

Change a Child's Story™ Asset Review

NATIONAL CASA/GAL NETWORK WEBINAR

Prepared for National CASA/GAL

December 2022

THIS PROJECT IS SUPPORTED BY COOPERATIVE AGREEMENT # 15PJDP-21-GK-02762-CASA AWARDED BY THE OFFICE OF JUVENILE JUSTICE AND DELINQUENCY PREVENTION, OFFICE OF JUSTICE PROGRAMS, U.S. DEPARTMENT OF JUSTICE. THE OPINIONS, FINDINGS, AND CONCLUSIONS OR RECOMMENDATIONS EXPRESSED IN THIS PRESENTATION ARE THOSE OF THE AUTHOR/S AND DO NOT NECESSARILY REFLECT THOSE OF THE DEPARTMENT OF JUSTICE.





Meeting Agenda

CAMPAIGN OVERVIEW

REVIEW OF ASSETS

MEDIA BEST PRACTICES

BRAND REMINDERS

Q&A

Campaign Overview

Campaign Evolution

Brand Awareness

Recruitment

2018

- Brand audit & brand platform
- Creative concepting
- Focus groups

2019

- Creative production
- Library shoot
- Website redesign
- National media flight: June - Dec. '19

2021

- Creative production
- Spanish assets
- Add'l library shoot – younger and older ages
- National media flight: Aug - Dec. '21

2022

- Creative production
- Long-form video
- Add'l library shoot
- National media flight: Aug - Dec. '22

Recruitment Creative Concept

YOU CHANGED MY STORY

Being a CASA/GAL volunteer has an impact that resonates across a child's entire future, which can be difficult to capture. But, as luck would have it, we shot a lot of footage with two children three years ago, giving us the unique opportunity to show the positive impact on a child's life over time.



Review of Assets- New

New Videos

Long Form



:30 Be a Voice of Hope



:30 Lend Your Voice



New Images



Out of Home (OOH)

Image and Copy Pairings



Headline – Billboard

Help a child in foster care
be heard.

CTA

VOLUNTEER TODAY.
nationalcasagal.org



Headline – Airport

A few hours a week.
A lifetime of impact.

CTA

VOLUNTEER TO HELP A
CHILD IN FOSTER CARE.
nationalcasagal.org



Headline – Airport

His tomorrow starts today.

CTA

VOLUNTEER TO HELP A
CHILD IN FOSTER CARE.
nationalcasagal.org

Image and Copy Pairings



Headline – Billboard

Be a voice of hope for
a child in foster care.

CTA

VOLUNTEER TODAY.
nationalcasagal.org



Headline – Airport

You're not just giving time.
You're giving hope.

CTA

VOLUNTEER TO HELP A
CHILD IN FOSTER CARE.
nationalcasagal.org



Headline – Airport

A few hours a week.
A lifetime of impact.

CTA

VOLUNTEER TO HELP A
CHILD IN FOSTER CARE.
nationalcasagal.org

Be a voice of hope for
a child in foster care.

VOLUNTEER TODAY

CHANGE A
CHILD'S STORY.™



nationalcasagal.org/volunteer



Help a child in foster
care be heard.

VOLUNTEER TODAY

CHANGE A
CHILD'S STORY.™



nationalcasagal.org/volunteer





You're not just giving time.
You're giving hope.

**VOLUNTEER TO HELP A
CHILD IN FOSTER CARE**

CHANGE A
CHILD'S STORY.™



nationalcasagal.org/volunteer

This project is supported by cooperative agreement # 15PJDP-21-GK-02762-CASA awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this presentation are those of the author/s and do not necessarily reflect those of the Department of Justice.

A few hours a week.
A lifetime of impact.

**VOLUNTEER TO HELP A
CHILD IN FOSTER CARE**

CHANGE A
CHILD'S STORY.™



nationalcasagal.org/volunteer



His tomorrow starts today.

VOLUNTEER TO HELP A CHILD IN FOSTER CARE

CHANGE A
CHILD'S STORY.™



nationalcasagal.org/volunteer





A few hours a week.
A lifetime of impact.

