



MARKETING CAMPAIGN

Chicago Lights

By Sienna Cruz, Julia Para and Gaby Rojas

Our Team



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Minoring in Marketing



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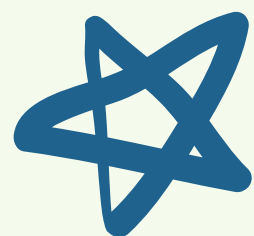
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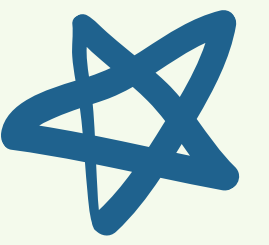
Chicago Lights' Mission Statement

Chicago Lights provides hope and opportunity to our city's children, youth, and adults who face the challenges of poverty. Through supportive relationships and diverse programs, we empower people to thrive academically, secure economic stability, lead healthy lives, and build community.

STRATEGY



SWOT Analysis

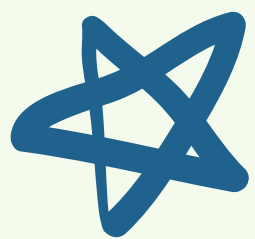
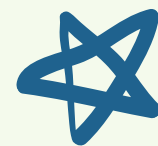


Strengths: The message and actions behind the organization hits home with a lot of people, strong membership presence, plenty of volunteers, social channels, especially Instagram, are being increasingly used to tap into donors, incredible programs.

Weaknesses: Donor's are not contributing on a regular basis, donors who are of the mid-level millennial market are an untapped demographic, advertising not on social media is relatively non-existent

