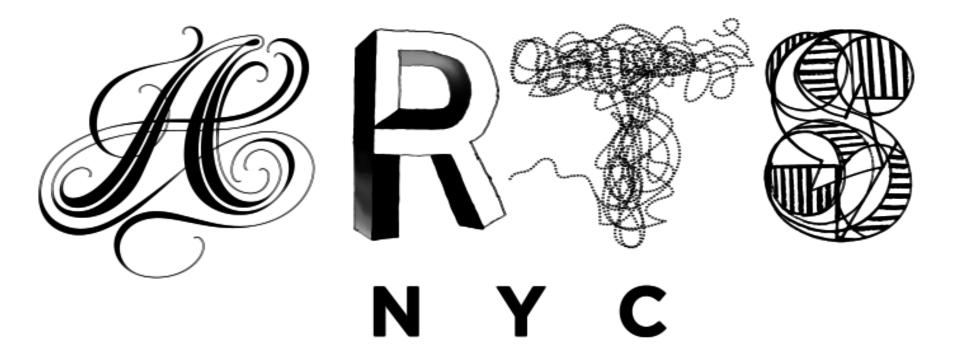
# F R E



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Appendix



# THE ASK

Create a campaign that increases the amount of recurring monthly donations that Free Arts NYC receives.

# THE CHALLENGE

Use Free Arts' social channels to reach potential donors that, as of now, would rather donate their time.

## THE OBJECTIVES

Raise awareness for Free Arts NYC

Correct any incorrect **perceptions** of Free Arts

Increase monthly donations with an ultimate goal of raising \$100,000

# THE APPROACH

OUR TARGET
 WHAT THEY CARE ABOUT
 CULTURAL INSIGHTS
 COMPETITIVE INSIGHTS



#### **STRATEGY**

TARGET

## **OUR TARGET**

New York natives and transplants between the ages of **24-50**. (Mintel)

They're financially stable — +75k HHI — and are **likely to have children** at home. (Mintel)

They're **educated** and **passionate** about fashion, art, tech, and culture. (Twitter Analytics)









**TARGET** 

#### WHAT THEY CARE ABOUT

They care about their **community** and know that when their community succeeds, they succeed. (Nonprofit Tech for Good)

So, when we **lose sight of our values**, our target recognizes it. (Nonprofit Tech for Good)

They are impact oriented, skeptical of corporate charity, and they **do their research** before donating. (Mintel)

When we don't show our target their power, **they don't donate**. (Nonprofit Tech for Good)







#### **STRATEGY**

CULTURE

Our audience needs to feel included

They want to build their community together

They feel compelled to **take care** of the youth in their area

Transparency is **crucial** 

People are more likely to donate when an organization makes them feel like a vital part of the team.

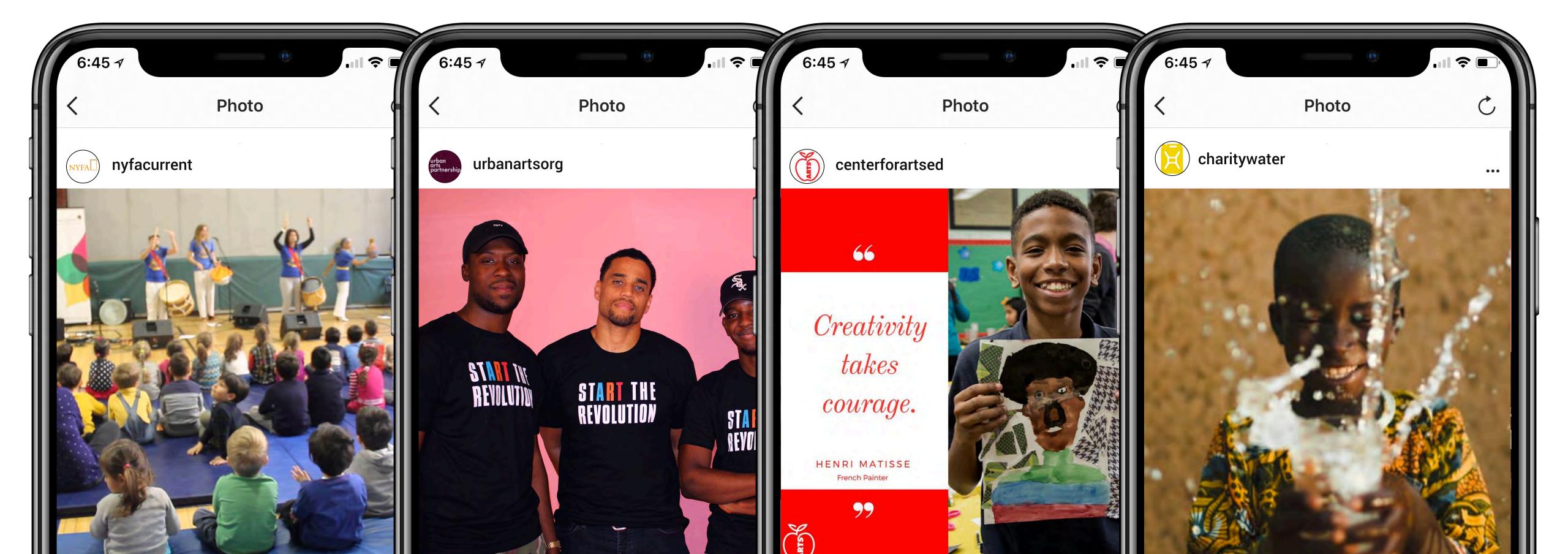
(Nonprofit Tech for Good)

**90%** of those that donate to charities feel compassionate for the specific need served, and **80%** want to make a contribution to the community. (Mintel)

Parents are nearly **2x** as likely to donate to charity, and more likely to donate to children's issues compared to average

56% of people say whether a charity was **clear** on how donations were spent was one of the **biggest** reasons why they would give money to a particular charity. (nfpSynergy)





**STRATEGY**COMPETITION

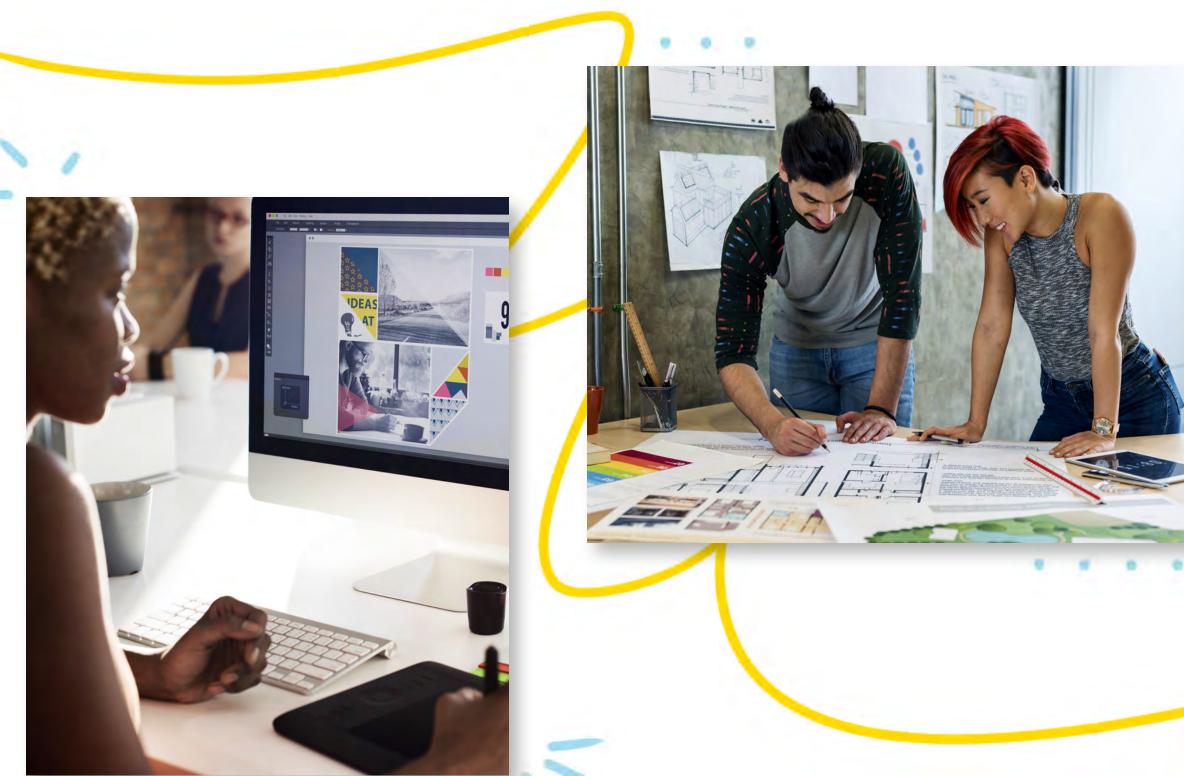
## WHITE SPACE

We're the only one-on-one mentorship program in New York focused on the arts, so we should own it.

Few of our competitors show the influence they have on teens long after they've gone through their programs.

Our competitors are not using social to clearly explain how they use donor money.





# So what have we learned about our target, context and the competitive space?

They're millennials that care about the arts, culture and New York.

They care deeply about making a tangible impact in their community, so when they can't **see the power of their donations**, they don't donate.

They need to be **included in making change**, and they demand to know exactly where their money's going.

Our program stands out from the rest. We can **stand out on social** by **committing to our story**, to the stories of kids in our program and the story of each donation.

#### In summary,

Tell stories connected to art and New York.

Show potential donors the power of their donations.

Make them feel included in making change.

Tell real stories of the impact of the program.



## THAT'S THE DONOR EXPERIENCE



But before we talk about how **The Donor Experience** comes to life in our campaigns, we want to identify exactly how Free Arts should look and feel to stand out on social.

0 0



We are New Yorkers who **believe in the power of art** to open doors for our city's kids. We understand that a child, with the correct tools, **can ignite the world with their voice** and **shape the future with their own hands**. Art is just the beginning. The world is their canvas and we are the brushes that help create their masterpiece.

Together, we are building the future.

#### **BRAND IDENTITY**

PILLARS



#### **A Community**

We are the group looking out for the next generation of artists, politicians, teachers, parents, and friends.



#### **More Than Art**

We are teaching our students skills that go beyond art so that they become successful, confident, and productive citizens.



#### The Bridge

We are the connection between kids and their access to opportunity.



#### **Optimism**

We live by the "glass half-full" mentality and choose to tackle problems instead of complain about them.

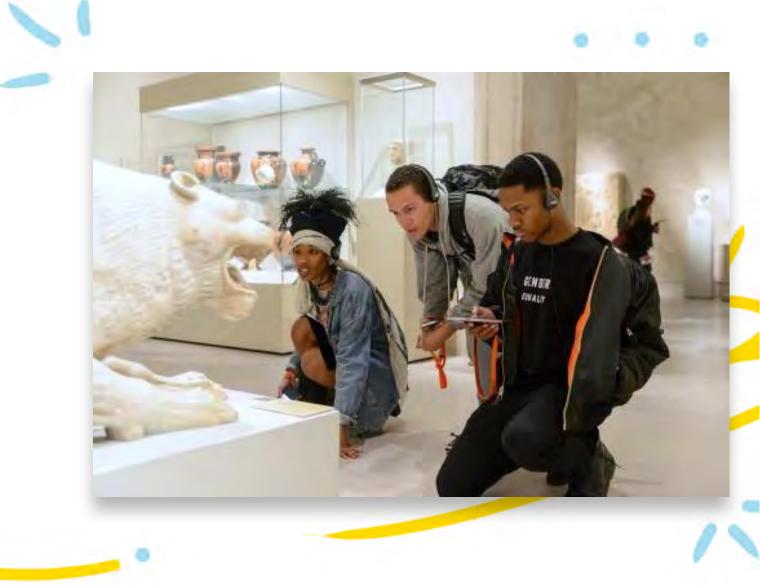
### HOW WE SPEAK

Our tone is **optimistic and real**. We don't pretend to be something we're not.

We **embrace** all of life's achievements, small and large.

We're constantly **learning** about art though the teens we teach.

We embrace our **humanity** and at the end of the day we let people see our **successes and failures**.





## WHERE WE ARE

WHERE WE'RE GOING

One-dimensional

Tell the stories of these teens within the program

Not connecting with core audience

Show what even the smallest donation can do

Lacking transparency

Have a clear vision



# WHAT WORKS CHARITY WATER

- Cohesive look and feel
- Photographic treatment and color consistency
- Balanced and varied use of content styles

We'll carry the elements that work well in our existing content into our evolved visual style.

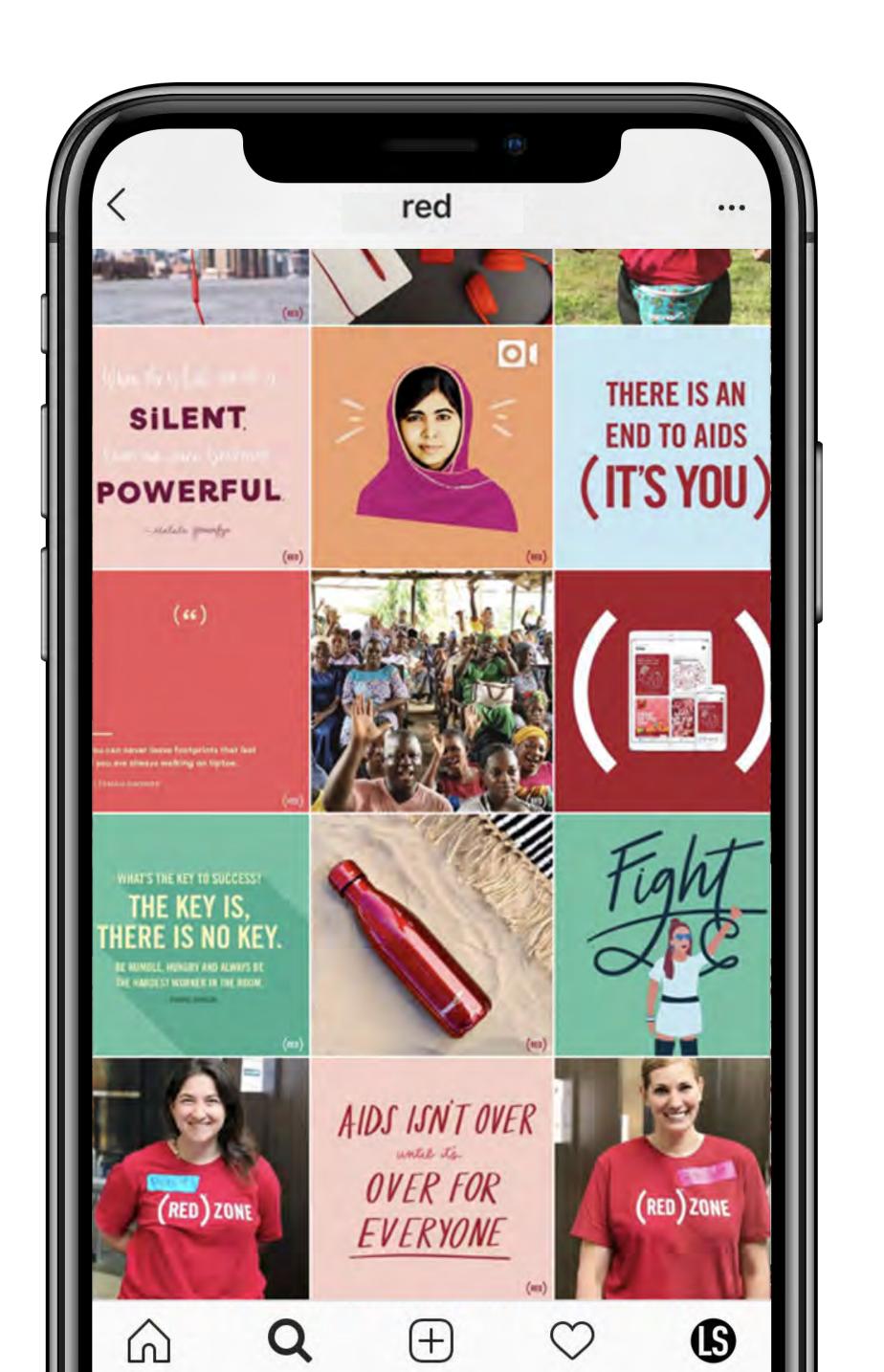


## WHAT WORKS

(RED)

- Balanced distribution of graphic and photographic content
- Strong brand affinity with logo variants and branded content

We'll carry the elements that work well in our existing content into our evolved visual style.



