



# proposal

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The Children's Guild

Strategic Marketing, Branding  
and Advertising Services

August 2, 2021

**csG**  
creative  
[csgcreative.com](http://csgcreative.com)

# clarify. unify. elevate. engage.

The Children's Guild (TCG) is a nonprofit organization with 67 years of experience providing specialized and exceptional educational, behavioral health and career services uniquely designed to be a leader in developing courageous and confident children, healthy families, and thriving communities.

TCG continues to grow and expand to address emerging challenges and offers the following schools, programs and services to meet the needs of their communities:

- The Children's Guild D.C. Public Charter School
- The Monarch Academy Schools
- The Children's Guild Transformation Academy
- The Children's Guild School of Prince George's County
- The Academy for Working Students
- TranZed Apprenticeships
- Treatment Foster Care
- Therapeutic Group Homes
- Clinic and School-based Mental Health
- The Frank and Janey Kelly Autism Center

TCG has limited internal marketing resources but maintains important goals and objectives that need to be achieved in a thoughtful and strategic manner. TCG needs an agency partner that has expertise and is an industry leader in all aspects of the integrated marketing process, including market research, strategic marketing plans, positioning, rebranding, brand awareness, advertising, promotions, direct mail, social media, digital marketing, media production and placement, database marketing, social media marketing, and related public relations on a national scale.

CSG Creative works almost exclusively with nonprofit organizations with similar goals and directives as TCG. Our legacy of success and years of experience make us a powerful partner that understands what makes programs work and what factors can undermine success. Most of all, we understand how to develop powerful brands that create significant value by starting with the right foundation, the right messages and the right visuals to further solidify relationships with loyal participants and advocates and win over critical audiences to fuel success.

CSG's carefully curated team of experts will work with TCG to explore the intrinsic factors that have led to the brand's success. In addition, we'll dig deep to uncover the history, organizational strengths and priorities, as well as understand external perspectives and perceptions to determine opportunities to differentiate from others in the education space.

CSG will then design, execute and implement critical brand strategies, messages, marketing campaigns and community awareness initiatives to bring the brand to life through its programs and services, elevate the programs that TCG provides and operates in its communities, and position TCG as an organization for continued success in development initiatives, growth and, most importantly, community impact.

# about us

## CSG helps organizations build brands, think strategically, grow audiences and get results.

CSG is a full-service, strategic marketing and creative agency providing award-winning branding, graphic design and integrated marketing solutions to our clients. Our inspired creative; stellar service; and innovative, strategic approach have made CSG the premier agency supporting global association and nonprofit marketing initiatives, brand development, communication strategies, membership development, and conference and event promotion.

Always on top of our clients' needs, CSG brings powerful ideas, best practices, extensive experience and unparalleled service to any partnership. We have an extraordinary team of creatives and account strategists fluent in the nuances of organizational marketing and branding. At our core, we are down-to-earth professionals who love what we do and thrive on building strong relationships with our clients.

## Service. Everyone Says It. We Mean It.

**The cornerstone of CSG's philosophy is service – exceptional, above-and-beyond service.**

Our commitment to client satisfaction means every member of our team is willing to do whatever it takes to please you and exceed your expectations.

### our passion

for marketing, commitment to excellence and expertise of our team ensures your success.

### our goal

is to become an extension of your team — a partner who does all the heavy lifting and makes you shine.

### our mission

is to be a premier strategic marketing and creative agency that provides award-winning marketing solutions and unparalleled service to our clients.

# comprehensive capabilities

With an evolving communications landscape and new, dynamic marketing platforms, we have the expertise, experience and creative passion to find solutions that work across all channels to increase your brand's awareness, engagement, impact and outcomes.

## BRAND DEVELOPMENT

- Branding and visual identity
- Logo design and development
- Brand activations

## DESIGN

- Graphic design
- Print and digital design
- Copywriting
- Advertising
- Publications

## STRATEGY

- Audience acquisition strategy
- Marketing plan execution and support
- Direct mail strategy management
- Partnerships and affiliate relationships
- List research and data segmentation

## DIGITAL, WEB AND INTERACTIVE

- Website design, development and programming
- Interactive engagement
- Game development
- Motion graphics and animation
- Geofencing/IP targeting
- Retargeting campaigns
- Native advertising and content marketing
- HTML5

## MEDIA AND ADVERTISING

- Barters and trade negotiations
- Media placements
- Media planning

## RESEARCH

- Focus groups
- Attitudinal segmentation and persona development

## PUBLIC RELATIONS

- Press release writing and distribution
- Media relations
- Social content and strategies
- Monitoring, tracking and measurement of media coverage

## SOCIAL

- Paid advertising campaigns
- Influencer programs
- Content development and organic content strategies

## VIDEO

- Creative direction
- Videography and production services
- Interviews
- Editing
- Animation and motion graphics



**CSG is a great company to work with. They produce amazing work, are always on schedule and have incredible staff. I can't say enough about how much I value my organization's relationship with CSG.**