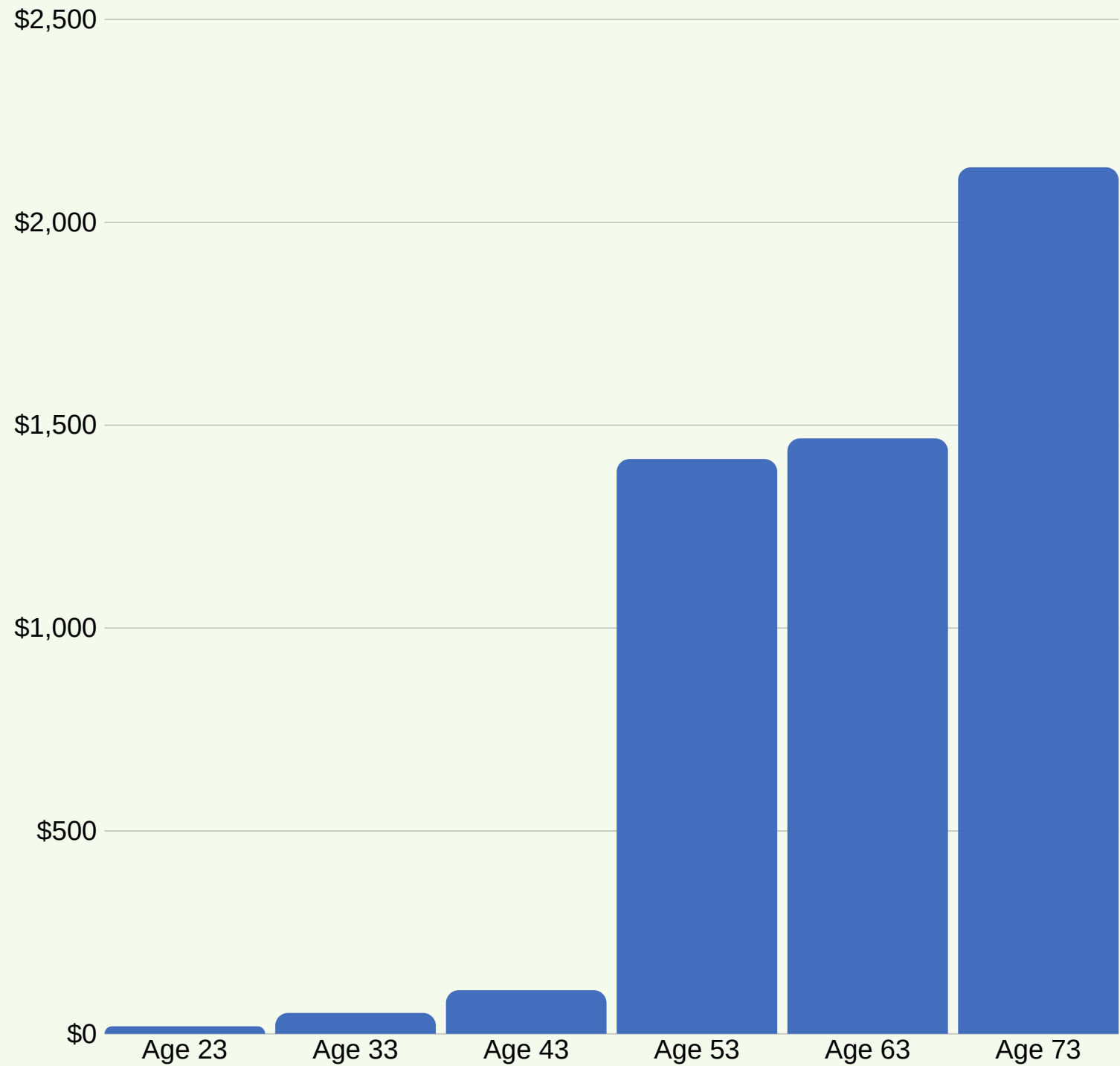
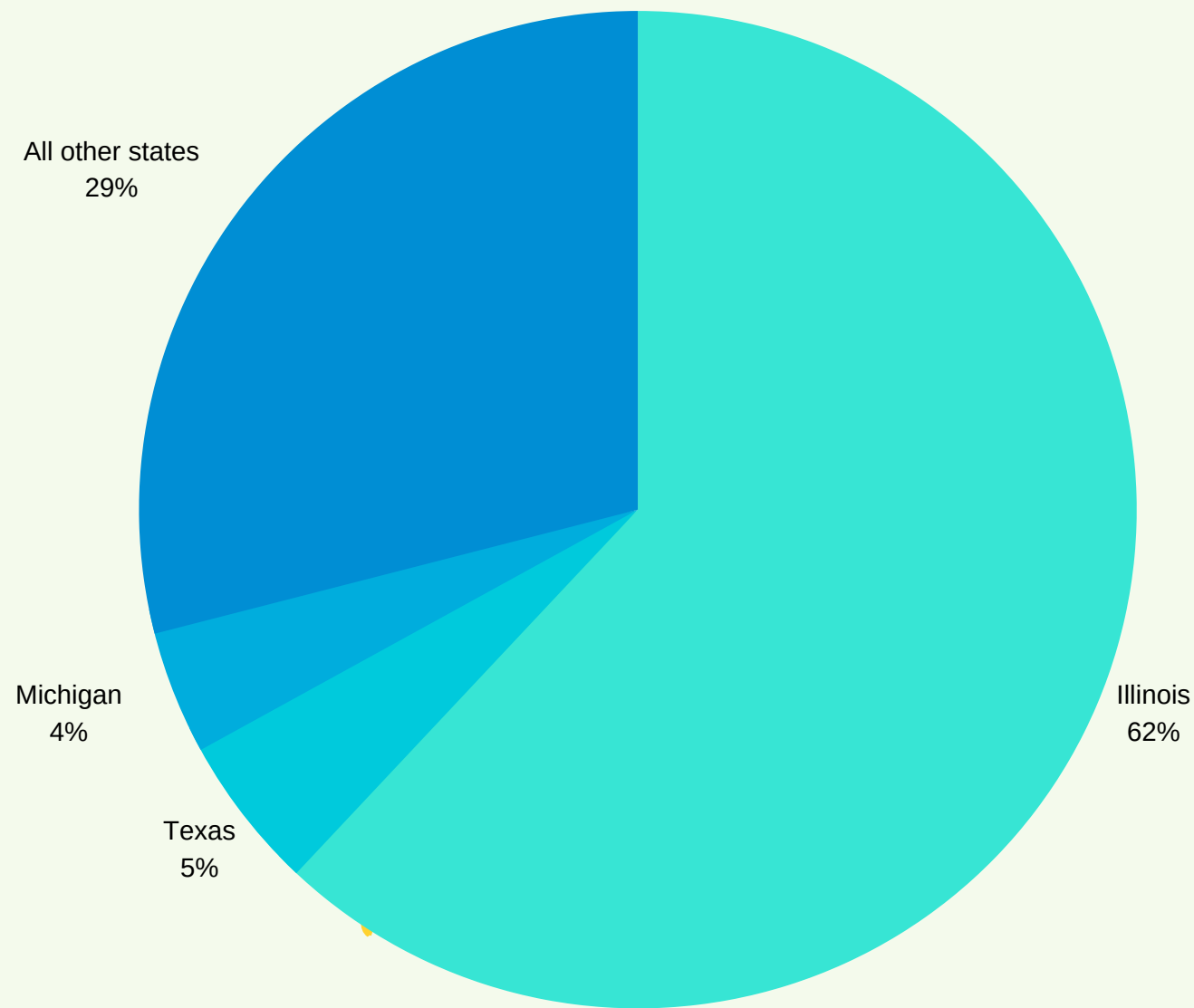
Opportunities: Reach out to untapped donor demographic in new and exciting ways, such as through innovative ad campaigns and guerilla marketing, expand and make programs more interactive not only to Chicago Lights' member, but to the donors as well, utilize other social media platforms.