VOLUNTEER TO HELP A
CHILD IN FOSTER CARE

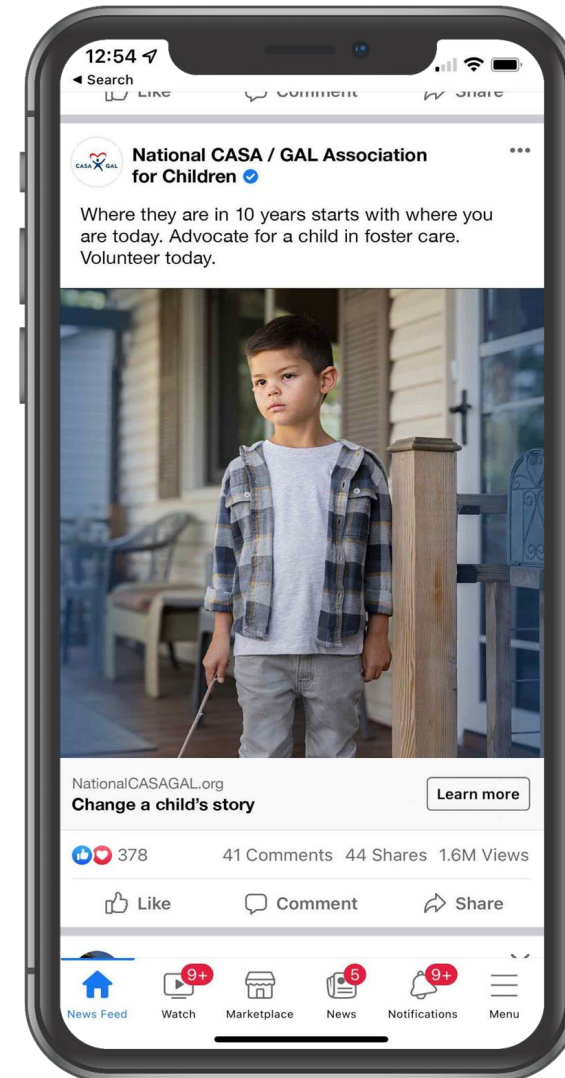
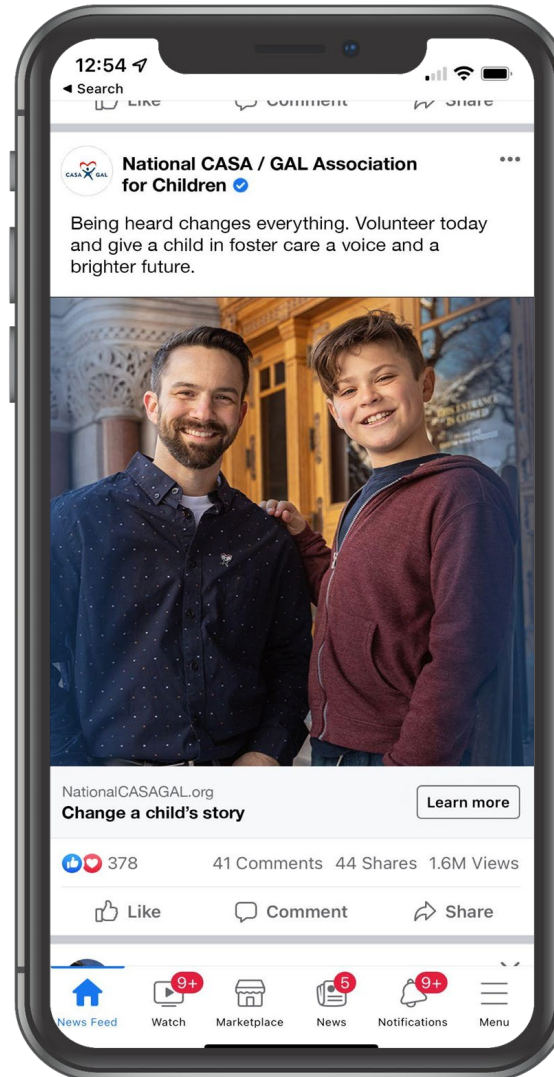
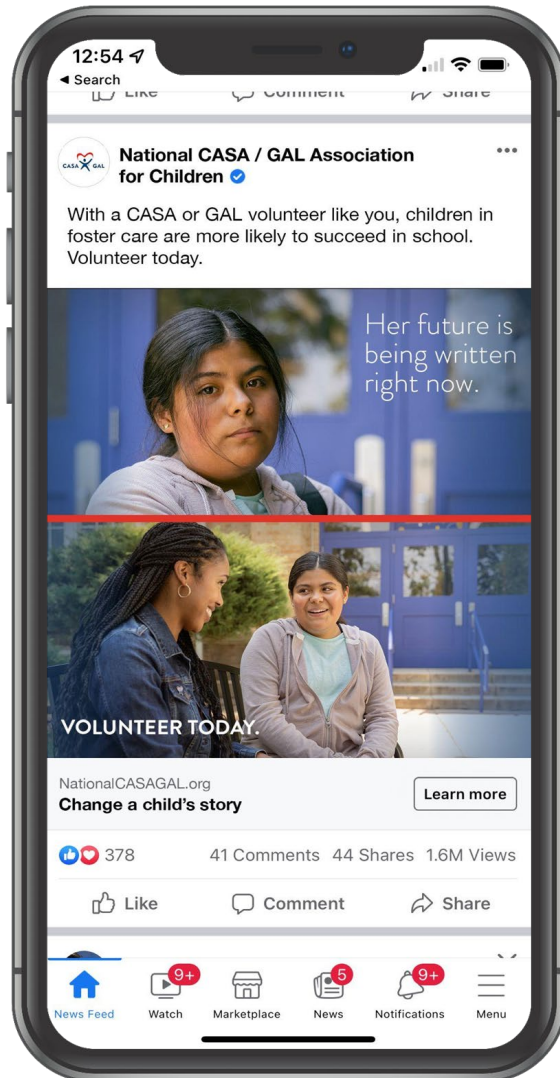
CHANGE A
CHILD'S STORY.™

