



WATZA

A MARKETING PROJECT

Minds & Hearts Campaign

Marketing Strategy for Santa Rosa City Schools

"It's an honor to introduce our "Minds & Hearts" campaign, a testament to our commitment to seeing, valuing, and embracing every member of our community. The core of our campaign is rooted in the message: "We see you, we value you, and you belong here."

This sentiment goes beyond mere coexistence. It's about recognizing the unique value each individual brings and ensuring that everyone feels a sense of belonging. Through "Minds & Hearts", our mission is to cultivate a Santa Rosa School District where every student, regardless of background or language, knows they are an integral part of our community.

In the upcoming slides, we will dive deeper into our comprehensive marketing strategy. This approach emphasizes celebrating our rich diversity, fostering unity, and highlighting the significance of nurturing every student's mind and heart. Join us as we unfold the blueprint for a closer, more connected school community."

Campaign Objective:

To build a strong, inclusive community within the school district, particularly focusing on bilingual families and students who may not speak English at all. The campaign aims to foster a sense of acceptance and belonging, making every member feel a vital part of the school community.

Target Audience:

Bilingual students and their families, school staff, and the broader school district community.

Key Message:

"Minds & Hearts. United in Diversity — We all belong to the #srcsheartsandminds family."

Channels: School District website, newsletters, social media platforms (Facebook, Instagram, TikTok), print materials, and audio platforms for PSA, School District members and allies.

Deliverables and Implementation Strategy:

- 1. PSA Audios:** — Record Public Service Announcements in multiple languages spoken within the school community. Share these on local radio stations and social media platforms.
- 2. Videos:** — Develop a series of videos that showcase diverse students and their families, narrate stories of unity and acceptance, and highlight moments from the campaign. Ensure subtitles are available in different languages for inclusivity.
- 3. Photos:** — Capture photographs reflecting the diverse community, events, classroom activities, and shared moments. These photos can be shared across various campaign materials and platforms.
- 4. Graphic Designs:** — Graphic content for the website, social media, and print materials that echo the campaign's visual identity and key message. These can include infographics, banners, social media post templates, and more.

Deliverables and Implementation Strategy:

5. Social Media Strategy — Use the hashtag #srcsheartsandminds across all platforms to promote community stories, experiences, and achievements. Encourage students, families, and staff to use the hashtag to share their experiences and stories.
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This comprehensive strategy aims to communicate the campaign's message effectively to every member of the school community, thereby creating a space where everyone feels accepted, involved, and valued.

We are committed to producing high-quality, bilingual content that speaks to every member of the community and echoes the message,

**"We see you, we value you,
and you belong here."**

To achieve this, our projected budget for the campaign ranges from \$25,000 to \$50,000. This estimate covers content creation, social media management, event planning, and email marketing. It also includes costs associated with the various deliverables mentioned in our previous correspondence such as audios, videos, photos, and graphic design.

Pricing:

Project _____ \$ 180 per hour.
Manager

Graphic _____ \$ 140 per hour.
Design

Video & _____ \$ 400 per hour.
Audio

Photography ———— \$ 350 per hour.

Copy — _____ \$ 140 per hour.
Spanish/English

WATZA

The logo consists of the word "WATZA" in a bold, dark green, sans-serif font. The letter "A" is white with a dark green outline. A dark green silhouette of a bird is perched on the top left of the "A", facing right.

Let's get creative!