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WasteCap Customer Engagement and Rebranding

WasteCap Resource Solutions, Inc. is a Wisconsin-based environmental non-profit whose vision is to transform waste into resources. In addition to assisting companies to effectively decrease operation costs through improved solid waste management practices, WasteCap Salvage Warehouse offers reclaimed appliances, home furnishings, lumber, and building materials. Despite the quality material and seemingly endless creative opportunities that can be found throughout the warehouse, the name WasteCap Salvage Warehouse does not carry the same excitement and wonder.

In preparation for a WasteCap rebranding campaign, Executive Director Travis Blomberg recruited our help to research and develop the ideal fundraising campaign for its new division, Harvest Built. The Harvest Built division focuses on upcycling and reusing high quality reclaimed building materials. Harvest Built will be comprised of the following programs: deconstruction consulting, salvage services, do-it-yourself series, and the retail store

The following report is a summary of our research and suggestions that highlights a number of personas and businesses that could be the focus of the fundraising campaign. Our recommendations are laid out into four deliverables that 1) identify a the target audience, 2) highlight the most effective technique and language to attract potential donors, 3) demonstrate engagement and advertising strategies tailored to our identified audiences, and 4) create a final Flipcause campaign that combines the first three deliverables into an effective donation platform ready for implementation. Additional recommendations are also listed to make the campaign more compelling.

First Deliverable - Identify the target audience

In order to have a donation campaign you need donors that will contribute to the cause. Our first deliverable works towards determining which individuals and potential sponsors have the financial means and motivation to donate to this campaign. Four general personas (Cheerful Baby Boomer, Affluent Gen-Xer, Millennial Male and Female) were created that represent demographics who are likely to donate. For the marketing team's benefit, in-depth personas were also generated to create strong a mental image of who is being appealed to. We have also included brief profiles for potential corporate sponsors and nonprofit alliances that could prove to be beneficial partnerships for WasteCap in the future.

The Cheerful Baby Boomer is age 51-69 and lives in the Milwaukee suburbs. He or she is married and has a bachelor's degree, with an annual income over \$55,000. They do not

necessarily have a “prestigious” job, but they are content with what they’ve achieved. They’ve put their kids through college and have money put away for retirement. They are focused on helping the younger generations however they can - imparting knowledge or donating to causes. They are also aware of the state of the planet and are relatively environmentally friendly. Being outdoors is important to them (reference Appendix A-1 for further details).

The Affluent Gen X-er is age 35-54 and lives in the northern Milwaukee suburbs. He or she is a college graduate and is married with a comfortable income of \$80,000+. They are business professionals who care about their careers and local sustainability initiatives. These individuals commonly donate or sponsor philanthropic and environmental causes throughout the year, primarily focused on local missions. Sustainability of the environment and community are important to them. The Milwaukee Gen X-er stays active both physically and socially, staying outdoors and attending concerts and movies (Appendix B-1).

This Millennial Male is 25-32 currently living in the city. He graduated college with a bachelor’s degree in STEM, with an annual income between \$80,000-\$100,000. He is not married but lives with his significant other. He is a music, art, and outdoor enthusiast and is very passionate about the environment. He spends much of his freetime reading at a small coffee shop or at home brewing beer and wine (Appendix C-1).

The Millennial Female is 24-32. She is a college graduate working for an interior design firm with an annual income between \$40,000-\$68,000. She majored in interior design with minors in sustainability and business. She is passionate about modern aesthetic art and is attracted to the idea of utilizing reclaimed materials to create new projects. She loves going to independent coffee shops to get work done and socialize with coworkers and friends. Her passion for the environment and love of the arts are complemented by her free spirit and easy-going personality (Appendix D-1).

Ideal WasteCap corporate sponsors include for-profit companies in and around the Milwaukee area. Because WasteCap provides waste reduction and recycling assistance to businesses, we believe a reasonable sponsor to target would be within the construction, contracting, or general repair field. Additionally, companies committed to environmental mission statements would be reasonable sponsors to approach. This sponsor company would be able to contribute services that WasteCap cannot provide on their own while upholding similar values (Appendix E-1).

WasteCap’s alliance partners are predominantly expected to be other non-profit organizations in the greater Milwaukee area. Groups committed to environmental sustainability and community engagement are ideal due to their overlap of customer- and corporate-affiliation. (see Appendix F-1).