CASA GAL
Court Appointed Special Advocates
Guardians ad Litem
FOR CHILDREN

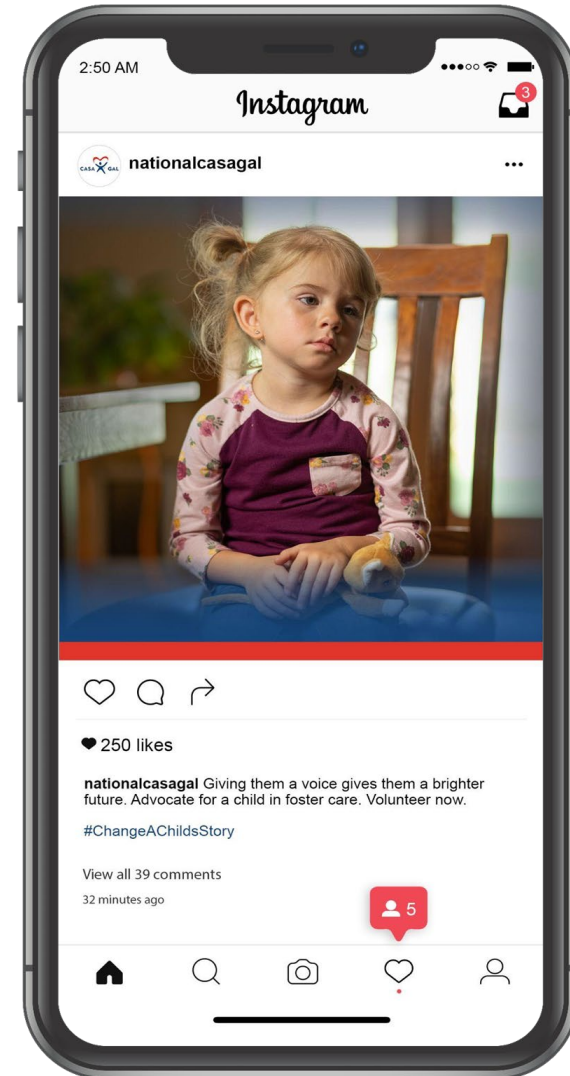
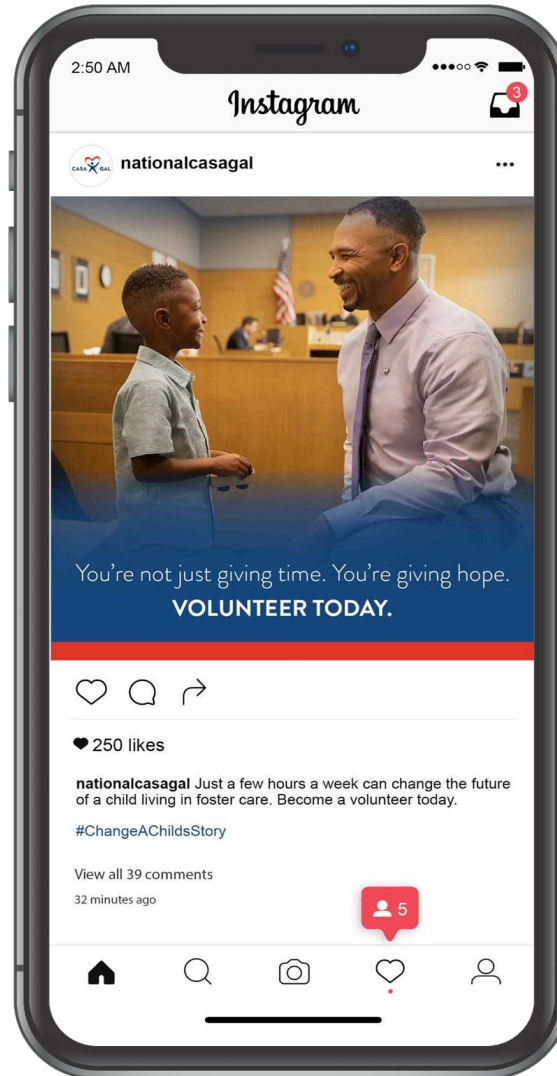
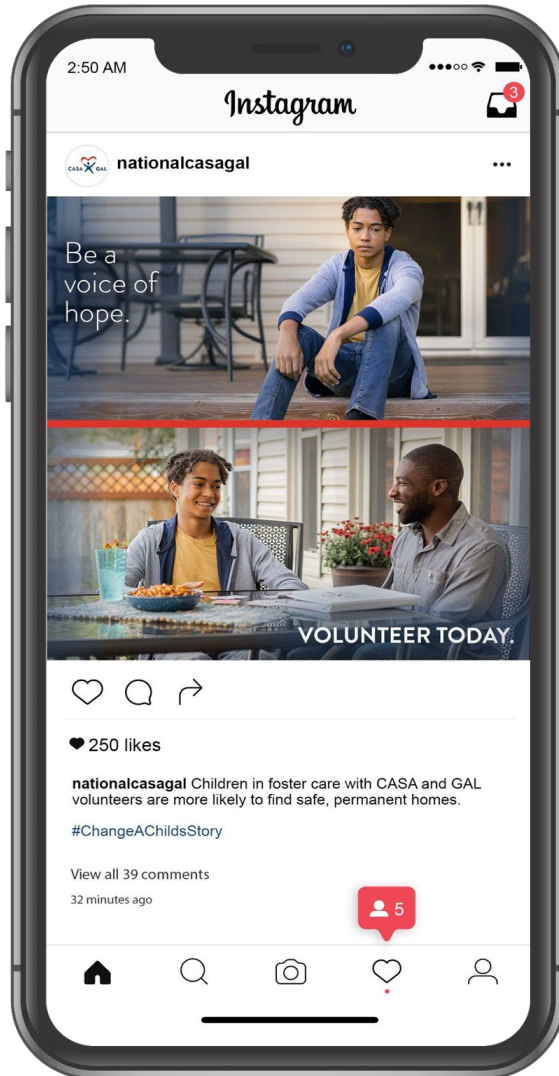
 nationalcasagal.org/volunteer