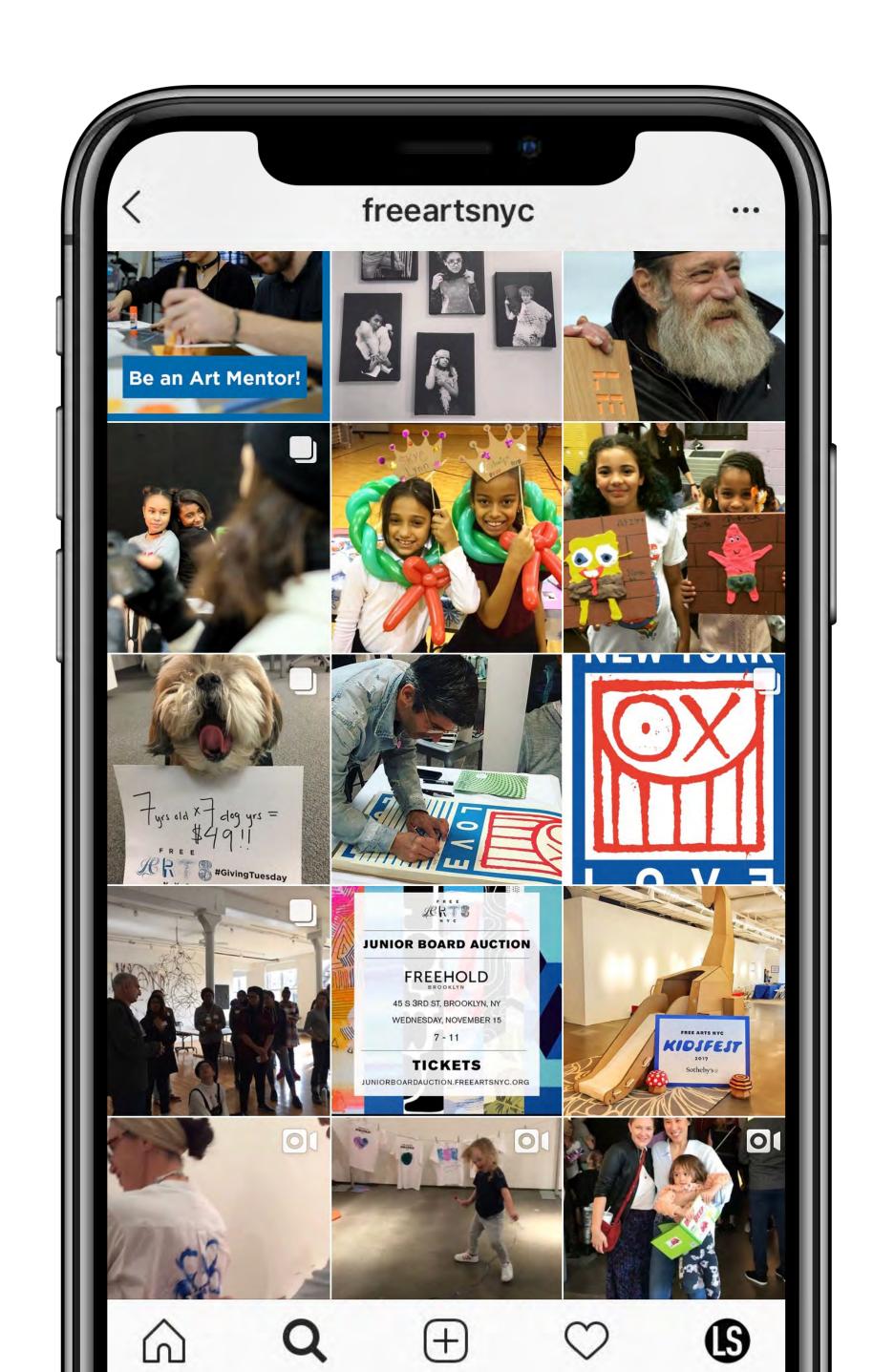
EVOLUTION

## WHAT WORKS

## FREE ARTS NYC

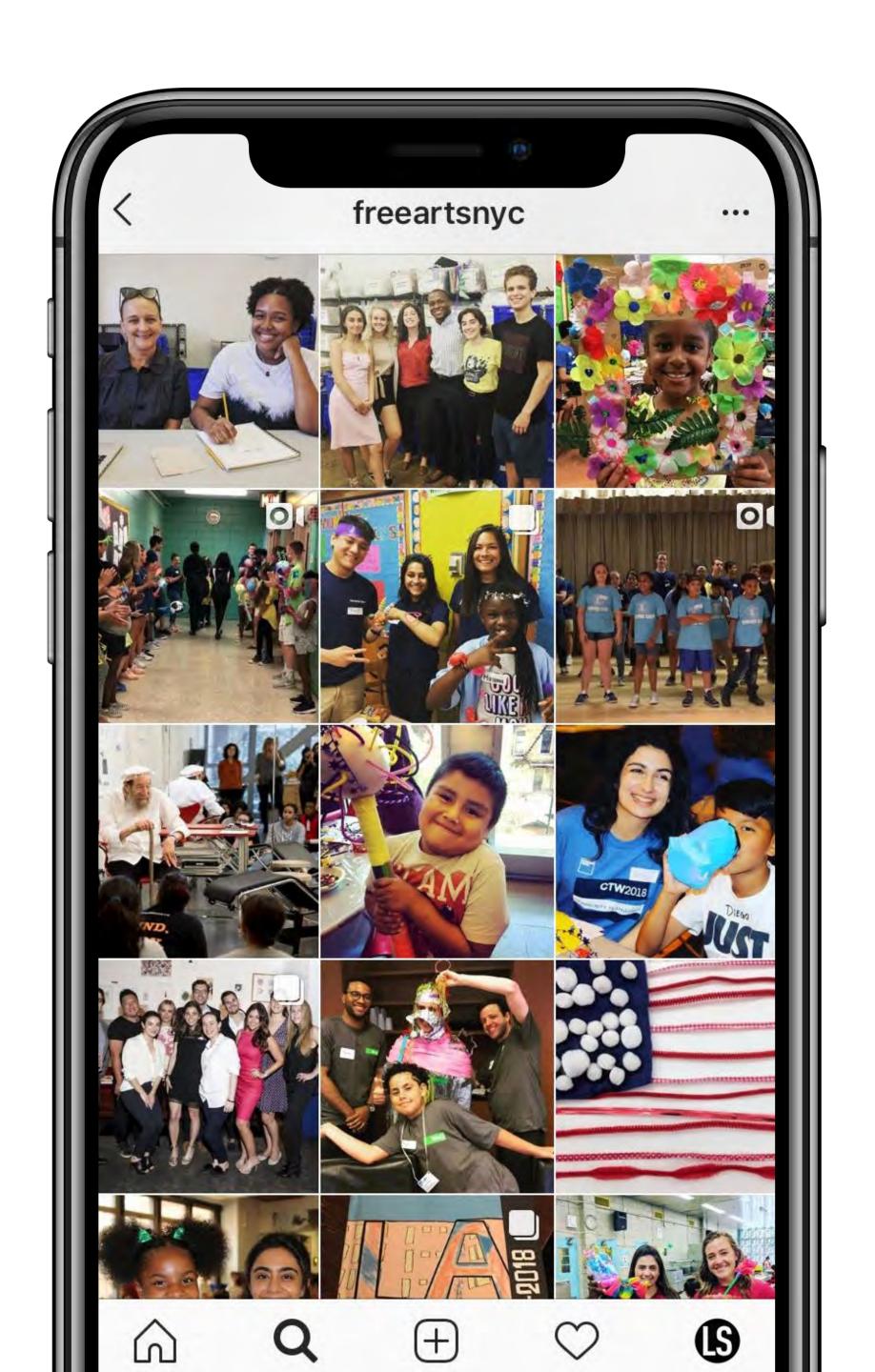
- Balanced and varied use of content styles
- Photography focused on the kids

We'll carry the elements that work well in our existing content into our evolved visual style.



# OPPORTUNITIES TO IMPROVE FREE ARTS NYC

- Current content makes it difficult to identify a single success story, a work of art, or a call to action.
- Introducing graphic quotes and statistics to visually breaking up the feed while educating on the program's proven benefits.







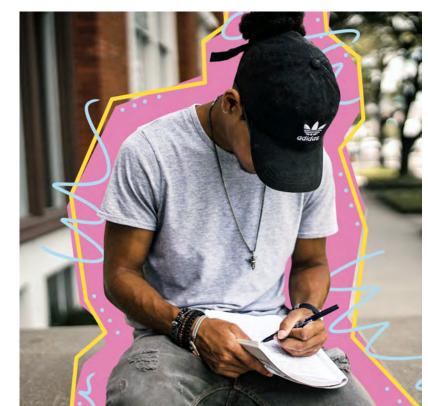


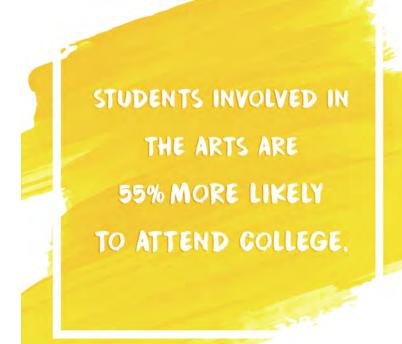














#### **Graphic Quotes & Statistics**

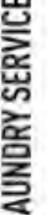
Generate awareness on the program's benefits to give the feed new life

#### **Color Palette**

Integrated across feed to create a strong familiarity with the brand's visual style

#### **Photography**

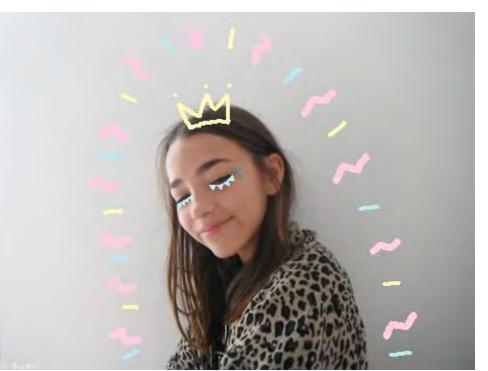
Candid and focused on individual narratives as well as their diverse backgrounds







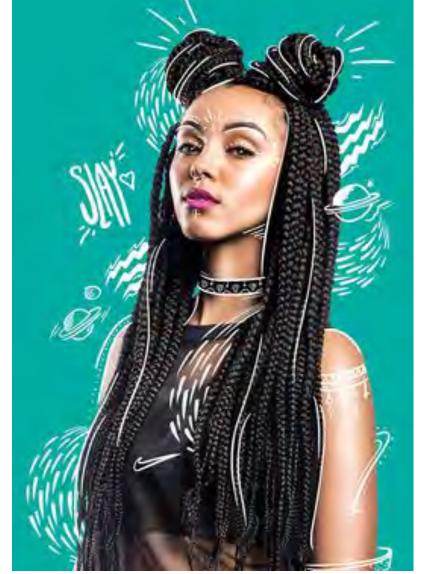






















#### FREE

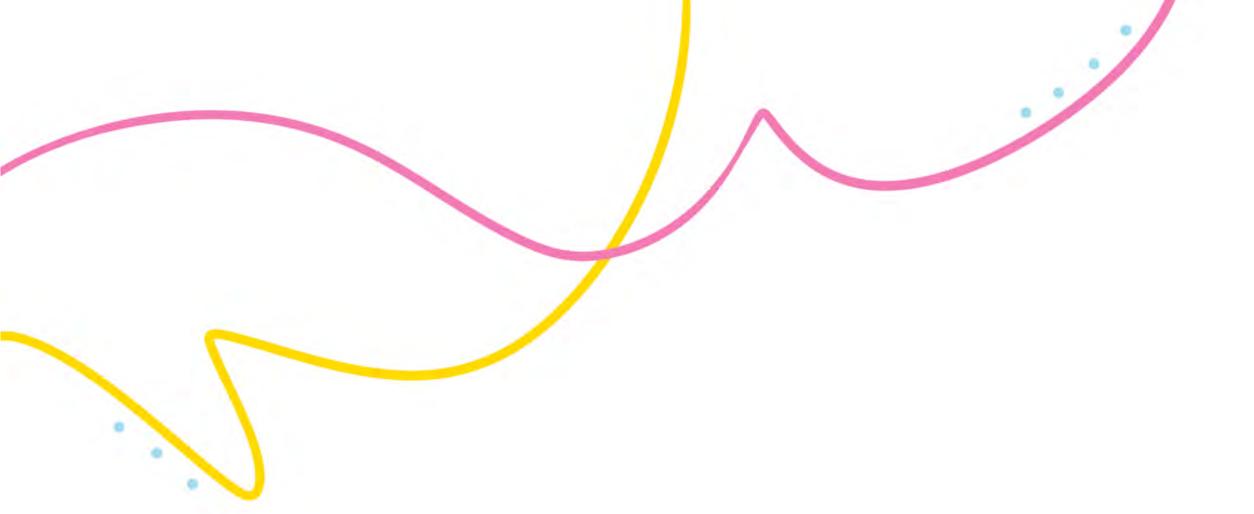


**DONATE NOW** 

ABOUT PROGRAMS GET INVOLVED OUR LATEST







We believe that **creativity and mentorship** are the **building blocks** for a teen's future. Through data, we will show donors that **art is just the beginning**. We will use statistics to tell the stories of how Free Arts NYC **opens doors for rising generations.** 

We will show the possibility of art.

#### THE POSSIBILITIES OF ART

LOOK AT ME NOW

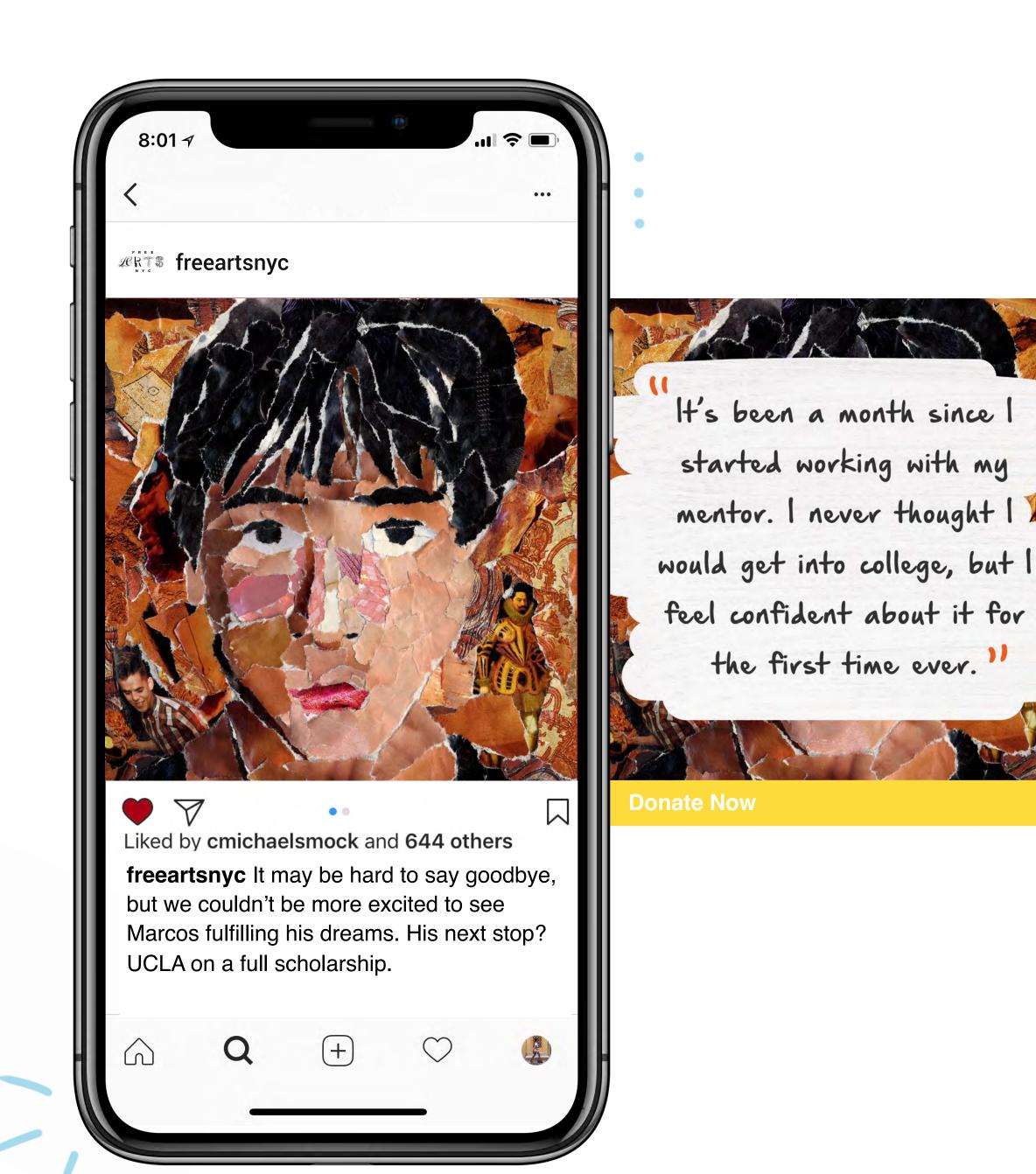
#### LOOK AT ME NOW







A series of self-portraits and diary entries created by the students to showcase how Free Arts has changed their lives.



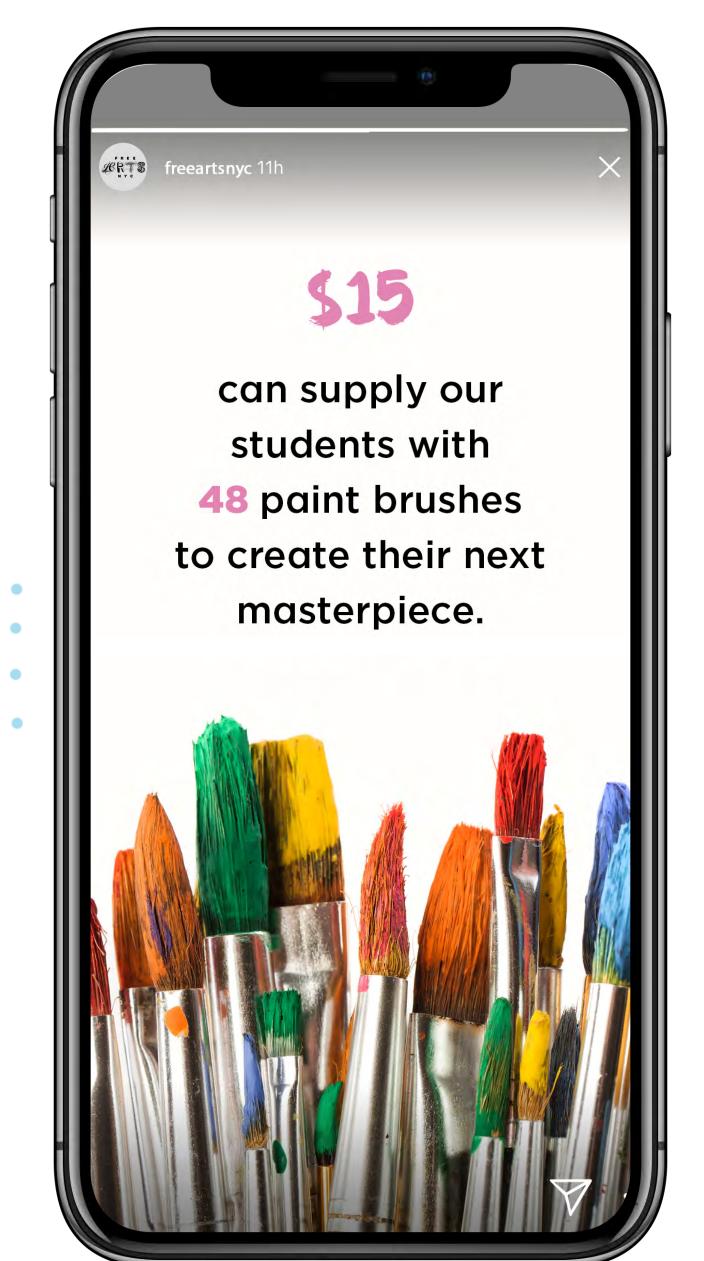
#### THE POSSIBILITIES OF ART

FOLLOW THE DOLLAR

#### FOLLOW THE DOLLAR



Infographics that highlight the buying power of our donor's money and how those donations can make a difference to a teen's future.