Threats: One Million Degrees: help guide low income community college students in their academics, professional and personal pursuits, Share Our Space: collects goods for children in need, supplying homeless or low income kids with free packs of essentials. Big Brother Big Sisters of Metropolitan Chicago: mentorship for underprivileged youth



The Problem

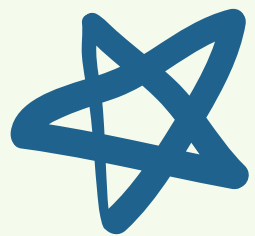
We have enough members participating in all of our programs, but we do not have enough funding to successfully run our programs at their full potential.



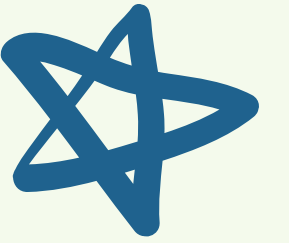
Goal of Campaign



Encourage small event donors to donate while
also staying involved with Chicago Lights



Brand Personality *



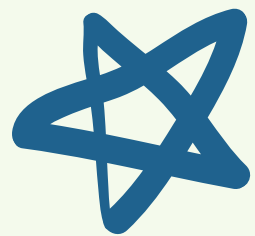
Words that Describe Chicago Lights: Big Hearted, Upward Mobility, Beneficient, Open-Handed, Prosperous, Empowering, and Authentic.

If Chicago Lights were a famous person, it would be... Michelle Obama

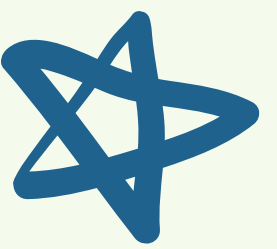
She was born and raised in Chicago and attended Whitney Young High School

She is passionate about giving back, especially within the Chicago Community

What does it consistently promise? To continue to provide resources for youth and adults who live in communities that are under-resourced



Audience Profile *

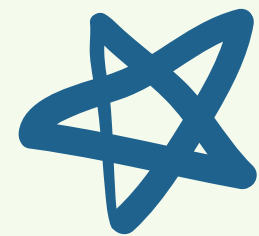
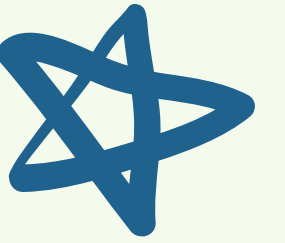


Who? Smaller fund donors; college students, young professionals and professionals through age 55. These people will attend smaller events.