Social Media

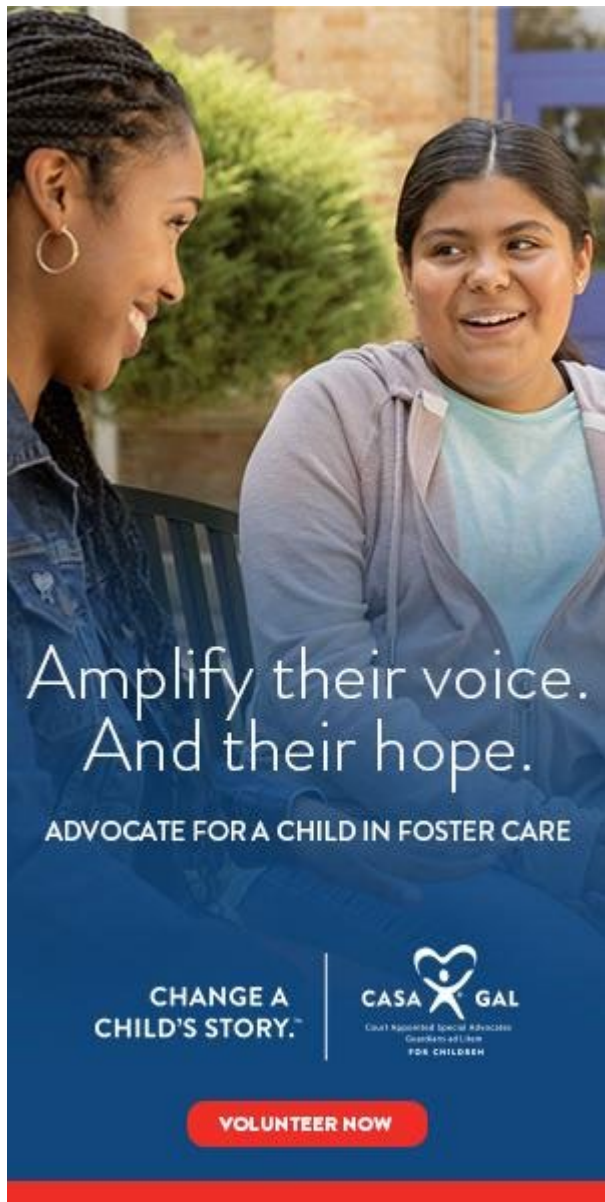
Facebook – In Feed



Instagram – In Feed



Digital Banners



Static Banners



Review of Assets - Existing

Additional Assets



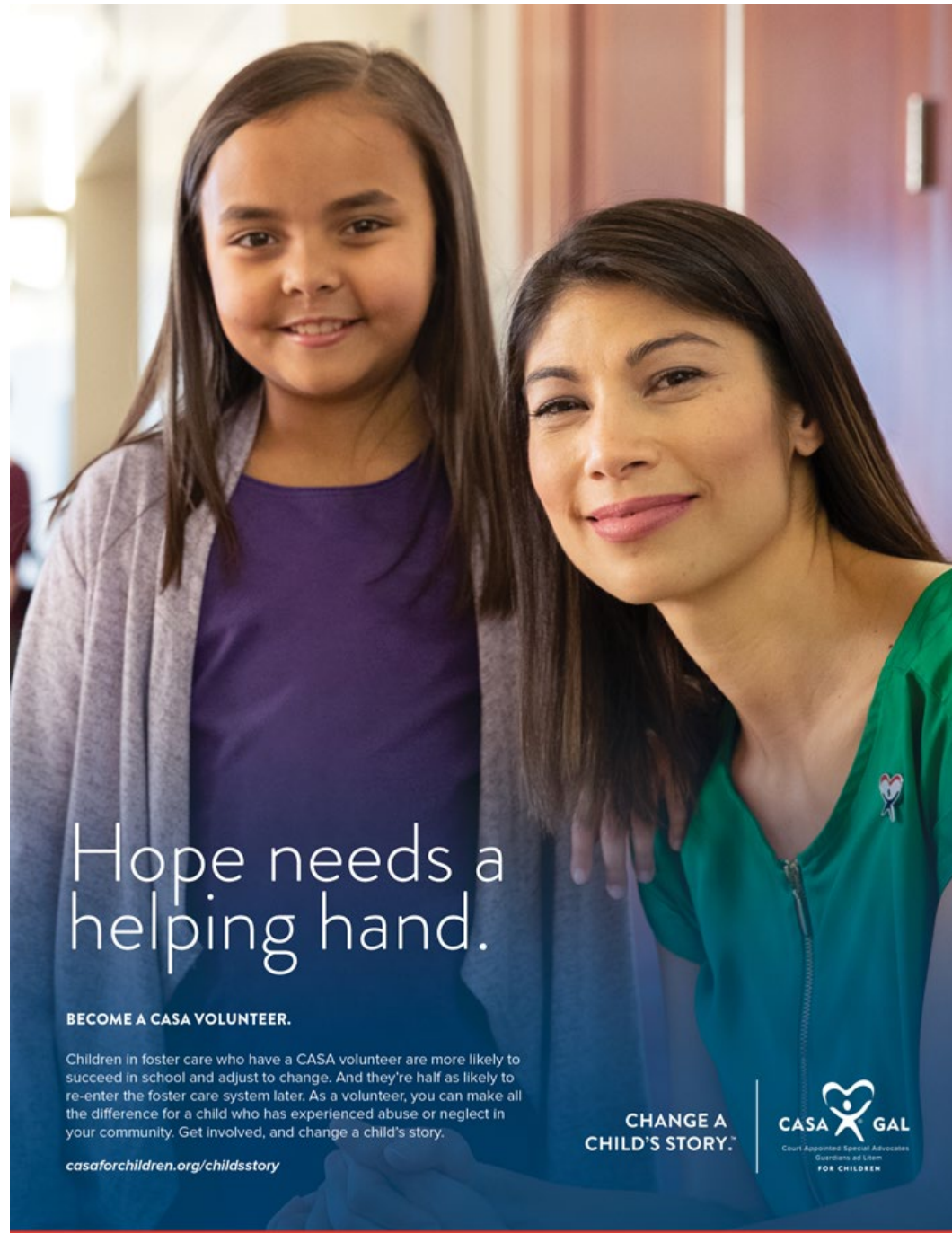


Help me find my happy face.

THIS IS A SUBHEAD.
This is body copy for the ad. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

galforchildren.org

CHANGE A CHILD'S STORY. GAL



Hope needs a helping hand.

BECOME A CASA VOLUNTEER.

Children in foster care who have a CASA volunteer are more likely to succeed in school and adjust to change. And they're half as likely to re-enter the foster care system later. As a volunteer, you can make all the difference for a child who has experienced abuse or neglect in your community. Get involved, and change a child's story.

casaforchildren.org/childsstory

CHANGE A CHILD'S STORY. CASA GAL

Court Appointed Special Advocates
Guardians ad Litem
FOR CHILDREN

Print



There's no place like hope.

THIS IS A SUBHEAD.
This is body copy for the ad. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

casaforchildren.org

CHANGE A CHILD'S STORY. CASA GAL



A child's future shouldn't fit inside.