**Christopher Daw  
AASA, The School  
Superintendents Association**

## our clients

AdvaMed  
 American Association for Clinical Chemistry  
 American Association for Justice  
 American Association of School Administrators  
 American Chemical Society  
 American Gear Manufacturers Association  
 American Public Transportation Association  
 Association for Professionals in Infection Control  
 Community Associations Institute  
 The Composites and Advanced Materials Expo  
 Crohn's and Colitis Congress  
 Crohn's and Colitis Foundation  
 American Gastroenterological Association  
 Diving Equipment and Marketing Association  
 Food Processing Suppliers Association  
 International Association of Amusement Parks and Attractions  
 International Sign Association  
 MedTech  
 Medical Professional Liability Association  
 National Association of Broadcasters Leadership Foundation  
 National Association of Chemical Distributors  
 National Association of Convenience Stores  
 National Association of Student Financial Aid Administrators  
 National School Boards Association  
 National Telecommunications Association  
 Sign Research Foundation  
 SpaceCom Expo  
 The Vision Council  
 Women in Cable Television



*CSG has been an absolute godsend for us. Their staff worked incredibly hard to understand our organization, our mission, even our lingo to become a SEAMLESS PART OF OUR TEAM. Their work has taken our game to the next level and beyond. I can't say enough about how pleased we are to be working with CSG!*

**Colleen Phalen**  
**Chief Creative Officer,**  
**American Association for Justice**

# education and behavioral health experience



TCG is looking to engage an agency partner to provide the following services to support TCG's strategic marketing and branding objectives. The following outlines our approach and related experience to the scope of work provided. Note that some of the items listed in the RFP have been incorporated into other sections to logically group the projects and initiatives.

## 1

## Comprehensive Marketing Planning

CSG Creative has a thoughtful and strategic method to successfully develop and implement comprehensive, omni-channel marketing campaigns. The foundation of our plans always begins with research to understand market conditions and emerging trends, audiences and industry personas, new opportunities for growth, enrollment trends and behaviors, successful strategies, competitors, threats, and near- and long-term goals. All these data points are essential to understand the customer journey and develop plans and tactical recommendations that introduce the right messaging at the right time, in the right channel and to the right audiences.

We will apply these principles to develop individual marketing strategies for the specific schools and programs that identify, profile and target new enrollments and enhance TCG's approach to recruiting prospective students. The initiatives will help expand the reach of TCG's social and behavioral services and include tactics to recruit and retain foster parents. Also important will be the implementation of strategies to lift the number of apprenticeship programs as well as increase development and fundraising outcomes for TCG.

Although every marketing channel has specific nuances that impact its ability to change course or be nimble, CSG's recommended marketing tactics will include set KPIs and measurement to monitor and track performance. Digital campaigns always include important A/B testing across a variety of components, such as subject line, send date/time, "from" name and personalization. Direct mail campaigns will be analyzed with clear goals and direct response expectations, and grassroots marketing initiatives will be evaluated by the impact of community activations.

Each marketing tactic will be developed to achieve the goals set forth and with specific objectives to ensure a strong ROI for TCG's resources. CSG can discuss which specific and quantifiable metrics will be used to evaluate the success of each tactic, such as increases in general inquiries, enrollments, fundraising, etc.

## IAAPA, The Global Association for the Attractions Industry

IAAPA is a truly global organization and relies on CSG to provide consistency for their brand across membership, programs and events. We work with their personnel in the United States, Asia, Latin America and Europe as a brand steward and strategic partner. We advise and execute on print campaigns, digital campaigns and grassroots efforts. We also serve as the hub for all media buys and barter.

### Projects

- Association branding and corporate materials
- Membership acquisition
- Membership retention
- Attendee acquisition for four events per year
- Exhibitor and sponsorship sales support



## National Association of Chemical Distributors

Each year, CSG runs a strategic planning session for NACD leadership, staff and partners to evaluate the prior year's successes and challenges and set new goals for the upcoming year. We integrate metrics into every project so that we can prioritize the resources allocated to each project/department. A big priority for NACD is repurposing content across departments and channels. Since we are fully integrated into the organization, CSG is able to identify those opportunities within the marketing plan and new opportunities as they arise throughout the year.

### Projects

- Membership acquisition
- New member welcome and retention
- Education and program marketing
- Research reports
- Attendee acquisition for three events per year
- Digital annual report
- Partnership with PR firm



## AASA, The School Superintendents Association

AASA has no internal marketing department. CSG manages all marketing outreach, ensuring that each program reaches the appropriate audience with an on-brand tone, message, creative and offer. We can keep an eye on saturation and spread the messages out among the marketing channels based on timing and audience. We also are able to cross-promote and test unique offers based on how integrated we are with the AASA team. We've presented to the Leadership Committee and participated in staff retreats, the only vendor/partner given such trusted access.

### Projects

- Association branding and corporate materials
- Membership acquisition
- Membership retention
- Attendee acquisition for two events
- Program marketing



## Food Processing Suppliers Association

FPSA has a very small staff (seven people) and relies on CSG to provide strategic plans, messaging, creative and execution for membership and tradeshow campaigns. In addition to managing the multichannel marketing campaigns, we also manage their PR vendor, international marketing and social media consultant. Paige Cardwell regularly attends Board Meetings alongside the FPSA staff. This unique access allows us to keep abreast of customer trends and the opportunities facing the food processing industry.

