

AD 2 COLORADO

PUBLIC SERVICE PROJECT

Andrea Shaver | Ad 2 CO Public Service Chair

Diego Rodriguez | Ad 2 CO Vice President

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SELECTION PROCESS



SELECTION CRITERIA

- Measurable results

- Client relationship

- Socially-relevant impact

- Celebrates spirit of Colorado

METHODOLOGY

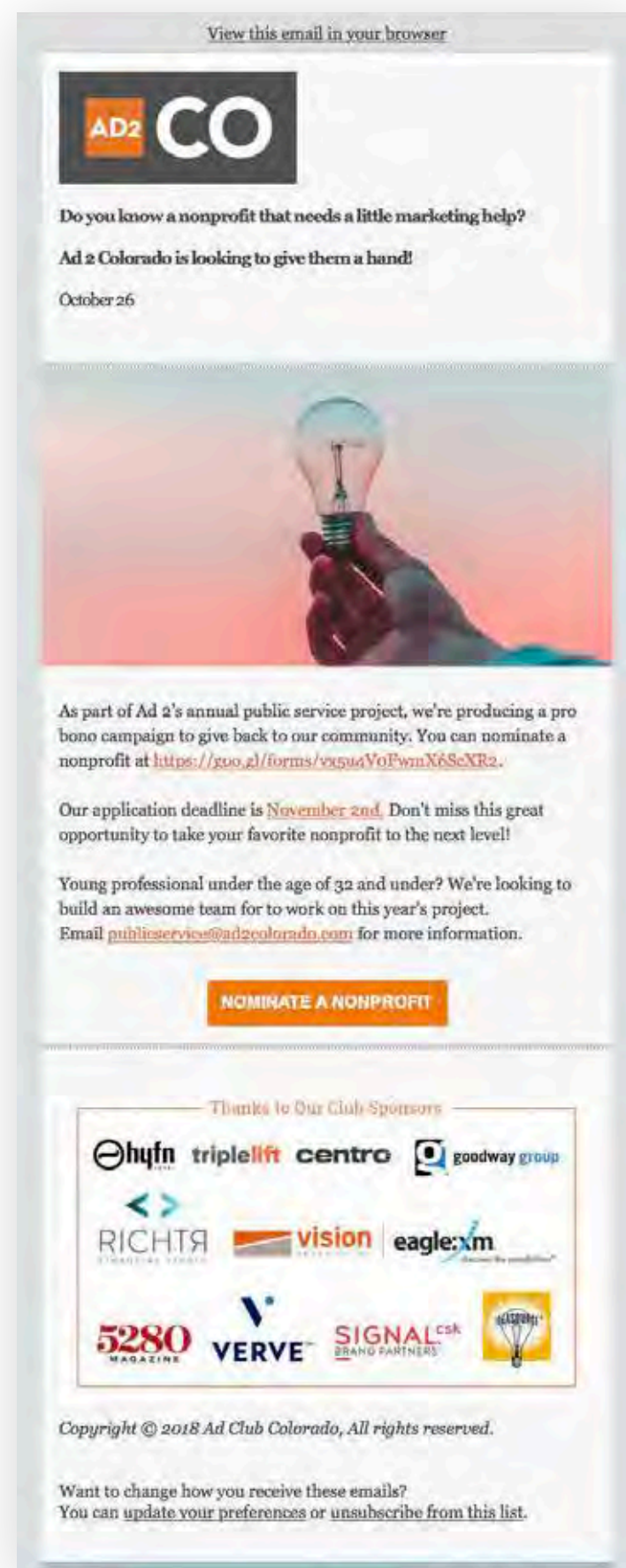
AAF NEWSLETTER



26 NOMINATIONS
FOLLOWED UP WITH PERSONAL EMAIL



17 TOTAL APPLICATIONS



Ad 2 Colorado Public Service - Nonprofit Recommendations

NOMINATIONS ARE NOW CLOSED

Thank you for recommending your favorite non-profits that we should reach out to as potential partners for the Ad 2 Colorado 2018-2019 Public Service campaign. You can submit this form as many times as you would like if you have more than one nonprofit to nominate.

Questions about our Public Service project or under 32 and interested in becoming a member of the team? Please email publicservice@ad2colorado.com.

* Required

Non-Profit Name *

Your answer

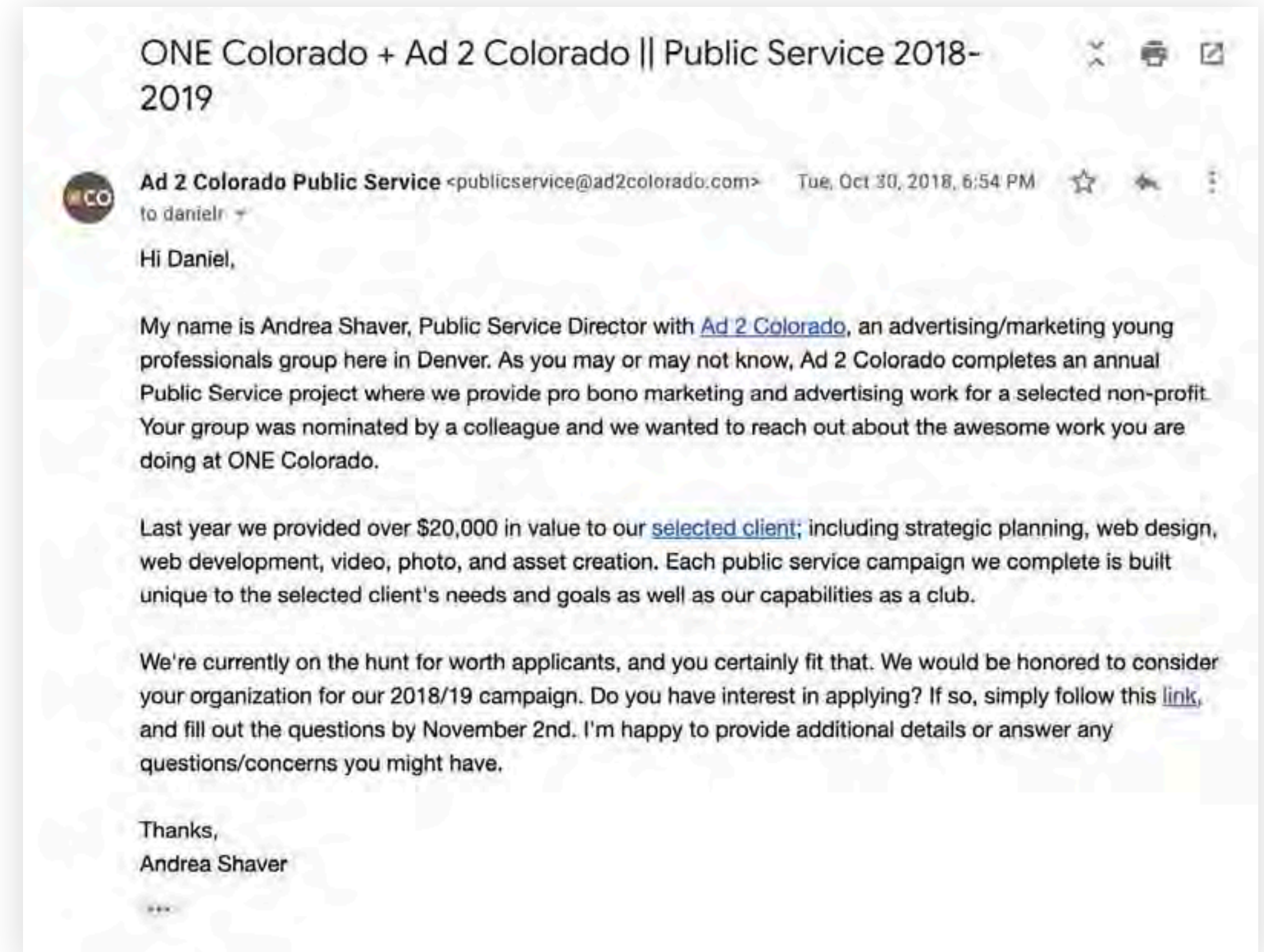
Do you have a connection at this non-profit? *

Yes

No

NEXT

Never submit passwords through Google Forms.





MILE HIGH WORKSHOP



WOMEN'S WILDERNESS



ACCESS HOUSING



A LITTLE HELP



MIRROR IMAGE ARTS

since



1998

Women's Wilderness



Share a path. Find your power.



GIRL'S PROGRAMS

Over 120 girls
every year

Helping girls **discover their best selves** and feel good about who they are

50% receive need-based financial aid

NEVER TURNED DOWN

A GIRL WITH FINANCIAL NEED

SO HOW DO THEY DO IT?
FUNDRAISING



WHAT IS SUMMIT SISTERS?