#### THE POSSIBILITIES OF ART

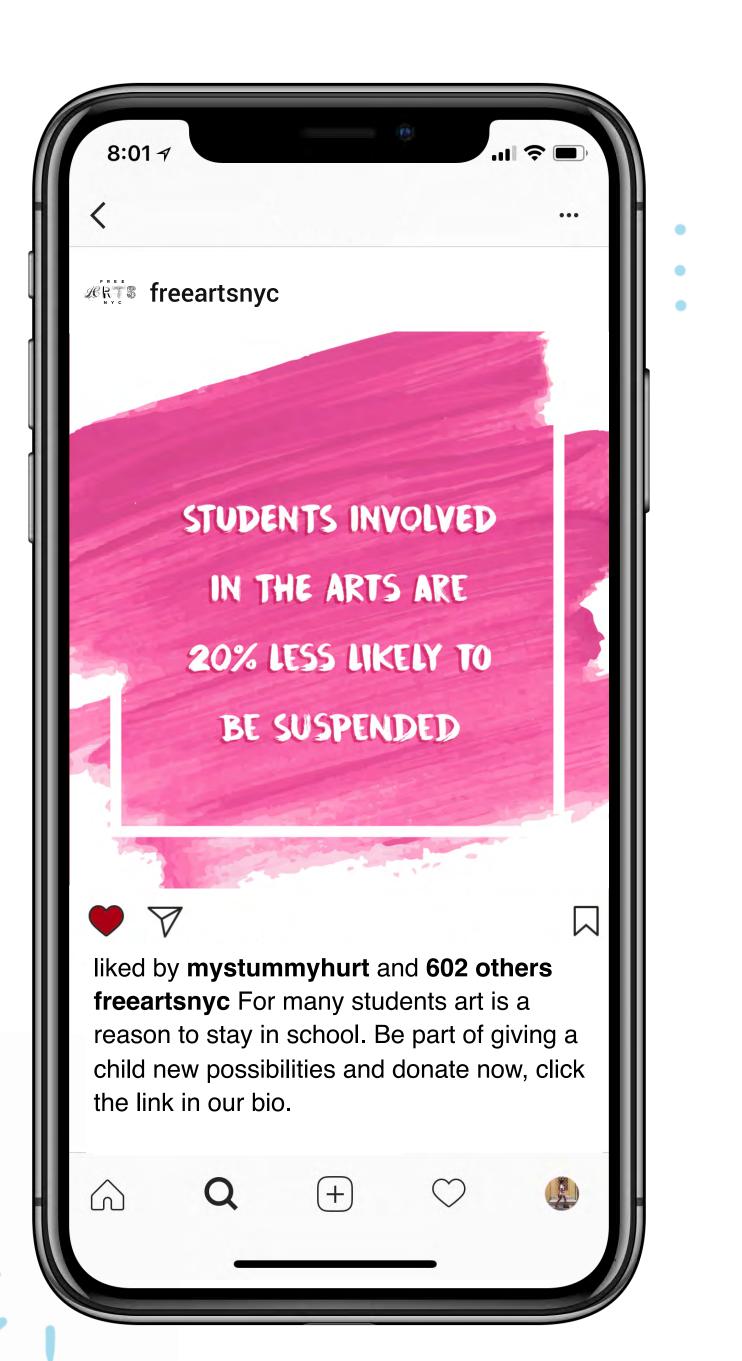
THE POWER OF ART

### THE POWER OF ART





Simple graphics created to generate awareness of the obstacles the teens face, and show how Free Arts is much more than an art program.



#### THE POSSIBILITIES OF ART

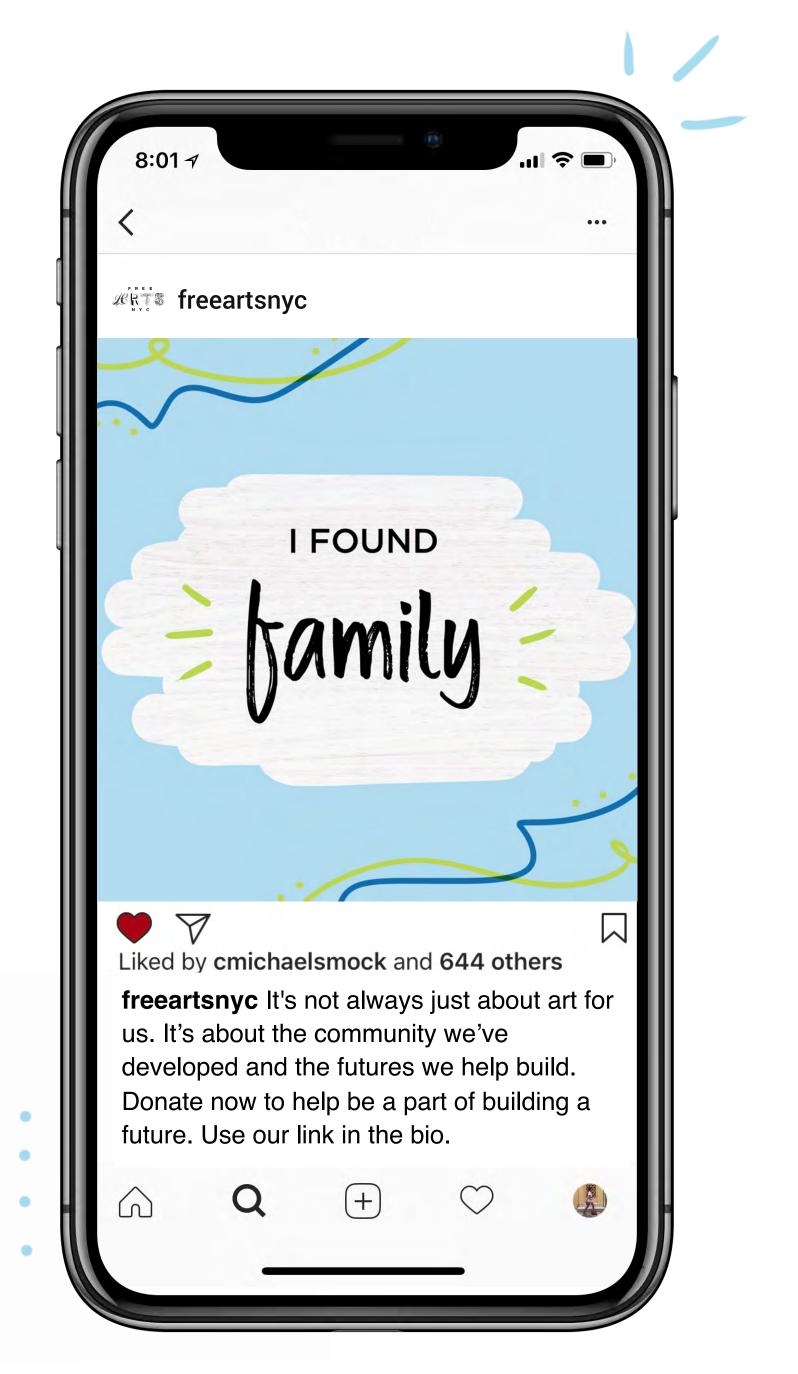
I FOUND FREE ARTS

# I FOUND FREE ARTS





Typographic posters created to showcase exactly how the teens feel Free Arts has changed their lives since finishing the program.





Following Followers Likes 1.36M 25.1K 9,833 264K

#### Free Arts NYC

@freeartsnyc

We empower underserved youth through art and mentoring programs to develop their creativity, confidence, and skills to succeed.

@ freeartsnyc.org

Joined October 2009

545 Photos and videos



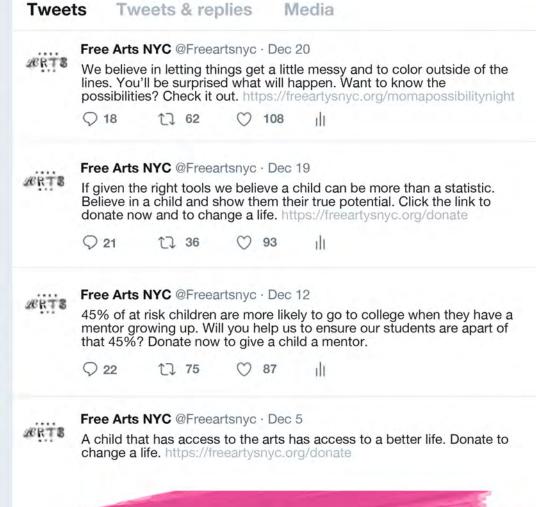








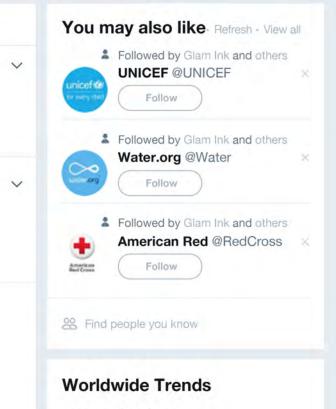




STUDENTS INVOLVED IN

THE ARTS ARE 20 %LESS

LIKELY TO BE SUSPENDED



#MondayMotivation 39K Tweets

#AlexJones 24.9K Tweets

#FelizCumpleanosBogota 17.2K Tweets

#Vogue 8K Tweets

© 2017 Twitter About Help Center Terms Privacy policy Cookies Ads info

#### THE POSSIBILITIES OF ART

MOMA X FREE ARTS

# MoMA X FREE ARTS

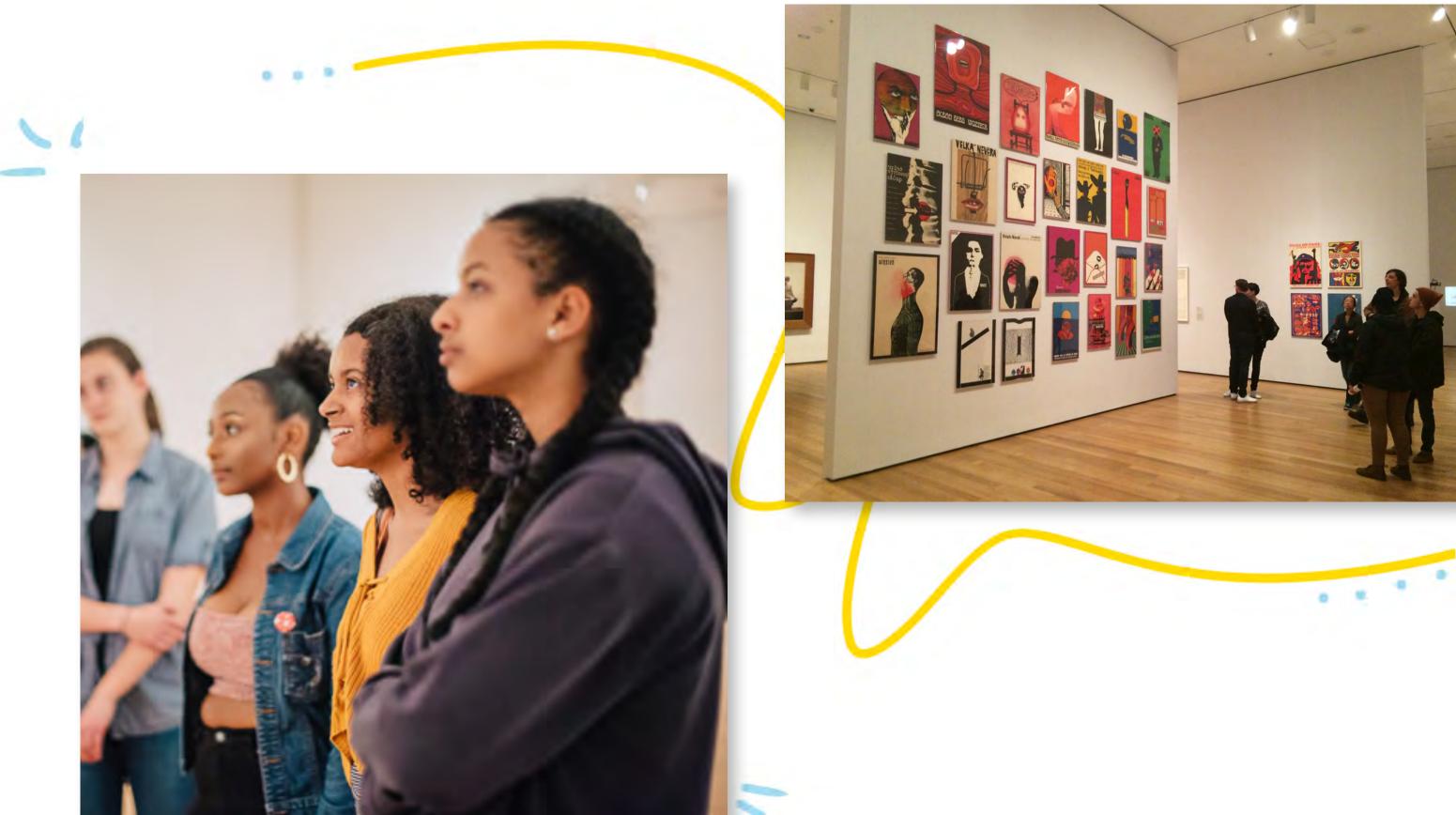






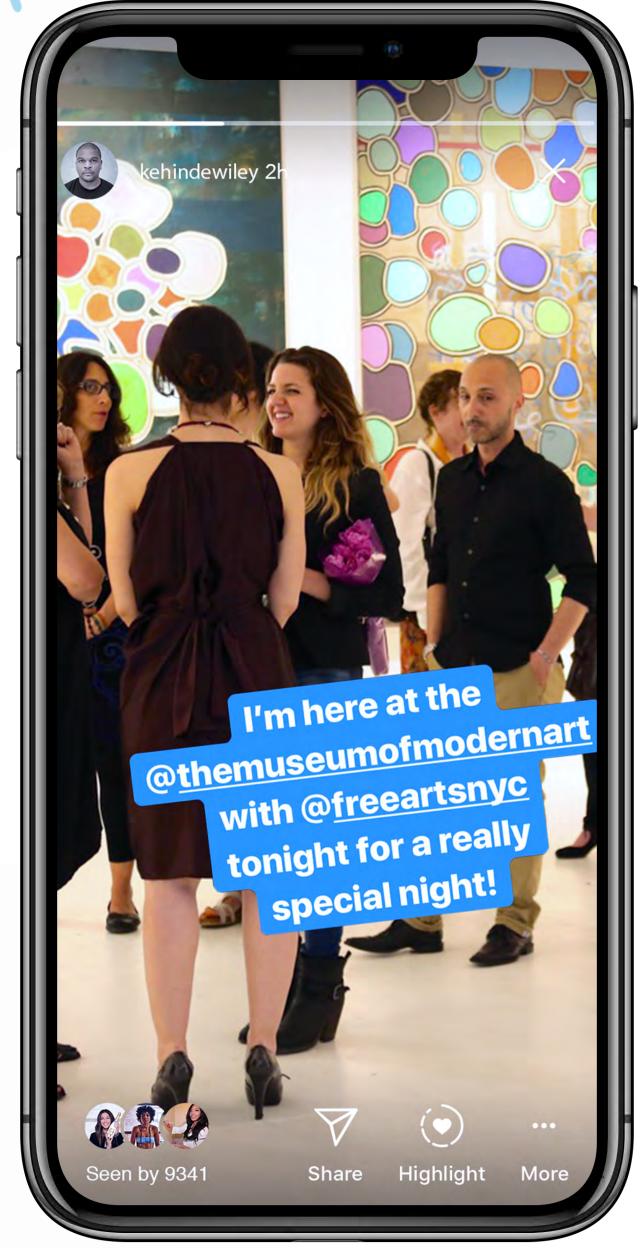
A one night exhibit of the students' work at the MoMA to show both the teens and donors the endless possibilities of the Free Arts program.