Second Deliverable - How do we catch our target audience's attention?

Now that the audience has been selected, we wanted to identify how to hook each target audience. We wanted to know what would set this fundraising campaign apart from all the rest. Based on our research, different age demographics respond to different marketing and advertising avenues. The following descriptions have been compiled to attract specific donors and sponsors.

Baby Boomers, who contribute 43% of individual donations in the US, are an important demographic to target effectively. They are particularly receptive to campaigns that make them engaged and teach them something new. This could be captured well by an informative YouTube video. They are willing to give recurring donations, but this often requires praise and thank-yous in addition to future updates about the progress of the non-profit.

Gen X-ers are the most willing demographic to give recurring donations, and they are the second most prominent donors, so this is also an important group to target. They among the other generations want transparency in a campaign. They tend to need information about where their money is going and how the campaign health is. They are receptive to modern videos, but they generally have to be brief (four minutes or less).

Recent marketing research has demonstrated that Millennials are most responsive and most likely to contribute to an online giving platform. Graphics are especially effective in grabbing their attention via side-panel advertisements. Further research also demonstrated that Millennials respond, donate to, and share campaigns if there is competition involved and/ or their company offered to match their donations. It is also important to note that most Millennials have and continuously use smartphone devices equipped with social media networks, which is where they predominantly connect with companies (see Appendix C-2).

To attract corporate sponsors, the most important factors are describing how money will be spent and making sure the sponsors know they will be adequately advertised. Follow-up is important to ensure future donations are received.

The fastest way to acquire lists of relevant non-profit companies to be alliance sponsors is to obtain them from other non-profit companies. This creates a compound networking effect. There are four principles in making sure that alliance partnerships work well together. Those are making sure both partnerships are making progress, leveraging differences to create value, encouraging collaborative behavior, and spending an equal time managing stakeholders as well as relationships with your partner. It is important to stick to the mission statement and value the whole organization's values. Lastly, if your nonprofit really wants to optimize your marketing campaigns for success, it is crucial to analyze your existing volunteer and donor database.

Third Deliverable- How do we distribute the campaign to gain support?

The third deliverable will cover the engagement strategy. Here we propose how potential supporters will find out about this fundraising campaign. These strategies were created based on the research compiled in deliverables one and two. We have provided suggestions that utilize key selling points to attract donors and highlight the appropriate channels that can be used to drive engagement for each profile.

Without much surprise, Baby Boomers are the most receptive respondents to postal mail. 40% of them who donate have donated via mail delivered to their address. This is 2x as often as Gen X-ers and 4x as often as Millennials. However, they are overwhelmingly connected to the internet, spending over 4 hours per week on media. FaceBook is their most-used platform, so this is the cheapest, fastest, and easiest way to make initial contact with them.

Surprisingly, Gen X-ers spend the most time on social media, at almost 7 hours per week compared to 6 for Millennials. They are highly connected to their smartphones, tablets, and computers, and FaceBook is also their most prominent platform. Again, this is the best way to reach this demographic.

Millennials have started to draw quite a bit of attention in the last few years. They are currently the largest generation and will likely be around for a while. Because of their overwhelming numbers and arguably strong sociocultural and economic influences, the Millennial generation is a force to be reckoned with. This generation tends to rely on peers for social references regarding the brands they chose to support. We know that smartphones are constantly on the rise, but the number of purchases made on these devices are also growing at an impressive rate. In order to optimize donations from this Millennial generation, buyable pins on Pinterest, shoppable posts on Instagram, and “shop now” donation options on Facebook and Twitter are the best avenues to gain attention from this demographic (Appendix C-3).

Alliance Partnerships have made huge steps into figuring out which ways to better market themselves. Research has shown that flyers, word of mouth, and digital storytelling are the best forms to target non-profits. Recently, using a donate button on platforms such as Facebook will help spark interest from other people in and outside of the company. Facebook Live is yet another social feature that nonprofits can use to build a personal relationship with prospects. Facebook Live allows organizations to stream video and engage with an audience in real-time. Using this medium can help a nonprofit create a humanistic appeal with your target audience.

Fourth Deliverable- Creating a Flipcause campaign

The final deliverable includes the three prior deliverables and combines the information gathered into one final Flipcause campaign. Flipcause is a website that allows us to create a digital campaign that is ready for immediate implementation. The campaign will provide potential donors with background about WasteCap and offer a compelling reason to donate. Due to time constraints, the team did not create a full campaign, but recommendations have been prepared.