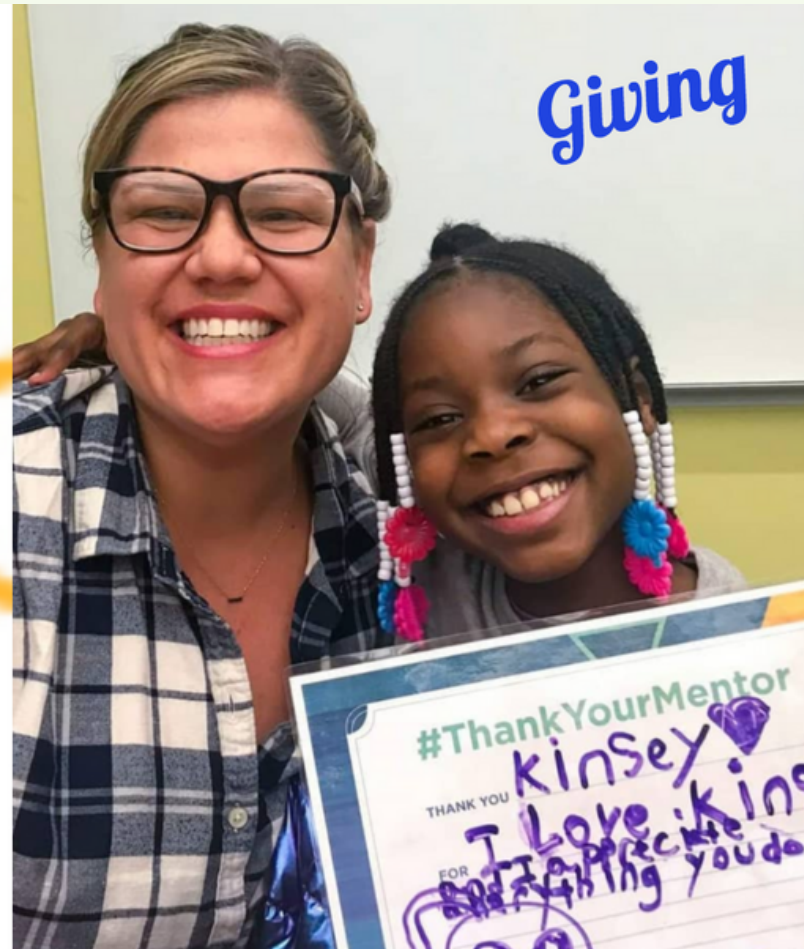
What is their key motivator in saying “yes”? The “feel good feeling.” They want to be able to donate money in order to feel good about themselves one way or another, no matter how passionate they are about the cause. These people will go to events but don't need to be flashy about it. *



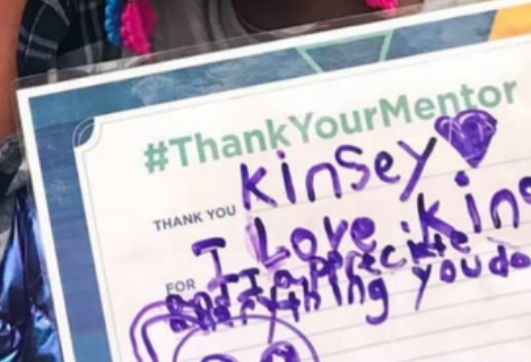
Mood Board



Bright Futures



Giving



Authenticity

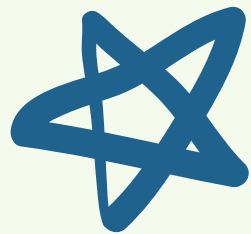
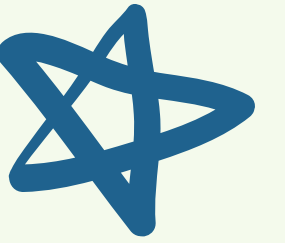


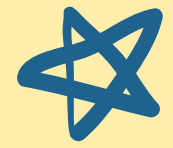
Fun



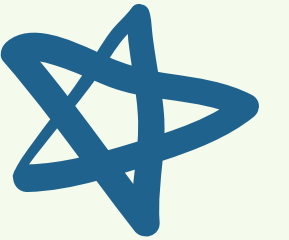
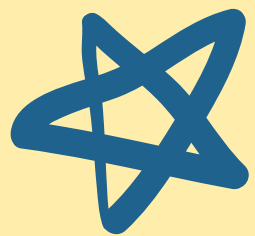
Love

THE CAMPAIGN





Concept Ad



Meet 7-year-old Kate.



Kate dreams of being a ballerina, but doesn't have the resources. You can help her dreams come true.

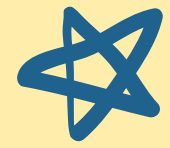
Give A Little, Help A Lot

Donate by December 24th and
receive a hand written note
from the individual you
helped

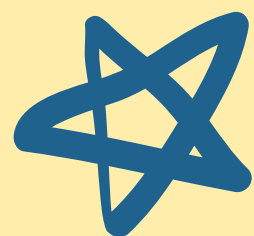


chicagolights.org/donate





Poster



MEET 16-YEAR-OLD CHRIS.



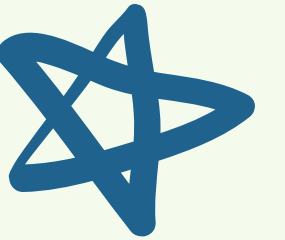
Chris loves to grow sustainable vegetables in his local urban farm, but doesn't have the resources. Give Chris the opportunity to continue to grow this year.

