

# GIVE LOCAL CAMPAIGN – NEW MILFORD CHILDREN'S CENTER

The Give Local campaign was a meaningful project I led as Agency Director at the Western Marketing Association, in partnership with our client, the New Milford Children's Center—a nonprofit dedicated to early childhood education and development.

As with many nonprofits, fundraising plays a crucial role in supporting their mission, and the Give Local campaign, a 72-hour annual giving initiative, provided a critical window to generate donations.

This was one of my first opportunities to lead a full team through a campaign, and I was beyond excited to take on that responsibility. Our agency began by conducting in-depth research to identify high-value donor segments and understand the psychological motivators behind charitable giving. We also reviewed historical campaign performance to inform our rollout strategy.

Rather than approaching this from a traditional creative direction lens, I developed a strategic rollout plan focused on timing, urgency, and audience-specific messaging. After several planning meetings with the client—explaining our proposed marketing efforts and building their trust—I decided the key angle for this campaign would be urgency: emphasizing the time-sensitive nature of the 72-hour donation window.

We tapped into past donor lists, parent email lists, and engaged directly with local community groups on Facebook—targeting parents, local residents, and individuals likely to support educational causes. I created a creative toolkit for our team that included templates for emails and social posts, as well as a visual identity that balanced playful, kid-friendly elements (reflecting the center's mission) with calming colors and clean typography to build trust.

Our preparation paid off. Thanks to strategic pre-campaign messaging and teaser content, we entered the 72-hour window with strong momentum. The campaign ultimately raised over \$11,000—a significant increase from the previous year's \$4,000 total.

Leading this campaign was incredibly rewarding—not just because of the outcome, but because of the impact. Helping a nonprofit double their donations and increase awareness around their mission was a personal highlight in my leadership journey. While it wasn't a creatively-driven campaign in the traditional sense, the strategic execution and team collaboration made it one of the projects I'm most proud of.