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Camp Kesem at University of Richmond
Giving Tuesday Social Media Marketing Campaign
November 27, 2018

About Kesem:

Kesem is a nationwide community, driven by passionate college student leaders, that supports children through and beyond their parent's cancer. Kesem's flagship program, Camp Kesem, operates over 100 free summer camps across the country for children ages 6 to 18 who have been impacted by a parent's cancer. Camp Kesem at University of Richmond (CKUR) was founded in 2009 and supports children in the Richmond community by providing a week-long summer camp experience and year-long peer support. Camp Kesem at University of Richmond is operated by 40 student volunteers and serves 80 campers ages 6-18 per year. For more information about Camp Kesem at University of Richmond please visit www.campkesem.org/richmond or www.facebook.com/CKUofR.

Giving Tuesday Campaign and Goals:

Kesem's biggest annual fundraising day is Giving Tuesday (GT), which fell on November 27, 2018 this fiscal year. In the 24 hours between midnight to 11:59pm, CKUR's goal was to raise \$15,000 for our chapter (up from the previous year's goal of \$10,000), nearly 17% of our annual fundraising goal of \$90,000. Our priorities also included increasing our number of donations as well as unique donors.

Planning, Creation, and Execution:

Our GT team was made up of our chapter's two co-directors, who oversaw the campaign and provided support when necessary; two development coordinators, who planned on campus events and disseminated fundraising information to chapter members; and two AMP (Alumni, PR, and Marketing) coordinators—my co-coord assisted with email communications, on campus events, and created milestone post captions, while my role included creating our campaign theme and designing all graphics (including countdown posts, digital ads across campus, Facebook cover photos and profile pictures, fundraising milestone posts, power hour announcements, and final total/thank you graphics). As myself and one of our development coordinators were abroad for the semester, the six of us met weekly on Google Hangouts to plan our campaign throughout October and November. On the day of, our social media pages on both Facebook and Instagram posted at each \$1,000 milestone, with captions that included camper, parent, and counselor testimonials from that we'd collected from our chapter throughout November. As the theme I came up with for this year's campaign was Create Kesem, each milestone graphic named a different activity or feeling that Kesem (and therefore donations) helped to create for our campers. Other posting highlights included three power hour announcements, the release of a video from last summer's week of camp created by our videographer and entitled "I Kesem Because...", and a final total announcement. As we'd created the majority of our content in advance, our day-of tasks on social media were fairly stress-free, and consisted of posting our prepared material; encouraging our chapter members to share and post about the campaign on their personal accounts as well as to email friends and family; keeping the chapter excited and energized to keep fundraising throughout the day as benchmarks were reached; and interacting with users on our page.

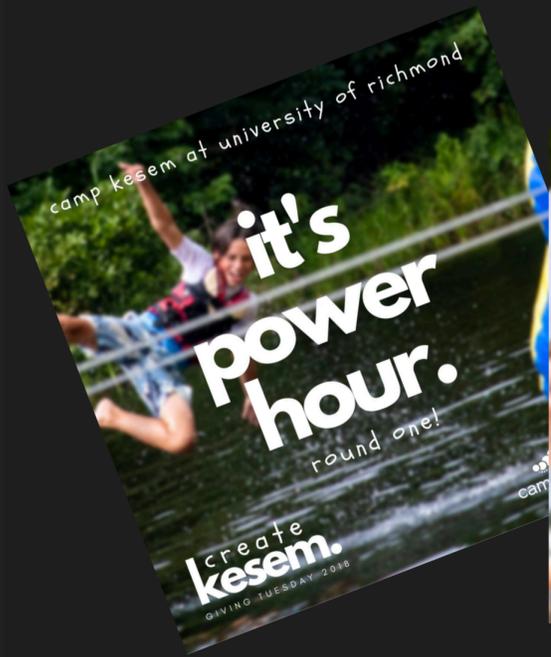


More than just a camp, *Kesem is a feeling*—one that we create out of laughter, love, strength, hope, and a community that will be there for you no matter what. On November 27th, every single one of you gets the opportunity to make another year of that Kesem feeling a reality for 100 kids touched by a parent's cancer. Together, we can

#createkesem.



power hours





"A camper once told me that his dad being sick made him feel like there was a storm cloud raining on him all the time. He arrived to camp angry, upset, and confused about what his family was going through. I checked with him every day, and every day he had found more friends, sang more songs, and smiled more. Before he went home, he told me that Kesem felt like sunshine. We can't stop it from raining, but **Kesem can make a rainbow** in the storm."
-a CKUR counselor

"Camp Kesem has been a godsend to my family through my cancer diagnosis and beyond. To quote my daughter: 'Camp Kesem changed my life.' To have a camp that focuses on the *wellbeing of the children* of those affected by cancer is truly a gift. We are so grateful for our Kesem family!"
- a CKUR parent



"Kesem has changed who I am as a person. **I owe almost all of myself to Kesem.**"
- a CKUR camper



"Strength is a powerful word it means strong and we are super strong; **we are Kesem family.**"
- a CKUR camper



"Kesem has filled me with an overwhelming amount of love. It has brought the most amazing people into my life as well as back into my life. It has provided me with the absolute pleasure of seeing the most troublesome and most closed off children open up to and support others through the most trying of times. It has provided me with unwavering hope that no matter how bad today seems, there is always the promise of a better tomorrow. These children have given me *infinite amounts of love and hope*, and I can only hope that I, CKUR, and Kesem in general has given them the same."
- a CKUR counselor



"Camp Kesem is like nothing I've ever seen. It's so unique in the way that it treats us and the way that it makes all of us feel at home. **It is absolutely life changing.** If you ask anyone at camp if it had impacted their lives outside of camp I am sure that everyone would say yes. It certainly changed my life and I wouldn't give up Camp Kesem for anything in the world."
- a CKUR camper



kesem?



created.

Final Outcomes:

Total amount raised:

\$17,795

118% of our goal

a 21% increase from GT 2017

20% of our chapter's annual fundraising goal

Average donation size:

\$43.70

Individual Fundraisers:

45

Total online donation transactions:

407

a 53% increase from GT 2017

Total unique donors:

296

a 33% increase from GT 2017

Instagram (495 page followers):

Likes: **839**

Comments: **20**

Facebook (760 page likes):

Reach: **3,578** individual users day of,

2,193 individual users the following day

Total Engagement: **2,318**

Reactions: **605**

Shares: **146**

Comments: **22**

Page views: **373**