Give A Little, Help A Lot

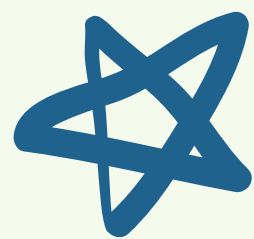
**Donate by December 24th
and receive a handwritten
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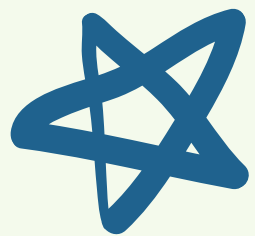
<https://www.chicagolights.org/donate/>



Outdoor



Direct Mail



Direct Mail



Make a donation by
December 23rd and
help us make this
holiday season extra
special!

Dear Sarah,

My name is Chris and I have been a member of Chicago Lights since I was 13 years old in 2015. I started out in the tutoring program, and recently gained an interest in sustainable agriculture. Thankfully, Chicago Lights has an urban farm, where we are able to learn how to grow our own food, and practice healthy habits not only for our health but for our planet too. Your donation has helped allow the urban farming program to expand and we have so many more resources thanks to you! I appreciate you more than you know, as you are helping this fantastic organization expand to new members and to help both kids and adults find their passion.

You are the best!
Chris

The Event

 **Extras**
Cookies and hot chocolate donated
by Fourth Presbyterian Church

Where?

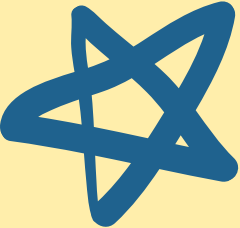
Lobby of the Fourth Presbyterian Church

 What?

Christmas Tree Lighting while enjoying cookies and hot chocolate.
Opportunity to hear stories from those involved in Chicago Lights

When?

Saturday, December 14th at 5:30pm

 Why?

To help celebrate the season of giving, purchase an ornament to place on the tree. 100% of ornament sales go towards Chicago Lights programming

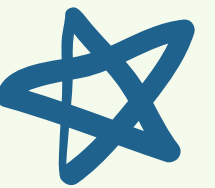
The Invitation



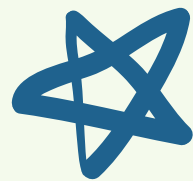
The Decorations and Table



ORNAMENTS FOR
SALE



An Organization full of Meaning ☆



Video to be played throughout the event displaying what Chicago Lights means to its members

The Event Follow-Up

Thank you



DEAR ...

THANK YOU SO MUCH FOR ATTENDING CHICAGO LIGHTS'
TREE LIGHTING EVENT!

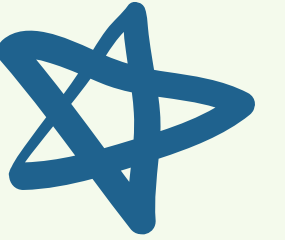
WE HOPE YOU HAD A FESTIVE TIME WITH FAMILY AND
FRIENDS AND WERE ABLE TO LEARN MORE ABOUT HOW
CHICAGO LIGHTS IS POSITIVELY AFFECTING THE LIVES OF
SO MANY YOUNG PEOPLE.

IF YOU DID NOT GET A CHANCE TO PURCHASE AN
ORNAMENT TO DONATE TO CHICAGO LIGHTS'
PROGRAMMING, YOU CAN DONATE ON OUR WEBSITE HERE:
[HTTPS://WWW.CHICAGOLIGHTS.ORG/DONATE/](https://www.chicagolights.org/donate/).

**DONATE BY DECEMBER 24TH AND RECEIVE A PERSONAL
LETTER FROM A CHILD YOU HELPED.**

REMEMBER - GIVE A LITTLE, HELP A LOT.

