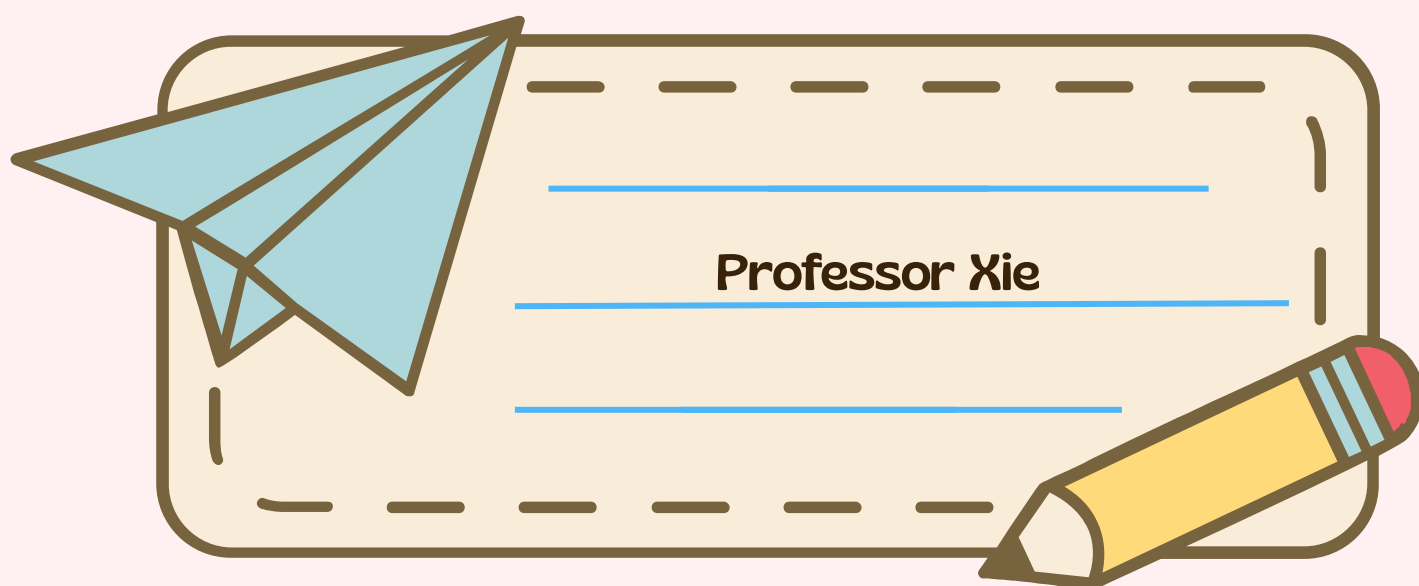




# DCAC's 35<sup>th</sup> Anniversary Campaign



# Meet The Team



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# Executive Summary

To celebrate Dallas Children's Advocacy Center's 35th anniversary, this year-long campaign is focused on increasing awareness, strengthening community connection, and growing donor support. While DCAC plays a critical role in supporting victims of child abuse, public recognition still lags behind similar local organizations. This campaign works to close that gap through a strategic mix of digital media, community outreach, and storytelling that reflects the real-life impact DCAC has made on more than 100,000 children and families since 1991.

Our research identified key audience groups including parents, and higher-income households. These insights helped shape messaging and platform choices that meet people where they are and make it easy to engage. The campaign includes social media, email, events, and storytelling that highlights the heart of DCAC's mission. With a thoughtful media plan, a unique and engaging creative, and a \$3,000 budget, this campaign honors DCAC's legacy while building a stronger future.



# Company and Service Analysis



Dallas Children's Advocacy Center is a nationally recognized nonprofit committed to improving the lives of abused children in Dallas County. It is the only organization in Dallas that works directly with law enforcement to coordinate child abuse investigations and recovery efforts. DCAC is known for its collaborative, trauma-informed approach and its dedication to being child-centered, family-focused, and community-driven.