Annual Retreat, hosted
in the Rocky Mountains

Teaching **valuable skills**
to women

A **huge fundraiser** for
the client, supporting their
girls' programs

EMPOWERING

DIVERSE WOMEN IN OUR COMMUNITY

CONFIDENCE

IN THE OUTDOORS

1


1

CONFIDENCE

IN THE BOARDROOM

CONFIDENT WOMEN

ARE THE BOMB



CAMPAIGN OBJECTIVES & KPIS

- Raise \$18,000 for scholarships

- Increase full price registrations

- Maintain sign-up numbers

- Expedite the sign-up timeline

CHALLENGES

\$399

PRICE POINT

FIRST-TIME
ATTENDEES



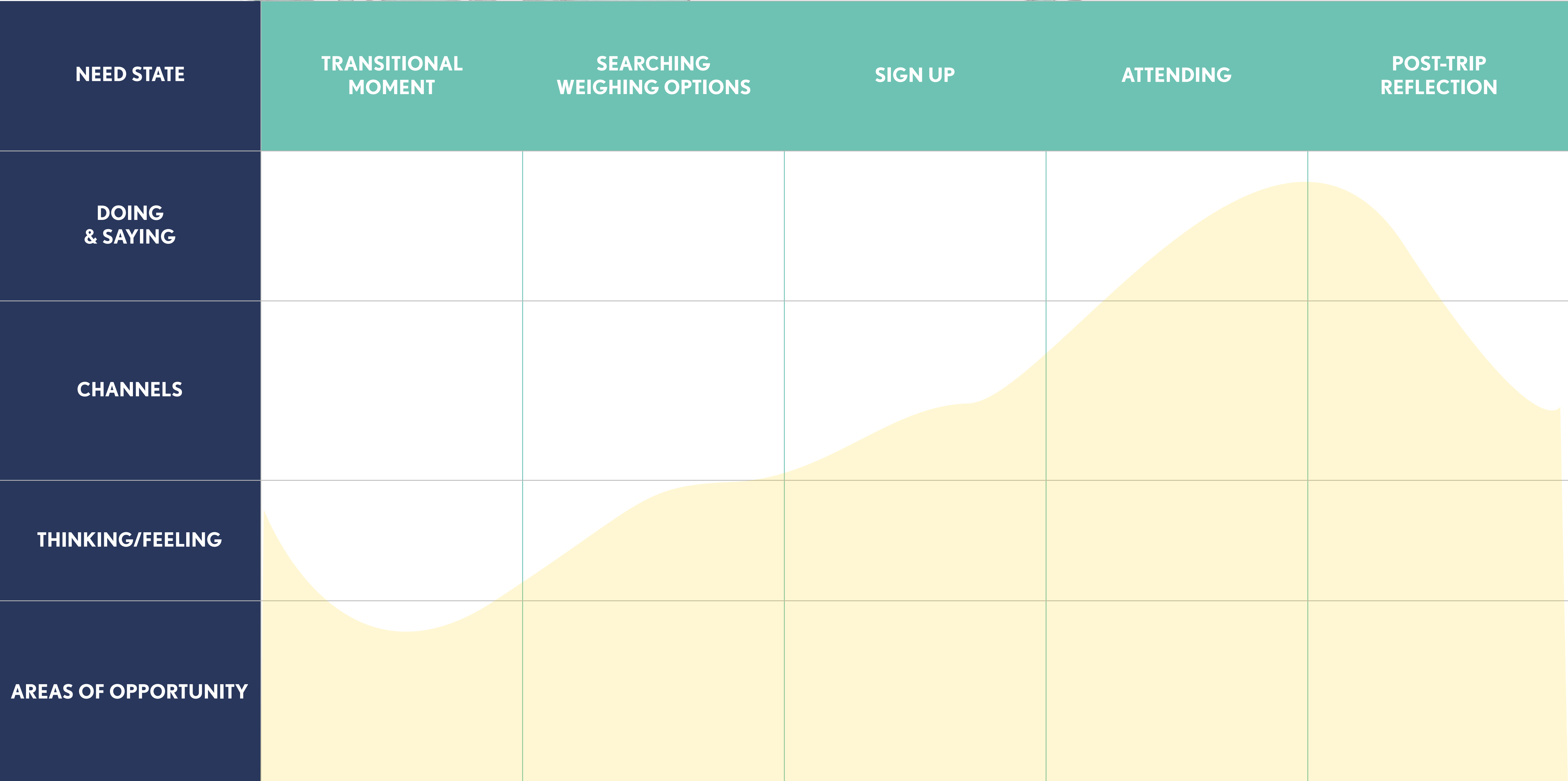
CAMPAIGN TIMING +
PERCEPTION

JOURNEY MAPPING SESSION

Identified & discovered
potential target audiences



Client collaboration and
campaign strategy



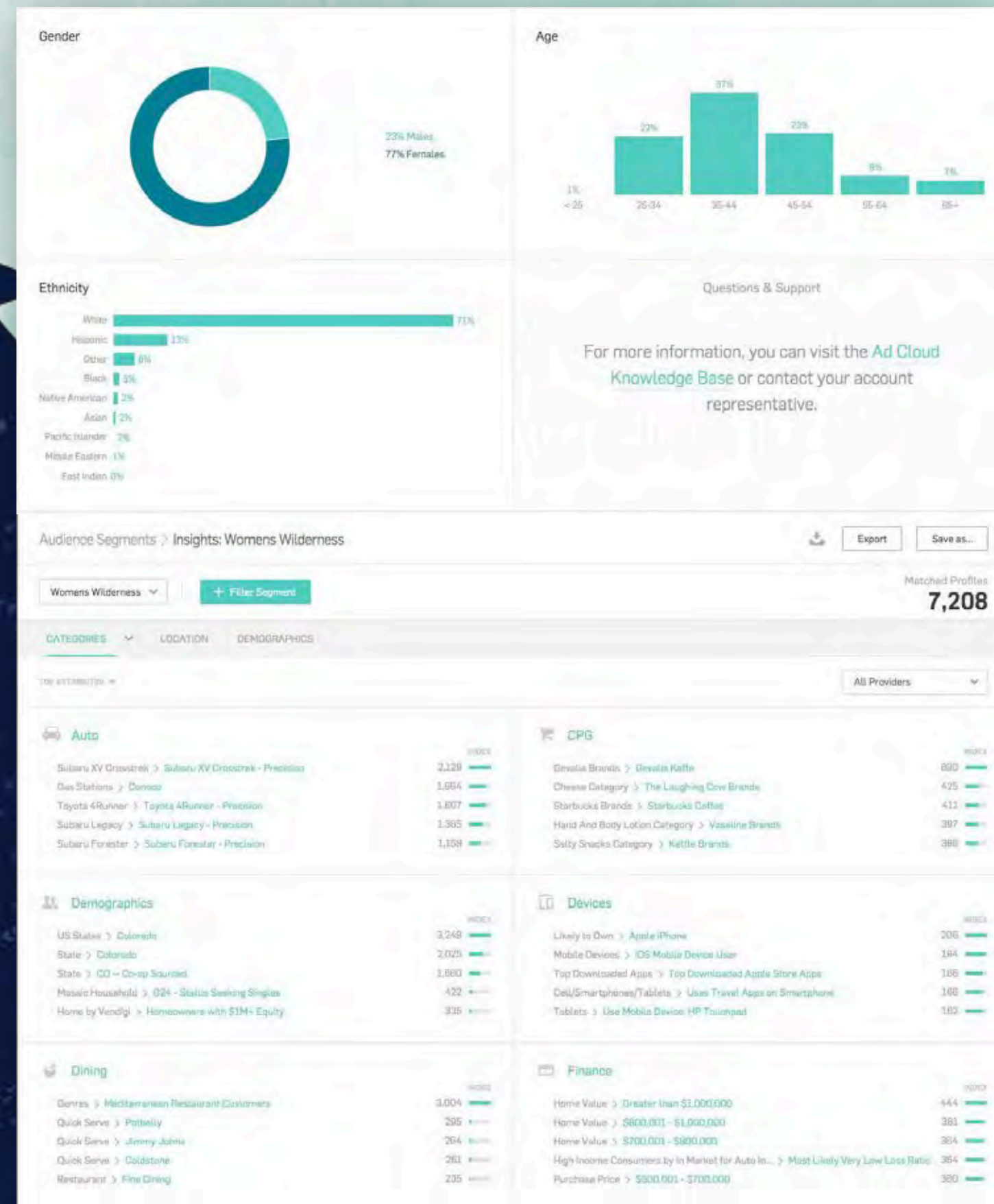
NEED STATE	<div style="display: flex; justify-content: space-between; padding: 5px;"> TRANSITIONAL MOMENT SEARCHING WEIGHING OPTIONS SIGN UP ATTENDING POST-TRIP REFLECTION </div>				
DOING & SAYING	"What is next for me?"	"I need a break from my every day to get refreshed"	"I'm going to do it! I wonder who will go with me?"	"These workshops are so incredible! I'm bummed I can't try them all."	"I'm so glad I took a leap of faith for this experience"
CHANNELS	<ul style="list-style-type: none"> - At home - At work - Out with friends - Online & social media 	<ul style="list-style-type: none"> - At home - At work - Online & social media - Google/Facebook search 	<ul style="list-style-type: none"> - At home - At work - Social media 	At Summit Sisters	<ul style="list-style-type: none"> - At home - On social media
THINKING/FEELING	Anxious, Lost, Bored	Excited, Curious, Preoccupied	Relieved, Nervous, Excited, Energized	Open, Relaxed, Free, Vulnerable	Reminiscent, Proud, Excited
AREAS OF OPPORTUNITY	Content creation & posts that speak to this insight	Influencer posts Early bird discounts	20% off for you and a friend Group registration promos	Give out information on registration for next year Have surveys on site	Facebook Groups for each Summit Sisters alumni group Social hashtags

AUDIENCE DISCOVERY PROCESS

Target Segmentation: Ashley, 27 year old millennial
Notes from session: Ashley, 27 year old millennial, has big career goals, looking to escape the everyday a bit, looking to enhance the best versions of themselves, has financial pressures

Needs	Transitional Moment	Searching	Reaching Out to Friends	Sign Up	Trip Prep	Attend	Post Trip Reflection	
Doing & Saying	<ul style="list-style-type: none"> “What’s the next big thing for me?” “Am I doing what’s best for myself and my career?” “I just had something really big change in my life and I want to establish the way I feel about myself. What is the best way to do that?” 	<ul style="list-style-type: none"> “Mmm, I know that I want something different from my normal day-to-day activities” “There are quite a few women’s meetup groups in Denver” “I know some things that I like to do, but I’m really searching for something that would be an individual and community moment” 	<ul style="list-style-type: none"> “What is the cost?” “Are there any deals?” “I wonder who else might go..” “That date works for me” “What if I don’t know anyone there?” “Is this the best opportunity?” 	<ul style="list-style-type: none"> “Let’s do this thing” “I’m so excited!” “This is going to be life changing for me” “I wonder what other types of people are coming?” “Go Meet New Friends and network” 	<ul style="list-style-type: none"> “Why did I sign up for this? I don’t even know what to pack!” “What activities do I want to do?” “I wonder what other types of people are coming?” 	<ul style="list-style-type: none"> “I’m so glad I took a leap of faith for this experience!” “I have a better understanding of who I am as a person” “The range of workshops was incredible. Only sorry I couldn’t get to them all.” “I loved Jesse’s workshops and also the free dance workshop. Also loved the Sound Bath and the evening of Storytelling. The Sunday morning trail run was great too. For other workshops, sometimes I think the presenters are not well prepared or well qualified. For example, the social justice workshops fell short of my expectations. We need people with systematic viewpoints on social justice issues, not just people with personal grievances. We need to “elevate” the level of thinking and not just commiserate.” “I loved all my workshops with Jesse. Not only were they a blast, but I feel much better prepared to survive outside if something goes wrong. Traveling in Bear Country was also really helpful.” “I was dizzy from the elevator!” 	<ul style="list-style-type: none"> “I’m bummed I have to go back to the grind of my every day. This weekend was so great.” “I was going for myself, but I love the community of women that I met” “I feel stronger after attending Summit Sisters” “This weekend was magical!” “The vulnerability, authenticity, strength, and softness offered by these women this weekend was magical!” “The “safe space” you all provide is like nothing I’ve experienced anywhere else.” 	
Channels	<ul style="list-style-type: none"> At home At work Out with friends Traveling for work Facebook/social media Online WOM 	<ul style="list-style-type: none"> At home At work Out with friends Search Google Facebook Instagram Meetup 	<ul style="list-style-type: none"> At home At work Women’s Wilderness Website Landing Pages Emails Social media Coffee shops Hanging with friends 	<ul style="list-style-type: none"> At home At work Women’s Wilderness Website Landing Pages Emails Social media Coffee shops Checking emails 	<ul style="list-style-type: none"> At home At work Women’s Wilderness Website At work Women’s Wilderness Website Checking emails At meals 	<ul style="list-style-type: none"> At Summit Sisters! In lodging In the woods At activities At meals 	<ul style="list-style-type: none"> At home On social media (FB, Insta) Checking email On FB groups 	
Thinking/Feeling	<ul style="list-style-type: none"> Anxious Lonely/Left Bored Determined Motivated 	<ul style="list-style-type: none"> Excited Curious Preoccupied 	<ul style="list-style-type: none"> Worried Conflicted Excited Hopeful Eager Hopeful 	<ul style="list-style-type: none"> Relieved Nervous Excited Energized 	<ul style="list-style-type: none"> Focused Relaxed Determined Nervous 	<ul style="list-style-type: none"> Open Relaxed Proud Brag-a-docious 	<ul style="list-style-type: none"> Ruminant Proud Brag-a-docious 	<ul style="list-style-type: none"> Relaxed Excited Hopeful
Areas of Opportunity	Content Creation	Search Engine Optimization Dedicated Social Channels	Early bird discount Retargeted social Influencers	20% off for you and a friend Referral program Social posts to share sign up Immediate connect with social	Packing tips Online community	Handout information about next year Give information on other girls Programs & volunteer opportunities? Talk about ways to stay connected?	Dedicated social channels Social hashtags “A contact list given out at the end would be great, maybe with what everyone does for a job? It’s always hard to find women to work with or to refer to in the work place and this is a great pool of women.”	

JOURNEY MAP DATA



ANALYZE EMAIL LISTS (QUANTITATIVE DATA)

What was your most meaningful or valuable experience at Summit Sisters?

19 responses

Social justice workshop

The social justice workshops, chatting over meals

1) to get away in the nature 2) to connect with other likeminded women 3) to attend some useful workshops

Being in true community with an array of talented, interesting, open-hearted women.

the workshops

Rites of Passage workshop

All. I felt safe, secure, relaxed, and inspired.

The deep and intimate connections with complete strangers, the healing power of nature, and the inspiration curated in the workshops I attended. And the blessed surprise opportunity to teach a yoga class! What a gift to share my love of breath and movement with other women in a beautiful setting!