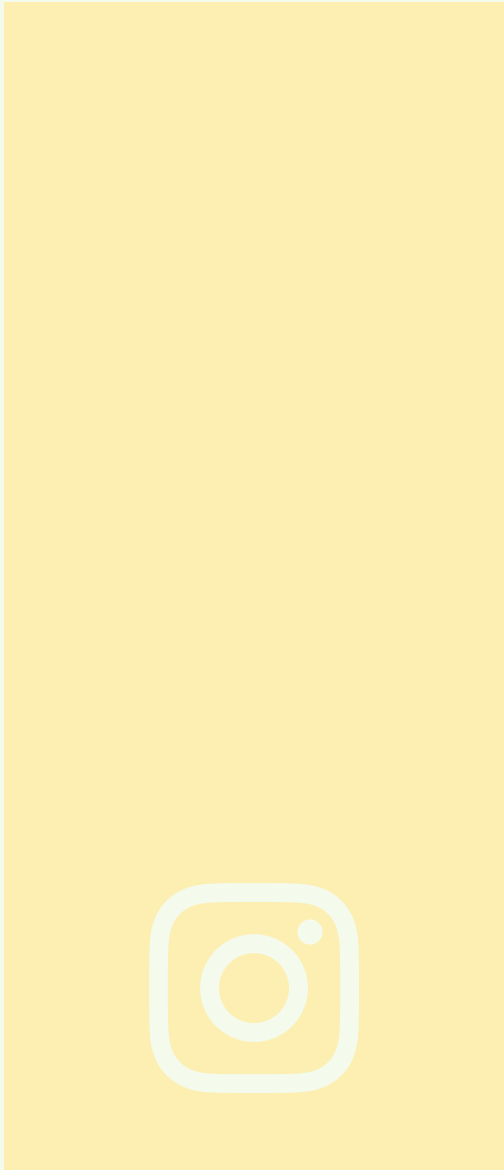
WISHING YOU A JOYFUL HOLIDAY SEASON,
THE TEAM AT CHICAGO LIGHTS



Social Media
Publicity
Guerrilla Marketing



Social Media *



INSTAGRAM



chicago.lights
Fourth Presbyterian Church

Donate by
December 24th and
receive a full hand-
written letter from
the person you
helped.



**My tutors at
Chicago
Lights have
been there
for me in
every part
of my life**

-LAVELLE, 17



16 likes

chicago.lights 30 of our Tutoring students are without a weekly mentor. Another 50 students are on the wait list.
Help build brighter futures--become a one-to-one mentor... more

View 1 comment



chicago.lights
Fourth Presbyterian Church

Donate by
December 24th and
receive a full hand-
written letter from
the person you
helped.



**Dance
makes me
happy, and
Chicago
Lights let's
me live my
passion.**

-KATE, 6



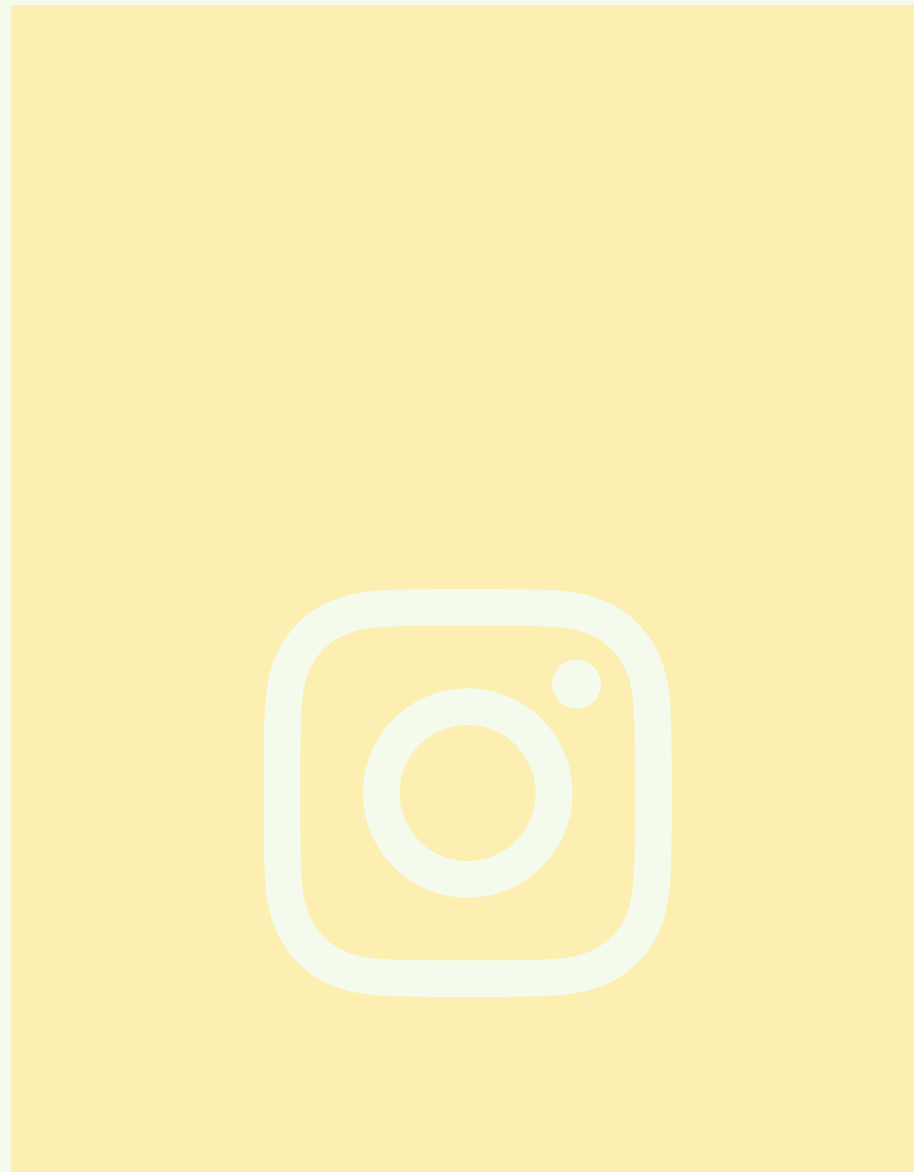
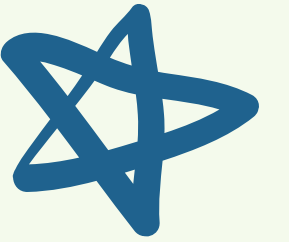
16 likes

