

California Chapter - TFVC

Digital Marketing Plan (Phase 1)

October 26, 2021

EXECUTIVE SUMMARY

Thank you for the opportunity to present this digital campaign proposal. Critical Mass Digital Media has over 11 years running digital marketing campaigns, online fundraising programs, developing websites and CRMs for political, non-profit, issue advocacy, public and private sector clients.

The Purpose of this digital plan is to facilitate the launch of a **California Chapter of Texans for Vaccine Choice**. Following the successful launch of Floridians for Freedom earlier this year.

Our Goal is to use the strategies, assets, and resources from TFVC & FL for Freedom to quickly develop a digital footprint, and begin onboarding new members and donors through email acquisition campaigns.

We will start by identifying the tools we'll need to facilitate the launch and build our grassroots organization. We will use existing content and platforms used by TFVC to expedite the launch. We'll call this digital marketing plan **Phase 1**.

Objective

The tools we'll need to get started:

- Online fundraising/donation platform - **Anedot**

TFVC uses Anedot for each of its entities. Similar to social media accounts, creating an Anedot account requires going through some steps first like having banking info, a treasurer, address etc.

- Email Marketing/CRM - **ActiveCampaign**
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ActiveCampaign, which TFVC uses for email marketing/CRM for members/donors would be a great solution for starting an email marketing program because it is easy to integrate with websites/donor forms and as it grows you can take advantage of all the built in CRM tools.

- Website - **Wordpress CMS**

Wordpress is ideal for publishing and integrating donation forms and sign up forms that integrate directly with ActiveCampaign.

- Social Media - **Facebook** (we may use TFVC's FB page to begin advertising)

When we create the Facebook page we'll have to jump through Facebook's hoops to get the page authorized for political/social issue ads. This is why we may choose to use TFVC's FB page to get started. The only downside is we will have to onboard those supporters to the new Floridians for Freedom FB Page. **It would be ideal to run this one the new page in phase 1.**

Program Parameters and Scope of Work:

1. Acquire new emails - Develop and execute online advertising campaigns that will acquire new email addresses of supporters who become prospective donors in our online fundraising pipeline. Ads will primary be through Facebook using persuasive messages/creative to drive sign ups on petitions and lead forms.

1. Static and dynamic graphic design and messaging for online advertisements
2. Create forms and landing pages to accompany the ads, collect email sign ups
3. Online ad placement and management
4. Data collection and management of new sign ups in the email house file for donor prospecting
5. CRM management of new prospective donors
6. Reporting acquisition campaign results to the team, strategy for future campaigns

2. Email marketing program to new sign ups - Convert prospective donor to a small dollar donor within 30 - 60 days.

1. Draft email copy, set up email automation for sign ups to receive a "welcome" series of 4 emails
 2. Email 1: Educate prospective donors on the issue & organization
 3. Email 2, 3: Introduction to organization and soft-fundraising ask
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- 4. Email 4: Hard fundraising ask
- 5. Onboard sign-ups to general fundraising program, add to master list

4. Based on performance of Phase 1, work with the team to develop Phase 2

Facebook Advertising

Tentative Flight Dates: July 23 - August 6

Total Budget: \$20,000

Website & Email Marketing Costs: \$4,000

Facebook Email Acquisition Ad Budget: \$16,000

Option A: Facebook Email Acquisition & Facebook Page Likes

Platform	Budget	Estimated Conversions	Target CPA
Facebook - Display Ads	\$14,000	28,000	\$0.50
Facebook - Like Ads	\$2,000	7,142	\$0.28

Option B: Facebook Email Acquisition *Only

Platform	Budget	Estimated Conversions	Target CPA
Facebook - Display Ads	\$16,000	32,000	\$0.50

* Agency fee for ad placement is 15%

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Website

Website - California Chapter (Name TBD)

Our team will review options for organization names, for now we can refer to it as the California Chapter.

For branding, we'll make it similar to FL's site floridians4freedom.org and email acquisition model. Org domains help establish credibility and intent, as an advocacy organization.

Website *Lite*

*Instead of splash page, let's call it website lite. A splash page is one of the main components, however the site needs be able to scale into a robust website as the organization will experience rapid growth.

Content Management System: Wordpress

Key Features:

- Easy to manage media
- Publish content
- Provide & collect information from visitors
- Integrate with other platforms.

Web Pages (Phase 1):

- Home Page - Mission Blurb, Navigation Menu, Donation Button, Header Image, Logo, Signup Form, Link Social Media Accounts, Additional Content
- About Page
- Primary Donation Page
- Petition Page(s)

Website Cost:

Design & Development Expedited - \$3,250

**Website includes 1 year of hosting, maintenance and backups*

Timeframe - 5-10 Days

Additional Cost:

Domains: DOMAIN-NAME.TBD - \$50

Registered for 1 year + SSL w/domain privacy

Email Marketing

ActiveCampaign

I recommend we start with a monthly plan of 25,000 contacts. Once we reach our contact quota we will scale to 25,000 contacts.

Contact Quota	Monthly Cost
5,000	\$390
10,000	\$550
25,000	\$700

ActiveCampaign 1st Month - \$700

Phase 1 Budget to Approve:

Facebook Advertising Budget - \$16,000

Website & Domain Budget - \$3,300

ActiveCampaign Budget - \$700

Total Budget - \$20,000

Next Steps

1. Review and approve proposal
 2. Invoice and payment for Phase 1 ad placement and digital services
 3. Commence website design, content calendar, messages for ads and email, account access
 4. Assist with political social media account set up/authorization. Create social media and email marketing creative assets, content planning, first flight of email acquisition ads and fundraising emails
 5. Launch website & ad campaign live!
 6. Monitor analytics, report results, provide strategic direction/recommendations
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