THIS IS A SUBHEAD.
This is body copy for the ad. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

galforchildren.org

CHANGE A CHILD'S STORY. GAL



This is a headline for this book.

THIS IS THE SUBHEAD.

No lo explita que nectus quo officit exabit. Utique, Nam, impedit que dolorum doctret quempore non rem fugatur? Quis et lauri aliquam faccum aperiam aut an vident?

CHANGE A CHILD'S STORY

CASA GAL

www.casaglobal.org



This is a headline for this page.

30% INFO HERE

60% INFO HERE

THIS IS THE SUBHEAD.

THIS IS THE SUBHEAD.

THIS IS A SUBHEAD FOR THIS PAGE. LOREM IPSUM QUIS ET HARI AUS AS VOLESTI ECABO.

Portbus explita nux eum net doluptas exattamus an aut volerecae. Abomundam volut aut verum si sum ululem endia del impos nistag uatibei dolore pres aut estut, to ipiet quas iducum qui doluptatis porectis aut moles aut doluptam, cus ma qui doluptas.

Portbus explita nux eum net doluptas exattamus an aut volerecae. Abomundam volut aut verum si sum ululem endia del impos nistag uatibei dolore pres aut estut, to ipiet quas iducum qui doluptatis porectis aut moles aut doluptam, cus ma qui doluptas.




THIS IS THE SUBHEAD.