I love all of it! I especially liked the social justice theme of this year.

Asking for what you really want - this workshop resonated with me in my current struggle to figure out what I want for the path of my life. Social justice workshops - these reminded me of racial justice work I used to do in Baltimore and have neglected lately in my life. I want to re-engage in this kind of work.

QUALITATIVE SURVEY DATA

OUR TARGET AUDIENCE



Female
26-40
Denver Metro

About Her:

Working professional, goes to therapy, does yoga, has a dog, likes to hike, and does it all on repeat!

INSIGHTS:

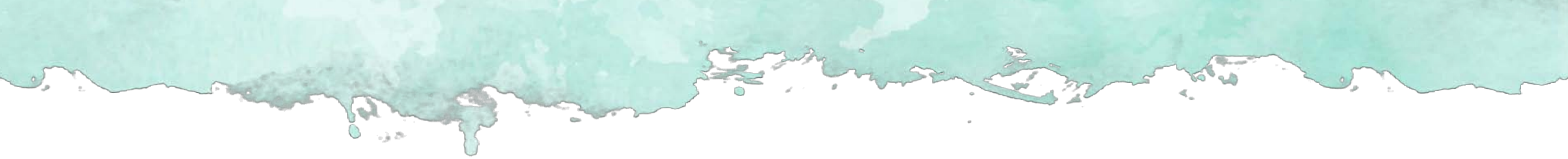
She is trying to break out of the mundane

Searching for personal meaning/purpose (time for herself)

She believes this is her year to spark a transition



THE EXPERIENCE AT SUMMIT SISTERS IS
LIFE-CHANGING



YOGA COOKING MEDITATION CAMPING
SURVIVAL ENERGY CONFIDENCE VOICE AMBITION FREEDOM ART
POETRY OPTIMISM
PATIENCE COURAGE WRITING
MUSIC SISTERHOOD PURPOSE MAPPING
HIKING YOU AUTHENTICITY EMPATHY INSPIRATION NAVIGATION
STORYTELLING FIRE BUILDING BACKPACKING

MESSAGING

Campaign One



Campaign Two



Campaign Three



SUMMIT SISTERS RETREAT



20

19

CLAIM YOUR SPACE



2ND ANNUAL
SUMMIT SISTERS
 JUNE 2ND - 4TH 2017



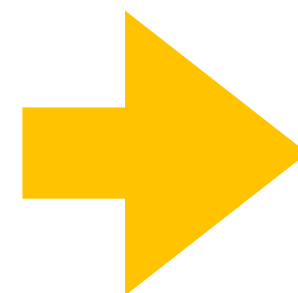
Imagine a heart-opening weekend,
 new friends, outdoor partners...

Our classes and experiential workshops include:

- **Deep nature connection** - tap into your connection to the earth in powerful ways.
- **Connection to your body** - yoga and somatic practices.
- **Inspiration and calling** - creating your own small business, finding your professional path.
- **Competence and outdoor skills** - baking backpacking pizza, packing a comfortable backpack, building a first aid kit, using a map and compass.

Summit Sisters provides a safe and supportive space to learn new skills and experience the kind of connection you don't get in everyday busy life! This event is for anyone 18 and over who identifies as a woman.

THIRD ANNUAL SUMMIT SISTERS, June 22nd thru 24th, at Meadow Mountain Lodge in Allenspark, Colorado. Enrollment includes workshops, camping or tent cabin, and meals.



A WOMAN'S POTENTIAL IS
 BEAUTIFULLY LIMITLESS.
 ALL SHE NEEDS IS THE SPACE.



Summit Sisters is an immersive weekend retreat and a safe space for anyone 18+ who identifies as a woman, to connect with others, with nature, and to reconnect with herself. Your space awaits you. It's time to claim it.



4TH ANNUAL SUMMIT SISTERS RETREAT

JUNE 7-9
 2019

\$399
 REGISTRATION

MEADOW MOUNTAIN RANCH
 ALLENSPARK
 COLORADO

Three days of phenomenal speakers, workshops and deep connection with nature and community. Enrollment includes all workshops and activities, camping or tent cabin, and meals.

HOSTED BY
Women's Wilderness
 Share a path. Find your power.

REGISTER NOW AT SUMMITSISTERS.ORG

SO HOW DO WE BEST REACH OUR

TARGET AUDIENCE

WITH OUR \$1,500 BUDGET?



Cara
Female
27, lives in Denver Metro

NEEDS	TRANSITIONAL MOMENT SEARCHING WEIGHING OPTIONS SIGN UP			ATTENDING	POST-TRIP REFLECTION
DOING & SAYING	"What is next for me?"	"I need a break from my every day to get refreshed"	"I'm going to do it! I wonder who will go with me?"	"These workshops are so incredible! I'm bummed I can't try them all."	"I'm so glad I took a leap of faith for this experience"
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MEDIA STRATEGY

DIGITAL FOCUSED

Conversion

Targeting

Real-time

PHASE ONE
Awareness

PHASE TWO
Consideration

PHASE THREE
Conversion



Paid Social

Phase One: Awareness

Women's Wilderness
Sponsored · 🌐

We believe a woman's potential is beautifully limitless. All she needs is the space. The #SummitSistersRetreat creates that space - what will you find there? 🏕️🌲🏞️ Learn more at summitsisters.org

4th Annual Summit Sisters Retreat
June 7-9, Allenspark CO [Learn More](#)

4th Annual Summit Sisters Retreat
June 7-9, Allenspark CO [Learn More](#)

👍 Women's Wilderness, Sera J. Shaw and 4 others 2 Shares

Women's Wilderness
Sponsored · 🌐

Your potential is limitless, but your wallet isn't. Save \$50 on the Summit Sisters Retreat. Only 8 early bird spaces remaining!



JUN 7 Summit Sisters 2019 Retreat
Public · Hosted by Women's Wilderness

★ Interested ✓ Going ➔ Share ⋮

Women's Wilderness
Sponsored · 🌐

It's time to escape the city. You need space to learn. To grow. To connect. Claim your space today and get \$50 off the Summit Sisters Retreat



Instagram

womenswilderness
Sponsored

[Learn More](#)

womenswilderness Adventure outside to discover what's truly inside. The ... [more](#)

Instagram

womenswilderness
Sponsored

[Learn More](#)

womenswilderness Magic happens when women conquer the outdoors ... [more](#)

SPACE TO BREATHE



Influencer Toolkit



CONTEXT:

Summit Sisters Retreat is an immersive weekend retreat hosted by female-focused outdoor non-profit Women's Wilderness. The retreat is a safe space for anyone who identifies as a woman 18+ to connect with nature, with each other and most importantly with themselves. It includes a rustic outdoor living experience in either tents or "tabins," experiential workshops, communal meals, peaceful time for reflection, and much more. Many past attendees have described the weekend as truly transformational.

The Summit Sisters Retreat is the main source of income for the Women's Wilderness non-profit, and allows them to offer financial assistance for any girl that wants to join their outdoor programs. In 20 years they have never turned away a girl in financial need.

The Ad2Club of Denver has chosen this non-profit as the beneficiary for our annual Public Service Project. In the last few months, a dedicated group of young advertising creatives in the Denver area have volunteered their time and talent to help rebrand and (hopefully) sell out the Summit Sisters Retreat for the first time this year. We would love if the influencer community in Colorado would leverage their own creative talents to join us in this awesome, empowering cause!

RESOURCES:

- www.summitsisters.org
- <https://www.womenswilderness.org/>
- <https://www.facebook.com/womenswilderness/>

VISUAL CONTENT:

- [Link to Photo Folder](#)
 - Includes square feed assets and instastory assets
- Creating own content:
 - A photo of you "claiming your space" in the outdoors
 - A place where you feel at peace and refreshed

MESSAGING:

Caption examples:
I don't know if you guys have heard of the Summit Sisters Retreat hosted by Women's Wilderness, but it sounds like such an amazing experience. It's so easy to get caught up in life and so important to get some space away from it all. The #SummitSistersRetreat is creating this space for women to connect with nature, learn new skills, meet some inspiring people and take some much-needed time to reflect inward. Check it out at summitsisters.org.

My backyard is a space I can claim. There's space to breathe, reflect and connect with the outdoors. @womenswilderness, a Boulder-based on-profit that hosts outdoor programs for young girls to nurture confidence and empower change, believes that a women's potential is truly limitless. All she needs is the space. So every year they host the #SummitSistersRetreat, an immersive weekend in nature for anyone 18+ who identifies as a woman. It seems like a truly transformative experience for us girls! Check out my stories or link in bio for more details! #spacetoclaim

Lead-to URL:

- summitsisters.org

Hashtags:

- #spacetoclaim
- #summitsistersretreat

Tags:

- @womenswilderness

Collateral

A WOMAN'S POTENTIAL IS BEAUTIFULLY LIMITLESS.
ALL SHE NEEDS IS THE SPACE.



SUMMIT SISTERS RETREAT
20  19
CLAIM YOUR SPACE

Summit Sisters is an immersive weekend retreat and a safe space for anyone 18+ who identifies as a woman, to connect with others, with nature, and to reconnect with herself. Your space awaits you. It's time to claim it.

SPACE TO LEARN **SPACE TO REJUVINATE** **SPACE TO CONNECT** **SPACE TO MOVE**

4TH ANNUAL SUMMIT SISTERS RETREAT
JUNE 7-9 2019 | \$399 REGISTRATION
MIDMOUNTAIN RESORT ALLENSPARK COLORADO

Three days of phenomenal speakers, workshops and deep connection with nature and community. Enrollment includes all workshops and activities, camping or tent cabin, and meals.

HOSTED BY **Women's Wilderness**
Share a path. Find your power.

REGISTER NOW AT SUMMITSISTERS.ORG

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A WOMAN'S POTENTIAL IS BEAUTIFULLY LIMITLESS.
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SUMMIT SISTERS RETREAT
20  19
CLAIM YOUR SPACE

SPACE TO LEARN **SPACE TO REJUVINATE** **SPACE TO CONNECT** **SPACE TO MOVE**



Event



Pop-up classes



Street Team - Camp Fires

Group Outreach



GROUP OUTREACH:

