

**25th ANNIVERSARY
INTEGRATED MARKETING PLAN**

INSPIRE

.....

CELEBRATE

.....

GROW





INSPIRE

25 PHILANTHROPY PROFILES

- Featured in annual report & at annual meeting
- Banners on lampposts for 1.5 year-long display
- Posters hand-delivered to partner orgs for year-long display
- Featured on cover of *County Lines Magazine* Philanthropy Issue + selected profile stories
- Website posts
- Weekly e-announcements
- Weekly social media posts
- Keyword contextual targeting





INSPIRE

TED
IDEAS WORTH SPREADING

April 2019
The Way We Think About Charity is Dead Wrong

Nov 2019
The Future of Giving

- Video talk
- Response Panel
- ChesCo Philanthropy Vision Discussion
- Reception (before & after)



INSPIRE

ELECTRONIC COVERAGE

-Online Searchers:
-keyword
contextual targeting
& CCCF philanthropy
digital ads
via **BRKTHRU** DIGITAL



BRKTHRU DIGITAL

WHAT IS KEYWORD CONTEXTUAL TARGETING?

Target users viewing content with keywords that have been designated by the advertiser.










INSPIRE


VIDEO

1	10 Jordan & Legacy Award Video Clips, 2015-2018	Edit for use online & in social media
2	6 Philanthropy Profile Interviews Pat & John Celi, Aaron Martin, Bob & Jennifer McNeil, Betty Moran, Eva Verplanck, Penny Wilson	Edit individual stories Select clips for inspirational video Create inspiration video
3	Sweet Charity Promo Video	Classic, for current & future
4	TedTalk Video	Highlights of discussions, April 2019
5	25 th Anniversary Video	Edit for 2019 annual meeting, online use & posterity

*Tailor Made Media provides professional grade/edited video.
Supplemented by CCCF staff video from smart phones.*








Joe Accione
Creative

Chris Cotter
Production/Video Engineer

Leigh Green
Writer

Scott Miller
Director




CELEBRATE

SAVE THE DATE FOR Two GREAT EVENTS!




GIVING NEVER TASTED SO GOOD
MONDAY • MARCH 25, 2019

INSPIRE • CELEBRATE • GROW
SUNDAY • MAY 19, 2019













GROW

#1 = 25 new endowed funds

#2 = 25 fund advisors adding 25K, 250K or 2.5M to their legacy funds

#3 = 25 planned gift commitments






GROW

NEW FUND REFERRAL SOURCES /DOOR OPENERS

14 referrals from 6 estate attorneys
3 referrals from 2 wealth managers
4 referrals from 2 current fund advisors
6 created/referred by 3 former board members
1 created by 1 annual fund donor
1 created by 1 C4 consultant
1 created by 1 community partner