DCAC provides four core services to support children and families impacted by abuse. These include Criminal Investigation Support, which strengthens cases through collaboration with law enforcement and CPS; Therapy and Advocacy, offering trauma-informed counseling and child-friendly forensic interviews; Education and Training, equipping professionals to recognize and respond to abuse; and Prevention and Awareness initiatives like Child Abuse Prevention Month events. Each service is designed to promote healing, raise awareness, and ensure children are supported every step of the way.



# Consumer Journey



Aware

Potential donors become aware of DCAC through community mentions, social media, or word-of-mouth. They begin to recognize the name but may not know much about what the organization does.

Instagram posts, Facebook event promotions, blog articles, local parent groups, and Google search results.

Appeal

Users feel emotionally drawn to DCAC's mission after seeing impact stories or hearing about local families who have benefited from the organization.

Emotional storytelling on Instagram Reels or Facebook videos, short-form interviews with survivors or staff, and community newsletters.

Ask

At this point, donors need reassurance that their support will be used effectively. They want transparency and simple action steps.

Clear CTA buttons on social posts, email newsletters detailing where donations go, and donation landing pages with stats and testimonials.

Act

The donor decides to give, register for an event, or follow DCAC. They expect the process to be simple and trustworthy.

Easy donation forms, QR codes on event flyers, donation buttons on Instagram stories, and in-person event registration tables.

Advocate

After supporting DCAC, donors are motivated to share their experience and bring others into the cause, especially if they feel personally connected.

Shareable thank-you graphics, Instagram story templates, Facebook posts tagging donors, and testimonials featured on the website.





# Event Analysis

DCAC puts on a few important events each year like Mahjong for a Mission, Aim for Advocacy, and Art for Advocacy to raise money and awareness. But there aren't enough events spread throughout the year to keep the community consistently involved. There's also no clear calendar that shows when events or trainings are occurring, which makes it harder for people to stay connected. DCAC would benefit from adding more public events that are emotional, meaningful, and easy for people to take part in.

## Competitor Analysis

DCAC's main competitors are Dallas CASA, Jonathan's Place, and Community Partners of Dallas. Dallas CASA maintains higher community engagement through frequent events and volunteer opportunities, supported by a public calendar that strengthens visibility. Jonathan's Place is widely recognized for its emergency shelter services, giving it a clearer public identity. Community Partners of Dallas offers donors tangible ways to help, like clothing and school supply drives, which increases donor confidence and impact. In contrast, DCAC's services are often harder for the public to understand, which can make potential supporters unsure of how their contributions make a difference.



# Communication Analysis



DCAC maintains consistent communication across channels, but there are opportunities to deepen engagement. Their email outreach is regular, yet it tends to have low engagement due to a lack of emotional personalization or compelling storytelling. On social media, DCAC is active but not utilizing it to its full potential, typically posting only two to three times per week and missing opportunities to share content that drives engagement. The organization's website performs well in search due to strong SEO, but most traffic comes from people already familiar with the brand, indicating a need to broaden awareness and reach new audiences.





# SWOT



Exclusive partnership with law enforcement; free and diverse services; strong mission.

S

Low social media engagement; limited public awareness; lack of event frequency.


W

Increase outreach, partner with schools/churches, use emotional storytelling.

O

Competitors have stronger visibility and more direct donor communication.

T



# Secondary Research

Our research highlights key donor demographics and what motivates individuals to support nonprofits, both in person and online. Women and older individuals are strong donor groups, making them key target audiences for nonprofits. Households with higher income levels and college degrees are also more likely to give, especially when messaging focuses on long term impact and community change. Parents, especially those with children, tend to be more involved in nonprofit work and show a strong interest in supporting causes that benefit kids.