chicago.lights 30 of our Tutoring students are without a weekly mentor. Another 50 students are on the wait list.
Help build brighter futures--become a one-to-one mentor... more

View 1 comment



Social Media *



INSTAGRAM
STORY



Social Media



HI SARAH

Thank you for your monthly
contribution to Chicago Lights. It is
always appreciated!

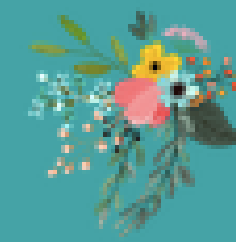
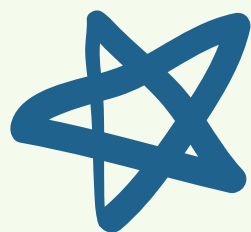
Check your mailbox for an invitation to our first Tree
Lighting Event on December 14th.



Blog



- Would be a section on the Chicago Lights website
- Stories written by Chicago Lights' staff, tutors and parents about success stories
- For example, a story about a child succeeding because of tutoring, how the food pantry helped someone, an experience in the Dance Program etc.
- Goal is to update those within Chicago Lights on the success of its various programs and to get people to donate by providing the opportunity to read stories of those who have been helped by Chicago Lights



Chicago Lights Blog



Sarah was a student living in Chicago, who was filled with excitement at the thought of moving on from middle school to high school. But, she was worried if her current academic abilities would carry her through high school.

Sarah told one of her teachers that she wanted raise her grades, but that her family could not afford any outside help. Her teacher knew that Chicago Lights had a tutoring program for students like Sarah and thought she could receive weekly one-on-one tutoring from a mentor.

Sarah's teacher contacted the Program Manager, Meg Sutter, to sign her up. Sarah received a tutor on the first day of the program and was able to develop a relationship with them.

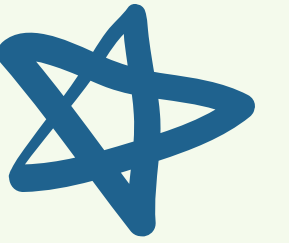
Overtime, Sarah became an A and B student instead of a C and D student. She gained more confidence in her academic abilities and felt ready to tackle the tougher course work in high school.

You can help students like Sarah too, by donating to Chicago Lights today here on our website under the "DONATE" tab on the home page.