### Projects

- Membership acquisition
- Membership retention
- Attendee acquisition for a biennial event
- Exhibitor and sponsorship sales support



## 2

## Brand Development, Audience Exploration, Market Research and Analysis, and Messaging

CSG has done extensive brand development with many nonprofit organizations and educational institutions. Our thoughtful process focuses on the following:

**Understanding:** All the key characteristics of the organization, schools, programs and resources

**Clarifying:** Brand perception, competitive advantage, distinct attributes and points of differentiation

**Positioning:** The core promise and articulating that effectively to the correct target markets

**Reviewing:** All member touchpoints and communication vehicles to review messaging and how the association is currently presented across different departments and platforms (email, promotional packages, brochures, videos, website, training promotions, PR, etc.)

We distill these valuable finds and create powerful messaging and visual identities that effectively communicate the brand promise, position the organization to achieve its strategic goals, and increase relevance and value in growth markets.

### Part I. Learning More About TCG

Our team will begin with a comprehensive review of all existing stakeholder, student, parent, partner and competitive information provided by TCG.

Through this process, we will seek to understand:

- The short-term goals of the organization, with a focus on recent developments
- The long-term vision – where you would like to be in 10 years
- The desired relationship between TCG and the portfolio of educational brands
- Primary audiences, influencers, competitors
- Core competencies – what the organization excels at providing
- Points of risk – perceived weaknesses or common complaints
- Areas where the brand is best known and where it needs more recognition
- Discussion of internal culture
- Competitive white spaces and other emerging opportunities

## Part II. Exploring Intrinsic Factors that Have Driven Success

The best way to build an authentic brand is to build it from the inside out. Our process works to identify the core beliefs and competencies that drive your organization. We seek to get a 360-degree perspective of the organization by interviewing a range of leaders and other key stakeholders.

We will conduct 10–12 interview sessions with senior management and other internal stakeholders. The sessions will explore views regarding:

- TCG’s purpose and point of view about its programs, services and the experience it delivers
- A detailed understanding of how different schools and programs serve different educational and behavioral needs and life stages
- TCG’s core competencies – what the organization excels at doing and its impact
- TCG’s primary points of differentiation from competitors
- A discussion of the values that drive the brand
- Future opportunities to enhance the experience or expand your reach
- The impact of TCG’s work on those it serves – why your work is important to students, families, educators, staff, partners and community
- TCG’s vision for the future – where the organization aspires to position itself long-term

## Part III. Analyzing Needs, Brand Perceptions and Points of Differentiation

As TCG plans for future growth and expansion, it is important to anchor the brand in an understanding of the needs of target audiences and the trends shaping the education field. We’ll work with TCG to develop a comprehensive market research analysis of the competitive landscape and identify market differentiators for TCG. To gain this clarity, our team will thoroughly analyze a range of marketplace, category and consumer research utilizing syndicated research platforms such as Statista.

We would also like to conduct primary research with students, family members and educators who have experience with TCG to determine what they value most about the experience, how they made their decisions and how they see TCG as standing out.

Our approach includes conducting four online virtual community discussions using the Recollective platform. The platform allows groups of 5–10 individuals to have interactive conversations with the consulting team and other members of the group. It also allows us to have stakeholders examine and comment on content.

Individuals from similar backgrounds will be distributed throughout the groups, allowing researchers to witness conversations and reactions from differing opinions. The virtual

communities provide an opportunity to gain a deep, meaningful understanding of individuals' current perceptions of the organization as well as their input in developing a single-minded, resonant brand.

Communities will run for a three-day period and contain 8–10 research activities. The insights and research gained from both the individual conversations and virtual communities will lay the foundation for the branding and marketing strategies.

Finally, we will conduct an audit of current marketing practices. Our goal will be to establish a benchmark for where you currently are and to identify opportunities for improvement and expansion of the program. We will review paid, earned, owned and social media across all channels, along with the role they play in the marketing mix.

#### **Part IV. Bringing the Brand to Life**

Once the research has been completed, we will synthesize the findings and develop a summary of internal and external findings with a focus on insights about the organization's distinguishing characteristics, emerging opportunities and points of leverage.

This part will include:

1. **Audience Segmentation:** Each primary audience will be identified, and profiles will be developed to bring their needs, wants and attitudes to life. This will include primary media consumption habits.
2. **Brand Conviction:** A brief description of the primary brand position and value of the organization to clarify direction and guide messaging. This serves as the brand's nucleus.
3. **Purpose Statement:** Like an "elevator speech," the Purpose Statement is an aspirational expression of the driving force behind the organization and why it matters.
4. **Connection Strategy:** A broad overview of preferred marketing channels, with a focus on digital engagement as well as paid, earned, owned and social media.
5. **Brand Storylines:** These guides to messaging describe key themes that are important to the communication of the brand and its value across all expressions of the brand. TCG's commitment to DEI will be a focus in our messaging strategy.
6. **Brand Manifesto:** The Brand Manifesto is an inspirational statement that drives pride in what the organization stands for and an understanding of why it matters.

CASE STUDY

NABLF

# INTEGRATED REBRAND

## CHALLENGE

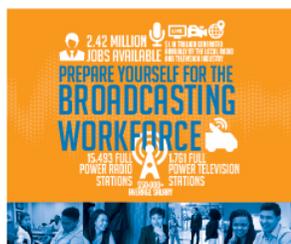
The NAB Foundation, the philanthropic arm of the National Association of Broadcasters (NAB), sought to advance the future of broadcasting through education, diversity and community service. The challenge was that the existing NAB Education Foundation brand was not effectively communicating the core pillars of the foundation's mission. Furthermore, the foundation was not clearly differentiated from NAB, creating confusion between the two organizations, and the broadcasting community lacked awareness of its programs and resources. This lack of awareness and understanding was impacting both fundraising efforts and program participation.