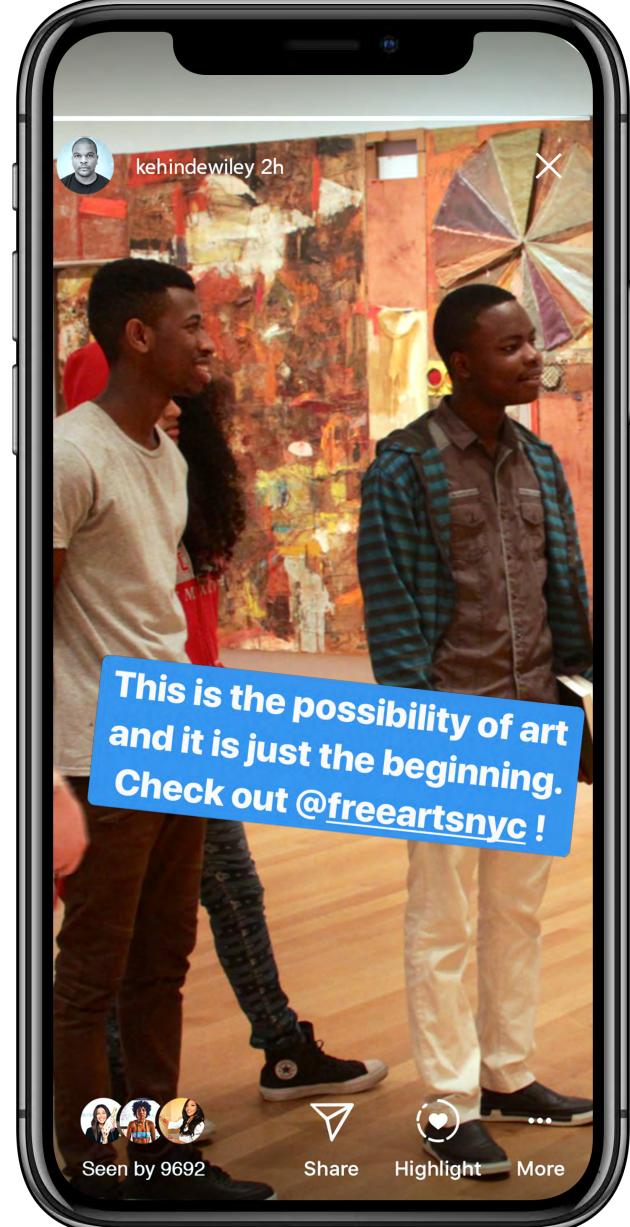


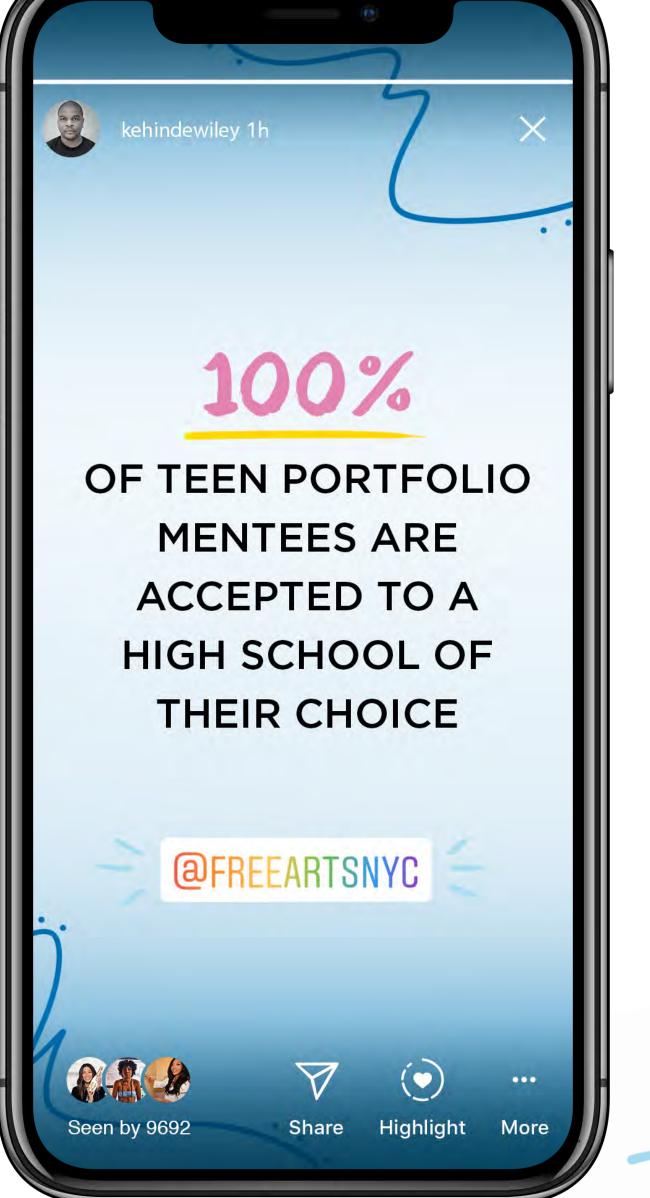


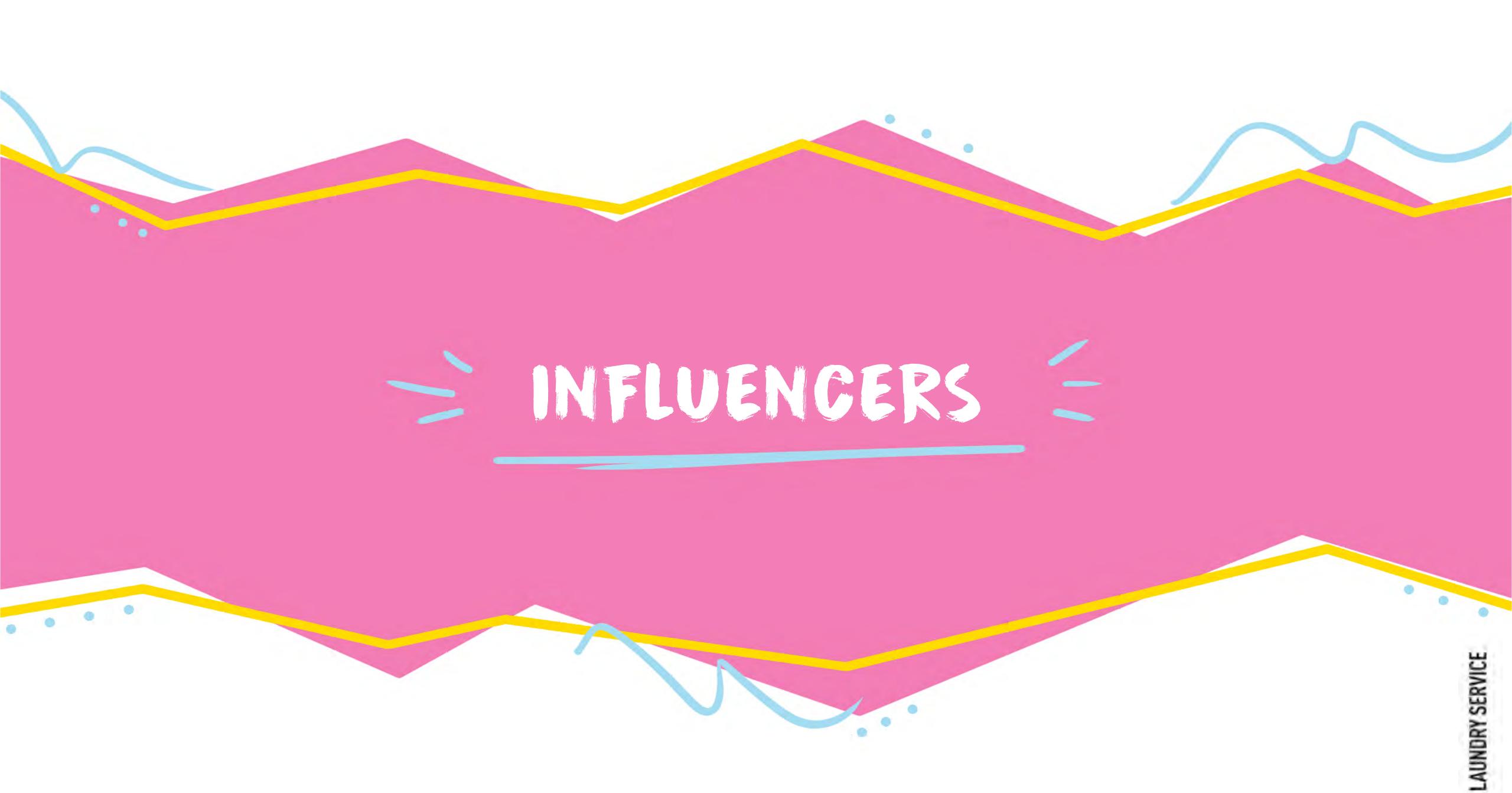


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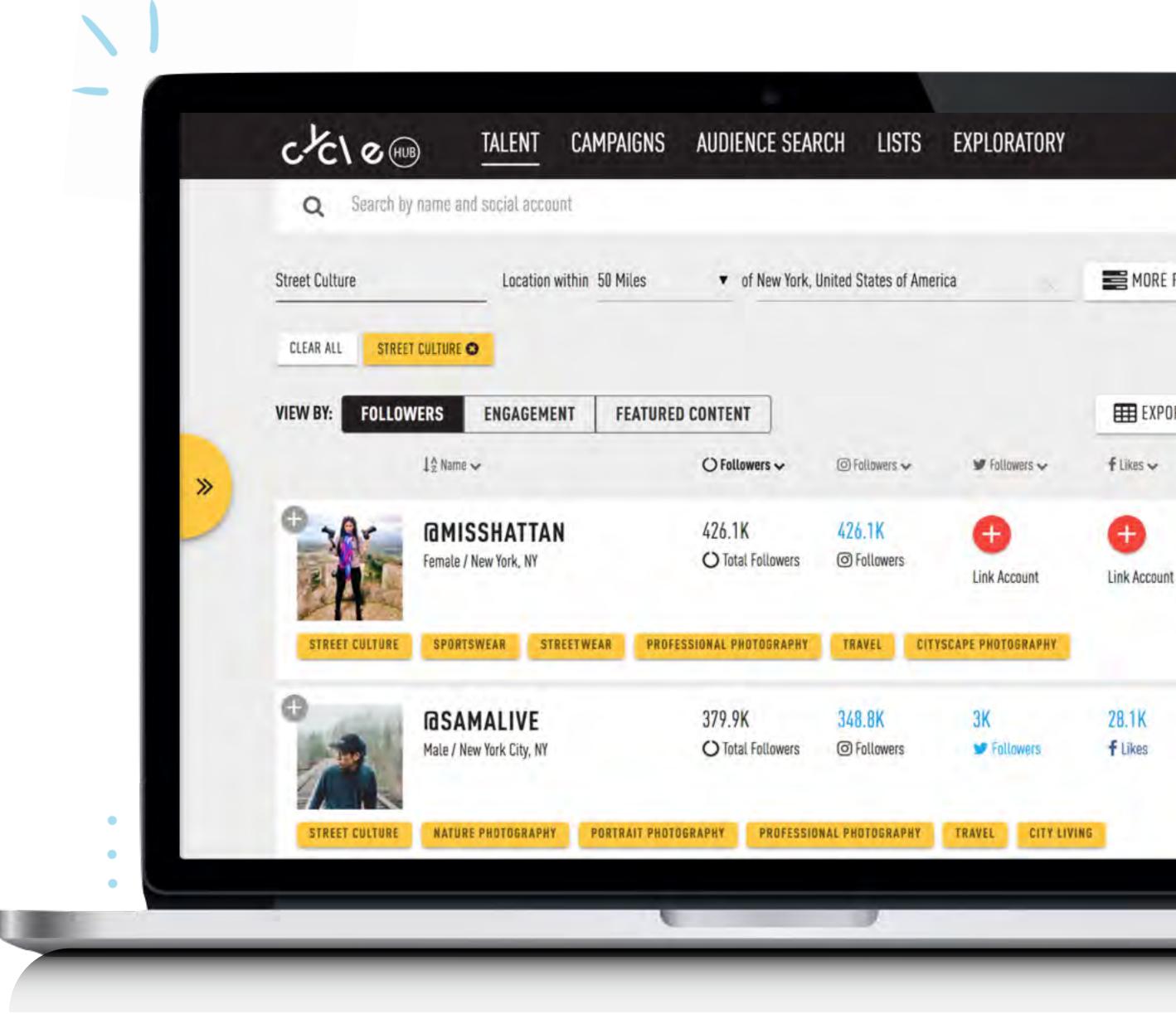


#### **INFLUENCERS**

CYCLE HUB

# TALENT SEARCH

With our internal database, Cycle Hub, we can search for influencers by things like location, follower count, engagement rate, or even areas of expertise. We have thousands of influencers in our system and are adding more every day.



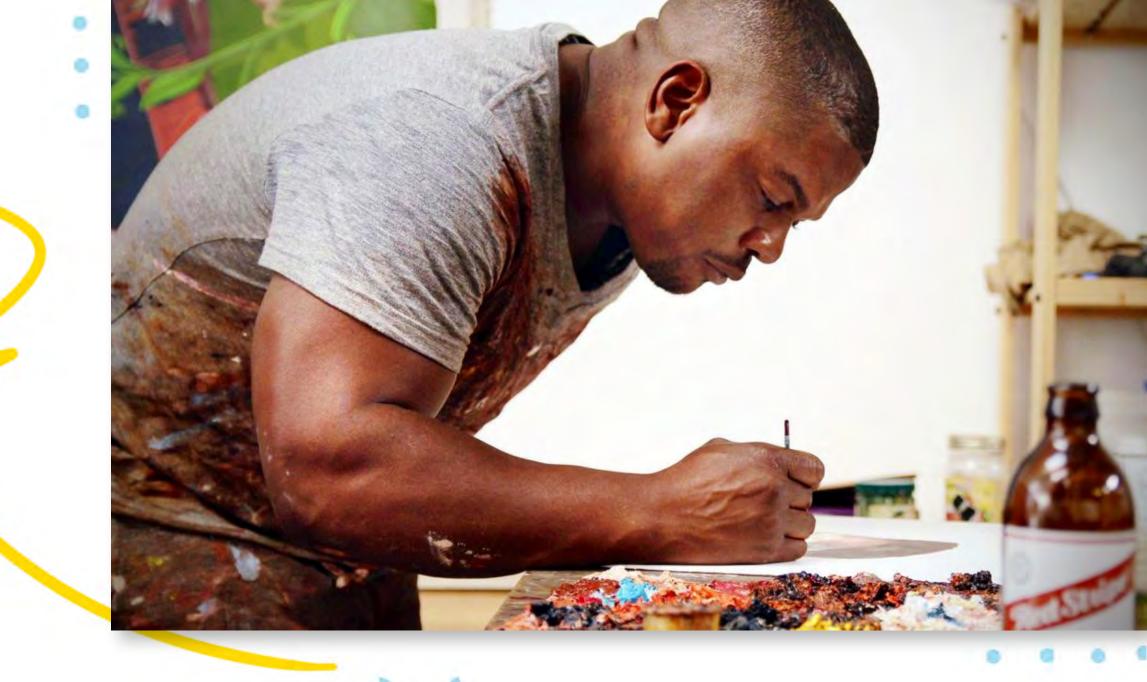
#### **INFLUENCERS**

TALENT

# DIRECTIONAL TALENT

For this campaign, we focused on influencers that we feel the cause could lend itself to keeping in mind the people that we are trying to target.

We've selected three examples of directional talent that we feel could hit on all of the campaign KPIs to give you an example of how we'd activate should you decide to move forward with this.









Kehinde Wiley @kehindewiley







352.2K 11.8K

As an LGBT artist driven by defining elements of hip-hop, Kehinde found confidence and passion in his art that he craved coming from an underprivileged background. His recent portrait of President Obama has launched him into the spotlight.

His audience is



more likely to be interested in art & culture



Sue Tsai @suetsai





156.1K 33.1K

As a native New Yorker, Sue has a passion for creating work that is inspired by younger generations and the current digital-age. As she gives new life to pop surrealism and her upcoming exhibit next month, all eyes are on Tsai's tremendous work.

Her audience is

more likely to be interested in charitable causes



LaTonya Yvette @latonyayvette



49.2K

LaTonya is a New York based lifestyle blogger with a passion in working with women and new mothers coming into their bodies post-partum. What started out as a way to connect with new mothers became a way for her to share her story with the world.

Her audience is

more likely to be interested in family



### CONTENT CALENDAR

OCTOBER

THE POWER OF ART

**FOLLOW THE DOLLAR** 



I FOUND FREE ARTS



**LOOK AT ME NOW** 

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8 INDIGENOUS PEOPLE'S DAY	9	10	11	12	13
	(+) f (=)					
14	15	16	17	18	19	20
21	FREE ARTS DAY	23	24	25	26	27
					(+) f (=)	
28	29	30	31 HALLOWEEN			

### CONTENT CALENDAR

NOVEMBER

THE POWER OF ART

**FOLLOW THE DOLLAR** 



I FOUND FREE ARTS



**LOOK AT ME NOW** 

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	JUNIOR BOARD FREE ARTS DAY
4	5	6 ELECTION DAY	7 DIWALI	8 THE OTHER ART FAIR	9 MOMA X FREE ARTS EVENT	10 WORLD MENTAL HEALTH DAY
11	12	13	14 FREE ARTS DAY	15	16	17
18	19	20	21	22 THANKSGIVING	23	24
		(±)				
25	26	27	28	29	30	

## CONTENT CALENDAR

DECEMBER



THE POWER OF ART



**FOLLOW THE DOLLAR** 



I FOUND FREE ARTS



**LOOK AT ME NOW** 

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
	3 HANUKKAH	4	5	6	7	8
(±) <b>f</b>	( <del>+</del> )			f () (+)	f (+) f (-)	
	10	11	12	13	14	15
				f ( +)	f (+) f (=) (+)	
6 FREE ARTS DAY	17	18	19	20	21	22
	( <del>+</del> ) ( <del>-</del> )			f ( +)	f (+) f (-)	
3	24 CHRISTMAS EVE	<sup>25</sup> CHRISTMAS DAY	<sup>26</sup> KWANZAA	27	28	29
	f (+) f (0) (+)					



#### **MEASURING SUCCESS**

GOALS

# PRIMARY KPI

IMPRESSIONS

**Goal**: generate **160,000** impressions on posts with CTAs

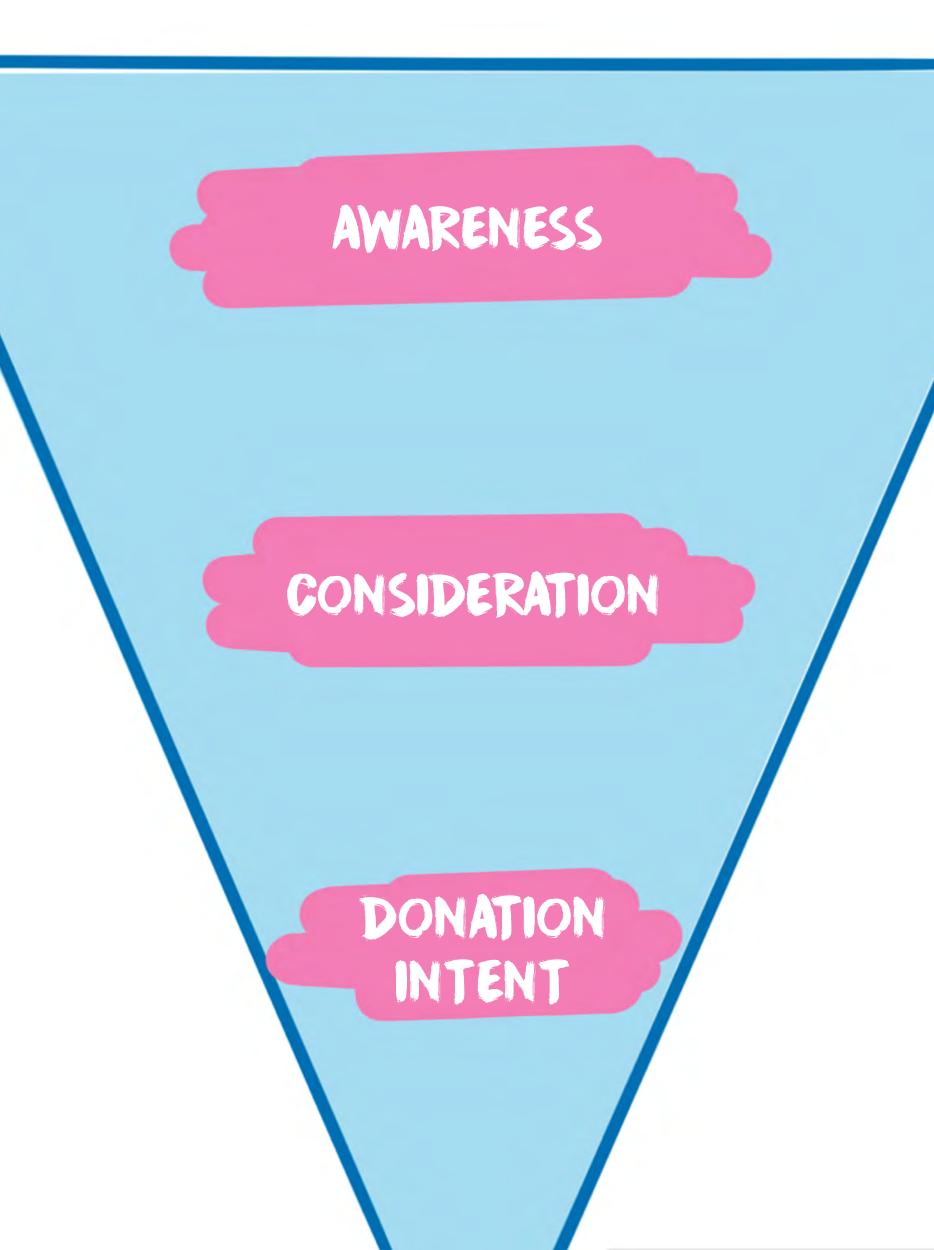
We estimate that these impressions will generate **1,100 clicks** to our donation page, resulting in an estimated **100 new monthly donors.** 

# ADDITIONAL INSIGHTS

# FREE ARTS NYC

- This campaign will provide valuable insights about how much people donate, what they react to, and how these tactics stimulate regular conversation.
- These learnings will help refine future monthly donation campaigns.





