



Western New England Greenway

Suggested Marketing Efforts



SUGGESTED MARKETING PLAN

1. Online crowdfunding.
2. Social media content calendar.
3. Social media advertising.
4. Website/blog development.
5. Search engine marketing.
6. PR.



CROWDFUNDING

Launch, monitor and maintain a successful GoFundMe page. You will not only reach people with whom you directly share your campaign, but you also have the capabilities of reaching people who share similar interests.

Tips for an engaging campaign:

- Provide regular updates
- Share what's in it for your supporters
- Be grateful
- Use positive words
- Show your passion
- Stress the importance of your campaign
- Keep it short and sweet



SOCIAL MEDIA CONTENT

Create a schedule for regular social media posting to increase your following and promote your GoFundMe page. Posts should be made at least once a week.

Follow pages and local businesses with similar interests. Don't be afraid to share your page on your own personal pages, and also within community groups.

It might be worth it to run a short social ad just for general awareness of your organization and to build up a local audience of page followers/likes. Suggested budget would be \$50-75 for a two-week ad (brand awareness/reach) to a geographically targeted audience.

Facebook also allows the capability for non-profits to request donations directly through your organization's page. Visit <https://donations.fb.com/> for more information for this free service. Also, note that **#GivingTuesday** is coming up soon!



SOCIAL MEDIA ADVERTISING

Generate digital ads that will run on Facebook, Instagram and across additional third party websites affiliated with Facebook.

When advertising, we will choose your audience based on target demographics, behaviors, contact information, and specific interests. The ad objective can vary to include conversions to the website, GoFundMe page. We would suggest creating a landing page within your existing website to tell the story of the organization and include all of the information about the fundraising efforts.

Total cost of social media ads is completely up to your budget. However, we would suggest starting off by spending at least \$ 100 a week. You can test a variety of designs and demographics.



SEARCH ENGINE MARKETING

With Pay-Per-Click advertising, you can gain website traffic by purchasing ads on search engines. You can optimize based on location and search intention, and other factors that play in SEM such as competitors/related organizations. It is an easy way to ensure that your information is in front of the right people at the right time.

Google AdWords gives grants to nonprofits for up to \$10,000 a month. Dan B. has informed us that UHVNHA is registered with Google as a non-profit and qualifies for these grants.



PUBLIC RELATIONS

Reach out to local press! Consider writing a press release to announce the efforts made by the organization and the purpose of your crowdfunding.

You may also consider reaching out to local bloggers and influencers who might be interested in writing a special feature on the Western New England Greenway.

One Eleven Group has worked with the CT Office of Tourism and local tourism offices and can help to promote WNEG within these groups.



Search

Dashboard

Share

Tweet

Donate



Manage your campaign

\$50,000 goal

Campaign created 11 days ago

Donate Now

Share on Facebook

Created October 29, 2018

Western New England Greenway Charity SALISBURY, CT

Funds raised will benefit:

- Upper Housatonic Valley National Heritage Area
Certified Charity
Learn More

Donations

No donations yet. Help launch this campaign and become the first donor.

Western New England Greenway Signs

Share Tweet Be the first to share

Be a Part of Cycling Safety & History!

Do your part to help keep your fellow cyclists safe and on the right path! How can you help? By joining the Upper Housatonic Valley National Heritage Area to raise money for signage for the Connecticut portion of the Western New England Greenway. The Western New England Greenway is a contiguous network of bike routes that connects New York City with Montreal, linking the East Coast Greenway to the Route Verte in Canada. The Western New England Greenway became an official US Bike Route in 2016 and is designated USBR 7.