



United Way of the Greater Chippewa Valley

United Way Marketing Strategy Case Competition 2020

About United Way

United Way's mission is to improve lives and build stronger Chippewa Valley communities by bringing resources together to advance the common good. Its values include making an impact on complex problems by reducing need and increasing quality of life.

We're fighting for the health, financial stability and education of every resident in the Chippewa Valley because we believe that will make our community stronger. When you give to the United Way, you are helping to ensure children enter school ready to succeed, that people in our community will be more financially stable, and that everyone can have the best opportunities for health and wellness. In addition, you are making sure that those facing crisis have access to food, clothing, shelter and basic medical care. The links below provide more information on the United Way and the four main goals that the United Way aims to accomplish.

<https://www.uwgcv.org/building-stronger-chippewa-valley>

[https://www.uwgcv.org/sites/uwgcv.org/files/UW%20Strategic%20Plan%20final-board%20approved%206-2019 Edit.pdf](https://www.uwgcv.org/sites/uwgcv.org/files/UW%20Strategic%20Plan%20final-board%20approved%206-2019%20Edit.pdf)

Current United Way Social Media Pages

<https://www.facebook.com/uwgcv/>

<https://www.linkedin.com/.../united-way-of-the-greater...>

<https://www.instagram.com/uwgcv/>

https://twitter.com/UnitedWay_GCV

Instructions

The United Way, like many other nonprofits nationwide, have felt the effects of Covid-19 on their abilities to serve the community. They have also had the long-standing challenge of reaching the younger generations with their marketing efforts. By integrating social media and other digital marketing strategies, United Way looks to increase awareness and funding for their cause. The general goal of this Marketing Strategy Case is to increase Generation Z's awareness of United Way and its mission. Work with your team to come up with strategies to increase social media following and user engagement, increase United Way brand awareness in the community, and increase new and recurring Gen Z donors. Keep in mind that the United Way is a non-profit and will benefit most from cost-effective marketing ideas for a relatively small marketing team. When suggesting marketing tactics, be sure to include Key Performance Indicators such as Return on Investment as the United Way operates on a strict budget. Additionally, the United Way is a national organization, but your ideas should be focused around the United Way of the Greater Chippewa Valley in Wisconsin. Each case paper should be 5-7 pages (double-spaced, 12 point font). You will be working in teams up to 4.

Judging Criteria

Increase social media following and user engagement (40%)

Brand awareness in the community (30%)

Increase new and recurring Gen Z donors (30%)

Submission Directions

You will have until November 18th at 2:00 PM to submit your case paper as a pdf document to swensolr0331@uwec.edu. In your email subject line please include your university name and UWEC Conference. In your case paper, please do not include your University name to allow for unbiased judging.

Prize Values

1st Place: \$250

2nd Place (2 Winners): \$150

3rd Place (2 Winners): \$100

Requirement: To be eligible for prize money, you must send your updated resume to dainsbrd9587@uwec.edu before your designated time slot.