### 160,000 IMPRESSIONS

Engage the target through owned social channels using content that drives a positive brand perception.

**Content:** Evidence of where donations are going, proven results of the organization, experience stories from teens' POV

**Tactic:** I Found Free Arts

#### 1,100 CLICKS

Bring the stories of teens to the forefront by curating content to reflect the donor experience.

**Content:** MoMA x Free Arts

### **100 MONTHLY DONORS**

Drive monthly donations with calls to action, such as giving a child the possibility of a brighter future.

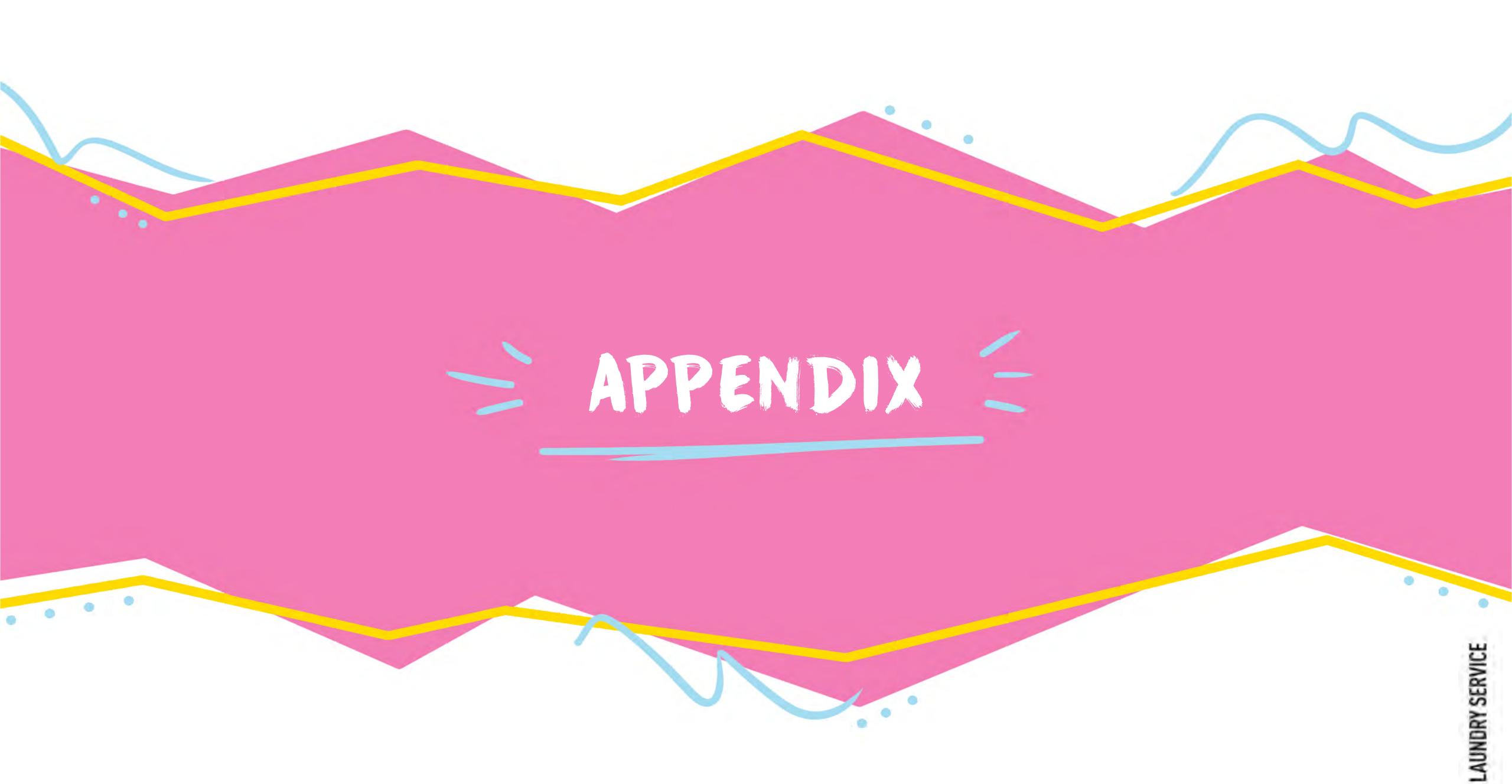
**Tactic:** Look at Me Now

#### LOYALTY + ADVOCACY

Engage monthly donors through story to prove how their advocacy impacts kids in their communities.

**Tactic:** The Power of Art, Follow the Dollar







(RED)

# Preferred Platforms: Facebook // Twitter









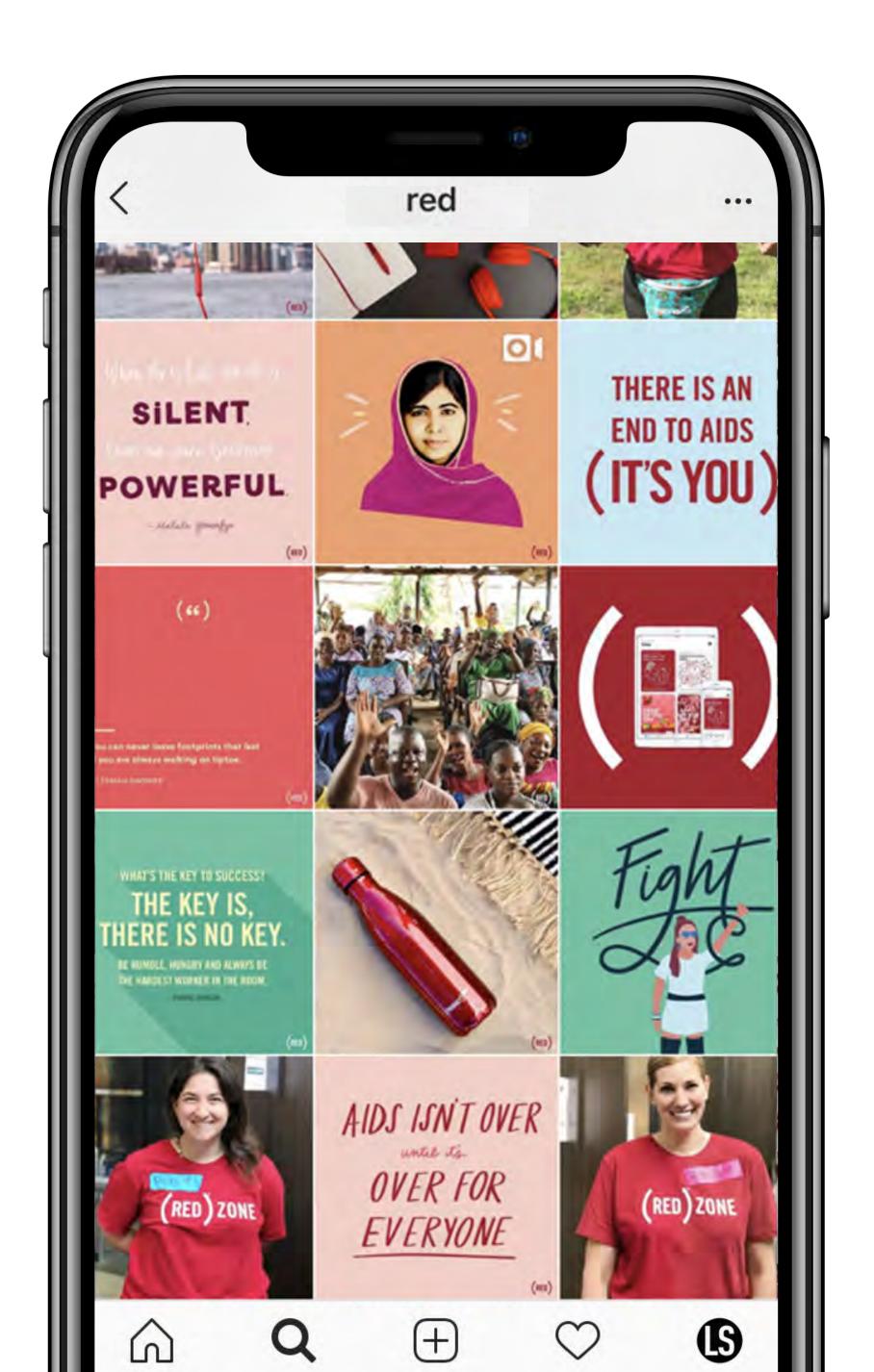
@RED

3.8M 206K

1.01M

# **Programs & Workshops**

- **Rise Clubs (South Africa) -** provide much needed safe spaces for women and girls to share and discuss difficult issues, and build resilience among peers.
- Josephine, Aprofaper (Rwanda) non-governmental organization that promotes economic development, health education, and legal aid to people living with HIV, as well as working to stop stigma in the broader community.
- **Kimisagara Youth Center (Rwanda) -** a one stop shop for adolescents and young adults as they provide life-changing services such as IT education, vocational training, career counseling and sports/art programs.



(RED)

## **Digital Innovations**

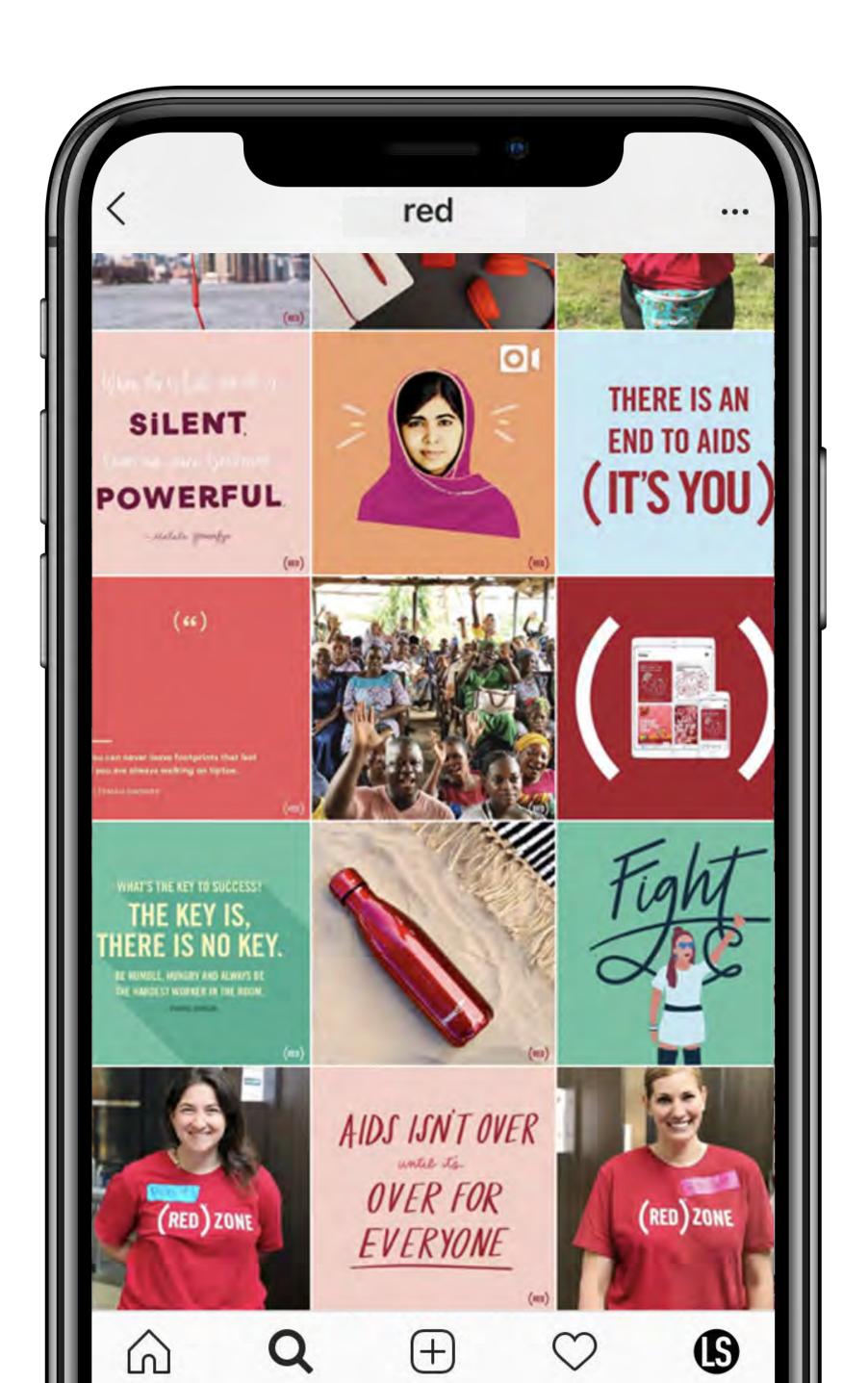
- RED creates outstanding content, but gets straight to the point. Throughout their IG posts, they continuously promote their causes and what impact and message they are trying to get across. Such posts include showing how ending aids is possible and the importance of it, as well as stating how many people still have HIV and how us, the audience can change that.
- #WednesdayWisdom includes quotes from iconic individuals such as Nelson Mandela to Beyonce and all in between. These quotes are shared through IG & TW to inspire the audience through out their Wednesdays.

# **Social Interactions - Instagram 2017**

• **Total Interactions:** 14,606 (compared to Free Arts: 298)

• Interaction Rate: 0.544% (compared to Free Arts: 0.09%)

• **Total Video Views:** 11,740 (compared to Free Arts: 487)



URBAN ARTS PARTNERSHIP

## Preferred Platforms: Twitter // Instagram







@URBANARTSORG

urban arts partnership

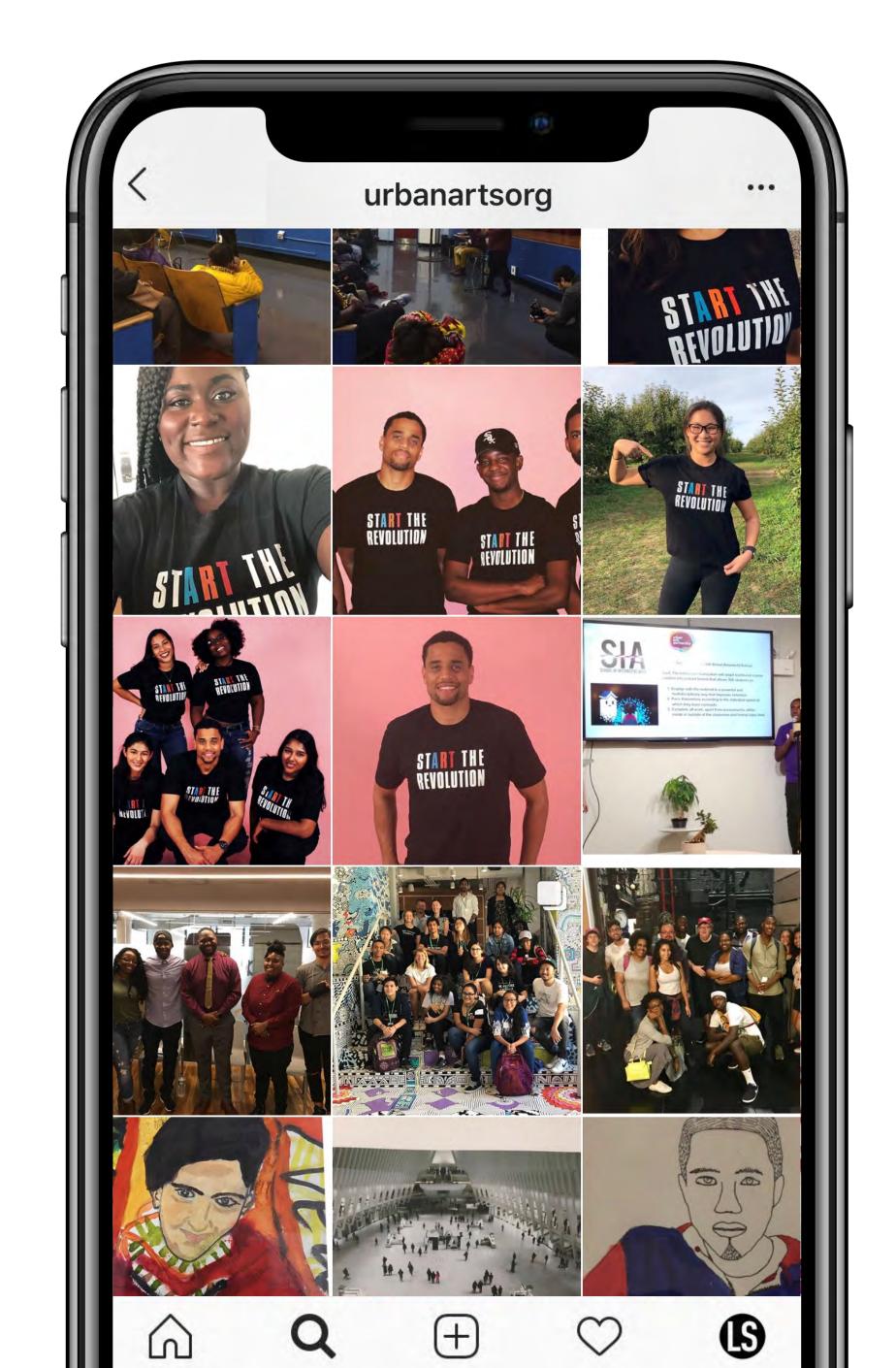
**5.7K** 

2.3K

6.2K



- Arts Integration brings student centered learning model into the core curriculum from Pre-K through 12th grade and across all academic subject areas with a collaborative teaching and curriculum design model
- **Fresh Ed -** professional development program that provides middle school educators with the tools needed to boost student engagement and achievement.
- **CHANGEMAKERS** student centered arts education after school programs rooted in Social Justice and dedicated to expanding that practice to create change in schools and communities.