## SOLUTION

CSG Creative came on board to build a new brand identity that reflected the core purpose and aspirations of the NAB Foundation. To kick off the project, we conducted a quantitative research study and met with key stakeholders to probe current perceptions of the foundation. These findings influenced the development of a new brand platform that included a clear vision of what we want the brand to achieve and how we want the brand to achieve it.

To more closely reflect the mission of the organization, we renamed the foundation the NAB Leadership Foundation and flipped the hierarchy of the logo, placing the emphasis on the foundation. With focused messaging and smart visuals, we teased the new brand identity at NAB



Show in April 2019 and then launched the full expression at the foundation's annual Celebration of Service to America Awards gala in June. The new NAB Leadership Foundation brand was featured prominently on reception signage and the front cover of the program guide. Elements of the brand's visual identity were reflected in the decor, and key messages were reinforced in the program script.

We developed a rollout plan for refreshing all brand touchpoints from the website to social channels to program brochures that corresponded with launch timing. Activation of a marketing plan to generate awareness for the foundation's mission and its programs is ongoing.

## RESULTS

We created a new brand identity that is more inspiring, innovative and future-focused and that supports the foundation's mission. By elevating the foundation at the Service to America Awards gala, we successfully launched the new brand with this high-value target audience, and feedback was overwhelmingly positive. The NAB Leadership Foundation and its mission were front-and-center making clear the impact the foundation has on people's lives and its role in creating a more vibrant future for broadcasting.

## 3

## Creative Campaigns that Engage Across Channels

Good design is the art of creating great results. Our creative capabilities are born from our belief in a collaborative environment and a talented team. We pull inspiration and great ideas from the minds of all. We have a core team of creatively unique designers, videographers, producers and content creators who have been handpicked for their individual strengths. At CSG, we don't have a "look"; we have creatives with their own personal style. This gives our clients a wide variety of design and graphic styles to evaluate.

CSG's entire team understands how to develop and integrate outstanding and award-winning brands, whether in print, digital, video or any other marketing channel. But, more importantly, we understand great design and how to turn a big idea into big results. We thrive when we are given the opportunity to think big, think freely and bring extraordinary concepts to life.

### Video Production & Photography

If a picture says a thousand words, a video says a million. CSG loves digital storytelling and understands that audiences expect to have an immersive video experience. Working with our production team in Hollywood, CSG brainstorms storyboards and creative direction to shoot and curate video that is not only compelling but also engages viewers, builds the brand and puts forth the right narrative.

Our video production goes well beyond the traditional talking heads to content that evokes real emotion. We then leverage shorter edits of our videos for social and digital advertising.

We also incorporate dynamic motion graphics to help tell our stories. These high-energy and revealing pieces are especially effective for unveiling new brands, product or service introductions or event promotions.

Finally, we know how to direct photography to capture the images that will complement our marketing efforts and most importantly, accurately reflect the diversity of the communities our clients represent and the commitment to DEI. Not known to leave anything to chance, we work side-by-side to art-direct shoots and stage shots to make sure we have what we need.

### Content Strategy and Management

TCG is likely full of great content sources through partners, employees, publications, industry resources, advocacy initiatives, student and teacher profiles, and, of course, any community events. CSG works closely with our clients to develop content strategies that promote the right messages, position the organization and support SEO. This keeps the content fresh and dynamic, and supporting marketing initiatives with content relevant to the value propositions presented drives enrollment, fundraising and community engagement.

We have created powerful vlogs and traditional blogs and developed highly successful native advertising that has increased traffic to our clients' websites by tens of thousands.

We also embrace the importance of cross-channel content promotion. That postcard you put in the mail? Let's repurpose it for a social media graphic. That video we created at the event? Let's repackage some of the content to support other initiatives post-event. The research report you just published? Can we serve it up digitally as a white paper to drive lead generation? By removing the silos from your marketing approach, you'll win with a more robust and integrated content strategy and the investment you make in content development will have a stronger ROI by spanning multiple channels and increasing impressions.

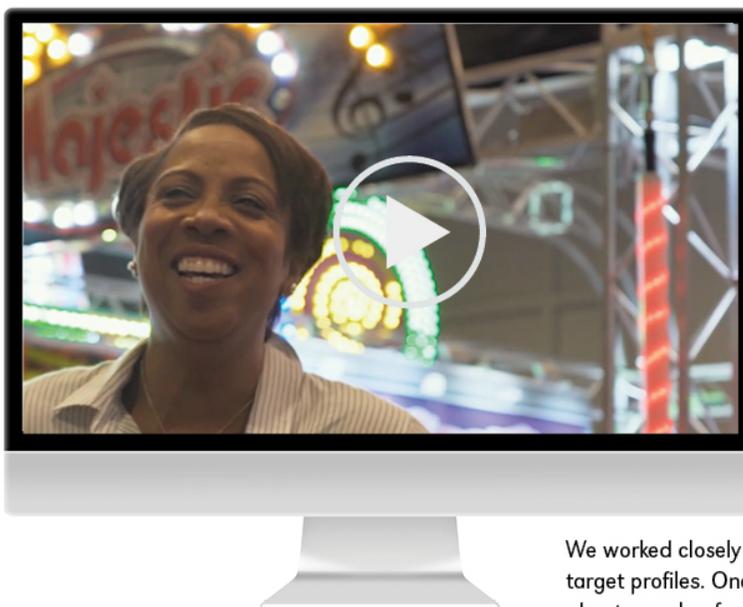
#### VIDEO EXAMPLES



# STORYTELLING

## CHALLENGE

Video is a key component to any digital marketing strategy. But how do you make your videos stand out from the crowd and showcase what your brand is all about in a short timeframe?



