

HAPPY FLIPPERS AGENCY

Markus Kemper, Brenna Czekner, Dylan Flynn, Quaid Molino

Situation Analysis

- Happy Flippers Agency
- Lucky Fin Project- non-profit organization that raises money and awareness for people with limb differences.
- Promotes **inclusion, education, and community support**

Target Audience

- Demographic: Children and adults with limb differences and their families.
Psychographic: focusing on empowerment, acceptance, community, and visibility.
- Behaviors: Socially motivated decision makers, low risk- low friction donors, Cause-driven, Group oriented

SWOT

Strengths

- Volunteer Driven Structure keeps costs low.
- Strong, positive online community, with celebrity endorsements that add credibility.
- Strong Brand Alignment.

Opportunities

- Rising public interest in inclusivity and body positivity movements.
- Could expand into partnerships with hospitals, children's hospitals and prosthetic manufacturer.
- Educational partnerships with youth programs or schools to promote awareness.

Weaknesses

- Relies heavily on social media exposure for awareness.
- Limited financial resources compared to larger nonprofits.
- Lack of large corporate sponsors.

Threats

- Larger nonprofits with more funding and social media access.
- Economic hardship could decrease donations.
- Social media issues could impact online out reach which Lucky Fin heavily relies on.

CAMPAIGN OBJECTIVES

- Increase brand awareness by at least 25% through social media engagement.
- Raise a total of \$2,500 in funds for Lucky Fin through a campus event at Bloomsburg University.
- Increase average community engagement on Bloomsburg University's campus by 25% through a variety of partnerships and testimonials.



BIG IDEA AND MESSAGING

LUCKY FIN PROJECT'S INITIATIVE

Lucky Fin Project is a non-profit organization that raises money and awareness for people with limb differences. They are committed to "celebrating the wonderfully made, one 'Lucky Fin' at a time."

HAPPY FLIPPERS AGENCY INITIATIVE

Happy Flippers Agency is committed to spreading Lucky Fin's message specifically in the Bloomsburg community. After conducting research, we saw a shocking lack of understanding from the Bloomsburg community with only 11.5% of students having heard of limb difference so, we are aiming to increase those numbers.

BIG IDEA AND MESSAGING

KEY EMOTIONAL/FUNCTIONAL APPEAL

We will be emphasizing the impact that donations have on families and children through our advertising campaign.

This campaign will feature real stories from people who have been personally impacted by the Lucky Fin Project.

At the event itself, we will encourage people to donate through the use of merchandise and free handouts about limb differences and the impact of donations.

This event will give students the opportunity to support a nonprofit while engaging in community events.

CHANNEL STRATEGIES

Event

Happy Flippers Agency will be creating a fundraising event with the goal to raise \$2,500 for the Lucky Fin Project.

On campus organizations and faculty will be invited to participate. Advertising will take place on campus.

Public Relations

We will be hosting a week long event that creates consistent daily exposure through posters, QR codes and student organizations all of these will encourage peer to peer engagement.

Interactive Marketing

We will be posting flyers around Bloomsburg's campus advertising our event

There will be a variety of QR codes to scan for an interactive element and a prize for finding them all.

Informative Brochure's

We will be handing out brochures to educate our audience about how their donation could impact someone's life. We will be able to show how even the smallest donations have a huge impact.

Crowdsourcing Video Campaign

We will be creating videos to promote our campaign. Including fun social media challenges, ads, stories of people succeeding with limb differences, how donations improve their lives, promote scavenger hunt, and more.

CREATIVE EXAMPLES

Flyer/Scavenger Hunt



Informative Brochure



Lucky Fin Campus Branding Week

- A week long awareness initiative designed to involve students with daily themed activities.
- Motivation Monday: Hear stories with individuals with limb differences
- Testimonial Tuesday: Show short video clips from families supported by The Lucky Fin Project
- Wear Orange Wednesday: encourage students to wear orange in support
- Thankful Thursday: Students write notes of encouragement for people with limb differences

Video Campaign





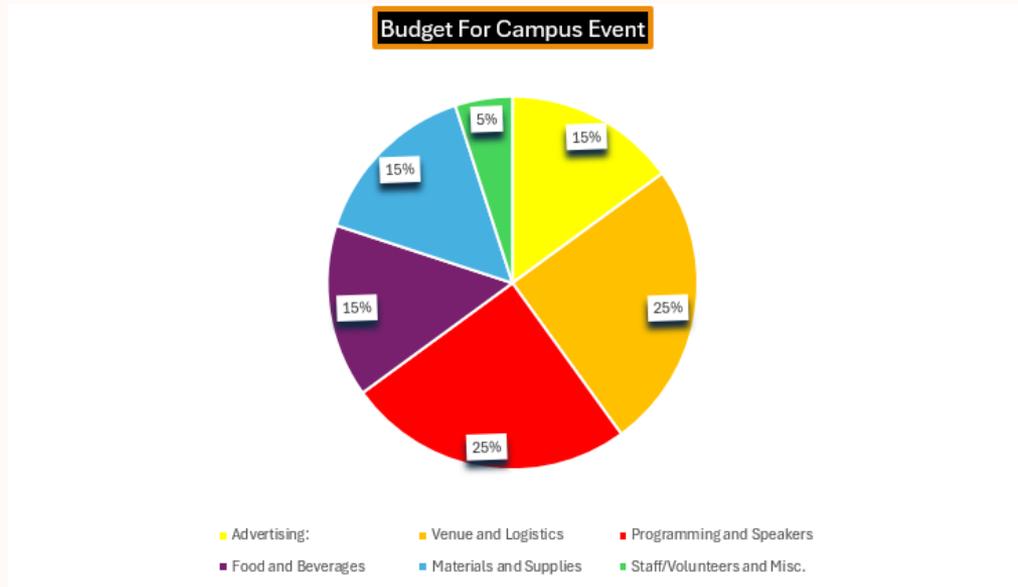
\$65,000

Budget for the Lucky Fin Project
Campus Event at Bloomsburg
University.