URBAN ARTS PARTNERSHIP

# **Digital Innovations**

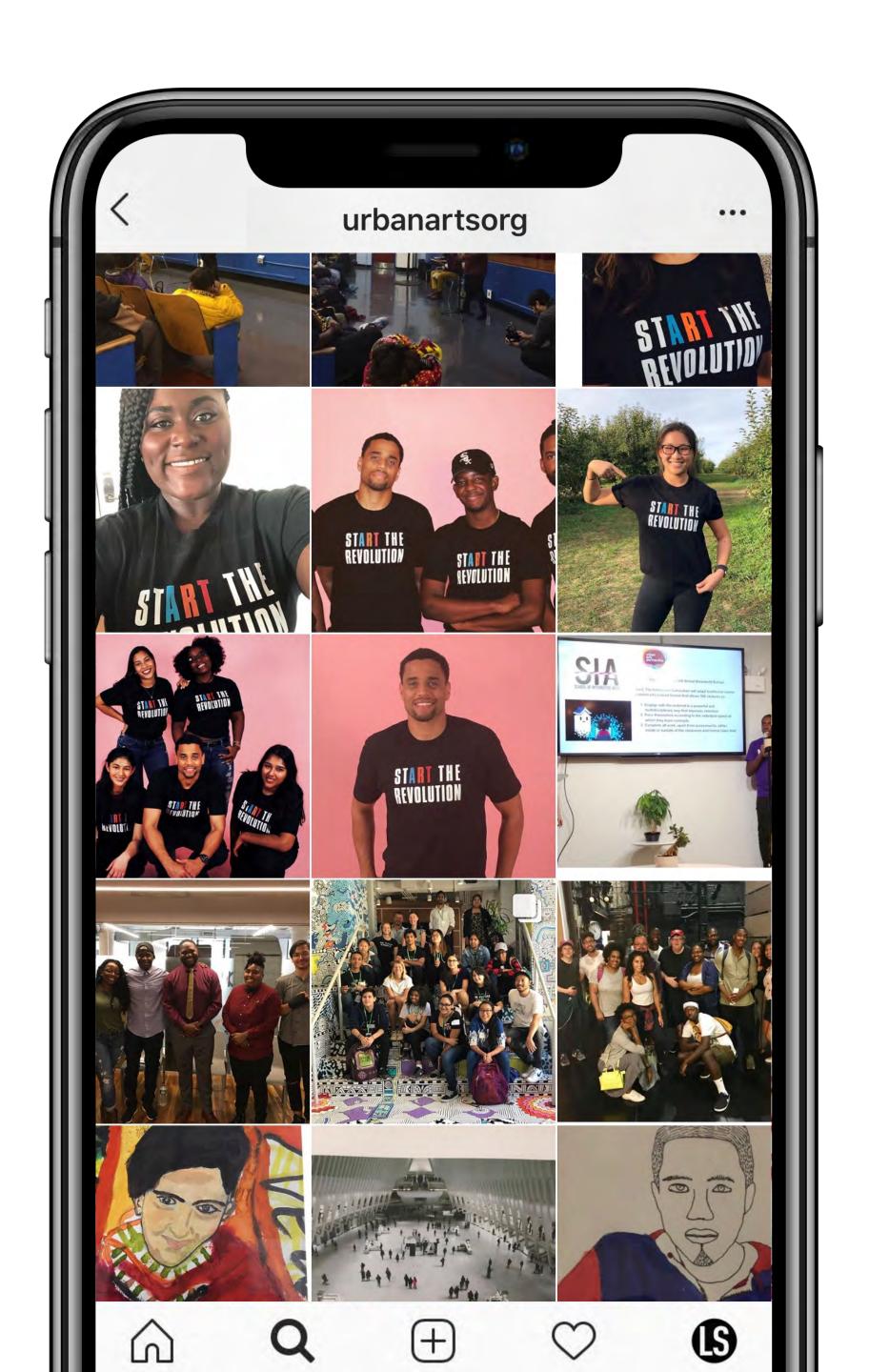
 Urban Arts Festival which took place in Salt Lake City, Utah was showcased on Instagram with multiple photos using the #OurStoryOurVoice.

## **Social Interactions - Twitter 2017**

- **Total Interactions:** 251 (compared to Free Arts: 13)
- Interaction Rate: 0.065% (compared to Free Arts: 0.046%)

# **Social Interactions - Instagram 2017**

- **Total Interactions:** 3.6K (compared to Free Arts: 9.3K)
- Interaction Rate: 1.7% (compared to Free Arts: 0.87%)
- **Total Video Views:** 1.4K (compared to Free Arts: 30.8K)



CENTER FOR ARTS EDUCATION

## **Preferred Platforms**: Twitter





@CENTERFORARTSED

4.7K 6



# **Programs & Workshops**

- Arts and Language Learning Literacy a comprehensive approach
  to broadening art education opportunities while improving students
  command of the English language and increasing content learning
  through the arts.
- Career Development Program creating opportunities for exceptional high school seniors to participate in school-to-career activities in the arts and related industries.
- Parents As Arts Partners a school-based arts education program that engages parents and families in hands-on, interactive arts education activities with their children.



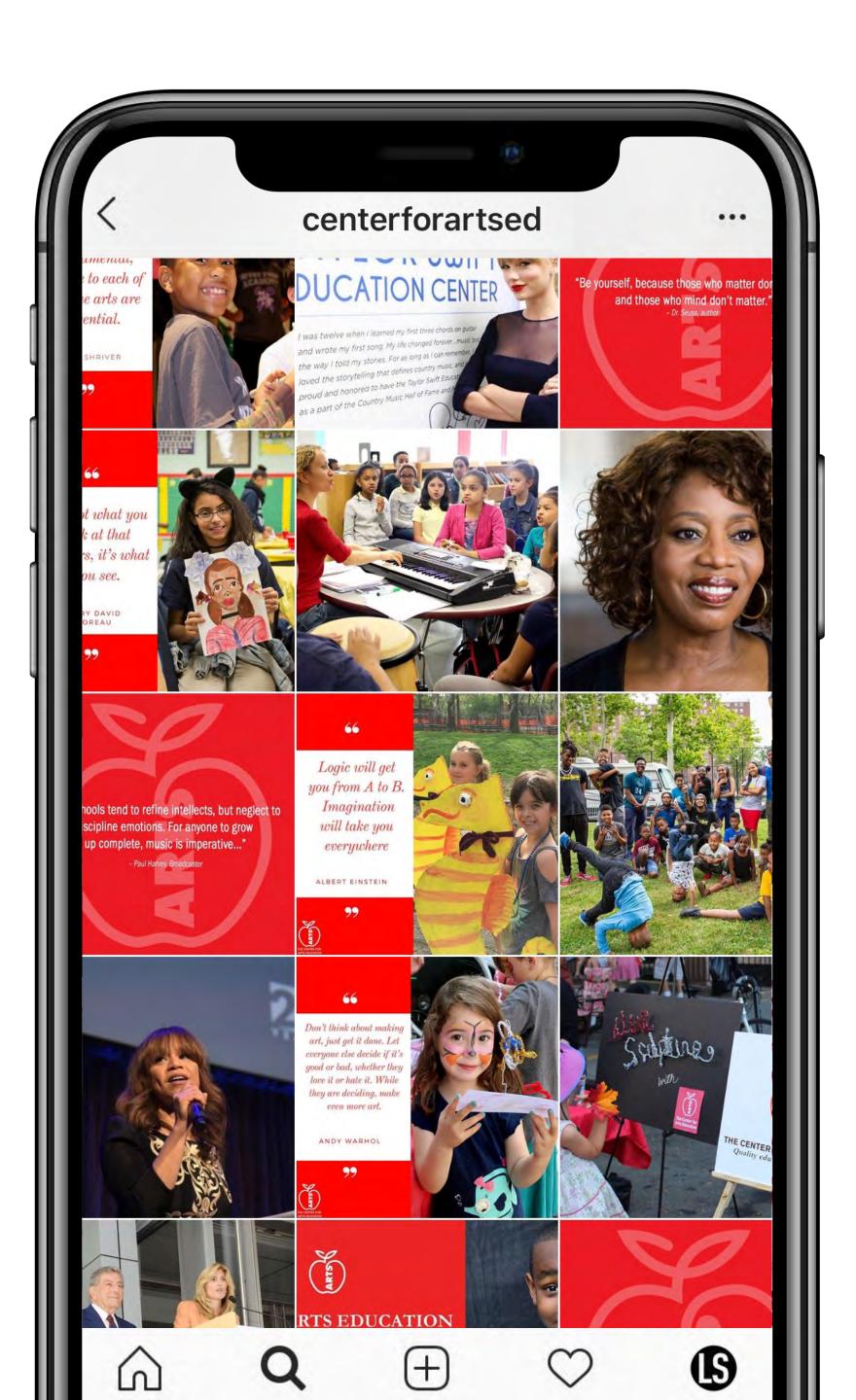
CENTER FOR ARTS EDUCATION

# **Digital Innovations**

- Center of Arts Education uses Twitter to show appreciation for teachers, students, and more with posts regarding events like Teacher Appreciation Week.
- For Arts Jam 2018, Center of Arts promoted the event through Facebook and Twitter where a link to buy tickets was provided as well.

## **Social Interactions - Twitter 2017**

- Total Interactions: 1.3K (compared to Free Arts: 13)
- Interaction Rate: 0.098% (compared to Free Arts: 0.046%)



LINCOLN CENTER EDUCATION

## Preferred Platforms: Facebook // Twitter





@LINCOLNCENTERED

7.6K 5.2K



# **Programs & Workshops**

- Arts in the Middle in partnership with the New York City Department of Education, Arts in the Middle is the response to a lack of art programs in NYC middle schools. A unique approach by LCE to teaching and the infusion of arts throughout schools and the local community.
- Meet the Artist School Series one-hour performances, curated for students, that offer classes the opportunity to see innovative theatre, dance and music.



LINCOLN CENTER EDUCATION

## **Digital Innovations**

- Center of Arts Education uses Twitter to show appreciation for teachers, students, and more with posts regarding events like Teacher Appreciation Week.
- For Arts Jam 2018, Center of Arts promoted the event through Facebook and Twitter where a link to buy tickets was provided as well.

## **Social Interactions - Twitter 2017**

- Total Interactions: 1.3K (compared to Free Arts: 13)
- Interaction Rate: 0.098% (compared to Free Arts: 0.046%)



NY FOUNDATION FOR THE ARTS

# Preferred Platforms: Facebook // Twitter







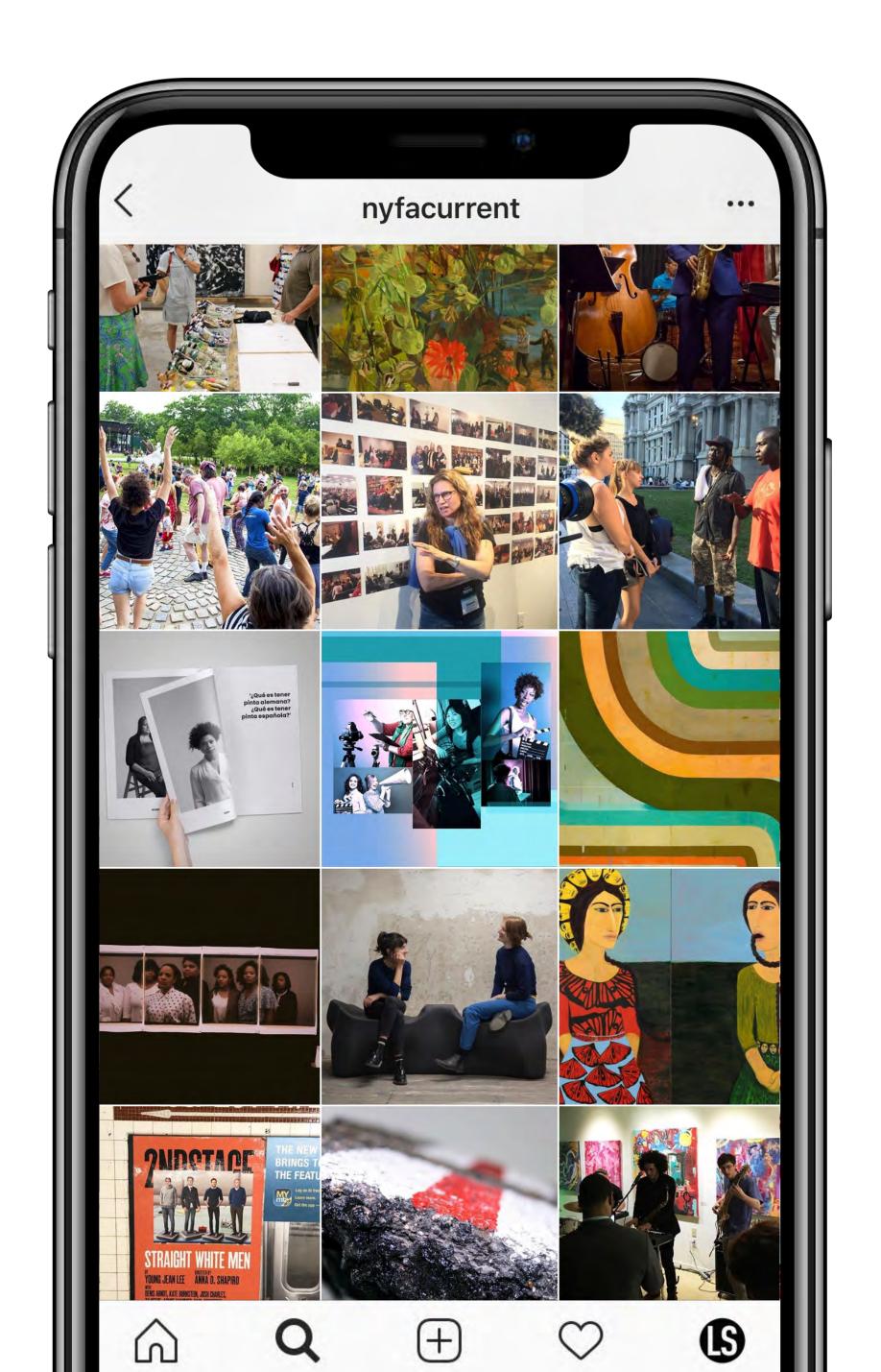


@NYFACURRENT

139K 10.5K 31.5K

# **Programs & Workshops**

- Immigrant Artist Program provides professional support to immigrants artists working around the NYC Metropolitan area, assisting them into the cultural world while upholding their distinct
- **Fiscal Scholarship -** one of the oldest and most reputable programs of its kind in the country, the Fiscal Scholarship increases funding opportunities for individual artists and emerging arts organizations in all disciplines by allowing them to raise funds using NYFA's taxexempt status as a 501(c)(3)-classified organization.



NY FOUNDATION FOR THE ARTS

## **Digital Innovations**

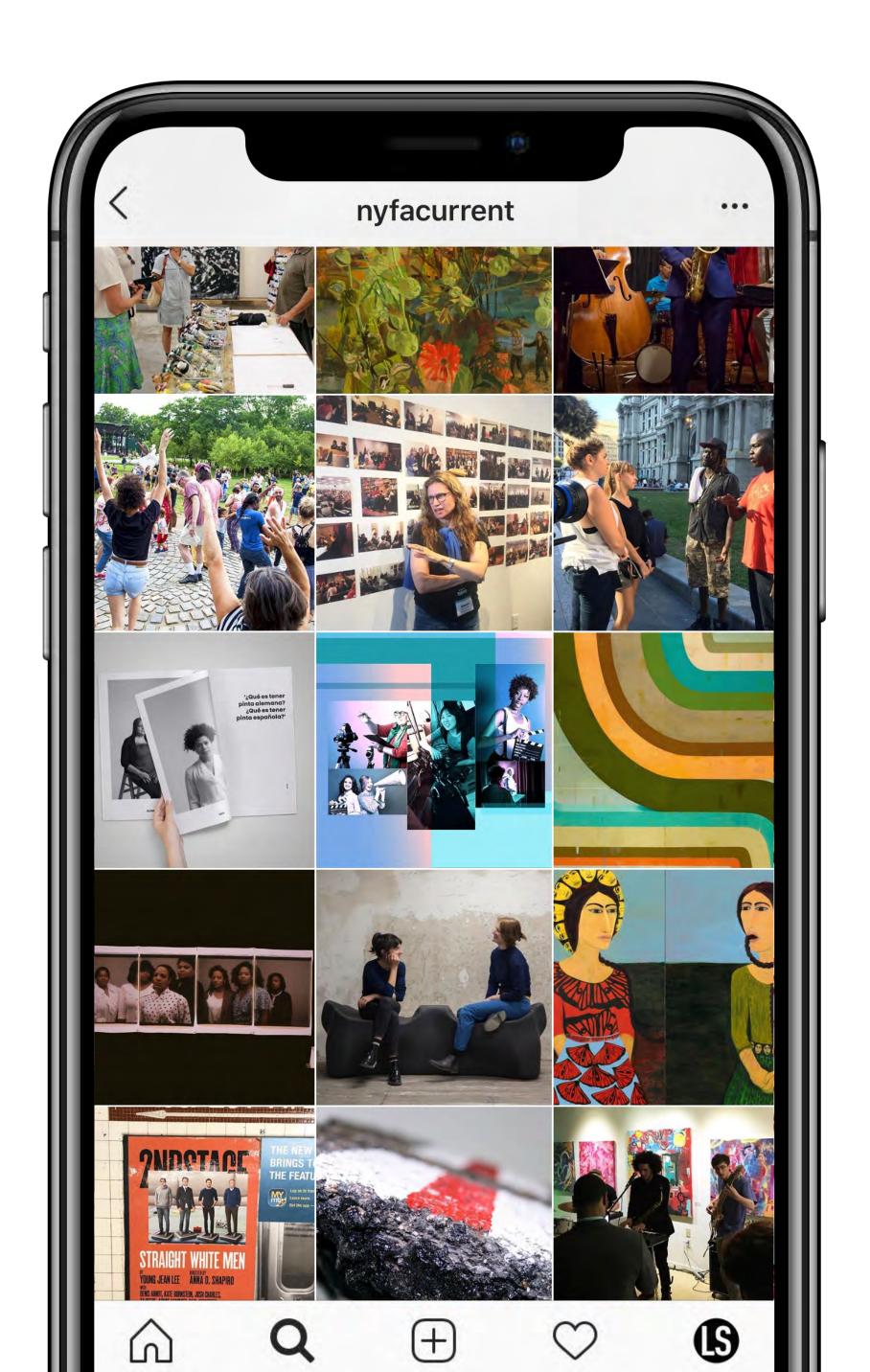
• NYFA creates #ArtistHotline, a professional development Twitter forum chat which takes place on the third Wednesday of each month and allows creatives to brainstorm with each other to make their vision a reality. The chat covers a range of topics through a generalized open chat as well as select in-depth key themes through a Guest Chat segment and an Artists Administrator Q&A.