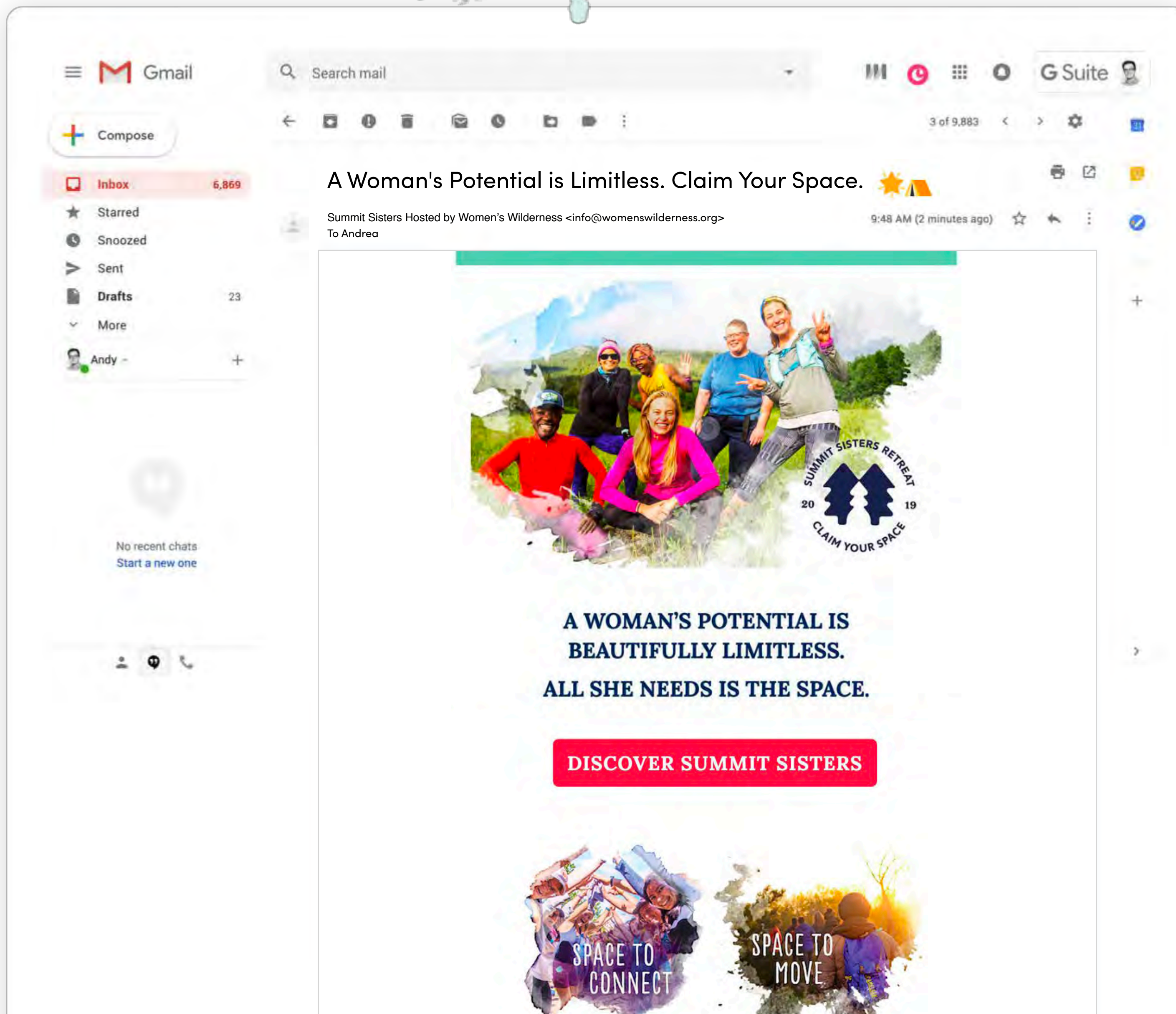
Facebook Groups

- Woman of Denver
- Woman who explore Denver
- Denver Women's Cycling
- Young Black Woman Denver
- Denver & Boulder Woman Tech Hiking Group
- Trail Sisters
- Outdoor Divas
- She Runs This Town

Meetup Groups

- Thrive Society for Women Entrepreneurs
- Women Getting Better Together!
- Women's Investment Group
- Woman in Tech Denver

Existing List / Alumni Emails



TIME IS RUNNING OUT to register with your alumni discount code! SAVE \$100 with SISTERS2019

Your Space is Waiting.

The Summit Sisters Retreat gives you the space, and it's up to you what you want to fill it with. Learn new outdoor skills. Try your hand at plein air painting. Make new friends. You can do as much—or as little—as you'd like.

Your space awaits you, it's time to claim it.

REGISTER NOW

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Organic & Paid Social

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Your potential is limitless, but your wallet isn't. Save \$50 on the Summit Sisters Retreat. Only 8 early bird spaces remaining!

Women's Wilderness
Sponsored · 🌐

Everyone needs some space and inspiration in order to grow. At the Summit Sisters Retreat, you'll be able to listen to stories by a bonfire. Learn how to sense your authentic power. Make lasting change in your life. Or you could do it all. There's plenty of space.

Space to Reflect
at Summit Sisters [Learn More](#)

Space to Explore
at Summit Sisters

Women's Wilderness
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Get the space you need to learn some new outdoor skills and get in touch with nature at the Summit Sisters Retreat. Join us for a dawn hike. A bird walk. Learn how to make backpacking pizza. And connect with nature through deep listening. Not sure what "deep listening" means? Only one way to find out.

Space to Explore
at Summit Sisters [Learn More](#)

Space to Learn
at Summit Sisters

SUMMIT SISTERS PRESENTS

FRIDAY NIGHT YOGA

A WORKSHOP

ABOUT THE WORKSHOP

FRIDAY NIGHT YOGA
Enjoy a relaxing yoga class at the end of the day. No previous experience required.

ABOUT THE PRESENTER

LATERRELL BRADFORD
Her passion for teaching yoga comes from her very own experience with back pain and business. Her slogan is "yoga for everybody, and all are welcome!"

SWIPE UP TO JOIN THE FUN

SUMMIT SISTERS PRESENTS

HALF DAY HIKE IN ROCKY MOUNTAIN NATIONAL PARK

A WORKSHOP

ABOUT THE WORKSHOP

HALF DAY HIKE IN ROCKY MOUNTAIN NATIONAL PARK
This popular workshop will hike through the beautiful Rocky Mountain National Park. We'll share knowledge about wild flowers, learn skills like purifying water, and how to orient a map.

ABOUT THE PRESENTER

MARINA FLEMING
Marina Fleming has been working in outdoor education for six years. Some of her accomplishments include competing in the Ironman World Championships and running the Rim to Rim to Rim in the Grand Canyon.

SUMMIT SISTERS PRESENTS

NAVIGATING THE NIGHT SKY

A WORKSHOP

ABOUT THE WORKSHOP

NAVIGATING THE NIGHT SKY
Learn how tools such as the North Celestial Pole to navigate the night sky.

ABOUT THE PRESENTER

MAYA WYLLIE
Maya, an Astronomy and Earth Systems science teacher at Rock Mountain High School, is passionate about sharing her love for the natural world with people around her.

SWIPE UP TO JOIN THE FUN

SUMMIT SISTERS PRESENTS

KEEP CALM AND BIRD ON

A WORKSHOP

ABOUT THE WORKSHOP

KEEP CALM AND BIRD ON
In this workshop, we'll learn basic bird identification skills while practicing mindful birdwatching - taking the time to simply look, listen, and be curious about birds, while being aware of ourselves and our place in nature.

ABOUT THE PRESENTER

KELLY KIMPLE
Kelly, a New Hampshire native, works in the adventure travel industry and spends her free time biking, skiing, and birding.

SWIPE UP TO LEARN MORE

Testimonial Videos



Rose: Space to Learn



Cara: Space to Reflect



Mary: Space to Recharge




Quiz

Women's Wilderness
Sponsored · 🌐

Still on the fence about attending Summit Sisters? Take this quiz to discover what kind of Summit Sister you are and get a custom itinerary to help you plan your weekend! summitsisters.org/quiz

Summit Sisters has something for everyone! Maybe you like to hike. Or prefer to paint. Or maybe you would rather just take a nap in your hammock.

Let us know what kind of Sister you are in the comments! 🌿 🏕️ 📸

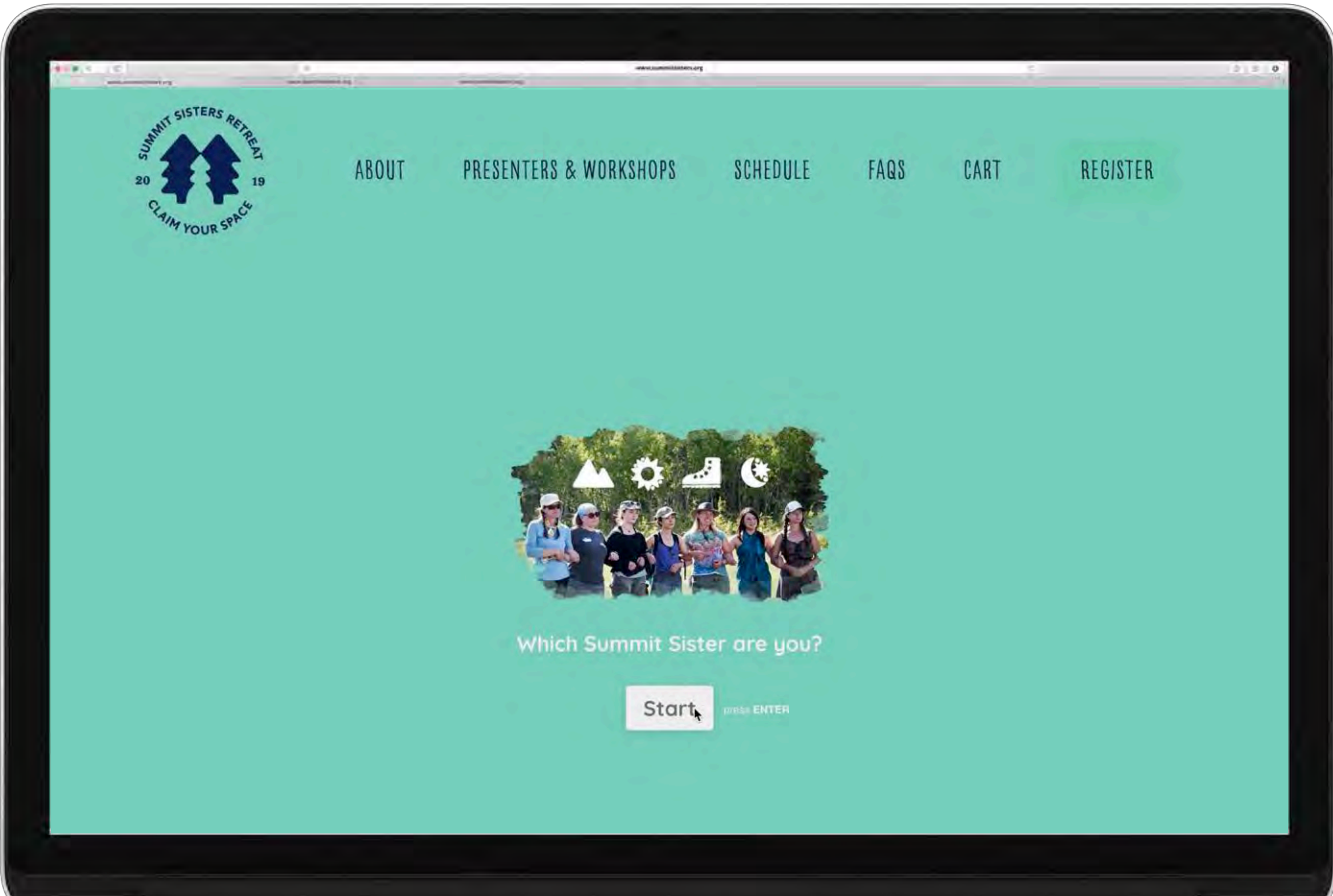


QUIZ: What Type of Summit Sister Are You? – Summit Sisters

QUIZ: What Type of Summit Sister Are You? – Summit Sisters

👍 Like 💬 Comment ➦ Share

Hillary Harding, LaTerrell Bradford and 3 others 7 Shares



www.summitsisters.org

SUMMIT SISTERS RETREAT 2019 CLAIM YOUR SPACE

ABOUT PRESENTERS & WORKSHOPS SCHEDULE FAQs CART REGISTER

Which Summit Sister are you?

