Jennifer Nguyen

A) Ronald McDonald House of Dallas
About: Exists to serve and sustain families when serious illness or injury strikes the most cherished part of their lives, their children. RMHD is the only organization that provides a temporary home-away-from-home for families whose children are receiving treatment for a serious illness or injury at a Dallas area hospital.

Person of Contact: Pliny Gale, Marketing Manager

Agreed NTXGiving Day Campaign

- Project Goal → $31,000 (28% Gain from 2013)
- 3,000 previous supporters received a postcard on Sept 3rd asking them to support RMHD on North Texas Giving Day
- Pre-Write all posts/tweets/emails for live messaging
    - *Content:* RMHD families will be given a family portrait on NTXGD. These photos will be tweeted/posted throughout Sept. 28th.
    - We will release a photo/story approx. every $2,500 raised on NTXGD
    - *Content:* Teasers of family stories
    - *Content:* RMHD will have small TV presence on GMT on the day before NTXGD, and on Daybreak Sept 18th

B) Responsibilities & Timeline
Responsibilities
- My Tasks:
    - Pre-Write all posts/tweets/emails for live messaging
    - Submit content ideas to marketing manager
- RMHD Tasks
    - Send out social media blasts, email blasts
    - For every 2500 raised, release family photo with accompanying story

Timeline
September 12th – Social Media Content submitted via email (See attached document for submitted content)
September 14th – Begin and intensify NTXGivingDay promotion with custom content.
September 15th – Receive feedback. Requested for additional media posts, to promote their TV presence on WFAA.
September 16th – Additional content submitted. (See attached document for additional content)
September 17th – Every 2500 raised, release a family story on social

C) What didn't transpire?
About ½ of my content ideas were used or slightly re-worded for in the NTXGivingDay campaign. Most of my WFAA promotions made it on the Twitter, FB, and Instagram page.

Because of time constraints the other half of social content (required more preparation and involvement) did not make it online.

In the attached documents I've highlighted several ideas that made the cut and which did not. Several ideas that didn't make it were intended to create awareness for the non-profit. The marketing manager suggested implementing several of my ideas after Giving Day.

NTX Giving Day - Social Media Content

"Optional Verbiage"
Description
Platform Options

"Everyone at the RMDH has a story. Help this family un-lock their story!
Here at the RMDH, families are at the center of our cause. We want to share this special family's story with you! But to do so, please join together with thousands of North Texans, this THURSDAY - North Texas Giving Day and donate to the Ronald McDonald House to help families such as these."

- Post a family photo that will be released on NTXGivingDay
- Don't attach their story
- Hint that their story will be released as more people donate on Thursday

Platform: Facebook, Instagram (Map of the world featuring the question)

"Geography Quiz! Ronald McDonald Style.
Often times, RMDH gets visitors from around the globe! One of the families featured in our #NTXGivingDay #Game has traveled (__X__) miles to Dallas. Can you guess where that is in the world? Comment your best guess!"

Platform: Twitter, Facebook, Instagram (Map of the world featuring the question)

*"#**OneWordChallenge – We asked some families staying at the house to describe in ONE word what the RMDH meant to their family.***
Click the video to see what one word they shared! And help many more families by donating this THURSDAY September 18th - North Texas Giving Day #NTXGivingDay!"

- A 15-second video featuring a one-word answer from RMDH guests.
    - Cameraman knocks on room door, asks question… receives a quick answer.

Platform: Instagram, Twitter, Facebook

"The RMDH cooking show"

- Create a video of the volunteers making a recipe for the families.
  Have volunteers talk about their time volunteering, talk about the 3 meals offered at RMDH

Platform: Facebook

“Who we are.”

- Show a photo of a parent hugging his/her child.
- *“In tough times, we are a home away from home keeping families together.”*