Other factors also shape donation behavior. Religious affiliation can influence giving, making outreach to faith based communities a valuable strategy. Social trust and networks have a big impact on donating to nonprofits. People are more likely to give when they see their friends or community doing the same, which makes word of mouth strategies especially powerful. Authentic visual content, and emotional appeals such as fear, guilt, or hope help deepen that connection and make the cause feel real and urgent.

# Primary Research



To better understand DCAC's audience, we surveyed 53 Dallas adults (average age 41, 76% women) and conducted 10 in-depth interviews. The research revealed that 84% of respondents had not heard of DCAC, underscoring the need for greater visibility. Those who had heard of the organization were usually connected through healthcare, education, or community service settings. Respondents said they're more likely to donate when the process is quick, the impact is clear, and they see others in their network doing the same.

Instagram was the most preferred platform for discovering and engaging with nonprofit causes, especially among younger parents. Participants also noted that emotional, authentic stories motivated them to give or share content. Emails highlighting success stories or upcoming events were also well-received, especially when sent in the early morning. Overall, participants were drawn to causes that were personal, clear in their mission, and easy to support.

# Biggest Challenges



Low public awareness of DCAC's mission  
and services

Low digital engagement

Few events to build year-round  
engagement



# Objectives

Increase brand awareness by 45% during the 35th anniversary year (measured by social media follower growth)

Boost social media engagement rates by 25%

Expand donor audience by 15%, focusing on recurring giving

# Target Market

Persona 1



Persona 2



“Involved Parent”

“Dallas Community Native”

This campaign targets adults living in the Dallas-Fort Worth area. The first group is aged **mid-40s to late-50s**, has **1–3 children**, and earns over **\$100,000 per year**. The second group is in their **late 20s to early 30s**, earns around **\$75,000**, and likely grew up in DFW with personal ties to local abuse centers.

Both segments **value family and community involvement**. The older group is focused on **parenting and donating to nonprofits**, while the younger group is **social**, active in volunteering, and enjoys attending local events.

Geographically, the focus is on the **DFW area**. Both groups are **heavy users** of Instagram, Facebook, and LinkedIn, making these platforms key to reaching and engaging them.



# Big Idea



## IMPACT THAT LASTS A LIFETIME

**Our big idea of this campaign focuses on the Impact That Lasts a Lifetime showing that DCAC's work doesn't just stop at crisis response, but goes above and beyond.**

**When someone supports DCAC, they're not just helping today, they're helping a child heal for life.**



# Creative Brief

**The Make-** The make of this campaign is designed to increase brand visibility, deepen community engagement, and drive recurring donations by showcasing DCAC's impact through storytelling, events, and strategic partnerships.

**The Feel-** The campaign should make the audience feel emotionally connected, hopeful, and empowered. Through stories of resilience and community support, we want donors and families to feel that their involvement directly changes the lives of children in need.

**The Because-** This campaign is needed because DCAC faces low brand awareness and declining social media engagement despite offering vital services and being the only nonprofit in Dallas that partners directly with law enforcement in child abuse cases. With 84% of surveyed individuals unaware of DCAC, this campaign aims to educate, inspire, and motivate new and existing supporters to take action.

**The Purpose-** The core purpose is to grow DCAC's community of support and visibility by increasing brand awareness by 45% through follower growth, boosting social media engagement by 25%, and expanding the donor base by 15%, with a focus on recurring giving.

**Unique Selling Point-** DCAC's unique edge is its direct collaboration with law enforcement in investigating and healing child abuse cases making it the only organization in Dallas with this level of integration. It also offers free, accessible education and therapy services to children and professionals.

**Emotional Selling Point-** The emotional hook lies in the stories. From heartfelt donor highlights and student-led supply drives, the campaign taps into community pride, compassion, and the innate desire to protect and uplift children in crisis.

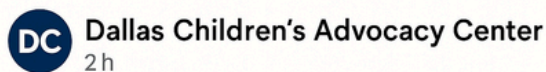
**Brand Personality-** DCAC's brand personality is warm, trustworthy, and mission-driven. It is professional yet approachable, grounded in its community roots, and passionate about protecting children. It speaks with clarity and empathy, acting as both an advocate and an ally for those it serves.

