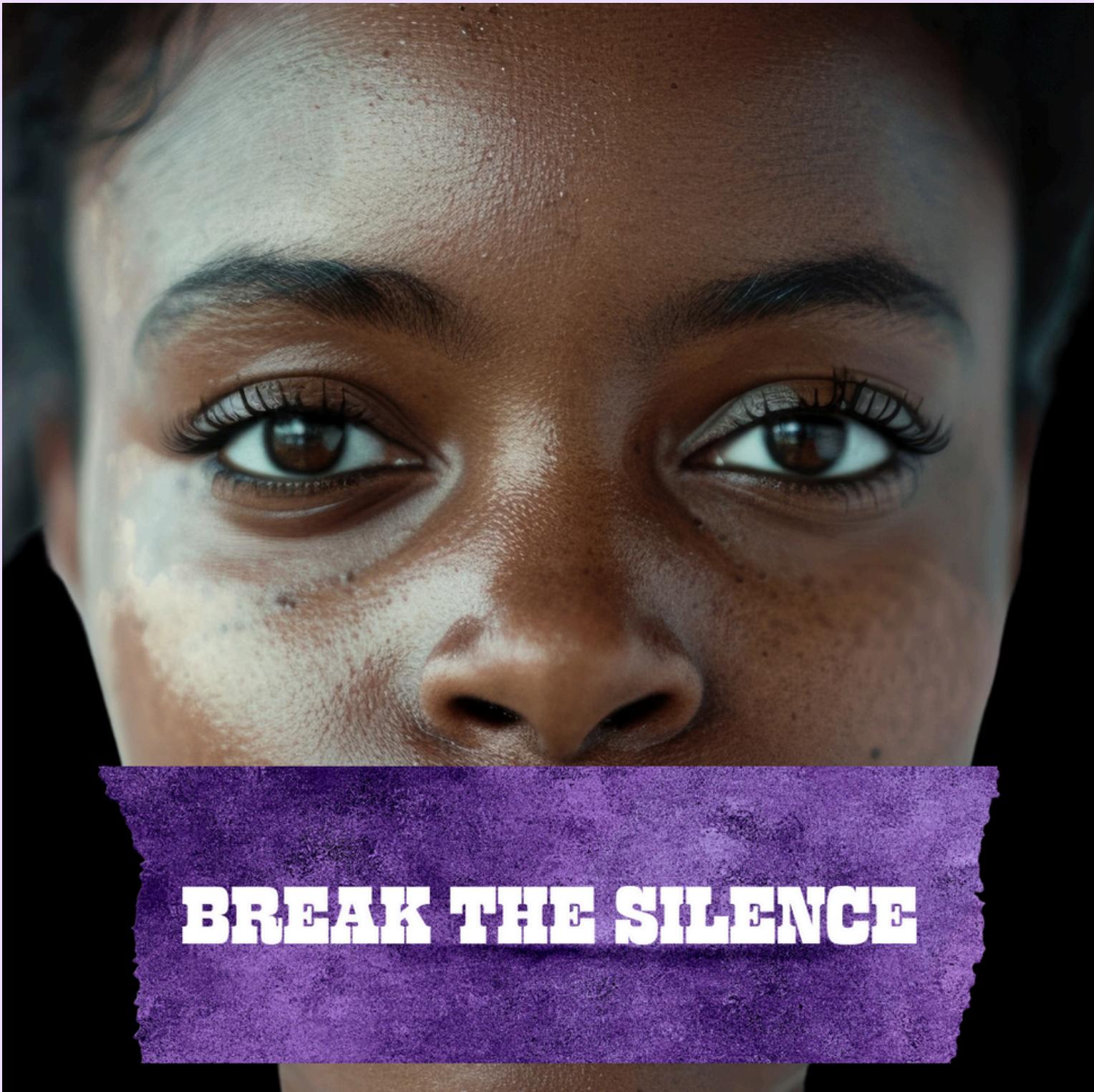


# CREATIVES- DISPLAY

## Outdoor Display Ad Mockup



# A CLOSER LOOK



# CREATIVES- TV AD

## Opening Scene



Breaking the Silence

**SCENE STARTS:** A woman hesitant outside the shelter's doors, holding her child. Voiceover: "Sometimes, the hardest step is the first one."

