



CelebrAsians
Social Media Campaign
Asian Women For Health

Eileen Huang, Alexander Wanandi, Stephanie Fong, Esha Jain, Shannon Bucci, Chris Hao Ren

Group 1 (AW1)

An Introduction to AWFH

- Client's Organization: **Asian Women for Health**
- Organization Overview:
 - Peer led organization that focuses on improving health and well being of Asian women
 - Works towards solving individual, community-wide, and structural barriers
- Client's **Purpose**:
 - Provide cancer workshops to communities
 - Health education with a focus on preventative care
 - Connect women on vital health issues and provide them a voice to share their personal journeys to become inspired changemakers
 - Construct an online community to share information and assistance while overcoming language hurdles and time/location constraints
- Events highlighting organization's social cause:
 - The CelebrAsians Fashion Benefit: Provides funds for peer-led support initiatives, breast and cervical cancer education and outreach, and activities that promote intergenerational community and cultural connection among the women AWFH serve.



AWFH envisions the world as one where asian women receive the highest possible level of care and support. They intend to do that through **3** pillars:

These 3 pillars are supported through strategies & commitments

1. Education

Health Literacy and Health Communication

2. Advocacy

Health Equity

3. Support & Reciprocity

Asian Women For Health fosters collaborations and connections



Consumer Related Challenges

- Attract new donors & retain existing donors:
 - In 2020, AWFH raised \$22,745
 - Goal: increase this by getting more small and large donors to sponsor
- Increase attendance levels for future fashion show events:
 - In 2020, registrations for the event was worth about \$3,485 with \$700 in VIP tickets while the rest in individual tickets.
 - Goal: increase the registrations so more funds can be collected from the event
 - A hybrid of in-person and zoom option available
- Get more sponsors to fund the event:
 - In 2020, AWFH had 10 organizations sponsoring their event
 - CHAAO was the largest sponsor at \$2,500
 - Challenge: attract more sponsors while retaining existing sponsors

Competitors & Consumers

African Community Health Initiatives	Health Care Without Walls	Consumers
<p>Non-profit dedicated to support and improve the health of Africans living in Massachusetts by promoting access to quality, culturally competent health and social services through education, research and community partnerships.</p>  <p>AFRICAN COMMUNITY HEALTH INITIATIVES</p>	<p>Non-profit dedicated to providing free, compassionate medical care, education, and advocacy to homeless women and children in greater Boston.</p>  <p>Health Care Without Walls Compassionate care for women and families in need</p>	<ol style="list-style-type: none">1. The clients it serves2. The donors who support it3. The volunteers or staff member4. Focus on individual donors and organizational sponsors.

Strengths:

1. Social media advantages
2. Diverse programs

Org/Followers	Facebook	Instagram
AWFH	1,462	898
ACHI	116	N/A
HCWW	878	292

Weaknesses:

1. National recognition and reputation
2. Intuitive Website Design

\$1,000 – supports daily nursing care
\$500 – buys asthma supplies
\$250 – pays for diabetes kits
\$100 – provides a month of transportation for a mom to visit her newborn in the ICU
\$25 – buys calcium and multivitamins

S.W.O.T Analysis



Opportunities:

1. Corporate social responsibility
2. Government funding

Threats:

1. COVID-19 Pandemic
2. Intense competition

Marketing Goals & Strategy

- Social media campaign on **Facebook & Instagram**
- Ideal for reaching our suggested target market
- Leverage imagery and language that makes its members and/or models identifiable and relatable
- Facilitate a strong virtual community through consistent social media presence
- Emphasize the benefits they offer to potential sponsors



The background features a light gray grid of social media icons including Instagram, Facebook, WhatsApp, Telegram, YouTube, and GitHub. Two thin, black, wavy lines frame the central text on the left and right sides.

Why is Social Media Important?

Brand awareness, increasing customer base,
Connection between existing & new audiences

Social Media Overview



Instagram

Leverage Instagram as a means to gain traction with younger users who can become supporters of events and future campaigns



Facebook

Older population actively use it as a means for communication, news, and social posts, and we can target people with expendable income



Demographics

Facebook is the most popular social media app with “2.23 billion MAUs” (monthly active users) - many of them being older users

Studying Our Consumers

Audience

18-50-year-old
individuals with an
expendable income

Segmentation

Demographic,
Psychographic,
Geographic

Targeting

People who value
charitable organizations
and hope to see results
from their actions