For IAAPA Expo, it was important for our videos to showcase the complete Expo experience and break the mold of a “typical trade show video,” which, for many other agencies, includes B-roll, a mashup of testimonials . . . and more B-roll.

With the launch of the International Association of Amusement Parks and Attractions (IAAPA) new association and show brand, we had the added challenge of incorporating the brand story into the videos. IAAPA challenged us to showcase the emotion and joy associated with their brand.

## SOLUTION

When thinking about the IAAPA Expo experience, we realized that we had three perspectives to share: an exhibitor, a repeat attendee and a first-time attendee.

We worked closely with IAAPA to identify three individuals that fit within those target profiles. Once the individuals were selected, we called each person to talk about our plan for filming, sample questions and the goal for the videos.

After filming each individual experiencing the show, our video team created a visual profile for each individual and their unique IAAPA Expo story.

## RESULTS

We launched each video at carefully planned intervals within the campaign. First, we debuted the Exhibitor Video during a final push for exhibit sales over email and all social channels. On Facebook alone, it received 2,000+ views, 12 shares and 54 responses.

Next, the Repeat Attendee Video was launched with registration, receiving 12,000 views, 7 shares and 51 responses. It was then edited to serve in our video pre-roll advertisement campaign on YouTube. During this campaign, the video’s VTR (view thru rate) was strong at 71%. This ranks well above a benchmark of 51% and showcases a high level of engagement with our content.

Finally, the First-Time Attendee Video debuted on social media prior to the Early Bird Deadline, receiving 21,000 views, 12 shares and 51 responses on Facebook.

Overall, we have been very pleased with the level of engagement and the videos themselves. Many IAAPA members and staff have told us that they get “goosebumps” watching them, as it helps them remember what is special about their industry.

## 4

## Website Design, SEO, UX and Content Management

CSG has earned top awards for our web design and development. We are pros at creating dynamic, easy-to-navigate websites where it's simple to connect to the right content. We understand the content that drives decision-making and how to develop site architectures that facilitate quick and easy navigation to enhance UX and UI. CSG works exclusively in the WordPress platform due to its flexible design capabilities and user-friendly CMS.

TCG's website is content rich but needs an objective look to better organize content, accessibility and streamline the user experience to present a clear and consistent approach across your disparate and siloed programs and services. The website will be the hub of all inbound marketing initiatives, and it's imperative that when a user or prospect arrives, they have a positive experience that directly translates to the perception of your brand.

## CASE STUDY

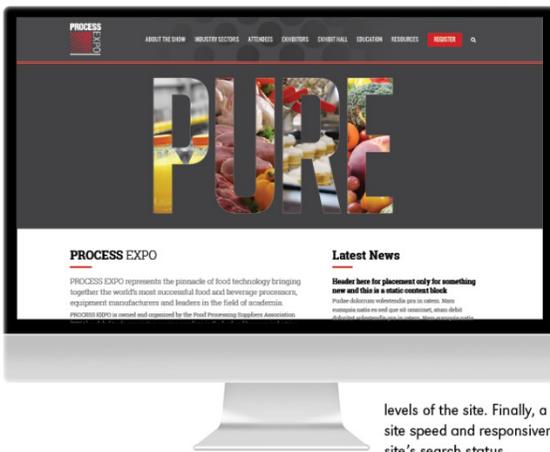
## FPSA

### WEB DESIGN/SEO/UX

#### CHALLENGE

When CSG began the engagement with PROCESS EXPO in 2016 it was clear that the show needed an aggressive turn-around strategy. Suffering from a weak 2015 event, we needed to improve perceptions of this biennial event in order to position PROCESS EXPO as an innovation leader, to resell booths to past exhibitors and attract brand-new companies to exhibit, and to increase awareness among and registrations from an expanded target audience.

#### SOLUTION



After executing an event rebrand, CSG knew the PROCESS EXPO website needed to be completely revamped. All marketing materials point to the website as the primary source of news and information, so the user experience has to be modern, engaging and straightforward. Our experienced digital team improved the visual representation of the event and also transformed the navigation and page layouts.

In addition, we optimized the new site to increase traffic via search engines. We installed a Yoast plugin, which includes a readability and keyword analysis. The site's content was reviewed and edited for SEO effectiveness, including headers, names of pages and more. Meta descriptions were updated and redirects set up to increase SEO reach. The structure of the content was reordered in the navigation so that critical information was reachable in the first or second levels of the site. Finally, a number of technical factors were evaluated, such as site speed and responsiveness, inbound links, and other factors that boost a site's search status.

