

Campaign Strategy Proposal

COMM 431 PR & IMC Campaigns Capstone

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“VET-NET”

Robin's Home Veteran Network

Company Overview

Robin's Home is a non-profit organization established in 2019 that supports female veterans and their families with a transitional housing service in Butler County, Pennsylvania. Robin's Home offers peer support services and a resource center to assist veterans in achieving stable, independent lives.

Campaign Strategy Proposal

Vet-Net is a strategic social media campaign driven to increase engagement on Robin's Home social media platforms. Through cross marketing and posting consistent content, Robin's Home will establish a familiar brand identity where followers can be informed more effectively and be navigated to all of the Robin's Home resources.

The Vet-Net (short for veteran network) serves as an internal communication hub for volunteers and customers to stay informed on valuable website and social media updates, as well as an external outlet for donors and volunteers to learn about how they can contribute to the organization and all that they offer to veterans and the community. Vet-Net providing brand consistency will make internal communication easier, which will improve external communication in turn.

Situational Analysis

According to our survey and focus group, Robin's Home is not reaching the young adult demographic. The participants expressed that they can be reached more easily through social media platforms. Robin's Home currently has 110 followers on Instagram and 2.1k on Facebook. The posts get a few likes on both platforms and about 100 views on Instagram and 300-500 views on Facebook.

Compared to similar organizations, Robin's Home has the opportunity to build social media assets to attract a younger audience of potential volunteers and followers. Women Veterans Alliance, a premier veterans network, is a good model that Robin's Home could strive for. The organization has almost 5k followers on Instagram and 6k followers on Facebook. Its platforms are organized and follow a color scheme. The posts also don't include an overload of information on the post, but have a longer description in the comments.

Because of this, we decided to examine Robin's Home's Facebook and Instagram pages to see what can be enhanced. For example, the logo on their Facebook versus their Instagram are two different versions of a logo. As a viewer, this may lead to the conclusion that they are two different organizations. In addition, their posts, especially on Instagram, are very word heavy, lack brand elements and hashtags, and lack call to actions.

A significant source for confusion, however, is why the company has more than one profile per platform. While we can understand wanting to have division between Robin's Home and the HEART Center, it would be easier to understand if the profiles were somehow connected, through an online network that easily links all of the services and resources together under the one organization's name.

Campaign Goals & Outcomes

Robin's Home aims to increase awareness in the Butler community, as well as surrounding counties, to generate positive perceptions, while pushing opportunities for potential donors and volunteers through more calculated social media efforts.

Robin's Home currently has 2.1K followers on Facebook, and @robins_home_butler has 111 followers on Instagram. The Facebook posts tend to have 3-50 likes and 0-16 shares. The posts with the most likes were birthday posts for veterans, and the event posts had the most shares. The Instagram posts tend to have 1-7 likes and no comments.

KPI Points to Consider:

Reach/views - Recording total reach or views gives a solid baseline into how large the Robin's Home audience is on social media. Keeping track of this data will help establish best practices to increase reach and tailor content where needed.

Shares - Documenting total shares on social media is important because it is proof of positive interaction on social media. When shares are high, this means there is more awareness being drawn to the organization and the content/events they are producing.

Likes/follows - Likes and follows are some of the most crucial elements of growing a social media presence. By tracking likes, it will help indicate what type of posts do better and what is more interesting to followers based on analyzing content.

Target Audience

Social Media Users

- Generation Z, ages 18-25: this demographic has a higher chance of supporting online causes through frequent sharing and highlighting small businesses online (JAAZ).

Strategy

Enhance Robin's Home online presence by referencing templates, a content calendar and consistent posting on all social media platforms.

Strategic Approach

- Create assets to help encourage consistency on Robin's Home Instagram and Facebook.
- Establish personal hashtags and key messages which align with Robin's Home missions and visions, helping to establish community rapport and a positive reputation.
- Develop a reliable online identity, which translates to in person events in the Butler community.
- Establish unique calls-to-action at the end of every post, encouraging donations and sign ups to volunteer.
- End-of-campaign giving day which will also serve as a driver to donate monetarily online and drive as many volunteer sign ups as possible
- Maintain an online image with repetitive elements (includes Facebook and Instagram refresh)
- Collaborate with volunteers and consumers to create "Veterans Voices"; personal video/blog testimonies from consumers of Robin's Home resources and why the organization has helped them get on their feet. This adds personality to the Robin's Home social media feed.