**DONATE BY DECEMBER 24TH
AND RECEIVE A PERSONAL
LETTER FROM A CHILD YOU
HELPED.
GIVE A LITTLE, HELP A LOT**



Other Publicity Ideas



Booth or Float at Magnificent Mile Lights Festival 2020



1

Two Options: Donation Booth or kids walking in parade with Chicago Lights banner, dancers in uniform with volunteers. Depending on budget, build a float for parade

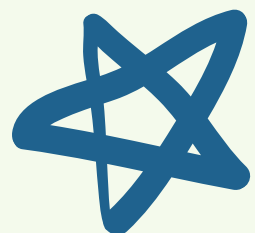


2

Chicago Prudential Building featured on local news channels when Chicago Lights is displayed. Personal street interviews of locals feelings/opinions

3

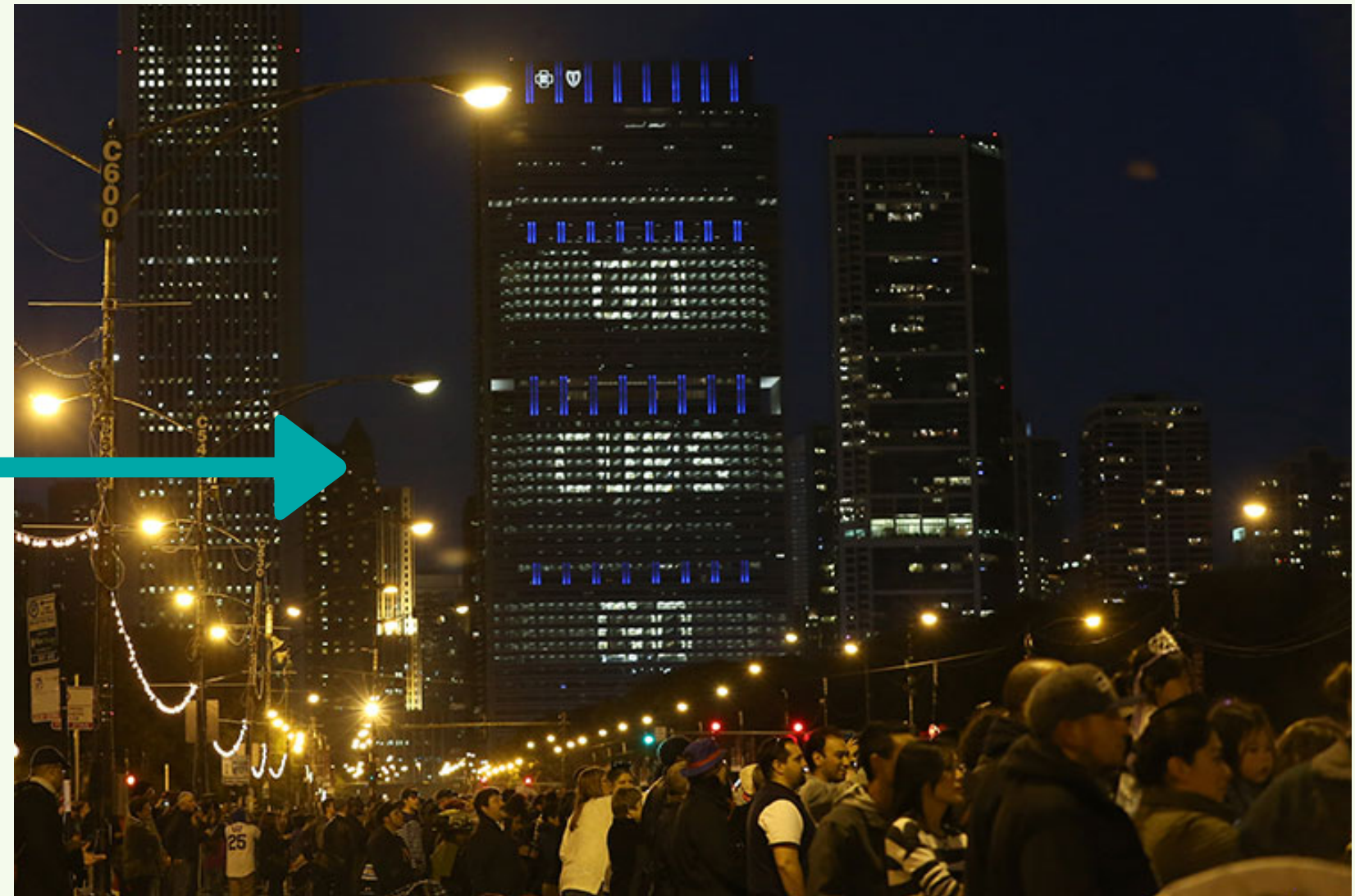
Invite columnists to create "buzz" around Tree Lighting Event by printing news about it.



Guerilla Marketing



Give a Little, Help a Lot



Chicago Prudential Building

CHICAGO LIGHTS MOOD BOARD

Bright Futures



THANK YOU!