#### RESULTS

Total sessions increased 124%, total visitors increased 123% and total page views increased 282% over the previous campaign. Of the top 20 pages visited, 7 included new and enhanced pages targeting industry-specific audiences and recorded a total of 54,826 page views, a 294% increase over 2015. A new interactive map recorded 4,428 hits from the redirect used to track it. This map was not posted until later in the show cycle and was used to increase retention as well as attract new prospects. And the "Reserve a Booth" page went from 253 page views in 2015 to 5,430 in 2017. The main exhibitor page went from 9,786 to 22,504 page views.

In addition to design and development, CSG implements robust SEO into our websites. We carefully evaluate selected pages on the site and work with the best tools to monitor and evaluate search terms and priorities, ensuring that content is appropriately tagged, positioned and updated to increase organic search.

## 5

## Digital and Social Media Strategies

No marketing campaign is complete without a full integration of digital tactics. CSG has an entire digital team and strategic partners to design and execute digital strategies built to achieve our clients' unique objectives. Our strategies are developed to deliver messages that build awareness, drive interest and engagement, encourage sharing, and, most importantly, generate conversions. Our most successful digital marketing campaigns have leveraged tactics including:

- Display and programmatic advertising
- IP/geofencing location-based advertising
- Retargeting and remarketing
- Paid social campaigns
- Influencer campaigns
- Organic social campaigns
- Lead generation campaigns
- InMail campaigns
- Content marketing and native advertising

Once we gain a clear understanding of the TCG brand, priorities, audiences among the various schools, programs and services offered by TCG, we will recommend digital campaigns and strategies to achieve the desired outcomes. If we need support with influencer marketing, we will look to engage paid and unpaid influencers on the platforms and channels we believe will generate the best results and position. We'll work with TCG to develop compelling and suitable content to engage audiences that will make the appropriate impact.

We will look to develop a more holistic strategy for TCG that integrates a combination of organic and paid tactics, and we can support that strategy with more cohesive messaging and creative assets.



CSG is a true partner and has been integral to our success. Without a doubt, I consider them some of the smartest and creative minds in the non-profit world.

**Megan Saad**  
**International Association of**  
**Amusement Parks and Attractions**

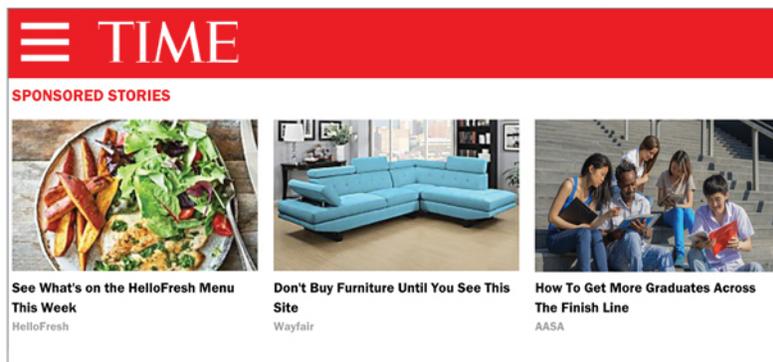
# NATIVE ADVERTISING

## CHALLENGE

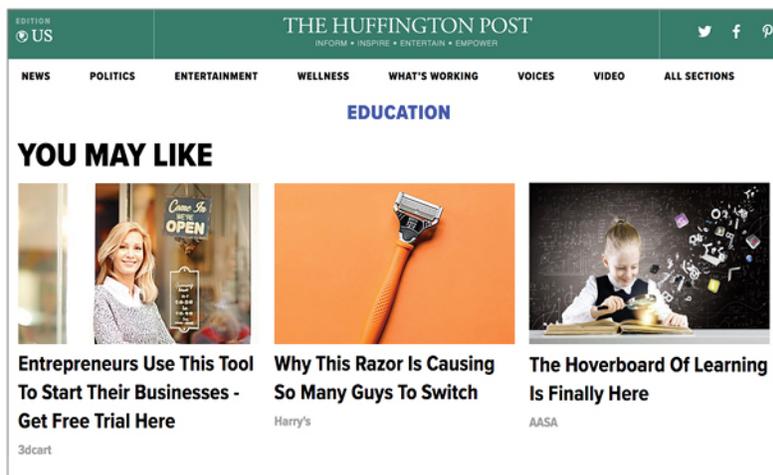
AASA's National Conference on Education is the most comprehensive professional development and networking event for more than 3,000 school superintendents and administrators. Most attendees are members of AASA, and the client was looking for a strategy to reach new audiences and to expand awareness and participation of non-members. In addition, we wanted to position AASA as a thought leader by creating content that would be further supported by the education offered during the two-day event.

## SOLUTION

After researching many platforms and tactics, we decided to test a content marketing strategy with AASA. First, we identified hot trends and wrote a



custom, medium-length article about each trend, providing an objective and thought-provoking viewpoint on each topic. We paid to place those articles on mainstream press, pushing them out through content streams to reach specific audiences where they are on the web. Because we were not necessarily focused on specific industry or trade sites, we were able to profile and model the prospect audience and serve them the paid content on CNN, The Today Show, Bloomberg, etc. The articles linked through to the NCE website, and each new website visitor was subsequently retargeted with digital ads promoting AASA as a valuable content source. We ran the campaign for 30 days.