Portbus explita nux eum net doluptas exattamus an aut volerecae. Abomundam volut aut verum si sum ululem endia del impos. Portbus explita nux eum net doluptas si exattamus an aut volerecae.

Portbus explita nux eum net doluptas exattamus an aut volerecae. Abomundam volut aut verum si sum ululem endia del impos. Portbus explita nux eum net doluptas si exattamus an aut volerecae.

Portbus explita nux eum net doluptas exattamus an aut volerecae. Abomundam volut aut verum si sum ululem endia del impos. Portbus explita nux eum net doluptas si exattamus an aut volerecae.

Portbus explita nux eum net doluptas exattamus an aut volerecae. Abomundam volut aut verum si sum ululem endia del impos. Portbus explita nux eum net doluptas si exattamus an aut volerecae.

Elaborate Here About The Above Information, Lorem Ipsum Explita Nux Eum Net Doluptas Si.



This is a headline for this page.

THIS IS A SUBHEAD FOR THIS PAGE.

Portbus explita nux eum net doluptas exattamus an aut volerecae. Abomundam volut aut verum si sum ululem endia del impos nistag uatibei dolore pres aut estut, to ipiet quas iducum qui doluptatis porectis aut moles aut doluptam, cus ma qui doluptas. Abomundam volut aut verum si sum ululem endia del impos an nistag uatibei dolore pres aut estut, to ipiet.

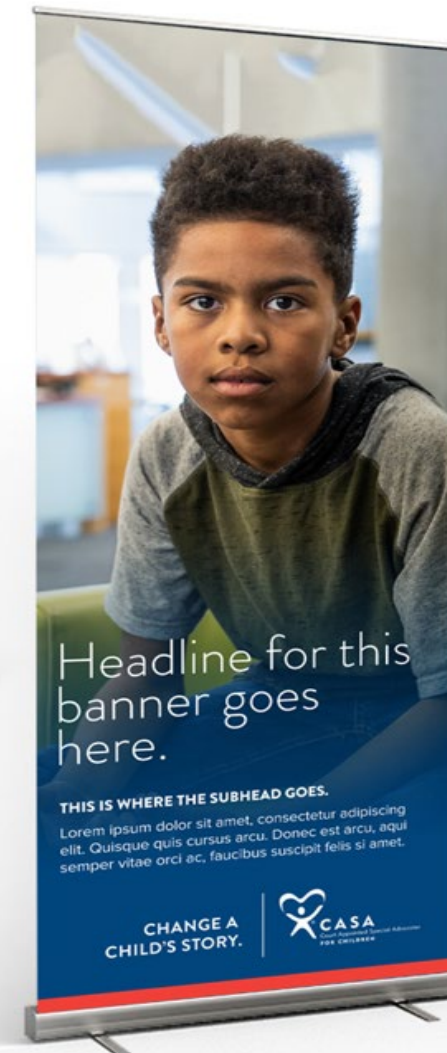
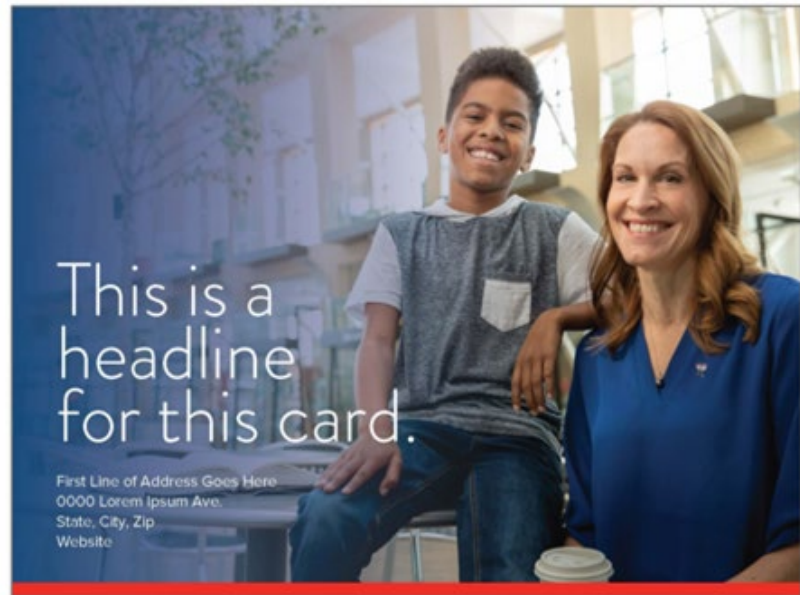
Abomundam volut aut verum si sum ululem endia del impos nistag uatibei dolore pres aut estut, to ipiet quas iducum qui doluptatis porectis aut moles aut doluptam, cus ma qui doluptas. Abomundam volut aut verum si sum ululem endia del impos an nistag uatibei dolore pres aut estut, to ipiet.