- Define unique brand identifiers to portray on social media (sentimental, personal, heartfelt, restorative, helpful, prideful/heroic, friendly, positive and upbeat)

Goal Statement

Robin's Home will generate higher engagement across all social media platforms through targeted content creation.

Objectives

1. Increase Robin's Home social media engagement by 40% (100 likes, comments, and followers combined) by November 1, 2025.
2. Increase Robin's Home monetary donations by 30% (\$20,000) by November 1, 2025.
3. Increase Robin's Home volunteers by 15% (5 people) by November 1, 2025.

Tactics

Increase Robin's Home social media engagement by 40% by November 1, 2025

- *Design Layout:* Robin's Home will create consistency across its social media platforms through consistent colors, logos, profile pictures and the about page.
 - Create post templates to aid with future social media use
- *Hashtag Usage:* Robin's Home will rebrand its social media platforms with five consistent hashtags and cohesive visuals on every post.
 - #robinshome #butlerrobinshome #veterans #veteransupport #butlerveterans

Increase Robin's Home donations by 30% by November 1, 2025

- *Linktree Additions:* Robin's Home will add Linktrees to its Instagram and Facebook bios to provide easy access to its website, donation page, and every social media page.
- *Thank You's:* Robin's Home will express sincere gratitude for each donation by sending an email or physical card to any individual or company.
- *Promote Volunteer Opportunities:* Robin's Home will post about volunteer opportunities across its social media platforms to inform individuals of ways to get involved.

Increase Robin's Home volunteers by 15% by November 1, 2025

- *Templates:* Robin's Home will produce content across its website and social media platforms by crafting targeted materials and templates.
- *Monthly Newsletters:* Robin's Home will generate more awareness about its mission and values through monthly newsletters.
- *Testimonial Videos and Blog Posts:* Robin's Home will generate positive perceptions by posting testimonial videos and blog posts every week.
- *Vendor Presence:* Robin's Home will raise awareness by having physical vendors with QR codes to their website and social media platforms at the following events:
 - Butler County Fair
 - Strawberry Days in Grove City
 - Fair Haven Farms Sunflower Fest in Grove City
 - 3rd Annual Family Freedom Festival
 - Butler Fall Festival
 - Evans city EDCOfest and Pumpkinfest

Key Messages

- *"Veterans Voices"-Veterans*

- Veterans Voices will involve short video clips of veterans that will be posted on the website and social media platforms. This will be a way for veterans at Robin's Home to explain what they have been through and how Robin's Home helped them in a time of need. It will also be a call-to-action for potential donations.
- *"Network of Support"-Social media followers, donors*
 - Network of Support will involve posts and reels of what resources are offered at Robin's Home and the HEART Center, and clips of what it looks like for the organization to offer those services (what goes into planning, providing items, seeking out volunteers and the events) to give the public an "inside look". This could also be converted into a blog story to be shared on the social media and website.
- *"Beyond the Uniform"-Internal employees/veterans*
 - Beyond the Uniform will involve "point of view" videos that show a day in the life of the female veterans inside Robin's Home. The videos will be posted on the website and social media platforms. This will be a way for Robin's Home to raise awareness to potential donors and volunteers of some of the struggles veterans deal with and garner sympathy. It will also serve as a call-to-action for potential donations and volunteers.
- *"Her Service, Your Support" -Volunteers/donors*
 - This message will highlight stories of a veteran's personal service experience and why they are where they are today via video interviews and Q&As. Posts and interview form videos will generate empathy in Robin's Home audiences with a CTA (call to action) to what the public can do to help Robin's Home provide more resources while also encouraging online interactivity to learn more by asking questions.
- *"Succeed After Serving"-Users of Robin's Home resources*
 - This message will include volunteers and veterans showing how people's donations make a difference, both for Robin's Home as a whole and for individual veterans. Posts will include videos and possibly pictures. This will serve as a call to action for increasing donations.

Performance Evaluation

Include stats and visuals proving Robin's Home current online reach is suffering, causing engagement to be low and actions limited (donations, sign ups, etc.) This can be done using Meta Business Suite for Instagram and Facebook and using Google Analytics for the website, both of which are free.