Start press ENTER

Anthem Video



Website



ABOUT

PRESENTERS & WORKSHOPS

SCHEDULE

FAQS

CART

REGISTER

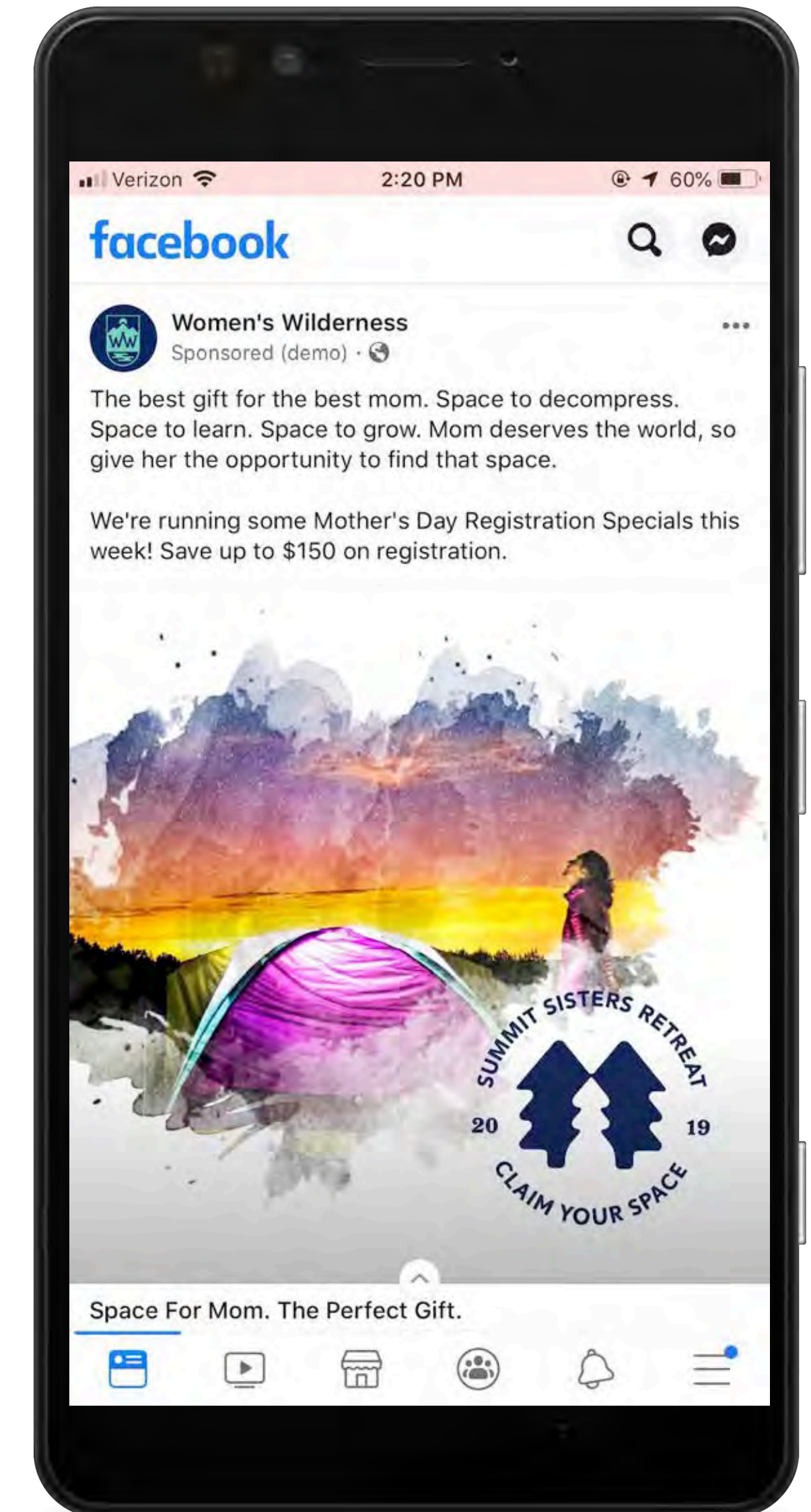
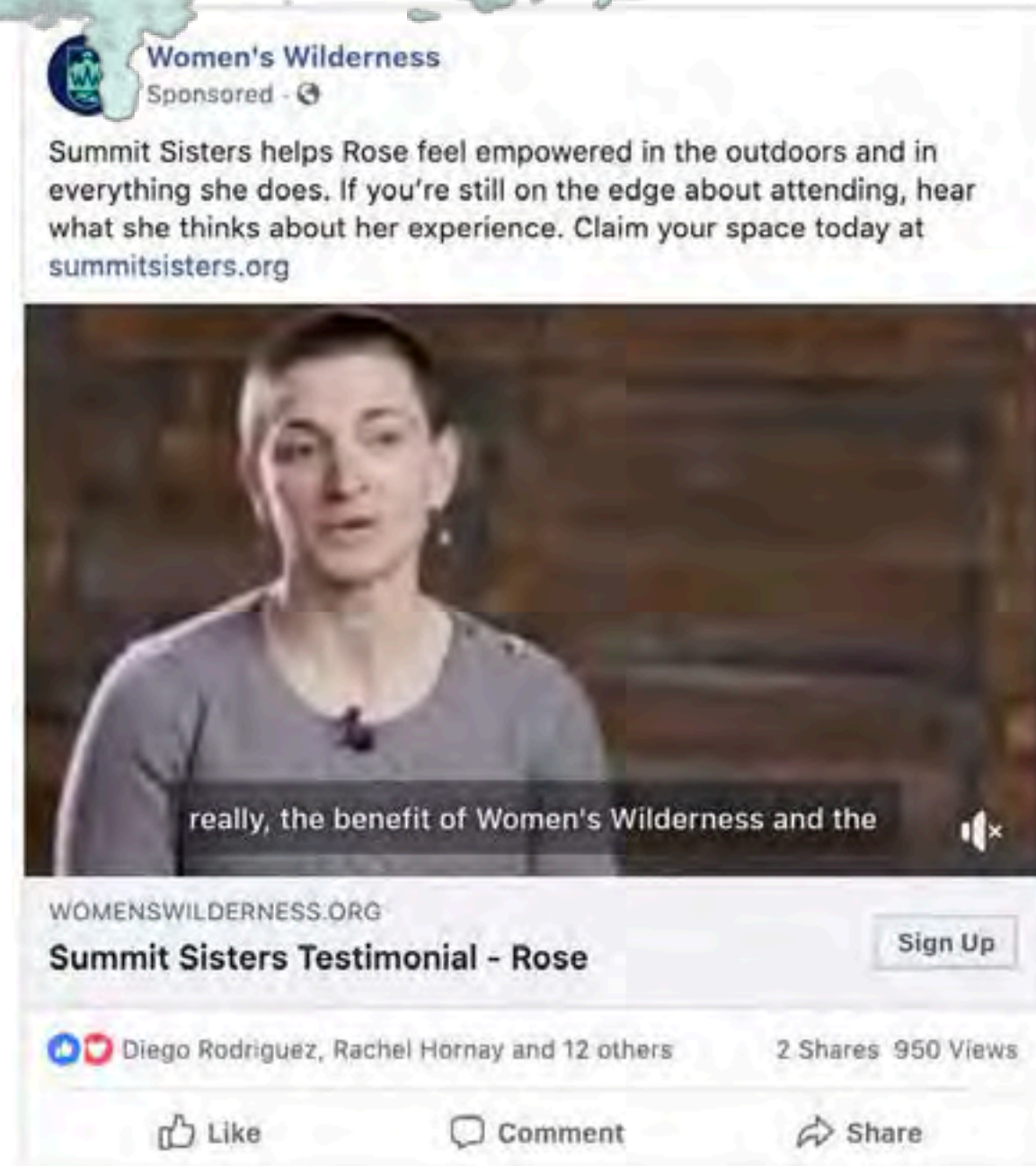
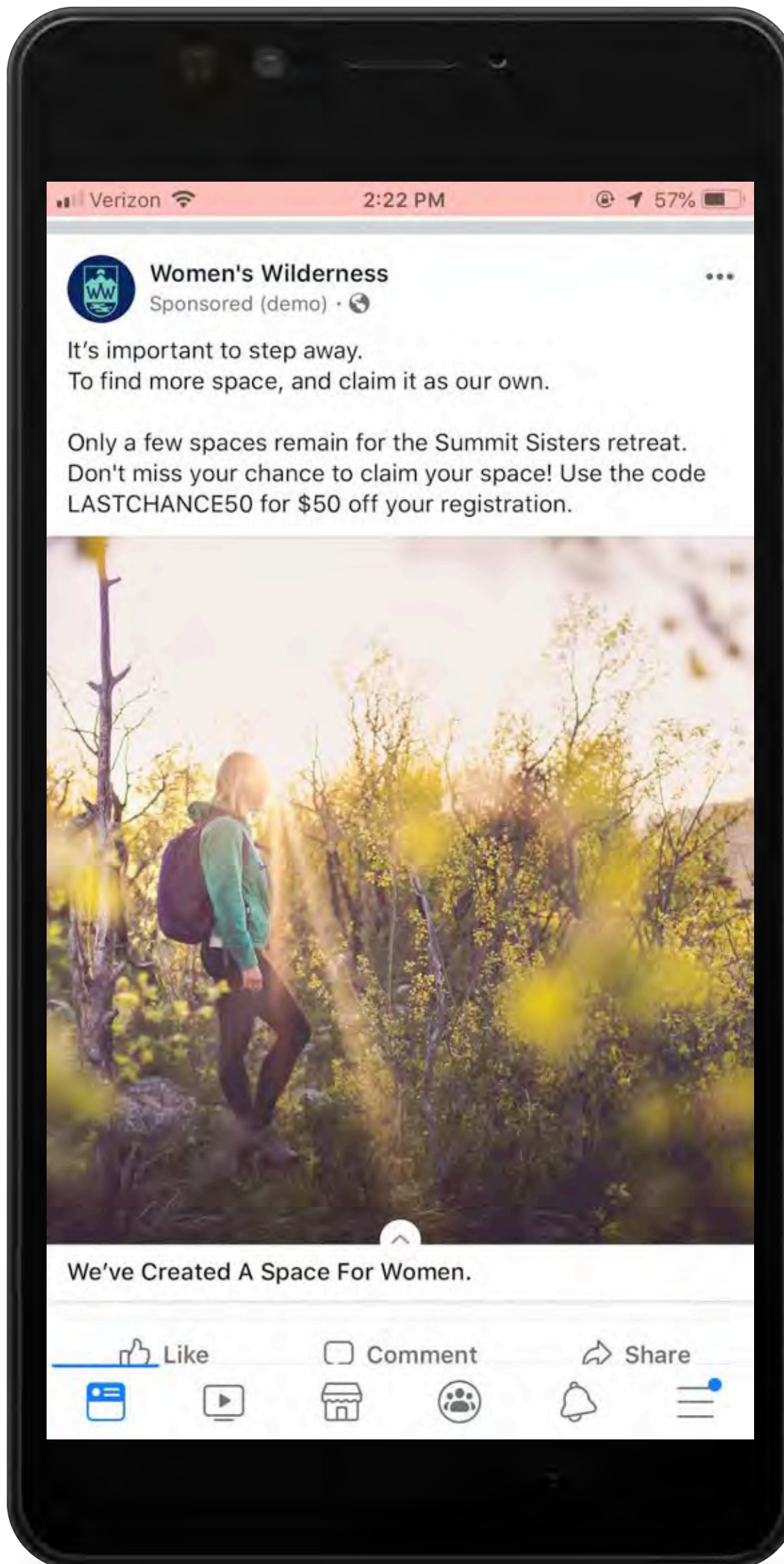
4TH ANNUAL SUMMIT SISTERS RETREAT

June 7-9, 2019 in Allenspark, Colorado

LAST CHANCE TO REGISTER: Registration Closes June 1 or when registration is full.

Register Now >>

Paid Social



Mailchimp

GET \$25 OFF

Get a code for \$25 off your Summit Sisters Registration!

Email Address

First Name

Last Name

Get The Code

SIGN UP FOR OUR NEWSLETTER

Did you forget to Claim Your Space?