## **Social Interactions - Facebook 2017**

- **Total Interactions:** 9K (compared to Free Arts: 298)
- Interaction Rate: 0.013% (compared to Free Arts: 0.09%)
- Total Video Views: 10K (compared to Free Arts: 487)

### **Social Interactions - Twitter 2017**

- **Total Interactions:** 8.5K (compared to Free Arts: 13)
- Interaction Rate: 0.01% (compared to Free Arts: 0.046%)



CHARITY WATER

## Preferred Platforms: Facebook // Twitter







@CHARITYWATER

396K

376K 1.





- The Spring Monthly Donation Program opportunity to donate continuously each month to help bring clean water to people in need. Bring clean and safe water to thousands of people make sure water keeps flowing for years to come.
  - Real-time updates via mail/email to see donation being put to work.



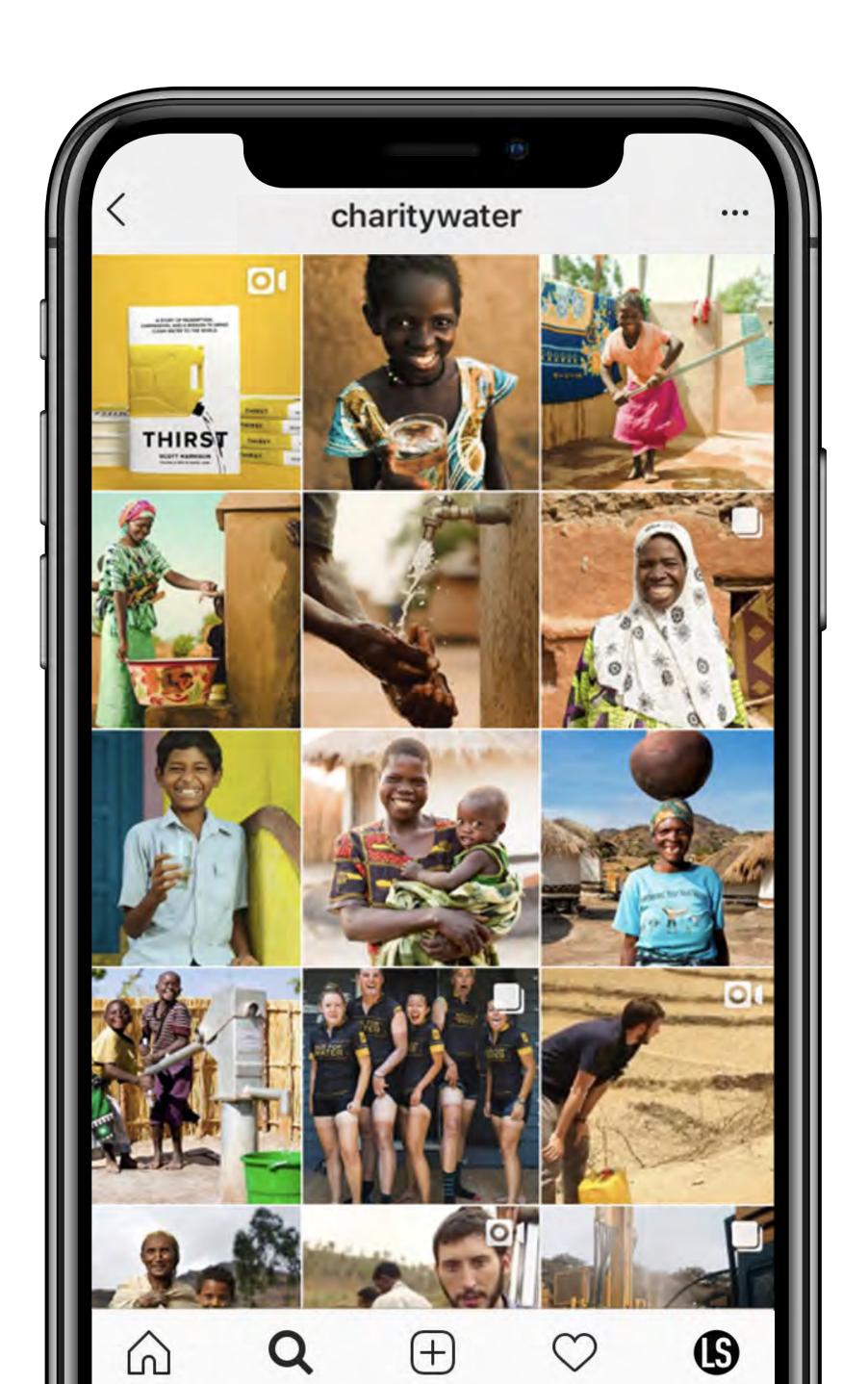
CHARITY WATER

# **Digital Innovations**

- For Fathers Day, @charitywater on Twitter created multiple posts showing appreciation to fathers around the world and thanking supporters who provided water to these fathers and their families through Charity: Water.
- Charity: Water started to use more video content and stories in emails for a continuous time, which led to an \$800K increase in donations. These emails instantly became more engaging and Charity: Water proved more email = more engagement and money, if done the right way.
  - "We chose to share videos and stories rather than make fundraising or donation asks because we believe in sending what is best for our subscribers, rather than what is best for us." - Sarah Salisbury, Digital Marketing Manager; Charity: Water

## **Social Interactions - Twitter 2017**

- Total Interactions: 1.3K (compared to Free Arts: 13)
- Interaction Rate: 0.098% (compared to Free Arts: 0.046%)



CHARITY WATER

## **Social Interactions - Facebook 2017**

- Total Interactions: 559K (compared to Free Arts: 298)
- Interaction Rate: 0.33% (compared to Free Arts: 0.09%)
- Total Video Views: 809K (compared to Free Arts: 487)

## **Social Interactions - Twitter 2017**

- **Total Interactions:** 38K (compared to Free Arts: 13)
- Interaction Rate: 0.006% (compared to Free Arts: 0.046%)



### SOCIAL INTERACTIONS

INSTAGRAM 2017 - 2018

Acc Nar	ount ne	Total Interactions	Interaction Rate	Avg. Posts Per Day	Video Views	Account Followers	Growth % and #
Ave	erage Total	251,572	0.931%	1	56,862	100,207	+1.9%
	charitywater	977,164	0.718%	1.03	194,114	377,297	+7.62% +26,710
NYI	nyfacurrent	16,209	0.4%	1.03	1,086	10,517	
WIF	freeartsnyc	9,282	0.869%	0.27	30,832	10,710	
urban ant partne	urbanartsorg	3,631	1.736%	0.24	1,416	2,302	

**Total Interactions** 

Sum of likes & comments

## **Social Interactions**

Total Interactions per post divided by Account Followers

### SOCIAL INTERACTIONS

TWITTER 2017 - 2018

Accour Name	it	Total Interactions	Interaction Rate	Avg. Posts Per Day	Followers	Growth +/-
Avera	ge Total	8,295	0.063%	2	261,599	-0.02%
	charity: water	38,020	0.006%	1.18	1,516,270	-0.12% -1,753
NYFAL	NYFA	8,560	0.01%	6.96	31,466	
*	Lincoln Center Education	1,665	0.153%	0.57	5,226	
Wasan St.	Center for Arts Ed	1,263	0.098%	0.5	6,148	
	UAP	251	0.065%	0.14	6,163	
ww.vz	Free Arts NYC	13	0.046%	0.01	4,320	

## **Total Interactions**

Sum of retweets & likes

## **Social Interactions**

Total Interactions per tweet divided by Account Followers

### SOCIAL INTERACTIONS

FACEBOOK 2017 - 2018

Page Name		Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Likes	% and #
Avera	ge Total	95,669	0.180%	1	138,650	95,547	+2.25%
	charity: water	558,874	0.334%	1.21	810,019	407,967	+13.75% +49,311
Lund	New York Foundation for the Arts	9,043	0.013%	1.27	10,055	141,873	-0.76% -1,085
*	Lincoln Center Education	3,966	0.237%	0.59	9,226	7,596	
XIIII	The Center for Arts Education	1,438	0.204%	0.39	2,057	4,891	+0.49% +24
	Urban Arts Partnership	395	0.197%	0.09	58	5,593	
erit	Free Arts NYC	298	0.093%	0.14	487	5,364	

## **Total Interactions**

Sum of reactions, comments, & shares

## **Social Interactions**

Total Interactions per post divided by Account Followers



### SOCIAL INTERACTIONS

FACEBOOK 2017 - 2018

	I FOUND FREE ARTS	FOLLOW THE DOLLAR	THE POWER OF ART	I FOUND FREE ARTS	MoMA X FREE ARTS
WHAT	Self portraits and diary entires that would be provided by the students at the beginning or end of their time at the program. This will showcase the students' art while also getting a really profound first-person point of view on the program and how the teens are evolving through it.	We will provide information on what exact dollar amounts can offer teens in the program on any given day, allowing the donors to know exactly what their money is going towards.	We will showcase typographic posters using facts and statistics to create a story that generates awareness on the obstacles the teens at Free Arts face outside of the program as well as the short and long-term benefits they get from it.	This activation gives a direct voice to the teens, showing their point of view through typographic posters. We want the teens to tell us the main thing they took away from the program after they "graduated" from it.	We want to show your teens that their dreams can come to life. Donors will be able to see the possibilities and impact their donations can make in shaping the future of the teens. Using the connections Free Arts has had with MoMA in the past we want them to donate a space. With this space we would surprise the students with an exhibit filled with their own art.
WHY	Donors will be able to see the benefits of this program that go far beyond increasing our art abilities. We want to show that this is program that makes an impact on the teens lives.	Donors want to know where their money is going and we want to tell them exactly that. This is how we can live out the commitment to transparency, satisfying our impact-oriented donors.	These are hard facts about the results of the program that are going to show that Free Arts isn't just an after school art program— it's a chance at opportunity.	We know our target is more likely to donate with these first-person stories of positive impact. This is a really simple and honest way to showcase the teens voice.	This will play into our target's love for NYC. MOMA is a NY institution! This hits all of the marks that encompass the donor experience that this campaign can provide for our target, all it will need is a donation CTA.
HOW	IG, IG Story, Facebook	IG Story	IG, Twitter	IG, Twitter	IG, IG Story, Facebook

LOOK AT ME NOW

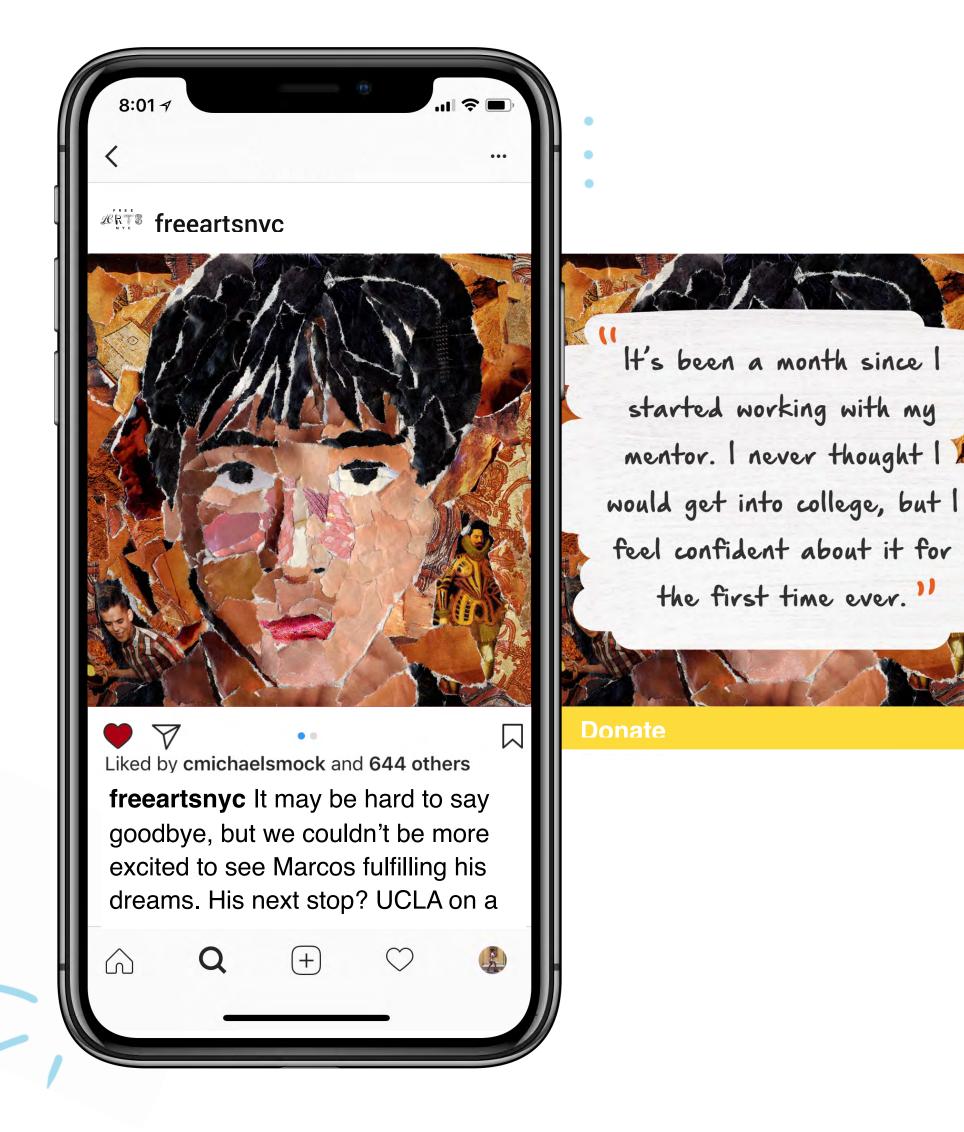
### LOOK AT ME NOW







A series of self-portraits and diary entries created by the students to showcase how Free Arts has changed their lives. This tactic is made up of a self portraits and diary entires that would be provided by the students at the beginning or end of their time at the program. We think this would be a great way to showcase the students' art while also getting a really profound first-person point of view on the program and how the teens are evolving through it. This would live as paid media with a very clear call to action. We'd post these on Instagram as carousel posts, as you can see in the example we provided. On Instagram Stories, we'd like to do a weekly round-up of all of the self portraits that weren't posted in the feed. On Facebook, which is a more copy-friendly platform, we want to dive deeper into the diary entires and give the teens a chance to speak out even more on their experience.

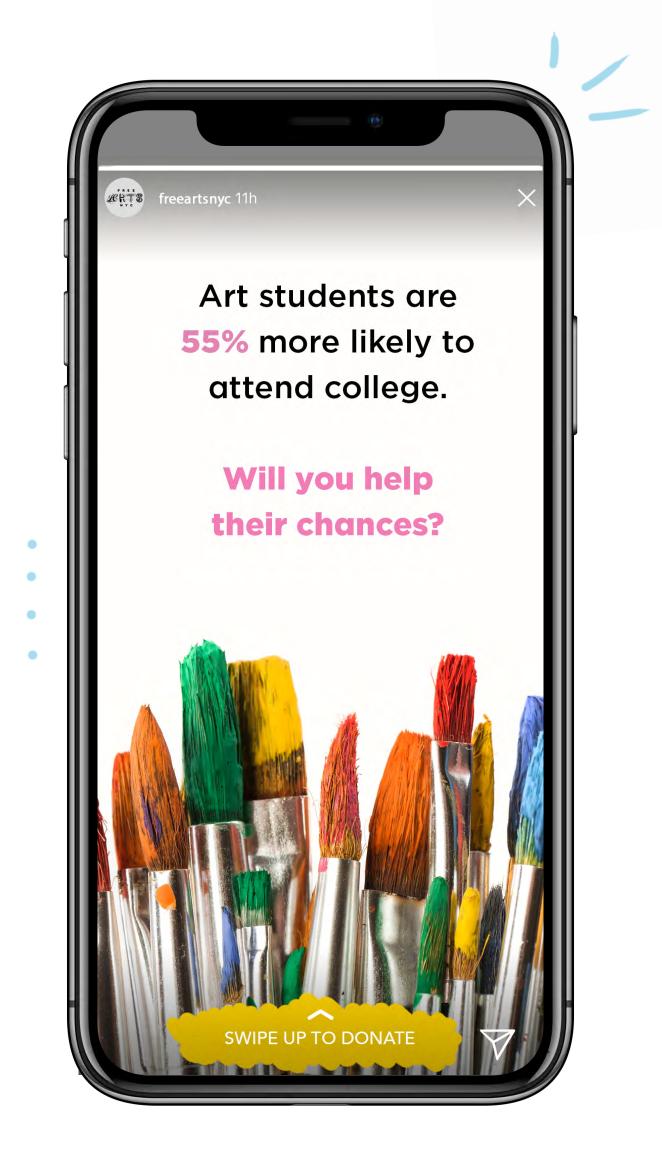


FOLLOW THE DOLLAR

## FOLLOW THE DOLLAR



Infographics that highlight the buying power of our donor's money and how those donations can make a difference to a teen's future. Donors want to know where their money is going and we want to tell them exactly that. This tactic would live as IG Stories and would provide information on what exact dollar amounts can offer teens in the program on any given day, allowing the donors to know exactly what their money is going towards. Because you have over 10K followers, we'll be able to use the swipe up option in Stories which will serve as a direct link to donate.