Provide research into the before vs. after social media elements are updated and how it is proved to increase viewership and engagement.

Budget

Low cost/low risk:

This social media campaign will be low cost if not no cost to Robin's Home. It is understood that Robin's Home lacks the finances and resources to have a large-scale campaign. As a result of this, our mission is to hold an event at the end of the social media campaign, which will serve as an annual 'giving day' for the organization as a final benchmark to raise money and volunteers.

The templates provided were made using Canva, a free-to-use editing website. It is highly recommended to continue using it both for cost and consistency.

Throughout the social media campaign, the goal is to drive donations to hold a special event at the end, in order to reach their goal of \$30,000-\$45,000 for their food bank and other resources at the HEART Resource Center.

The budget on the highest scale could involve up to \$50-\$150 a month after hiring and paying a content manager for Robin's Home. A willing content volunteer is the main goal, but Robin's Home Director would decide the best option for the content's required time and budget. A content manager could fulfill a part time position at a low hourly rate, or be promoted from within the organization's staff.

Cost Map: *Combination of 2 per month*

Print Ads: 6 months	Digital Ads: 6 months
Flyering (x20 posters a month)=\$100	Social Media Ads (x2 ads a month)=\$25
Magazine Ad Placement (x1 a month)=\$20	Ad Website Banners (x1 a month)=\$30

Other Resources

The "Vet Net" social media campaign will require time and a designated content manager to regularly update and monitor engagement on the social media platforms. Consistency and reference to the style guide when posting is crucial to increase Robin's Home's recognition and awareness.

Timetable/Timeline

Planbook Snapshot Example (this is just an example of what the whole timeline will look like. A lot of the deliverables are repeated based off of the month). Full timetable on a separate document.

Repeated Elements:

Newsletters; once monthly

Blogs; twice monthly

Vet of the Month; once a month

Volunteer of the Month; once a month

TIPS: All posts on social media must include the set of hashtags corresponding with the Robin's Home brand. Never put a link in a caption! Always instruct viewers to go to bio for more info or visit the website to learn more. Never post QR codes or long captions. Keep info short and digestible.

Launch date: June 1, 2025–End date: November 1, 2025

Action Item:	Date posted:
Social media post (IG & FB) announcing the campaign <ul style="list-style-type: none"> "Welcome to Vet-Net" 	Sunday, June 1, 2025 <ul style="list-style-type: none"> 7:00 pm (popular lounge time to scroll)
Website monthly newsletter from CEO	Friday, June 6, 2025

<ul style="list-style-type: none"> • Topic - new campaign • Post graphic on social media to gain viewership 	<ul style="list-style-type: none"> • 9:00 am
<p>Veteran testimony, “Veterans Voices”, blog to website</p> <ul style="list-style-type: none"> • Topic-how Robin’s Home resources have helped them • Call to action-donate now • Posts graphic on social media accounts 	<p>Friday, June 13, 2025</p> <ul style="list-style-type: none"> • 9:00 am
<p>Social media post (IG & FB) with visuals of people at the HEART Resource Center</p> <ul style="list-style-type: none"> • Include hashtags and call to action (donate or sign up to volunteer) • Video or carousel of pictures 	<p>Sunday, June 15, 2025</p> <ul style="list-style-type: none"> • 7:00 pm
<p><i>Implementing something they already do:</i> “Beyond the Uniform” VET of the MONTH social media post</p> <ul style="list-style-type: none"> • Choose a veteran that uses the resources • Caption should include short facts about their life, hobbies, what Robin’s Home has done for them • Call to action: “donate or sign up to volunteer now!” 	<p>Friday, June 20, 2025</p> <ul style="list-style-type: none"> • 7:00 p.m.

Content Calendar Mock-Up Visual:

**Insert own photos of designated social media/marketing team members to run each platform

Social Media Team & Platform

Facebook Instagram Website

CONTENT TYPE

- Informational Content
- Engagement Content
- Promotional Content
- Educational Content
- Behind-the-Scenes
- Trending Content
- Interactive Content
- Storytelling Content

Jun' 2025

Here, you will find all of your planned events and scheduled post times for the "Vet Net" social media campaign. You will find information for each event as well as freedom to create and add new content.

