

Giving Tuesday Campaign

For this campaign, Farm to School Frederick tasked me with designing and implementing a marketing campaign to inspire donations during Giving Tuesday. By leveraging the holiday spirit, I crafted a compelling campaign centered on human-interest photos, stories, and videos to connect emotionally with the audience. To encourage corporate participation, I also designed graphics highlighting and thanking businesses for their contributions.

My Roles:

- Conducted market research
- Designed social media graphics
- Wrote copy for social media
- Shot and edited promotional videos
- Designed a new website homepage

Objectives/Goals:

Raise \$10,000 in donations in 6 weeks

Challenges:

- No budget available for paid advertising
- Multiple local nonprofits competing for donations during Giving Tuesday

Branding:

- **Colors:** Greens and reds from Farm to School Frederick's brand kit to reflect the holiday spirit
- **Text:** Montserrat for a clean, professional aesthetic
- **Visuals:** Smiling faces paired with brightly colored fruits and vegetables to evoke warmth and positivity

Slogans/Messaging:

"Give the Gift of Health" – Encouraging donations to a worthy cause during the holiday season

Process:

- **Research:** Investigated past Giving Tuesday campaigns by similar nonprofits and attended webinars to refine strategies
- **Brainstorming:** Collaborated with the executive director to focus the campaign on storytelling and emotional engagement
- **Content Repurposing:** Reviewed Farm to School Frederick's existing assets (videos, photos, graphics, etc.) and repurposed them for this campaign
- **Calendar Creation:** Developed a schedule for social media posts to ensure consistent engagement leading up to and on Giving Tuesday

Tools/Software:

Canva, Meta Business Suite, SquareSpace

Deliverables:

- Social media posts (graphics, videos, and captions)
- Redesigned website homepage

Results:

The campaign raised \$10,695 in donations, achieving significant community impact despite a limited budget and high competition.