

ADV 290

Assignment #4: Nonprofit Organization

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Feed My Starving Children

The target audience for the nonprofit organization Feed My Starving Children is wide. Since FMSC is an organization that focuses on providing meals to children suffering from hunger in various parts of the world, there isn't really a specific age range. Their target audience focuses more on psychographics. Some aspects of their target audience include individuals with a passion for philanthropy, those looking to gain leadership or volunteer experience, socially conscious and globally minded individuals, and people with compassion and empathy. Furthermore, FMSC particularly attracts the youth and students, specifically different organizations such as Boy/Girl Scouts, churches/synagogues, National Honor Society, fraternities/sororities, and more.

Brand Insight: Feed My Starving Children is a nonprofit organization that not only addresses the urgent issue of child hunger but also empowers individuals to be a part of the solution, highlighting the powerful change that comes from people caring and working together.


Ad #1: Static Ad



Ad #2: Video Storyboard

Script/writing shown on the board


1



Visual: A wide shot of a FMSC packing facility with volunteers of all ages wearing hairnets, packing meals into boxes.

Text Onscreen: "Feed By Starving Children - Making a Difference Together."


2



Visual: A little kid, looking malnourished and needing help.

Text Onscreen: "One Child's Hope"


3



Visual: Transition to a split screen where the top half shows volunteers packing food, and the bottom half showing children in need receiving the meals.

Text OnScreen: "Our Volunteers. Their Smiles."


4



Visual: A volunteer, Emily, shares her experience.

Voiceover (Emily): "I come here to make a difference. It's more than just packing meals, it's hope."

5



Visual: Volunteer cheering, and happy at all they have contributed.

Text Onscreen: "There is Joy in the Impact."

6



Visual: The static ad.

Text Onscreen: "Be A Part Of The Change"

Voiceover (Narrator): "Feed My Starving Children: Join us and be part of something extraordinary. Be a part of the change."

Ad #3: Third Media Tactic

To engage the University of Illinois students and involve them in the mission of Feed My Starving Children, we created a unique marketing campaign called “Cans 4 Kams.” As there is no packing location near the university, this promotion aimed to harness the student crowds and turn a very popular bar into an opportunity for individuals to participate in the organization.

The advertisement we created will be marketed on the Kams Instagram page in order to gain student awareness. The promotion would take place then at Kams on October 21st, where students would be encouraged to bring canned goods for donation in exchange for money off their cover charge. Photos of students participating and donating cans would be shared on the Kams Instagram page. By leveraging the popularity of Kams among the university students and with the added incentive, it is sure to have a strong turnout. It effectively communicates FMSC’s brand insight and will grow the audience and donations of our nonprofit organization.