Positioning

AWFH is a niche
organization = specific
benefits for specific
people

Shaping Thoughts

- **Attention**
 - Message personalization and relevance
 - Source Factor: Vividness
 - Emotional Interest, Images, Direct Quotations
- **Reaching Individual Donors**
 - Identifying as AAPI → Identifying with AWFH
 - Finding community, feeling represented and heard
 - Stronger identification with organization → More motivation to donate
- **Reaching Potential Organizational Sponsorships**
 - Capitalize on what AWFH offers potential and existing sponsoring/partner organizations



ASIAN WOMEN ————— FOR HEALTH

**I felt seen and heard
for the first time in my life.**

Until I was a patient myself, I never thought that Asian representation in the medical field would be so hard to come by. Finding a community within Asian Women For Health not only facilitated my mental healing and recovery, but connected me to other members who struggled to receive adequate care from their own healthcare providers. I'm thankful to be participating in this year's CelebrAsians amongst many other survivors.

*Buy your ticket today to see Megan and and our other amazing models in this year's event:
<https://www.asianwomenforhealth.org>*

10th ANNUAL CELEBRASIANS SURVIVORS FASHION BENEFIT SHOW

Shaping Thoughts, Cont.

*4 ways to reach potential organizational sponsorships

Create opportunities to form connections with community members

Addressing accessibility in one's own organization

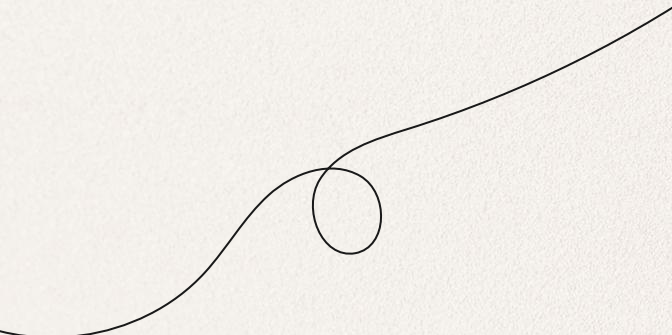


Assisting with the navigation of language barriers

Providing education to better serve AAPI community members

Influence Attitudes

- Focus on creating a unified community where everyone can come together
 - Unity and inclusion are a catalyst
 - Leverage **consistency** and **likeability** to increase ticket sales and donations
 - Common motivator for involvement was through a personal connection
- **Consistency** - maintain current donors
 - Foot-in-the-door
 - Small donations/involvements are first requested, leading to a higher likelihood of larger donations in the future
- **Likeability** - foster personal connections and increase the community's network
 - Word-of-mouth recommendations
 - Strong, active, and consistent social media presence solidifies community feel



*“I came into the group looking to understand how racism impacts the Asian identity. Even though I did not have as much knowledge of the medical aspect, I was still inspired by their dedication to supporting mental health awareness...It seemed hard to carve space for Asian voices, even though the town has a relatively high Asian demographic. Having joined, I found a new space – I’d never intentionally been around Asian voices, but **it felt very right.**”*

- Christina L., 2021 (Current Member & Donor)



Impact Choices

- **Intuitions**
 - Appealing to consumers' hearts
 - Grabbing attention of potential new donors
- **Affect Heuristic**
 - Identifiable Victim Effect
 - Putting an emphasis on stories of members who have come to AWFH
 - Story of one survivor more effective than hard cold statistical numbers
 - Motivated to action towards something that you can connect to
- **Research**
 - Current donors have a personal connection
 - Both individual and organization

Implementation & Evaluation

Meet with volunteers to establish roles & discuss content ideas

WEEK 1

WEEK 6

Post final round of promotional content, emphasize logistical information

Reach out to models for photos - begin designing process

WEEK 2

WEEK 5

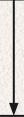
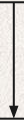
Begin designing post-event content to post once the event has concluded

Begin posting promotional content across IG/FB - continue content creation

WEEK 3

WEEK 4

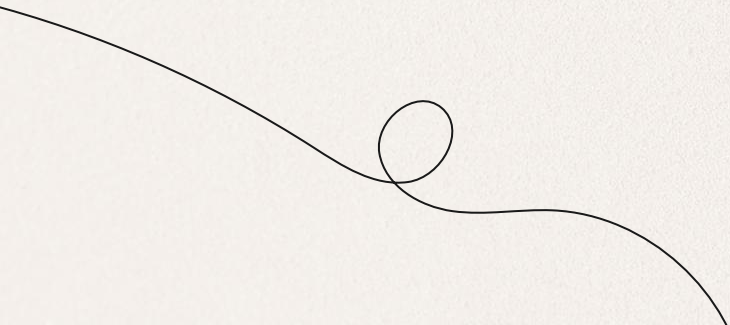
Continue posting promotional content - begin assessing social media insights





Thank you!

Any questions?



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