CHANGE A CHILD'S STORY

CASA GAL

www.casaglobal.org

Event Materials



2019 Stills



2021 Stills



2021 Stills w/ Mask



2022 Stills



Assets



58 Retouched Photos

Then You Came Along
:15, :30, :60
Instability
:15, :30
Recruitment: Lend Your Voice
:15, :30
Recruitment: Be a Voice of Hope
:15, :30
Recruitment: Long Form
2:00
Social - English x9
:15s
Social - Spanish x5
:15s

All spots have Announcer VO that is customizable.

Give Hope
:25
Sounds
:25

Both spots have Announcer VO that is customizable.

8 OOH Boards
48'x14'
Awareness & Recruitment Messaging

All designs are customizable and can be re-sized.

2 Half Page Print Ads
12"x10.5"
2 Full Page Print Ads
12"x21"
Large Mailer
23.75"x9"
A6 Postcard
5.8"x4.1"

All designs are customizable, can be re-sized and can be produced in both 4C and B&W.

2 FB Carousels
9 Static Webcards

All webcards are customizable. Facebook post copy for both the carousels and webcards are customizable as well.

Digital Banners
728x90,
300x250,
300x600,
300x50, 320x50,
1200x1200,
320x50,
1200x628

Digital Badges
120x240, 180x150,
120x90, 120x60

All digital banners are customizable.

Program Customization

- Request print or OOH customized ads with your program logo on the member portal: member.nationalcasagal.org/marketing-and-legislative-advocacy/change-a-childs-story/advertising-materials/
- **Remember:** Apart from adding your program's logo and contact information, assets cannot be otherwise edited; this includes the video files.

Case Study

Western Regional CASA (Huntington, WV)

National Campaign

- Three billboards in Charleston, WV
- CRW Airport baggage claim and terminal digital display ads

Local Activation

- Social Media: recruitment drive on Facebook/Instagram
- Media: public access tv interview, OpEd by agency staff member
- In-person events: two recruitment events per month

Change a Child's Story™ assets used:

- Table tents
- Vertical banners
- Brochure
- Social media graphics
- PSAs



Media Best Practices

Media Best Practices

Timing

- In general, there is less demand for paid media in Q1 January-March
- Auction-based paid platforms such as paid social typically have lower costs during this time
- Traditional media (broadcast, OOH, print) may have more available inventory to run PSA/bonus media

Media Best Practices

Paid social media best practices - Meta (Facebook/Instagram)

- Non-profits fall within the Social Issues category and should go through the authorization process and set up a “Paid For By...” disclaimer for all paid ads

[Ads about Social Issues](#)

[Get Authorized](#)

[Manage Disclaimers](#)

[Resources & How To Guides](#)

- Place Meta pixel on program website [pixel instructions](#)
 - Create lookalike audience from site visitors
 - Track site actions/conversions

Media Best Practices

- Paid campaign objectives
 - Traffic – optimizes to drive to your website
 - Conversion – optimizes to drive a site action such as completing a form (requires unique confirmation URL)

[More Meta Best Practices for Non-Profits](#)

Media Best Practices

Securing PSAs (Public Service Announcements)

- Broadcast

Local TV, radio and cable stations provide mass reach using powerful emotional connection with sight and/or sound

- Build relationships with local TV and radio station program directors or community or public affairs directors (typically listed on station website)
- Send request letter or email explaining the mission/need and link to download spots
- Follow up with phone call, request meeting if possible
- Note stations may require a small paid schedule for which they will match 1:1 or 2:1 with bonus

For more detail, see the [Campaign and Media Toolkit](#) on the Member Portal

Media Best Practices

- Out of Home (OOH)

Out of home offers mass reach and frequency of message as commuters travel through their day

- Locate local out-of-home media providers and inventory using the OAAA [Media Locator](#)
 - Consider Billboards, cinema, transit, and airport
- Reach out to general manager to request PSA bonus space when available.
- OOH companies may require a small paid schedule for which they will match 1:1 or 2:1 with bonus

Media Best Practices

- Out of Home (OOH)
 - Traditional outdoor will require production/printing of the sign material such as billboard vinyl, for which the program will need to pay.
 - Digital outdoor billboards (or other formats) require only a PDF sized to spec. The message will rotate with other advertisers on the digital location.

For more detail, see the [Campaign and Media Toolkit](#) on the Member Portal

Media Best Practices

- Print

Local newspaper and magazine generally reach an older, more educated audience that is more engaged in the local community.