BUDGET FOR THIS QUARTER

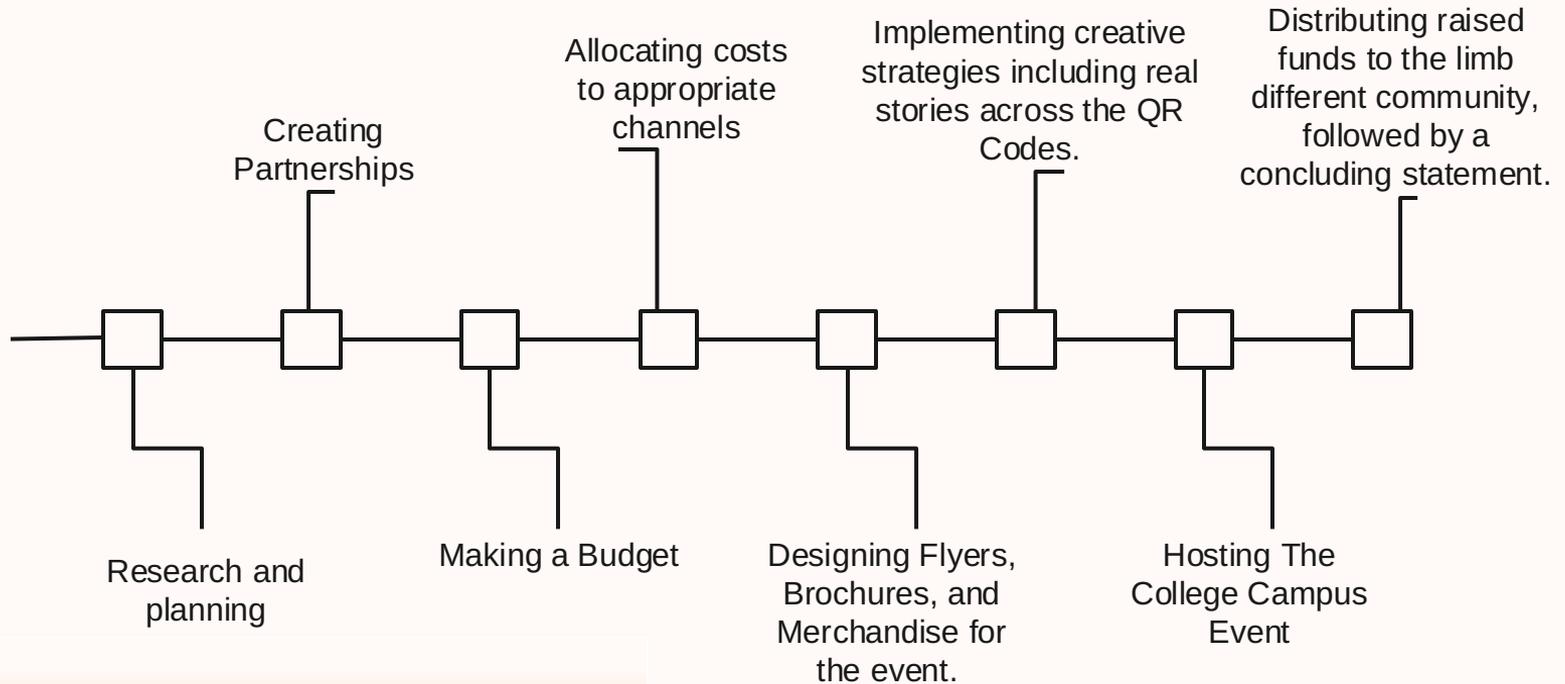
BUDGET

- 15% Advertising (\$9,750)
- 15% Food and Beverages (\$9,750)
- 15% Materials and Supplies (\$9,750)
- 25% Programming and Speakers
- 25% Venue and Logistics
- 5% Staff/Volunteers and Miscellaneous



[Budget Breakdown on Excel](#)

Lucky Fin Awareness Event Timeline



Measurement & Evaluation

Awareness

- Baseline awareness 6.5%
- 300-500 estimated student impressions from posters, brochures and social media.
- 100-150 students reached from the Lucky Fin Campus Week.
- Estimated awareness increase of 15% to +30%, which meets Objective #1(25% increase)

Engagement

- Initial familiarity of limb differences:
 - 61% not familiar, 23% somewhat, 12% aware, 4% very familiar
- Estimated level of participation
 - Campus week participation 75-120 students, brochure interactions 40-80 students
- Total estimated engaged students was 120-200 which exceed Objective #3

Measurement & Evaluation

Event Metrics

- Survey Interest
 - 42 somewhat interested, 7 very interested, 11 not very interested
- Estimated attendance of 30-40 students based on average fundraising events/survey

Fundraising Metrics

- Survey Interest
 - Arts & Crafts – 51, Merch Sale – 31, Walk/Run - 30 votes
- We estimate we will have 19-20 student donors, with an average donation range between \$7-\$12
- Which makes our projected fundraising total \$300-\$400

Overall Evaluation

- Campaign met Objective #1 which increased awareness by 25% through posters brochures, social media and campus week
- Campaign made progress towards Objective #2 with an estimated total of \$300-\$400
- Campaign exceeded Objective #3 delivering an expected 100-200 student engagement outcome

Works Cited

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Lucky Fin CEO's email: luckyfinproject@yahoo.com (Molly
Stenelman)