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Beyond The Rainbow

Form & Function Marketing



The Campaign



- **Where:** LinkedIn
- **Purpose:**
 - Prove that Rainbows For All Children yields exciting and successful results
 - Elicit empathy and trust from potential donors
- **When:** 5 posts, once per week on *Wednesday at 10:30am* (best time to post on LinkedIn)
- **Desired Results:**
 - Ensures that RFAC looks successful on LinkedIn
 - More donors due to trust in the company's abilities and programming, and past success

Two Options for End Goal:

1

FOCUS ON HIGHLIGHTING SUCCESS OF RAINBOWS FOR ALL CHILDREN

If you are not in a place where you want or need a plethora of new donors, I recommend using this campaign just to highlight the success of your programming. In this case, the campaign will be applicable to more people:

1. **Potential employees** who can see that their prospect company does successful work
2. **Potential members** who may use the group for their children
3. **Donors** to get a sense of the company's success; thus eliciting trust that their money will be effectively used

2

FOCUS ON DRIVING DONATIONS

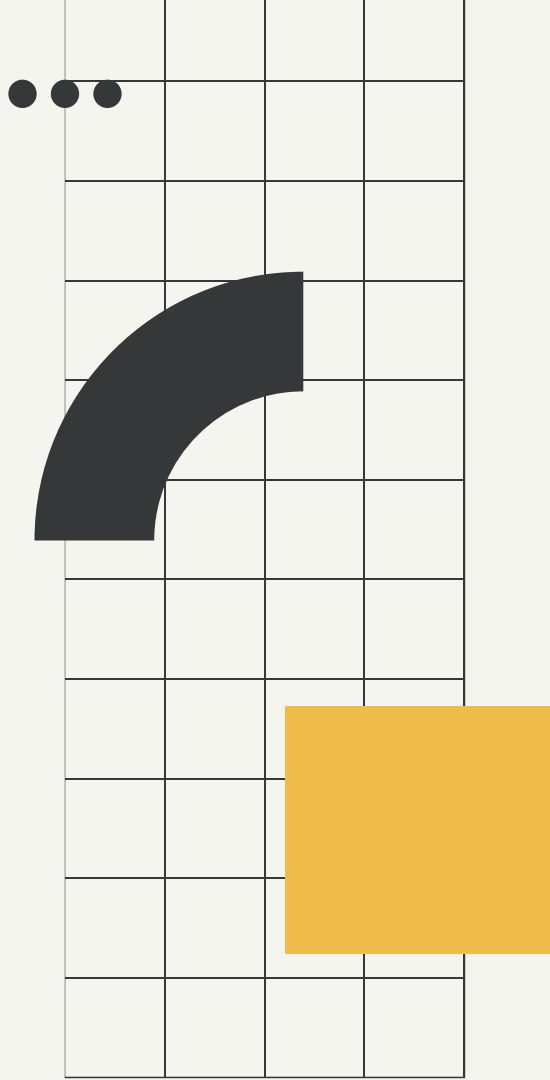
If Rainbows for All Children is prioritizing donations, this can be a donation driving campaign with focus on eliciting potential donors' trust. In this case, make sure your copy:

1. **Includes a place to donate in each post** so that donors can go directly from reading the post content to donating money
2. **Mentions how donations** are vital to the results shown in the Beyond The Rainbow examples, either through the examples or elsewhere in the copy,

”

Copy Samples





CAMPAIGN NAME SUGGESTION:

Beyond The Rainbow

Because we are focusing on folks who have successfully made a life for themselves *beyond* Rainbows For All Children, I think this is a fitting title!



As we continue to take a look **Beyond the Rainbow**, today we find [Insert Name] from Rainbows For All Children class of 'xx.

Insert the graduate's story, with an arc leading from:

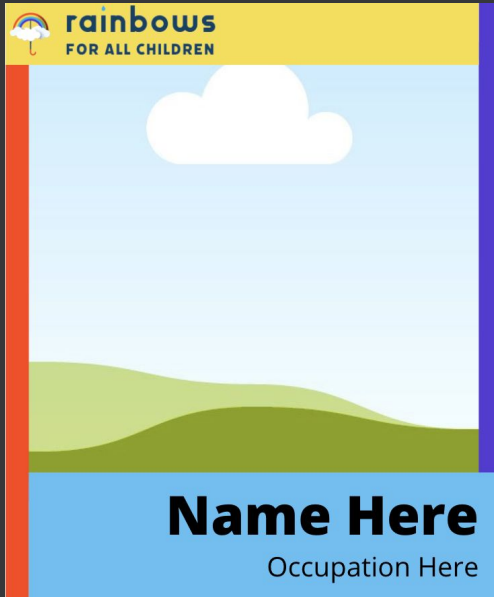
1. What their loss was
2. A pivotal moment from their Rainbows For All Children Experience that changed their life
3. What they do now
4. How RFAC contributed to their success/career

Life changing experiences like [name]'s happen every day at Rainbows For All Children, and...

1. Emphasize the enduring nature of your success
2. Emphasize how donations make this possible

Suggestions: Copy for Captions

Graphic Samples




Option A




Option B



Option C

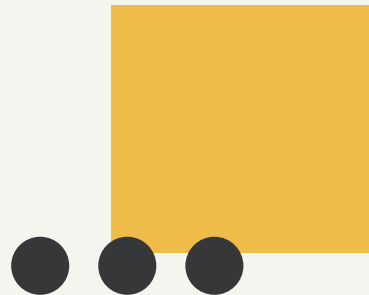


**Or you can use any
number of them to vary
the posts!**



If you would like 5 separate graphics that are similar to those on the past slide, I can create two more so that **each graduate can have their own unique graphic!**

Canva Template Link for Graphics



https://www.canva.com/design/DAFAW1hAwtM/PSYpag005HSjsL1P3UUTxw/view?utm_content=DAFAW1hAwtM&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview





Thank you!

Please reach out with any questions :)