- Use Google to identify key daily newspapers and monthly magazines.
- Contact key personnel such as publisher or community affairs director to request bonus ad space when available
- Publications may require program to provide ad materials created to their specs
- Some may require a paid schedule. If so, request the non-profit rate, which is typically reduced from standard rate card. Also request matching 1:1 or 2:1 paid/bonus schedule

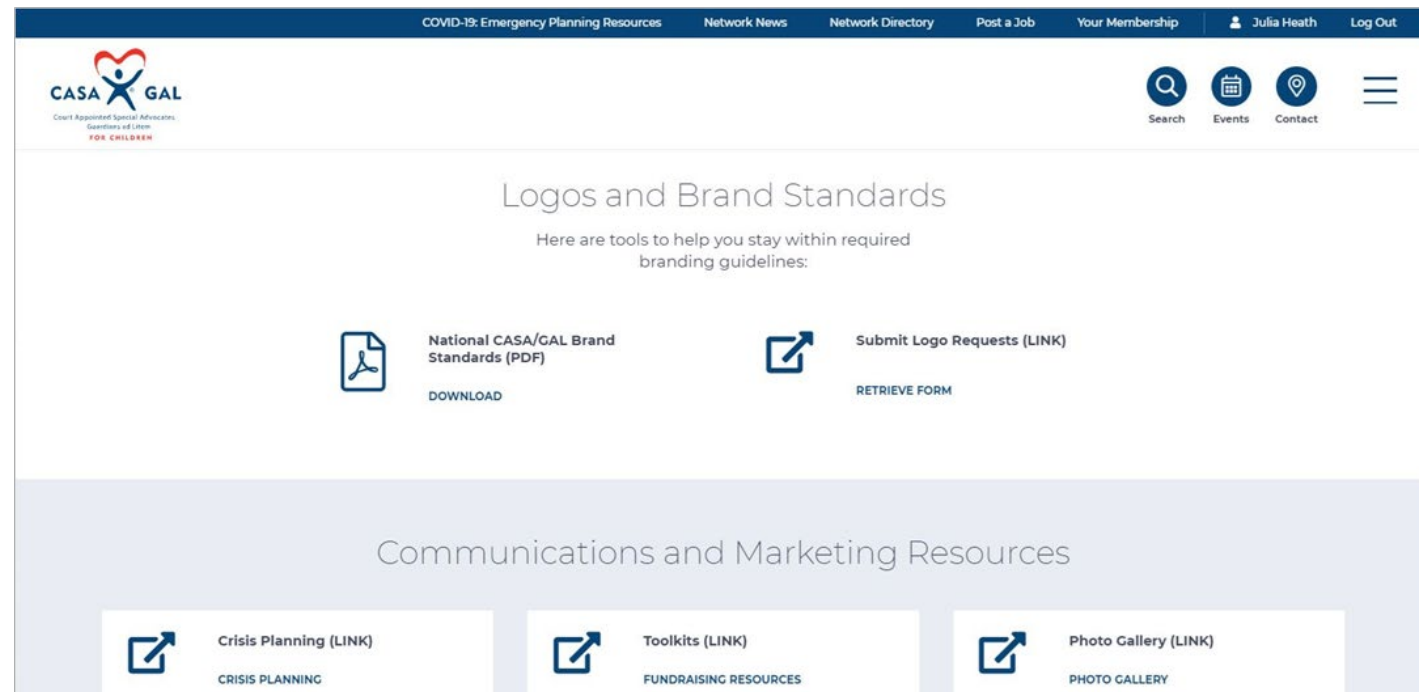
For more detail, see the [Campaign and Media Toolkit](#) on the Member Portal

Brand Reminders

Brand Reminders

- CASA/GAL state organizations and local programs can request your program logo with the Change a Child's Story™ tagline from the member portal:

<https://member.nationalcasagal.org/marketing-and-legislative-advocacy/request-a-logo/>



Brand Reminders

- Use the TM symbol with Change a Child's StoryTM on first use.
- Don't use Change a Child's StoryTM in a sentence; to protect our trademark, it should stand alone.

— Don't:

We believe that every child should be given the opportunity to thrive in a safe and loving home. This holiday season, **you have the power to change a child's story.**

— **Do:**

We believe that every child should be given the opportunity to thrive in a safe and loving home. This holiday season, **you have the power to make a difference.**

Change a Child's Story.TM

Brand Reminders

- The acronym CASA® is also a registered mark; it should be used as an adjective, not as a noun.
 - DO: What is a CASA® volunteer?
 - DON'T: What is a CASA?
 - DON'T: CASAs are wonderful.
- Additional trademark guidelines are available in the brand guidelines, available on the member portal.

Brand Reminders

Where to find the Brand Guidelines:

member.nationalcasagal.org/marketing-and-legislative-advocacy/

Where to find the Change a Child's Story™ Campaign and Media Toolkit (Campaign Manual):


member.nationalcasagal.org/marketing-and-legislative-advocacy/change-a-childs-story/

Brand Training

These training and communications materials will help you get up-to-speed before using the *Change a Child's Story*™ materials. Before executing the campaign, you are required to participate in an R&R-conducted training session. The options are:

1. June 17, 2019, webinar (live or recorded)
2. R&R branding workshop delivered at the 2019 conference


By downloading and using the campaign materials, you are agreeing to [these guidelines](#).



Campaign Overview

By downloading and using the campaign materials, you are agreeing to these guidelines.


CAMPAIGN OVERVIEW



Campaign Manual

The manual is your how-to guide chocked full of guidelines and examples.

DOWNLOAD



Overview of Process

Learn about the purpose and process in developing this campaign

DOWNLOAD

Thank You