# Content Strategy:

## Phase One: 35 Years Strong: Trust, Care, Justice.

We will kick off DCAC's anniversary by sharing powerful monthly and yearly impact stats to boost awareness and credibility from January 14 - February. This is crucial since over 80% of our participants were initially unaware of DCAC. Post will be simple, eye-catching, and designed to drive curiosity, website traffic, and social media engagement.

To finish up our first phase through March and April, we will shift our focus to DCAC's daily impact in the DFW community and showcasing the unique spaces that makes DCAC stand out such as their therapy rooms, healing services, etc.



Did you know? 95% of DCAC clients know their offender.

Learn how we can end the cycle at [dcac.org](https://dcac.org)  
#DCAC #ProtectKids #EndChildAbuse  
#DallasStrong #35YearsStrong

**95%**  
of DCAC clients  
know their offender



**Every day  
at DCAC**



**6** children share their stories in a forensic interview



**10** children receive trauma therapy



**25** team members work together for one child's



**15** families are supported by our advocates

This is what healing looks like – and it happens here, every day.

Help continue our impact.  
Visit [DCAC.org](https://dcac.org)



# Content Strategy:

## Phase Two:

The Fresh Start Plan is Phase Two of the campaign, running from June through September, and focuses on turning awareness into action by encouraging monthly donations that fund therapy, forensic interviews, and advocacy services. The goal is to show supporters how consistent giving leads to long-term healing for children. Giving tiers \$25 for therapy, \$50 for interviews and advocacy, and \$100 for full recovery support. Messaging emphasizes that healing takes time and that consistent monthly gifts sustain services throughout the year, especially during back-to-school season when many children are restarting their recovery journeys.

To promote the Fresh Start Plan, the campaign uses a mix of paid, owned, and earned media. Flyers with QR codes are placed in churches like HPUMC and local businesses, supported by mentions in services and email newsletters. Weekly social media content highlights giving tiers, shows short videos of impact, and includes countdown posts as summer ends. Staff testimonials and donation milestones add authenticity. Email communications include a launch announcement and an end-of-summer push for recurring donors. Paid media includes Facebook, Instagram, and Google ads targeting keywords like “support child therapy,” while earned media is driven by church newsletters, parent group discussions, and shares from local partners. The clear call to action: set up a recurring gift online or via QR code to fund monthly healing.

**FRESH START PLAN**

**\$25 MONTH**  
trauma therapy

**\$50 MONTH**  
forensic interviews & advocacy

**\$100 MONTH**  
comprehensive care

Help fund child recovery year-round  
DALLAS CHILDREN'S ADVOCACY CENTER

**\$25** Therapy

**\$50** Interviews & advocacy

**\$100** Full care

**Fresh Start Plan**

Sponsor a child's healing journey

“Monthly donors ensure we can provide comprehensive, ongoing support to the children we serve.”

- DCAC FAMILY ADVOCATE



# Content Strategy:

## Phase Three: Inspire Lasting Impact

The final phase of the campaign focuses on sustaining donor momentum and reinforcing DCAC's long-term impact through storytelling and community participation. Centered around the "35 Stories in 35 Days" initiative, this phase highlights real stories of healing, support, and resilience from the children, families, staff, and volunteers who make up the DCAC community. The Giving Tree installation also provides a visual and interactive way for supporters to donate while symbolizing the growing impact of every contribution. This phase aims to convert short-term supporters into long-term advocates by showing the ripple effect of their involvement. Through consistent social media storytelling, email updates, and live Q&A content, DCAC deepens emotional connections and invites followers to reflect on the progress made during the year. By the end of Phase 3, the goal is to leave audiences inspired, emotionally connected, and committed to supporting DCAC's mission well beyond the anniversary year.