## RESULTS

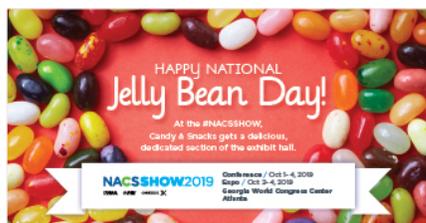
The results were outstanding. From a pure revenue perspective, the real-time conversions to paid registrations more than paid for the entire content marketing campaign. We were able to trace 453 hours that users spent in front of the NCE brand, reading content. We measured over 16,000 clicks and nearly 14,000,000 impressions. Another highlight was the social media engagement linked to this campaign. Based on known behavior, we expected negligible results crossing into social media

channels; however, we tracked 90+ social engagements. Altogether, we were able to earn the client more than 25,000 brand engagements (article views, native clicks, social actions and conversions). The majority of this activity was likely from non-members, which contributed to a 20% increase in non-member registration.

## CASE STUDY

## NACS

## ORGANIC SOCIAL



## CHALLENGE

The National Association of Convenience Stores (NACS) hosts an annual conference and exposition for convenience and fuel retailing professionals. Before the event, NACS wanted to maximize their reach to potential attendees through as many channels as possible. These channels ranged from print pieces to digital ads to social media platforms. It was important to NACS that they approach these outreach tools strategically and efficiently, that all efforts were integrated and that they optimized their resources.

## SOLUTION

NACS teamed up with CSG Creative to create paid and organic social media content for their target channels. The organic social media strategy was designed to engage existing followers as well as to extend organic reach across Facebook, Twitter and LinkedIn. The paid social media strategy was intended to reach audiences that were not as engaged with the association but fit the profile of potential association members and NACS Show attendees. The two campaigns were designed to operate independent of each other while promoting the NACS Show through a cohesive voice and messaging.

## RESULTS

Quantifiable results of the campaign were monitored throughout its execution to improve existing strategy. The copy, content, voice and imagery; tags and links; and posting time of each piece of content were carefully considered and examined to ensure that each channel was optimized. During the months preceding the NACS Show, CSG's organic social media content campaign caused a steady increase of traffic from all social media channels to event website. At the end of both the organic and the paid social media campaigns, paid social media content had reached 227,469 views (higher than anticipated) and was ultimately successful in spreading awareness with 639,425 impressions. The paid social media campaign saw an overall return on investment of 1719%.

## 6

## PR and Earned Media

Public relations activities will be a critical component of raising awareness for TCG. We'll focus our initiatives on garnering media coverage locally in the VA/MD/DC region as well as nationally in the education and behavioral health media as well as the general business and consumer outlets online, in print and broadcast. We can also explore opportunities with podcast hosts and communities that focus on content related to TCG's mission and community initiatives.

Following is an outline of the public relations initiatives proposed for TCG:

1. Work with the TCG team to write, edit, and distribute press releases monthly or as needed to announce news about new initiatives, new leaders, new programs, speaking engagements, special events, new findings in neuroscience, and the impact on children, etc.
2. Build list of appropriate trade and general business media to send the releases and secure interviews and articles. Target media will include:
  - **Education and Behavioral Industry Reporters** – We will target reporters, bloggers and editors who cover the education and behavioral health including Willian Therrie, co-editor of *Exceptional Children*; Beth Brookfield, managing editor of *Early Childhood Special Education*; Kelly Anderson, editor, *The Journal of Special Education* and well as editors at *Behavioral Interventions*, *Youth Today*, *Mental Health Weekly*, *Cognitive and Behavioral Practice*, *Occupational Therapy in Mental Health*, and others.
  - **General Business Press** – We will also reach out to education reporters at general business media outlets including *US News & World Report*; *NPR/National Public Radio*, *USA Today*, *The Wall Street Journal*, *Today Show*, *Forbes*, *Fortune*, and other outlets.
  - **Local VA/MD/DC Media Outlets** – We will work with the schools that are already affiliated with the Children's Guild to announce new programs, milestones, and leadership. The media will include the *Washington Post*, *Richmond Free Press*, and the *Baltimore Sun*, to name a few.
3. Distribute press releases over Accesswire so the news is guaranteed to be posted to the Google, Bing, Yahoo, Associated Press, and hundreds of other online media outlets to assist with SEO.
4. Reach out to the top journalists to arrange interviews with Jenny Livelli and other senior leaders to talk about advances being made in the organization and other impactful initiatives. Prior to each interview we will review the questions and help craft the messaging for TCG executives and spokespeople.

5. Write white papers, blogs, and articles for the industry trades. Our goal will be secure at least one article per month. We will work directly with the editor or the publications and the writer to guide the process.
6. Secure and publicize any appropriate speaking engagements for Jenny or the staff. We will also work with the various industry trade organizations to help to secure webinars, podcasts, and other online speaking opportunities.

## 7

## Event Marketing and Promotion

Events are an essential part of a brand's ability to truly immerse their audiences in their promise and core beliefs. Throughout the global pandemic, society has missed the ability to gather in schools, fundraising activities, social events, sporting events and more. As the pandemic ebbs and in-person gatherings once again become a critical part of an organization's brand strategy, CSG will be there to make smart and strategic recommendations on how to leverage events to achieve specific goals and objectives.

CSG has an exceptionally long legacy of success promoting events, increasing awareness, driving attendance, recruiting sponsor and exhibitors, and raising funds for our organizations' scholarship programs, endowments, and capital campaigns. We are known for our exemplary results and breakthrough campaigns.