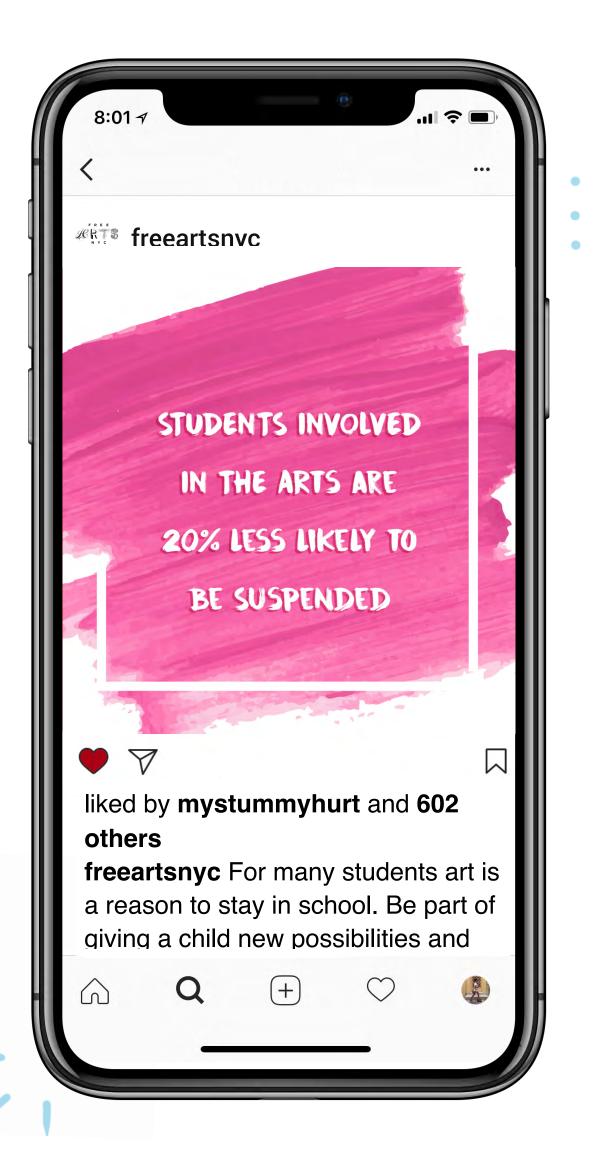
THE POWER OF ART

### THE POWER OF ART





Simple graphics created to generate awareness of the obstacles the teens face, and show how Free Arts is much more than an art program. This tactic will showcase typographic posters using facts and statistics to create a story that generates awareness on the obstacles the teens at Free Arts face outside of the program as well as the short and long-term benefits they get from it. We'd like to use these pretty frequently throughout the length of the campaign on Instagram and Twitter just like this. We'd also like to leverage cultural events and holidays to get certain facts out. An example of this would be World Mental Health Day on October 10th where we could share facts about how students with access to the arts and mentorship are known to develop coping mechanisms and problem solving skills that last into adulthood which is something that underprivileged kids need more than most. These are hard facts about the results of the program that are going to show that Free Arts isn't just an after school art program— it's a chance at opportunity.



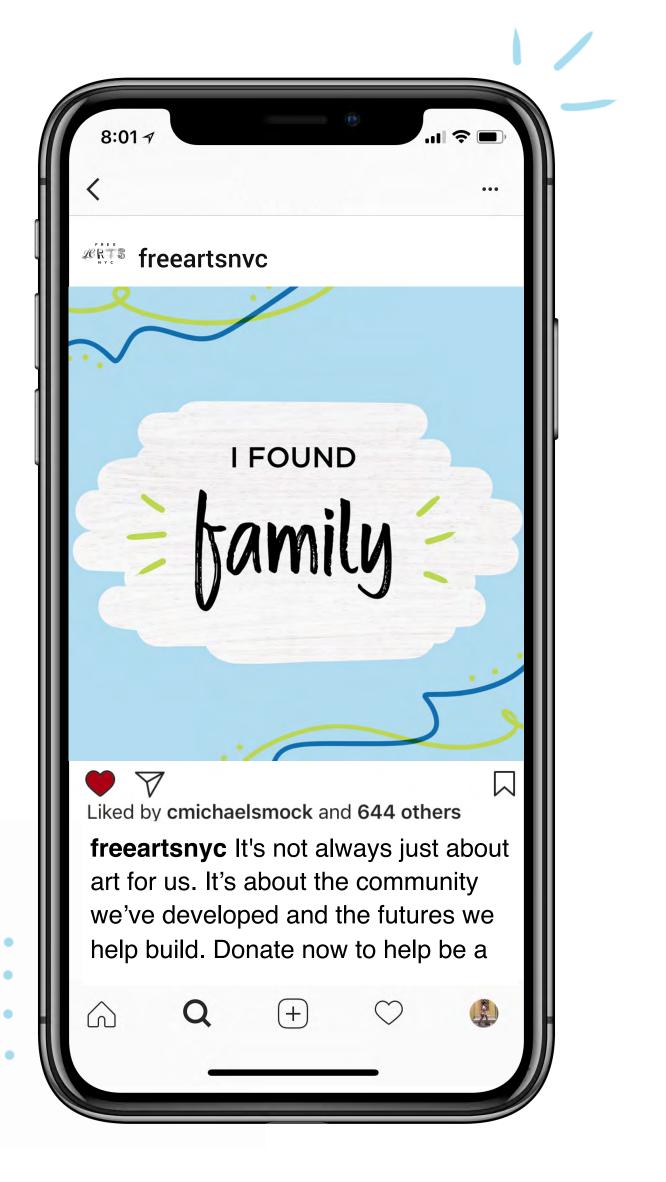
I FOUND FREE ARTS

## I FOUND FREE ARTS





Typographic posters created to showcase exactly how the teens feel Free Arts has changed their lives since finishing the program. This is a simplified version of "Look at me Now" that would require less content creation from the teens if that turned out to be an obstacle. This activation also gives a direct voice to the teens, showing their point of view through typographic posters. We want the teens to tell us the main thing they took away from the program after they "graduated" from it. This is a really simple and honest way to showcase that.



MOMA X FREE ARTS

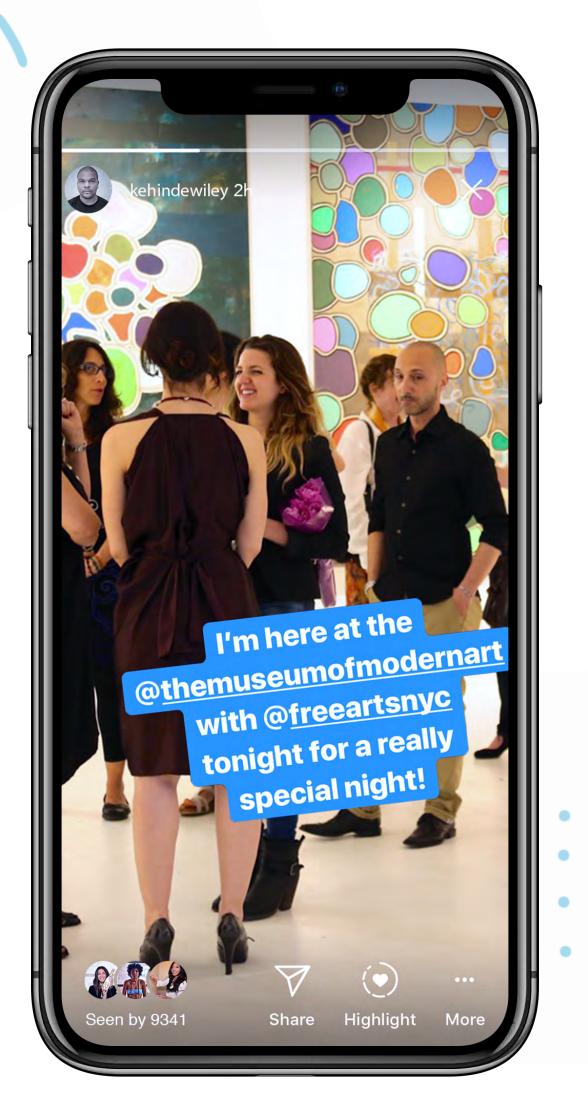
## MoMA X FREE ARTS







Through this tactic donors will be able to see the possibilities and impact that their donations can make in shaping the future of the teens. Using the connections Free Arts has had with MoMA in the past we want them to donate a space to surprise the students with an exhibit filled with their own art. We want the MoMA to help show these students the possibilities of a better life. Using Free Arts connections this experience can also be adapted to be done in a gallery space should the MoMA choose not to donate space. With this experience we want to capture content for Facebook videos that would end with strong call to actions to donate, stills for IG on Feed, and also utilizing IG stories for behind the scenes content and a Live feed of the event. We would also want to invite influencers to the show and encourage them to donate their social feeds for the night to get the word out. An example of an influencer can be Kehinde Wiley, however, any influencers can be invited and asked to donate space on their feeds.





# Benefits of purchasing our own equipment

- Cheaper than renting equipment for every event/occasion.
- Ensures that we have equipment on hand regardless of employee/volunteer turnover.
- Provides an opportunity to teach students about art in the form of video- and photography.
  - Media production is a continually growing industry, as well as a useful skill in all aspects of the creative world.
  - It's a fun, educational, and technologically stimulating hobby.
  - Employing the students' skills would eliminate the need to hire a production company or professional video- or photographer for events; a teen who is familiar with the equipment and enthusiastic about putting their skills to the test could potentially cover an event to gain real-world practice.

### BUDGET

EQUIPMENT

# Option 1

Equipment	Model	Price*	Link
Camera body and lens kit	Canon EOS 5D Mark III EF 24-70mm f/4L IS USM Lens Kit	\$3,549.00	EOS 5D Mark III EF 24-70mm f/4L IS USM Lens Kit
Extra battery	Canon LP-E6 Battery Pack (2)	\$198.00	Canon LP-E6 Battery Pack
External microphone	Rode VideoMic Go	\$83.80	Rode VideoMic Go
Lavalier microphone	Rode Lavalier Condenser Microphone, Omni	\$249.00	Rode Lavalier Condenser Microphone, Omni

### BUDGET

EQUIPMENT

Equipment	Model	Price*	Link
Lavalier microphone cable	Rode MICONCABLE 3-Meter Kevlar Reinforced Shielded MiCon Cable	\$39.00	Rode MICONCABLE  3-Meter Kevlar Reinforced Shielded Micon Cable
3.5mm stereo connector	Rode MiCon-2 Connector for 3.5mm Select Stereo Devices	\$18.00	Rode MiCon-2 Connector for 3.5mm Select Stereo Devices
Tripod	BONFOTO 671A Travel Aluminum Camera Tripod	\$67.99	BONFOTO 671A  Travel Aluminum  Camera Tripod
Memory card	SanDisk Extreme Memory Card 32 GB (3)	\$95.85	SanDisk Extreme  Memory Card 32GB
Memory card reader	WEMe Aluminum Compact Flash CF Card Reader	\$13.99	WEMe Aluminum  Compact Flash CF  Card Reader
Hard drive	Seagate Backup Plus Slim 2TB Portable External Hard Drive (2)	\$129.98	Seagate Backup Plus Slim 2TB Portable External Hard Drive
Total		\$4,444.61	

<sup>\*</sup>Prices are subject to change and may vary across sellers.

## Breakdown

Canon EOS 5D Mark III EF 24-70mm f/4L IS USM Lens Kit - This is a high-end, industry-standard camera that produces timeless quality content. The camera itself and it's content quality will last for years to come, meaning that although the price tag is daunting it's a worthwhile investment. Knowledge of this camera is useful for any student who is interested in media production. The camera comes with the Canon EOS 5D Mark III Camera Body, EF 24-70mm f/4L IS USM Lens, Lens Case, Lens Hood, Eyecup Eg, Battery Pack LP-E6, Battery Charger LC-E6, Wide Neck Strap, Stereo AV Cable, USB Interface Cable, and Software Instruction Manual.

- Unboxing video
- Tutorial video
- YouTube is an overall wonderful resource to learn how to use a camera and it's
  accessories. Just search "[insert equipment piece] tutorial" to find an array of
  instructional videos for whatever you want to learn whether it be the camera body
  buttons, the settings, how to shoot video/photo, and more!

Why I recommend the Canon 24-70mm Lens - Professional-grade cameras do not often come with a lens, as there are many options depending on what the camera will be used for and the user's preference. However, the kit above includes a phenomenal lens. The 24-70mm is a very versatile option that is great for beginners - it teaches basic zoom lens and manual focusing skills. Additionally, this is a long-term investment if treated with care.

Tutorial video

Canon LP-E6 Battery Pack - Although the camera kit only comes with one battery, it is crucial to have extra batteries on hand during every shoot; I suggest having two extra batteries, meaning you have three total. Battery life varies depending on what the user is shooting and how long the camera is on, and nothing is worse than missing a shot because of a dead battery. While one battery is in use, charge the others to ensure maximum battery life.

**Rode VideoMic Go** - While the camera body comes with an internal microphone, the sound quality is often disappointing. An external microphone plugs into the camera's mic jack and provides cleaner sound during interviews, conversations, and crowds both inside and outside. This, like much of the equipment, is a long-term investment if treated with care.

Rode Lavalier Condenser Microphone, Omni - A lavalier microphone is ideal for interviews or when a single person's audio is needed. The sound is typically cleaner than that of an external shotgun microphone, but it will only pick up sounds and voices that are within about a meter of the microphone. Since this is a wired microphone, there are additional accessories, provided below, needed to connect this lavalier (one of the best models) to the suggested camera.

Rode MICONCABLE 3-Meter Kevlar Reinforced Shielded MiCon Cable - This cable directly connects the lavalier microphone to the camera. One end attaches to the microphone while the other connects to the camera. However, our camera needs a 3.5mm auxiliary jack to connect the microphone.

**Rode MiCon-2 Connector for 3.5mm Select Stereo Devices** - This is the aforementioned adapter that connects the MiCon cable to the camera. Simply screw the connector to the cable and plug the auxiliary into the camera jack labelled MIC.

**BONOFOTO 671A Travel Aluminum Camera Tripod** - A portable, sturdy tripod is imperative to capture clean footage. It makes it easier to manipulate the zoom and focus on the camera, and is great for practice exercises in which the student may need to film themselves or cannot otherwise hold the camera.

SanDisk Extreme Memory Card 32GB - Just as a user should have extra batteries on hand, it's ideal to have two extra memory cards when shooting - three cards total. This ensures that the user won't run out of space while filming, as well as providing a backup in case one SD card is lost (though the footage on the lost card cannot be recovered). Additionally, having three SD cards means that more than one person can have access to media; for example, while one person films an event (with two cards on hand), another person can edit footage from the third card for a separate project.

WEMe Aluminum Compact Flash CF Card Reader - A card reader is used to transfer raw footage from a memory card to a computer via an included USB cord.

Seagate Backup Plus Slim 2TB Portable External Hard Drive - A hard drive is crucial for storing and transporting footage and projects because content should always live in another place besides a computer. This ensures that the content stays safe even if the computer crashes or the project is otherwise lost. Having two hard drives is highly recommended and an industry standard.

### BUDGET

EQUIPMENT

# Option 2

Equipment	Model	Price*	Link
Camera body, camera lens, battery and charger, external microphone, memory card	Canon EOS REBEL T7i Video Creator Kit	\$799.00	Canon EOS REBEL T7i Video Creator
Extra battery	LP-E17 Batteries (2)	\$19.95	LP-E17 Batteries
Lavalier microphone	Rode Lavalier Condenser Microphone, Omni	\$249.00	Rode Lavalier Condenser Microphone, Omni
Lavalier microphone cable	Rode MICONCABLE 3-Meter Kevlar Reinforced Shielded Micon Cable	\$39.00	Rode MICONCABLE 3-Meter Kevlar Reinforced Shielded Micon Cable
3.5mm stereo connector	Rode MiCon-2 Connector for 3.5mm Select Stereo Devices	\$18.00	Rode MiCon-2 Connector for 3.5mm Select Stereo Devices
Memory card reader	WEMe Aluminum Compact Flash CF Card Reader	\$13.99	WEMe Aluminum  Compact Flash CF  Card Reader
Hard drive	Seagate Backup Plus Slim 2TB Portable External Hard Drive (2)	\$129.98	Seagate Backup Plus Slim 2TB Portable External Hard Drive
Total		\$1,268.92	

<sup>\*</sup>Prices are subject to change and may vary across sellers.

### Breakdown

Canon EOS REBEL T7i Video Creator Kit - This is an impressive, all-encompassing beginner kit and I would recommend it as a starting camera if you intend to one day upgrade to a higher-end camera such as the Canon EOS 5D Mark III (Option 1). Knowledge of this camera is useful for a student who is interested in the media production industry, as the functions are similar to newer models that they may use in the future. This kit includes the Canon EOS Rebel T7i DSLR Camera Body, EF-S18-55mm 1:4-5.6 IS STM Lens, Rode VideoMic Go, and SanDisk 32GB Class 10 SDHC Memory Card.

- Unboxing video
- Tutorial video

**LP-E17 Batteries** - Although the camera kit only comes with one battery, it is crucial to have extra batteries on hand during every shoot as a content creator; I suggest having two extra batteries, meaning you have three total. Battery life varies depending on what the user is shooting and how long the camera is on, and nothing is worse than missing a shot because of a dead battery. While one battery is in use, charge the others to ensure maximum battery life.

Rode Lavalier Condenser Microphone, Omni - A lavalier microphone is ideal for interviews or when a single person's audio is needed. The sound is typically cleaner than that of an external shotgun microphone, but it will only pick up sounds and voices that are within about a meter of the microphone. Since this is a wired microphone, there are additional accessories, provided below, needed to connect this lavalier (one of the best models) to the suggested camera.

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SanDisk Extreme Memory Card 32 GB (2) - Just as a user should have extra batteries on hand, it's ideal to have two extra memory cards when shooting - three cards total. This ensures that the user won't run out of space while filming, as well as providing a backup in case one SD card is lost (though the footage on the lost card cannot be recovered). Additionally, having three SD cards means that more than one person can have access to media; for example, while one person films an event (with two cards on hand), another person can edit footage from the third card for a separate project.

**WEMe Aluminum Compact Flash CF Card Reader** - A card reader is used to transfer raw footage from a memory card to a computer via an included USB cord.

Seagate Backup Plus Slim 2TB Portable External Hard Drive - A hard drive is crucial for storing and transporting footage and projects because content should always live in another place besides a computer. This ensures that the content stays safe even if the computer crashes or the project is otherwise lost. Having two hard drives is highly recommended and an industry standard.

# **BUDGET**APPLICATIONS

## Post Production Applications

Equipment	Model	PHE	Link
Video and photo editing	Adobe Creative Cloud	\$52/month \$624/year	Adobe Creative Cloud
Video editing	Final Cut Pro X	\$299.99	Final Cut Pro X

### Breakdown

Adobe Creative Cloud - The Adobe Creative Cloud bundle includes unmatched programs such as Premiere Pro, Photoshop, Illustrator, and After Effects - just to name a few. All of these applications are an industry standard when it comes to editing films, TV shows, advertisements, and other media you encounter everyday. Knowledge of these programs is imperative in the media production industry to create the highest quality work. Additionally, the Creative Cloud applications are compatible with all computer models and are accessed through an account that can be used across multiple devices (though not at the same time).

Final Cut Pro X - Final Cut is Apple's video editing software and is a large step above their most basic editing system, iMovie. While this is a good quality program and can make great content if used correctly, it is inferior to Adobe; one reason being that it is only compatible with Apple products and the application can only live on one device, whereas Adobe is accessible across multiple devices through a log-in account. Additionally, this application can only be used to edit videos and there is no comparable Apple application the mimics the uses of Photoshop, Illustrator, or After Effects.