Platform: Facebook, Instagram, Twitter

Facebook

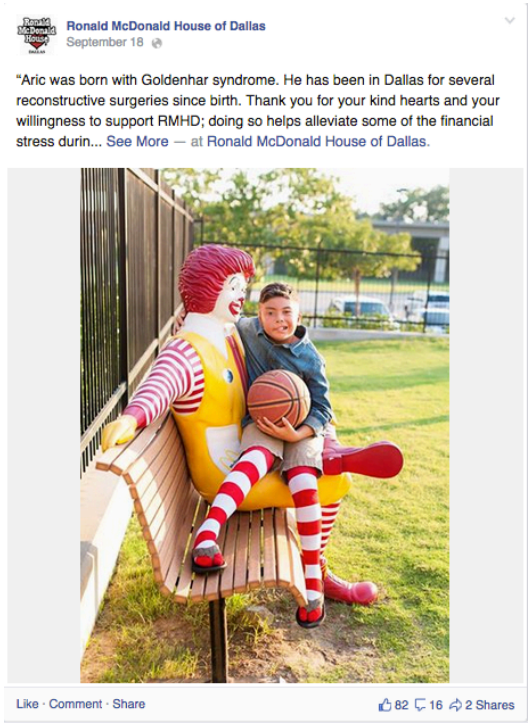
- Engagement increased
  - *Likes*
    - Range: 22 - 88 likes
    - Average: 39
  - *Comments*
    - Range: 0 -16 comments
    - Average: 3.67
  - *Shares*
    - Range: 0 – 2 shares
    - Average: 1
- **Pictures** increased number of "likes and comments"
- **Videos/Info graphics** increased "shares"

Increase in # of likes from:
Day 1→Day 6

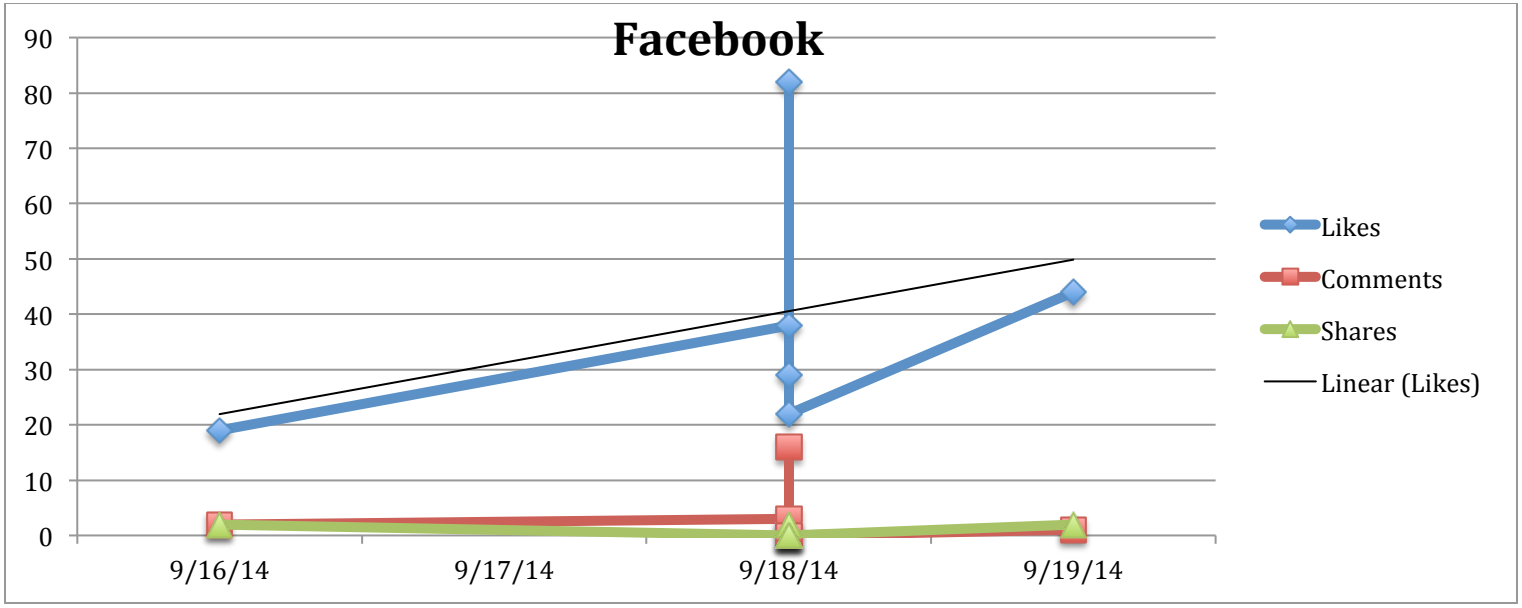
Dates	Likes	Comments	Shares
9/16/14	19	2	2
9/18/14	38	3	0
9/18/14	82	16	2
9/18/14	29	0	0
9/18/14	22	0	0
9/19/14	44	1	2

9/16/14

9/18/14



9/18/14



9/18/14

9/18/14

9/19/14

Look to the Future... After Giving Day:

A couple of my ideas made it to the page after Giving Day!

Ronald McDonald House has since featured more content "inside" the organization. There are features on

- Cooking crew
- Executives
- Family events

Increase user engagement:

- At least 100+ likes
- Consistent comments and share