## award-winning brands and campaigns



# 66

IAEE Art of the Show Awards

# 116

Graphic Design USA Awards

# 23

Davey Awards

8 Association Trends  
2 Excite Awards  
1 American Business Media Award  
1 Excel Award



## TCG Budget Projections by Cost Center\*

\*costs are based on the scope of work presented in the RFP and are estimates based on our best judgement completing similar scopes, execution and work with other clients. Prices may adjust up or down once actual budgets and resources have been disclosed or work has been prioritized based on those budgets. CSG will present TCG with final pricing estimates for approval before any work commences.

Cost Center	Budget (annual impact or project estimate as indicated)	Direct Expenses Associated not included in budget	Budget Narrative/Fee Justification
<b>Comprehensive Marketing Planning, implementation Support and Strategic Execution Services</b>	\$243,000 annually \$20,250 monthly	ancillary travel, mileage, etc.	Day to day campaign and project management support, overarching marketing plans and recommendations, reporting and monitoring of campaign performance against established KPIs, staff travel time and meetings, monthly strategy sessions to advise leadership, answer questions, outline best practices, BOD communication strategies, etc. to support the effective implementation and execution of all campaigns and strategies developed for TCG and affiliated programs and services. Estimate approximately 135 hours a month.
<b>Brand Development, Research, Analysis and Audience Segmentation Studies, Marketing and Messaging Strategy</b>	\$80,000	ancillary expenses for any travel, transcriptions, and misc. expense	Includes all research and discovery, internal and external, across TCG audiences, programs and services and communications platforms and vehicles. Information will be distilled and presented in a comprehensive brand book with synthesized insights, guidance, connection strategies, and more fundamental elements to secure and propel the parent and sub-brands.
<b>Creative campaigns and graphic design services</b>	\$75,000 - \$175,000	stock images or rights-based images as needed, color comps, special font packages, etc. printing, postage, paid media, etc.	Comprehensive creative and graphic design services focused on brand development, visual identity, collateral material, digital assets and creative units for all projects and programs including event marketing.
<b>Copywriting</b>	\$36,000 - \$60,000/year	additional research or resources required to develop content	Copywriting for all messaging and promotional materials related to and incorporated in marketing, branding, sales, fundraising initiatives, and BOD communication. Also includes promotional materials for individual schools and programs.
<b>Website Design, optimization, SEO, Google Analytics, monitoring and reporting</b>	\$42,000 - \$85,000 \$1200/month admin and maintenance	dependent on level of programming and changes required for site enhancements, revisions, etc.	Thorough review and analysis of TCG web site content design, user experience, content management, organization and architecture, brand consistency and communications audit
<b>Content strategy production, and management services</b>	\$30,000 - \$75,000	equipment rental fees, special lighting, sound, DPs, other FX, etc.	Video production services, photography, stock and original, editorial content, blog posts, etc. that will be used to support marketing strategies
<b>Public relations and earned media</b>	\$48,000/year	media monitoring service: \$3600/year subscription	Develop a comprehensive list of media outlets, frequent and proactive connections with those media outlets to pitch stories and keep them apprised of TCG's community impact and resources, development of press releases and social media content, and pursuit of earned media placements.
<b>Digital and social media strategy and execution including paid, organic and influencer campaigns for display advertising and social campaigns</b>	\$141,000 - \$189,000/year	Paid Media Insertions Paid Influencer contracts	Develop and manage digital awareness and engagement campaigns to support marketing and branding objectives. Costs include digital platform manage and optimization, managing social media accounts, developing social content, identifying and managing influencers and brand ambassadors, etc. Includes up to 5 channels including FB, Instagram, TikTok, YouTube and Twitter

<b>Event marketing services</b>	\$36,000	related printing, advertising insertions, digital media spend, postage, fulfillment, etc.	Ideation and concepting of event strategies and experiential brand activations to increase the visibility of TCG through live events and experiences. Concept sponsorship opportunities, fundraising initiatives and measure performance through set KPIs designed by TCG and the CSG team. CSG to design individual marketing strategies for event, design collateral and other creative units needed to promote the event including sales and sponsorship collateral. <i>This fee does not include onsite management of event production or management of outbound sales and sponsorship activities. CSG has a partner who may provide these services upon request.</i>
<b>Data, analytics and reporting</b>	\$40,000	List acquisition and rentals, data scrubbing, analysis, trend reports, etc.	Data science and evaluation of all inhouse data sets and acquisition of new data, monthly reporting cadence on active campaigns, new list acquisition, data-mining, etc.
<b>Contingency</b>	\$100,000		Misc. expenses, scope, opportunities, resources, etc.
<b>Estimated Costs Professional Services and Specialty Contract Services</b>	<b>\$871,000 - \$1,131,000</b>	<b>\$50,000 - \$120,000</b>	
<b>Estimated Media Expenses to Support Campaign Initiatives (Digital, print, social)</b>		<b>\$250,000-\$500,000</b>	CSG will earn a 5% commission on all paid media placements

**great brands are  
built on promises.  
here's our promise  
to you:**

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We will work in partnership with The Children's Guild and its stakeholders to implement exceptional and comprehensive marketing and creative services to achieve the organization's goals and objectives. We will work tirelessly to elevate the educational programs and behavioral health opportunities that TCG provides to the communities it serves.