

March Match Up – Updated Marketing and Messaging Strategy

3.19.2020

Overall strategy and timeline:

March 19-31:

- Continue fundraising for the Student Cupboard through March Match Up, with updated messaging and focus (see below).
- A few specific tactics (ie: March E-Newsletter and a direct mail letter) will focus on supporting our students during this unexpected and difficult time, highlighting support for food insecurity, emergency needs and technology.

April 1 and beyond:

- Highlight the efforts/success of March Match Up, but the need continues.
- Pivot messaging to basic needs support, which includes food insecurity, emergency needs and technology..
- Create a new crowdfunding page for the Student Success fund and direct all tactics to this new fundraising page.

Campaign messaging:

MMU messaging now through 3/31:

Fresno State is committed to supporting our students in this time of need. Include the March Match Up hashtag and/or logo in graphics and video.

Primary message: The Student Cupboard remains open for students, and the need is growing.

Examples:

- We are seeing an increase in student visits to the Student Cupboard, and the need is continuing to grow.
- As students rely more heavily on the Student Cupboard for food and hygiene items, Fresno State is committed to meeting the basic needs of our students.

Secondary message: This month, your donation will be matched, dollar for dollar, up to \$150,000.

- To ensure the success of our students, help us address some of their basic needs during this challenging time.

Additional messaging: Share the impact of monetary donations by equating the \$ dollar amount to feeding a student. This will emphasize the tangible impact a donation makes on a student's life.

- \$XX feeds one student for a day/week/month/semester (*Alicia gathering this information*)

Messaging 4/1-4/6:

Thank you to our March Match Up donors, who collectively raised \$xxx,xxx for the Student Cupboard. As our students' lives continue to be disrupted, the need continues to grow.

Messaging 4/6 through the month of April:

- Many Fresno State students are experiencing hardships during this uncertain time. Your support will help address:
 - Food and hygiene needs
 - Unexpected emergency needs as students try to make ends meet
 - Technology needs to access virtual classes
- This is a time for our greater Bulldog community to rally together in support of our next generation of leaders.
- Many students have already beaten the odds to attend college. Your support today will ensure this time of uncertainty does not prevent them from succeeding academically.
- By supporting our students' basic needs, you can help them overcome these difficult times and focus on their academic success.

Marketing tactics and distribution timeline:

1. Social media:
 - a. 3/18: The Student Cupboard is open! (link to hours and operational information)
 - b. 3/19: Student Cupboard video featuring Mary
 - c. 3/20: The Student Cupboard is open and the need continues to grow (use broil and photos to show that there is still a lot of food); secondary slide on how you can help (link to March Match Up site)

- d. HOLD on the Dutch Bros contest winner post. Announce winner once we have the total dollars raised through the event:
 - i. Thanks to Dutch Bros. for donating a % of sales on 3/11 to the Student Cupboard, which raised \$xxxx! Congratulations to our social media contest winner, Jose Medina @JMedinaFS. In appreciation for your participation during this event, you will receive suite tickets for two guests to a future Save Mart Center concert of your choice.
 - e. Week of 3/23: Revisit the "recipe" video and add an intro video from Dr. Castro (if the grocery store frenzy has declined)
 - f. Week of 3/23: Message the \$dollar impact a gift has on feeding a student. Reiterate the increase in student visits and the need to support students now more than ever.
 - i. Describe the student experience - they are still taking classes, they are studying and learning just as they always would, but are experiencing hardships along the way due to this uncertain time.
 - g. 3/27-3/31: Final push - continue with needs-based messaging, stress urgency.
2. Email Solicitations
- a. 3/20: March E-Newsletter to alumni and friends
 - i. Message that communicates how the University is responding to this uncertain time; transitions into supporting our students' basic needs: food insecurity, emergency needs and technology.
 - b. 3/23: Eblast to four MMU segments
(remove those who have already donated)
 - i. Message that the Student Cupboard continues to remain open and we are committed to supporting our students during this time of uncertainty. As students rely more heavily on these services, your support is more important than ever before.
 - ii. Include examples of \$dollar impact
 - c. 3/31: Eblast for final push to MMU segments
(remove those who have already donated)
3. Direct Mail
- a. Week of 3/23: Direct mail letter from Dr. Castro and Omar. Focus is on supporting students' basic needs in food insecurity, emergency needs and technology.
(remove those who have already donated and expand list)

4. Additional Digital Tactics:
 - a. Website
 - i. 3/19 - update messaging
 - ii. Week of 3/23 - incorporate new video (either recipe video or Mary's general video)
 - b. FresnoStateNews.com
 - i. 3/20 News story on the Student Cupboard
 - c. Campus News
 - i. 3/23 Include message about the need and the increase in demand
 - ii. 3/30 final push for campaign
5. Videos:
 - a. 3/19 Rotary video - video with Mary speaking directly about the need, especially given this time of uncertainty, and asking for support (*taped 3/18, currently editing*)
 - b. 3/19 general support video - second version of the Rotary video featuring Mary (*taped 3/18, currently editing*)