Text overlay: "Breaking the Silence."



# CREATIVES- TV AD

## Scene 1



Hope Begins Here

A staff member greets the woman warmly, guiding her and her child inside the shelter.

Voiceover: "At The Middle Way House, we offer more than shelter."

Text overlay: "Hope Begins Here."



# CREATIVES- TV AD

## Scene 2



Building New Futures

Children playing in a safe space as a counselor speaks to survivors in a group.  
Voiceover: “We provide support, care, and hope to help rebuild your life.”  
Text overlay: “Building New Futures.”



# CREATIVES- TV AD

## Scene 3



Visit [middlewayhouse.org](http://middlewayhouse.org).

The woman smiles, looking at her child as they share a moment of comfort and peace.

Voiceover: “Take the first step to rebuilding your life.”

Text overlay: Visit [middlewayhouse.org](http://middlewayhouse.org).



# CREATIVES- RADIO AD

## Radio Ad Script: “Breaking the Silence. Building New Futures.

**Narrator:** “Are you living in fear?

**Middle Way House Staff:** “The Middle Way House provides survivors with safe spaces, legal support, and a chance to rebuild their lives. Whether you need a safe place to stay, help navigating the legal system, or emotional support, we are here for you.”

**Staff:** Last year, we housed over 80 survivors and their children, supported 400 individuals with legal cases, and provided 150 families with childcare programs. You are not alone. Take the first step to hope and healing today. Visit [middlewayhouse.org](http://middlewayhouse.org) or call our hotline.”

**Placement:** Community-focused publications, nonprofit newsletters, or local magazines.” Strengthen Communities.”



# LANDING PAGE



24/7 Help Hotline  
(812)-336-0846

About Us • Services • Get Informed



Support • Survivors • Resources



## OUR MISSION

The Middle Way House's mission is to support all survivors of domestic violence, sexual assault, and human trafficking, and to educate the community through outreach and prevention programs.

## OUR SUPPORT

Last year alone, our legal advocacy team assisted over 400 individuals with court cases, supporting over 150 families with childcare programs, and providing safe and stable housing for over 80 survivors and their children.



<https://middlewayhouse.org>



# CAMPAIGN ANALYSIS

The Middle Way House campaign is strategically positioned as a lifeline for survivors of domestic violence, sexual assault, and human trafficking, emphasizing its role in providing comprehensive support services and fostering empowerment within the community.

The Middle Way House positions itself as an essential community resource, offering both immediate crisis intervention and long-term recovery support. Its mission is not just to provide shelter but to empower survivors to rebuild their lives with dignity and hope. The Brand Constructive would be empowering. This construct encapsulates the organization's goal of giving survivors the tools and support they need to regain control of their lives. The archetype would be the Caregiver. This archetype reflects the nurturing and protective role The Middle Way House plays in the lives of survivors. The organization provides emotional, physical, and legal support, ensuring a safe space for healing and growth. This conclusion stems from their mission and services, which prioritize care and compassion. Compassionate, hopeful, and action-oriented. The Middle Way House speaks directly to survivors with empathy, addressing their challenges while instilling a sense of hope. It balances warmth with a strong call to action, ensuring survivors feel supported while encouraging the community to engage.

The concept-type is image-driven. The campaign leans heavily on powerful, evocative imagery to create an emotional connection with the audience. Photos of survivors and advocates in moments of care and strength convey the organization's impact effectively. The insight driving this campaign is that survivors often feel isolated and hesitant to seek help. By showing that support is available and accessible, the campaign reduces barriers and encourages action. For community members, the insight is the reassurance that their contributions directly impact survivors' lives in meaningful ways.

The campaign addresses both safety and belonging (Maslow's hierarchy) for survivors by providing immediate support and long-term community reintegration. The central conflict is the struggle between fear and hope. Survivors face fear and uncertainty about seeking help, while supporters may feel disconnected from the problem or unsure of how to contribute. This aligns with Felton's "Underdog" plotline, as the campaign portrays survivors as individuals overcoming adversity with the help of a supportive community. The campaign focuses on the awareness and consideration stages of the funnel. It educates the audience about The Middle Way House's services and impact while encouraging actions like donations, volunteering, or seeking help. The call to action directs both survivors and supporters to take the first step toward engagement, ensuring their needs are met with compassion and efficiency.