

# DIGITAL FUNDRAISING CAMPAIGN



# The Brief

- Create a campaign to push WAVE's Digital Fundraising efforts that creatively positions it as the go-to destination for donations/impact.
- This campaign should include at least one long-form article (such as a blog or newsletter) and social media content.

# Campaign Goals

1. Promote Awareness
  - Increase digital awareness of WAVE's mission and impact.
2. Engage and Expand Donor Base
  - Engage current donors and attract new ones.
3. Increase Recurring Donations
  - Convert one-time donors to recurring donors.
4. Boost Online Engagement
  - Enhance online and social media presence.

# Target Audience

Characteristics that make up our targeted audience for this campaign

## INDIVIDUALS

Age: 25-65 years old

Gender: Male and Female

Income Level: Middle to high-income earners

Values:s: Education, Social justice, Equality

Motivations: Desire to make an impact, help others succeed

Lifestyle: Community-oriented, socially conscious, often engaged in philanthropy

Charitable Habits: Regular donors to education and youth causes

Digital Engagement: Active on social media (Facebook, Instagram, LinkedIn, Twitter)

Information Consumption: Follows news on social impact, subscribes to non-profit newsletters

Young Professionals: Late 20s to early 40s, building careers, inclined towards monthly giving

High Net-Worth Individuals and Philanthropists: Regular contributors to charitable causes

## ORGANIZATIONS

Corporate Donors and CSR Departments: Companies supporting educational initiatives

Educational Institutions and Alumni Networks: Universities, schools, and their alumni

Foundations and Grant-Making Organizations: Focused on educational and youth development grants



**\*Big Idea\***

**BE**  
**THE IMPACT**

# Be The Impact

## The Rationale

"Be The Impact" is designed to create a deep, personal connection between potential donors and WAVE's mission. Unemployment in Africa is not just a statistic; it is a widespread issue that affects families, communities, and the continent's future. This campaign will highlight the personal stories and struggles behind these numbers, revealing the pain of unemployment and its far-reaching effects. By sharing success stories of our alumni and the tangible impact WAVE has made over the last 10 years, we aim to show donors the powerful change their contributions can bring. The campaign's emotional appeal seeks to inspire individuals to see themselves as integral to WAVE's success, positioning them not just as donors, but as active participants in transforming lives.

# Be The Impact

## Objectives

1. Increase social media engagement and foster an emotional bond with the audience, driving traffic to the donation page.
2. Build credibility and trust, encouraging potential donors to contribute by demonstrating the real-world results of their support.
3. Boost the number and amount of online donations, converting emotional engagement into financial support.
4. Grow WAVE's digital footprint and expand the donor base by connecting with individuals who resonate with the "Be The Impact" message.
5. Encourage continued support by building a loyal donor community.

# Proposed Copylines

- Join the Wave of Change
- Be a Hero for Tomorrow's Heroes
- Invest in the Future: Donate to Wave Today
- Empower Youth, Fuel their Dreams
- Be the Impact: Support Wave's Journey Today
- Wave Your Support for Education





# Proposed Key Visual



## BE A HERO FOR FUTURE HEROES

In the last 10 years, WAVE has trained over 7,000 unemployed youth, successfully transitioning over 70% into employment, entrepreneurship, or education/training opportunities that double their incomes within one year.

SUPPORT US TO DO MORE  
**DONATE TODAY**

#BE  
THEIMPACT



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# Amplification Plan

Strategic approach to maximize "Be The Impact" campaign's reach and engagement on Digital

1. Digital Promotions and Advertisement
2. Influencer Collaboraion
3. Strategic Content Marketing
4. Personalised Emails/Newsletters

# Digital Promotions & Advertisement

To amplify the "Be The Impact" campaign, we can leverage digital promotions and advertisements across Facebook, Instagram, X, LinkedIn, and Google.

Each platform will feature targeted ads, visually compelling content, and strategic partnerships highlighting WAVE's impact and success stories.

For Meta platforms, we can utilize reels, videos and static image ads. We can drive real-time engagement with promoted tweets and hashtag campaigns on X, while LinkedIn can be used to target professionals with sponsored content and personalized InMails. We can also utilize Google Ads to reach a broad audience through search and display networks.



# Influencer Collaboration

To increase visibility on social media and raise awareness, collaborating with Enioluwa Adeoluwa would be a great choice.

He has a large following with almost 6 million followers across his social media accounts. He uses his platform to advocate for education while pursuing a PhD as a 24 year old. Also, he collaborates with local and international organizations while being an ambassador for some of them.

His influence and alignment with our mission makes him an ideal collaborator to amplify WAVE's "Be The Impact" campaign, which can attract global recognition and drive donations.



Enioluwa Adeoluwa

# Strategic Content Marketing

For this campaign, strategic content marketing will leverage compelling storytelling, educational content, and engaging visuals to increase engagement and interaction with our audience.

We can do this by sharing detailed success stories of WAVE alumni, creating infographics and blog posts on WAVE's impact, and producing emotionally resonant videos.

Most Importantly, short, impactful videos designed for reels will be utilized to increase the chances of virality on social media platforms, maximizing reach and inspiring donations and long-term support.



# Personalised Emails

To enhance engagement and drive donations, we can utilize personalized emails and newsletters to keep donors informed and emotionally connected to the mission.

These personalized emails will include welcome messages, impact updates, calls to action, and thank-you notes, while monthly newsletters will feature success stories, program updates, etc.

We can efficiently do this by naming our donor community with the term, "WaveHEROES".





**THANK YOU**