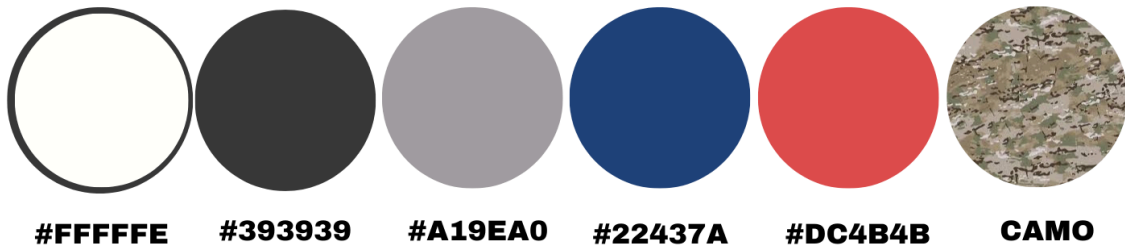
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01 campaign announcement <small>Informational Content</small>	02	03 Veterans Voices video <small>Engagement Content</small>	04
05	06 digital event flier post <small>Promotional Content</small>	07	08 Post of people at HEART center. <small>Educational Content</small>	09	10 Video form tour/POV of vet living style <small>Behind-the-Scenes</small>	11
12 <small>Trending Content</small>	13	14 <small>Interactive Content</small>	15	16 Blog highlight of Vets Voices <small>Storytelling Content</small>	17	18 <small>Informational Content</small>
19	20 Links to sign up to volunteer <small>Engagement Content</small>	21	22 <small>Behind-the-Scenes</small>	23	24 <small>Educational Content</small>	25
26 <small>Interactive Content</small>	27	28 Storytelling Content blog post <small>Storytelling Content</small>	29	30 <small>Promotional Content</small>	31	01

Brand Style Guide Visual:

ROBIN'S HOME

Brand Style Guide

COLOR PALLETTE



FONT STYLE

Headers: Archivo Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv**

Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! / - ; ? () . \$ % &

Body: Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy

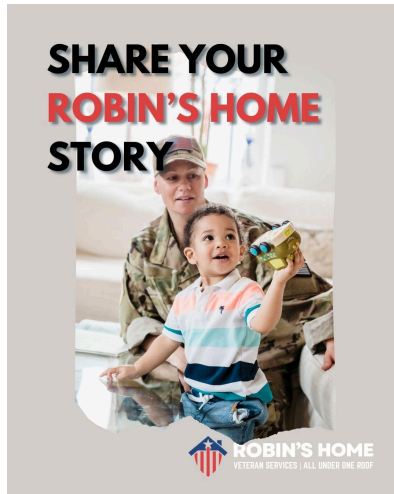
Zz

1 2 3 4 5 6 7 8 9 0

! / - ; ? () . \$ % &



Supporting elements:

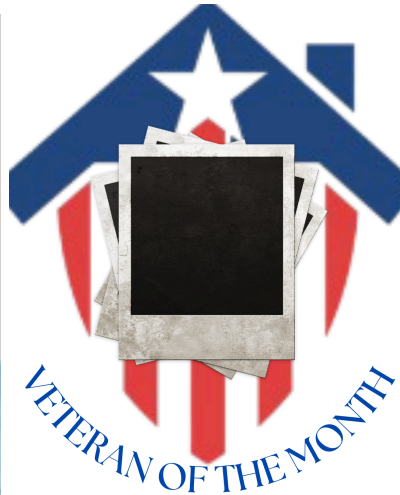


Event Caption Template:

Join us at [LOCATION] on [DATE] for [ACTIVITIES] and fun! Entrance fee is [PRICE]. Learn more on our website, which is in our bio.

#robinshome #butlerrobinshome #veterans #veteransupport #butlerveterans

Veteran/Volunteer of the Month Post Template Ideas:



Veteran of the Month Caption Template:

This is [VETERAN'S NAME]. [SHORT ANECDOTE TALKING ABOUT THE PERSON AND THEIR EXPERIENCES]

#veteranofthemonth #robinshome #butlerrobinshome #veterans #veteransupport #butlerveterans

Post refresh example:



References:

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Keutelian, M. (2025, April 10). *Best times to post on Instagram in 2025*. Sprout Social. <https://sproutsocial.com/insights/best-times-to-post-on-instagram/>

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