# Media Strategy



## Media Objectives:

- Generate 5,000 website views from Google Display ads targeting donors in the DFW area within the next 3 months
- Increase brand awareness among adults aged 35-55 in DFW area by achieving 5,000 impressions through Instagram, Tiktok and LinkedIn within the next 6 months.
- Achieve a video view through rate (VTR) of at least 40% through social media platform ads (Instagram & Facebook) targeting donors aged 35-55 through the next 9 months.
- Leverage social media to share impactful community stories and events, such as The Giving Tree and 35 Stories in 35 days

## Introducing the Three Phases:

Our campaign is structured in three phases to guide engagement year-round and drive measurable impact. Phase 1 focuses on building trust and credibility by celebrating DCAC's 35-year legacy and increasing brand recognition. Phase 2 shifts to community involvement, encouraging donations and participation through events like the Fresh Start Plan. Phase 3 sustains momentum with storytelling initiatives like "35 Stories in 35 Days," aiming to convert supporters into long-term advocates.

## Media strategy:

To ensure visibility and engagement, DCAC content will follow a weekly schedule optimized by platform. Instagram will post three times weekly (Wednesdays, 11 AM–1 PM); Facebook will post two to three times weekly (Wednesdays and Thursdays, mornings and afternoons); LinkedIn will post two to three times weekly (Tuesdays and Thursdays, 10–11 AM). Weekly emails will be sent before 8 AM, aligning with peak parent engagement. This cadence supports consistent messaging across all touchpoints.





# Media Strategy

## Phase One

Phase 1 launches around DCAC's 35th anniversary in January to build credibility and raise awareness, especially since 70% of our survey respondents had never heard of the organization. From January through February, we'll focus on sharing impactful statistics that highlight DCAC's long-standing legacy, driving website traffic and encouraging social media follows. In March and April, content will shift to showcasing daily impact and unique facilities, helping audiences understand the value of DCAC's work in the DFW community.

## Phase Two

Phase 2 focuses on engaging donors through a balanced mix of paid, owned, and earned media. Paid media includes Facebook and Instagram ads promoting recurring donations through the Fresh Start Plan, targeting socially active "Dallas Donors." Owned media efforts include church and business flyers featuring QR codes for easy access to donation details, along with targeted emails. These flyers act as out-of-home touchpoints for potential supporters. Earned media will focus on word-of-mouth through local Facebook groups and email referrals, helping reach untapped audiences in familiar community spaces.

## Phase Three

The final campaign phase leverages storytelling and community momentum to drive year-end giving. Anchored by the "35 Stories in 35 Days" initiative, paid media includes promoted content on Facebook, Instagram, LinkedIn, and Google Search targeting seasonal giving keywords. Owned media keeps current supporters engaged via weekly email newsletters, blog posts, and consistent social content. Earned media encourages churches to share Giving Tree announcements in newsletters and motivates users to repost and advocate online. Together, this mix strengthens public understanding of DCAC's mission and inspires donations.



# Media Strategy

Media Cost Estimates (\$2,700)

Paid Social: \$1,000

Google Search: \$700

Content Creation: \$600

Email marketing: \$300

## Media Calendar

Media	Frequency per week	Timing
Instagram	3	Wednesday's 11AM-1PM
Facebook	2-3	Wednesday and Thursday Early morning and afternoon
LinkedIn	2-3	Weekdays 7AM-4PM *Tuesdays and Thursdays from 10AM-11AM*
Email	1	Many parents check emails: <b>early mornings before 8AM</b>

# Campaign Evaluation



**Increase brand awareness by 45% during the 35th anniversary year**

- Website traffic
- Social media engagement
- Event participation

**Boost social media engagement rates by 25%**

- Measure % increase in engagement rate
- Engagement actions: likes, comments, shares, saves

**Expand donor audience by 15%, focusing on recurring giving**

- Measure % growth in recurring donors
- Conversion rate



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