Summit Sisters Hosted by Women's Wilderness <info@womenswilderness.org>
To Karen

9:48 AM (2 minutes ago)

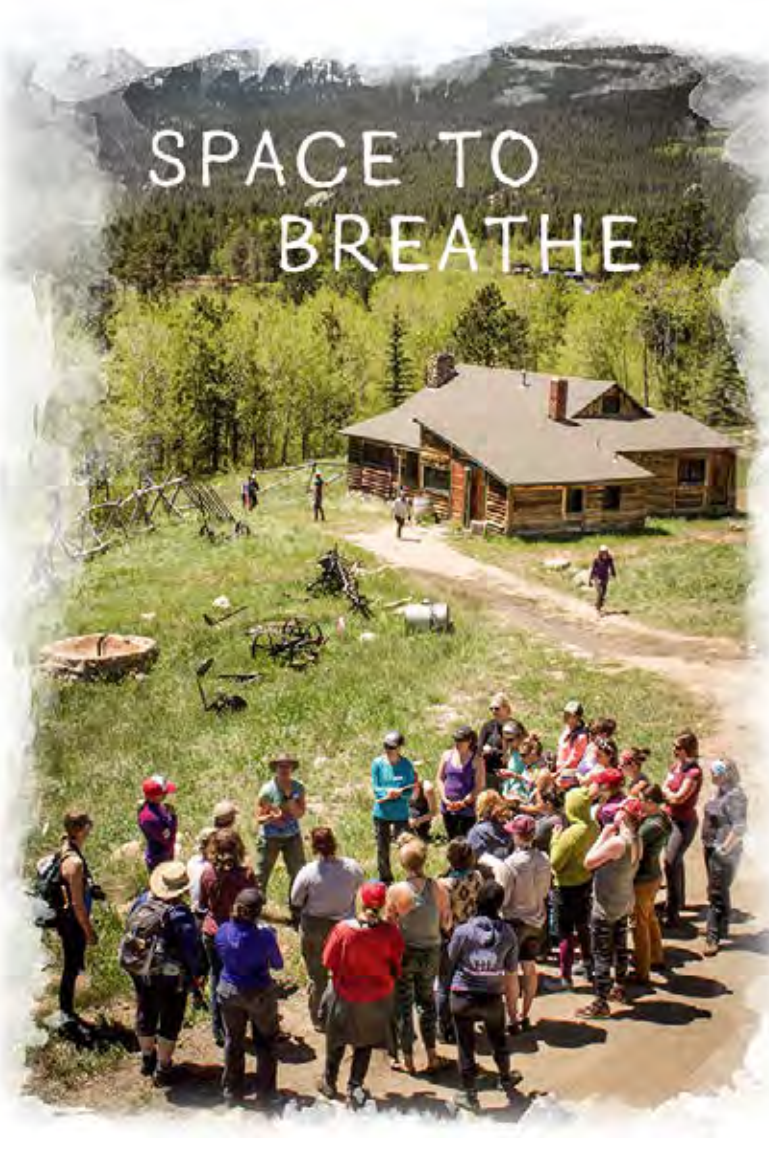
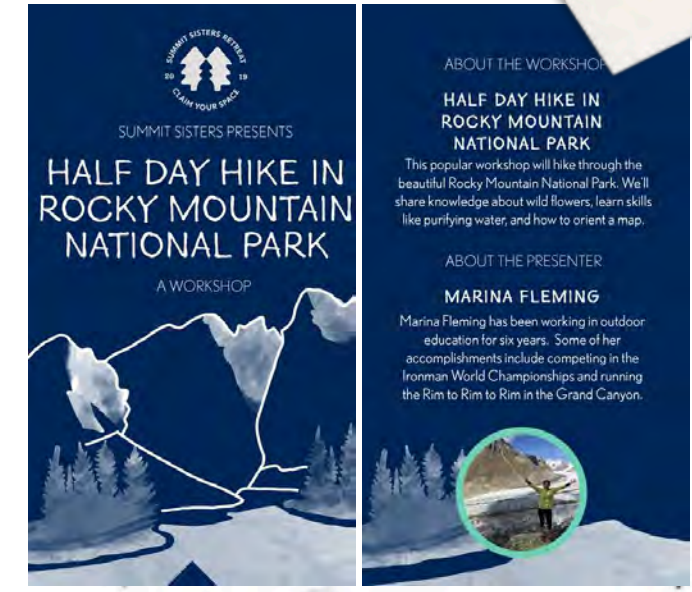
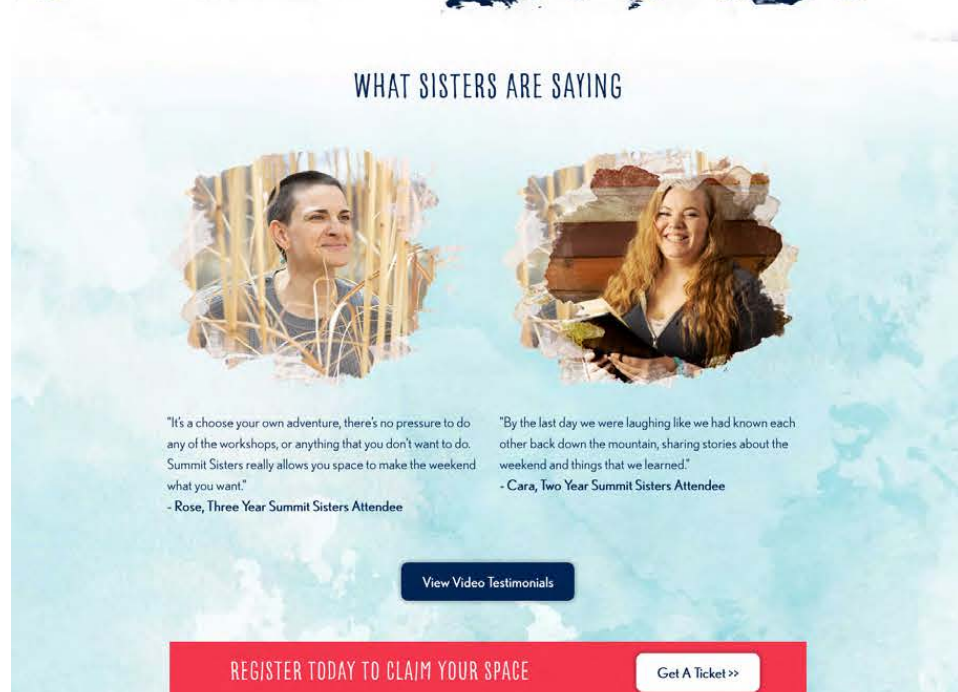
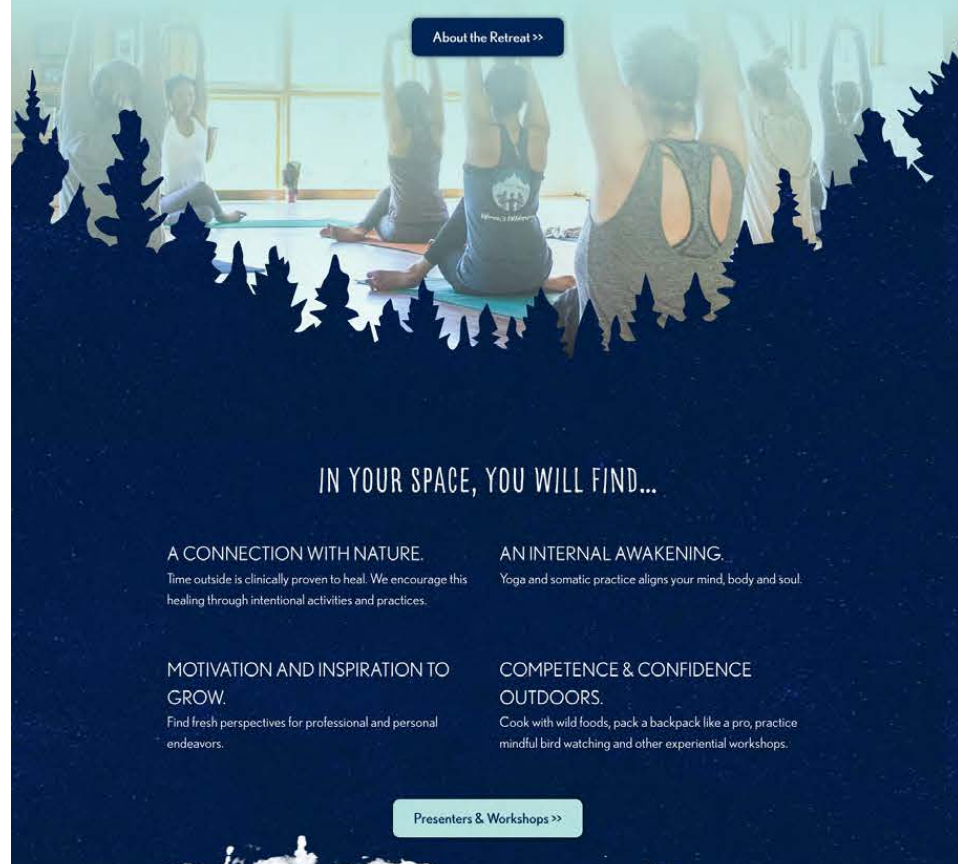
Don't miss your chance to attend Summit Sisters 2019!

Your Space is Waiting.

The Summit Sisters Retreat gives you the space, and it's up to you what you want to fill it with. Learn new outdoor skills. Try your hand at plein air painting. Make new friends. You can do as much—or as little—as you'd like.

Your space awaits you, it's time to claim it.

FINISH REGISTRATION



OUR CAMPAIGN RAISED

\$19,735

HOW DID WE PERFORM AGAINST OUR GOALS?

Alumni Registration
down 80%

CAMPAIGN OBJECTIVES RESULTS



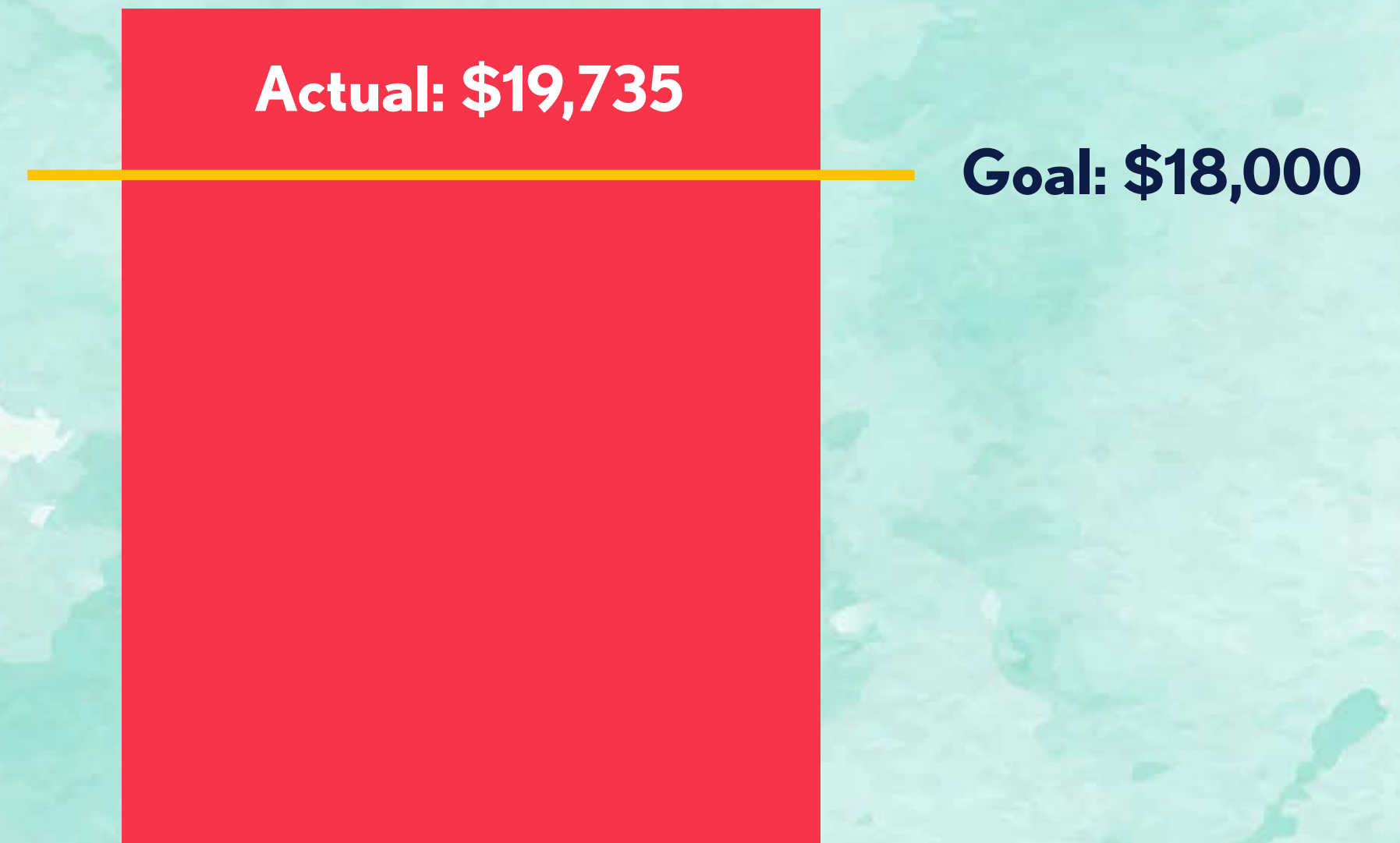
Maintain sign-up numbers

Increase first time full price registrations

CAMPAIGN OBJECTIVES RESULTS

VALUE OF EACH TICKET SOLD

+25%



Raise \$18,000 for scholarships

IMPRESSIONS

163,619

REACH

61,133

SPEND

\$1,428.47

BRAND CLICKS

Results	Reach	Impressions	Cost per Result	Amount Spent
111 Link Clicks	10,072	12,575	\$0.59 Per Link Click	\$65.82
17 Link Clicks	2,187	3,282	\$0.76 Per Link Click	\$12.87
5 Link Clicks	1,117	1,162	\$1.13 Per Link Click	\$5.66
1,293 Link Clicks	39,333	83,357	\$0.38 Per Link Click	\$497.47
1,426 Link Clicks	46,565 People	100,376 Total	\$0.41 Per Link Click	\$581.82 Total Spent

RE-TARGETING

Results	Reach	Impressions	Cost per Result	Amount Spent
161 ThruPlays	846	3,538	\$0.35 Cost per Thr...	\$56.00 of \$56.00
Results	Reach	Impressions	Cost per Result	Amount Spent
113 Post Engag...	1,022	13,293	\$2.61 Per Post En...	\$294.37 of \$350.00
113 Post Engag...	1,022 People	13,293 Total	\$2.61 Per Post En...	\$294.37 Total Spent

OVERALL RESULTS

SIGN UPS
26

REVENUE
\$9,750

ROI
683%





T

Responses
77

Unique visits
111

Completion rate
69.4%

Average time to complete
01:04

COST
\$140

SALES
\$2,250

ROI
1500%

TIME SPENT ON LANDING PAGES
01:24

CONVERSIONS
6



**A WOMAN'S POTENTIAL IS
BEAUTIFULLY LIMITLESS.
ALL SHE NEEDS IS THE SPACE.**

DISCOVER SUMMIT SISTERS



ALUMNI EMAILS 204 SUBSCRIBERS

OPEN RATE

39.9%

CLICKS PER UNIQUE OPEN

19.8%

ALL-LIST EMAILS 18,643 SUBSCRIBERS

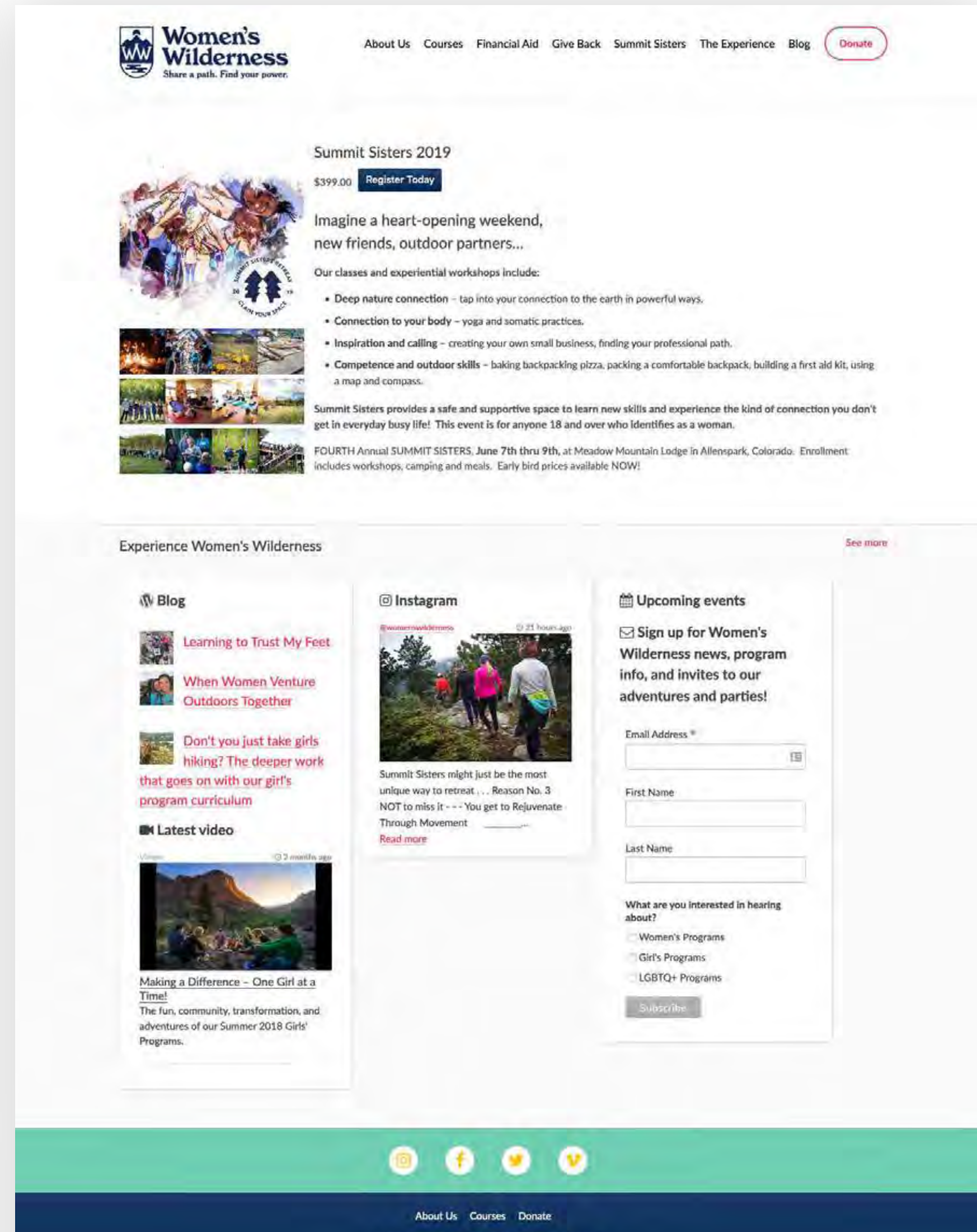
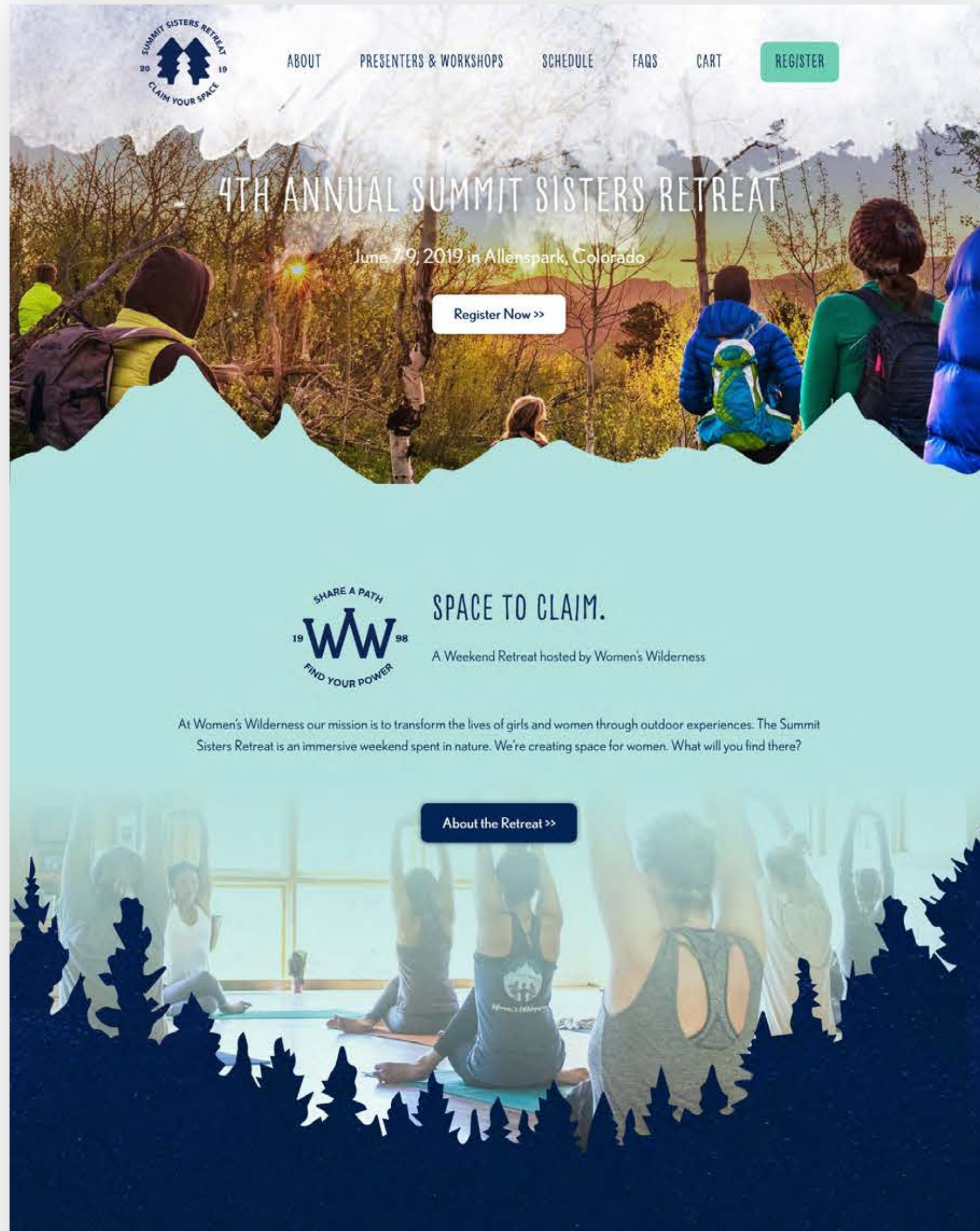
OPEN RATE

12.9%

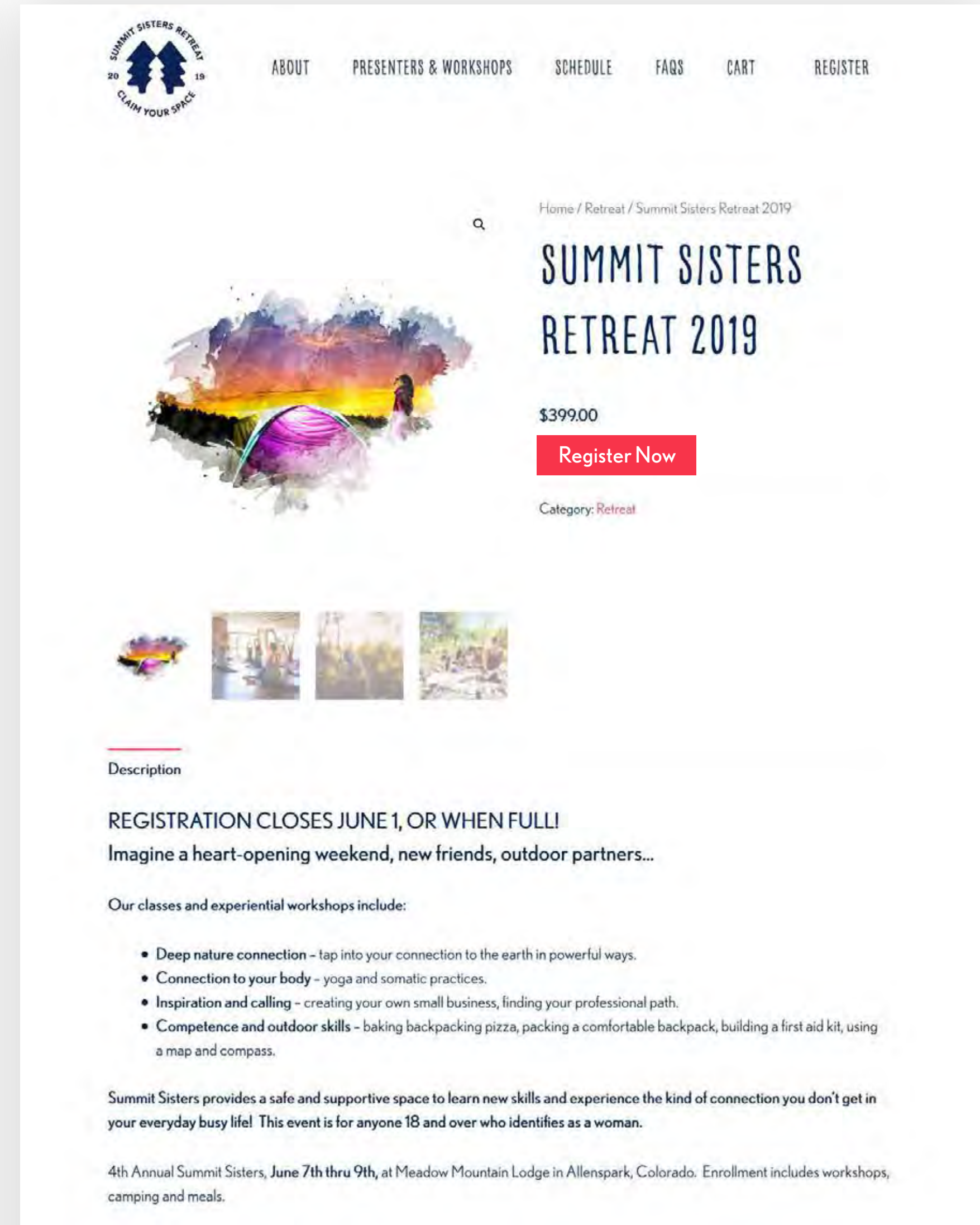
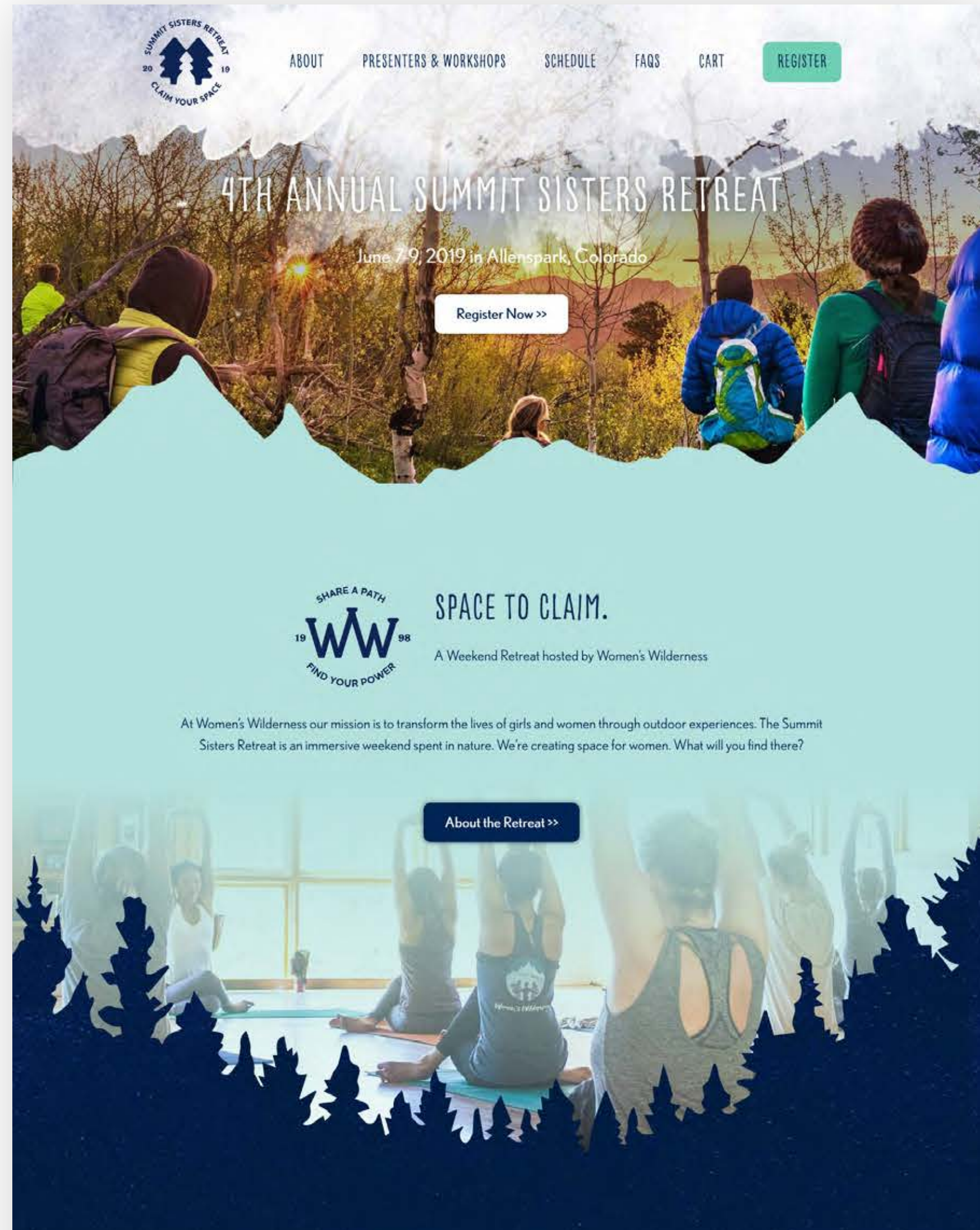
CLICKS PER UNIQUE OPEN

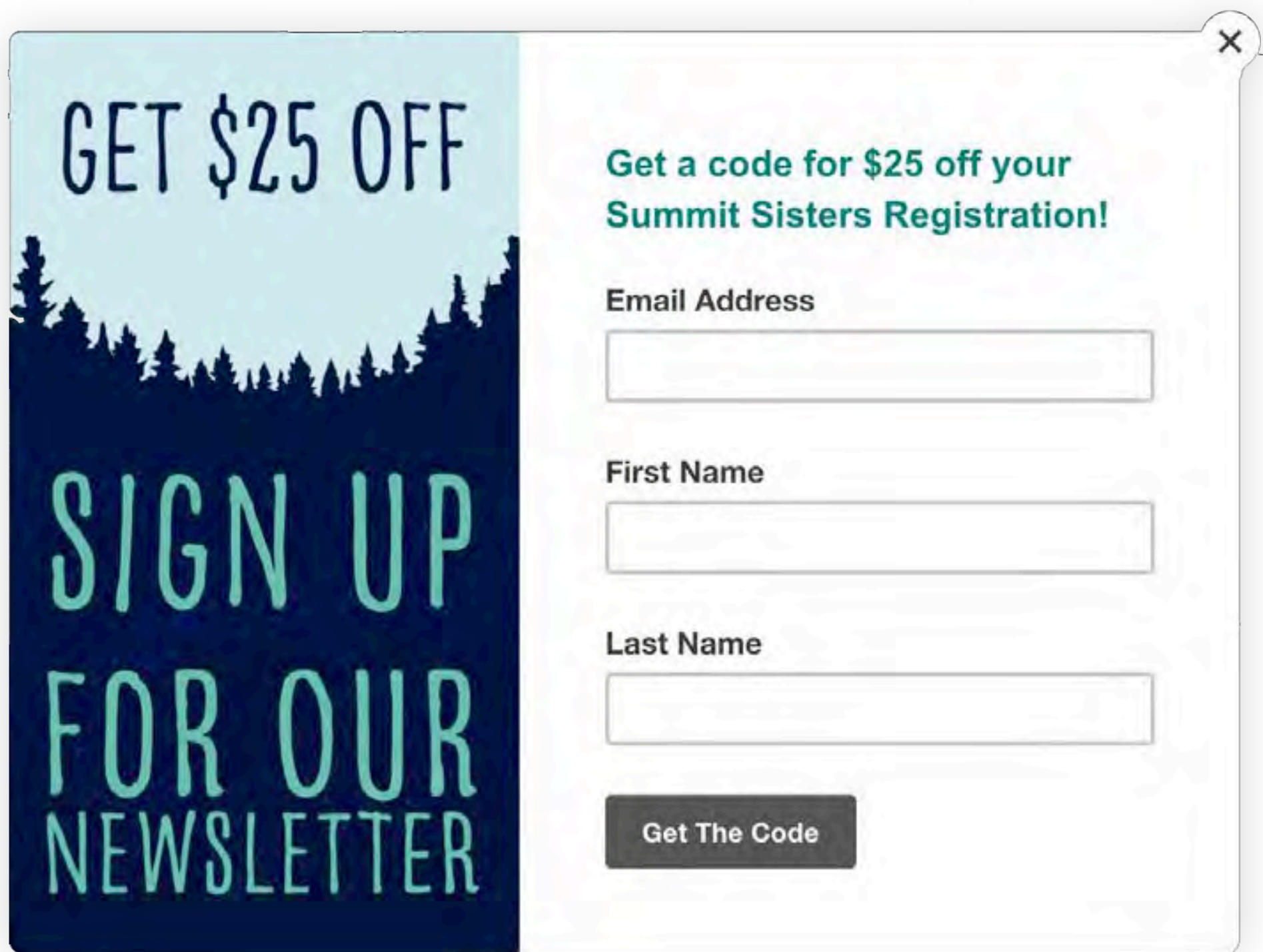
7.3%

Launch Website User Experience



Optimized Website User Experience





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Email Address

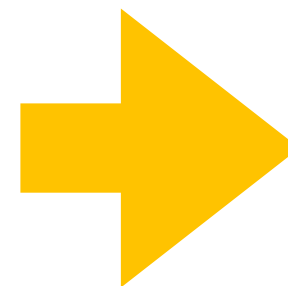
First Name

Last Name

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Mailchimp Sign Up



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Email Drip Campaign

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[FINISH REGISTRATION](#)



MAILCHIMP SIGNUP

OPEN RATE

44.7%

CLICKS PER UNIQUE OPEN

29.4%

ABANDONED CART EMAILS

OPEN RATE

100%

CLICKS PER UNIQUE OPEN

60%

RESULTS - RECAP

ACTUAL TOTAL DOLLARS SPENT

\$1,568.47

AMOUNT RAISED BY SALES

\$19,735

RETURN ON INVESTMENT

1,258%

\$56,000+

**ESTIMATED VALUE
OF CAMPAIGN**

1,400+

HOURS SPENT

28

TEAM MEMBERS

2

PHOTOSHOOTS

24

VIDEOS

47

SOCIAL POSTS

1

WEBSITE



ADDITIONAL ADDED VALUE

- Redesigned **post-event survey**

- Rebranded **evergreen materials**

- Increased **email list sign ups**





THANK YOU

- AD 2 COLORADO PUBLIC SERVICE TEAM 2019