We recommend the use of a multi-tool Flipcause campaign that allows potential donors to donate, sign up to volunteer, or sponsor the campaign. Language that expresses gratitude and follow-up letters with updates and praise will encourage donors to act again or spread the word.

Minimalist ads have proven to become increasingly effective for the 21st century. In an age where people are bombarded with information, obligations, and stress, ads that present very little content are enticing. They cause the brain to think on its own, in non-linear, abstract ways. For this reason, people are more likely to generate extra meaning from the ad, and they are also more likely to be memorable. An example of this is LEGO's imagination campaign.

The length of a website should be relatively short. It should contain enough information to convey the important of the cause and draw in a donor, but in the modern age, people quickly lose interest in long webpages.

Compelling imagery that is both memorable and can convey the mission of WasteCap should be incorporated. This would be a image displayed across the top of the FlipCause campaign. An example of this could be a building being deconstructed on the left, mirrored by an image of new construction on the right.

An enticing method of earning new donors is to offer social proof of donations. This is a low-cost item that is offered as a gift, branded with WasteCap's name. Ideally, this gift would be based on a sustainability theme. Ideas include reusable shopping bags, a succulent planted into a block of wood reclaimed from a building, water bottles, or reusable metal straws. In addition to this, small stickers could be a worthwhile investment, particularly at attracting and advertising to millennials. These could be provided to shoppers at the checkout. Combining ideas, the stickers could include a minimalist ad with the WasteCap name.

Finally, the creation of a short video may prove very effective. CauseVox, an online platform for fundraising, found that 80% of the top grossing campaigns use video storytelling. These are brief, informative, and captivating videos that gains the audience's attention, teaches them about the company, and influences them to donate. It is key to keep it short, so as to maintain attention. CauseVox lays out effective structures, including using the "Challenge Plot," discussing a problem, finding a moment of change, creating resolution, and calling the public to action. This is explained in Appendix H.

Appendix A: The Cheerful Baby Boomer

Appendix A-1

Deliverable 1: Identify a target audience and create a persona

The Cheerful Baby Boomer is age 51-69 and lives in the Milwaukee suburbs. He or she is married and has a bachelor's degree, with an annual income over \$55,000. They do not necessarily have a "prestigious" job, but they are content with what they've achieved. They've put their kids through college and have money put away for retirement. They are focused on helping the younger generations however they can - imparting knowledge or donating to causes. They are also aware of the state of the planet and are relatively environmentally friendly. Being outdoors is important to them.

- Warren
- High School English Teacher in Milwaukee
- Age 60, approaching retirement
- Male
- \$67,000
<https://www1.salary.com/WI/Milwaukee/high-school-teacher-salary.html>
- Lives in Milwaukee suburbs
- Bachelor's degree in Education
- Married to his wife
- Has 3 kids, 2 have graduated and 1 is a senior in college
- In good health and remains active outdoors
- Used to be in the Sierra Nevada Club, went backpacking when younger
- Plays guitar in a casual band with 3 other retiree-age friends
- Imparting wisdom to the younger generations is very important to him
- Wants to see everyone achieve their best self
- Uses FaceBook to stay connected to friends and family
- His family has recurring donations to various causes, some environmental

Expected to donate \$2010 annually (3% of salary)

<http://www.philanthropyroundtable.org/almanac/statistics/>

According to BlackBaud Study:

- Baby Boomers give 43% of individual donations (largest percentage, by 20% margin)
 - Environmental causes receive 8% of donations (9th most)
 - 53% of Boomers donate at the checkout, 42% online, 40% mailed check,
 - Only 20% of Baby Boomers would give money via mobile device, vs 62% of millennials
 - Only 36% of Baby Boomers buy things via retail shipping, vs 53% of millennials
- Retail Shopping: Buying things because the proceeds promote a cause

Appendix A-2

Deliverable 2: How can this campaign attract the target audience?

According to EcoPulse Study, the buzzwords “Science,” “Conservation,” and “Sustainability” produce favorable attitudes. “Environmental Stewardship,” “Regulation,” and “Carbon Footprint” do not. Words should be used very deliberately.

<http://info.greenbiz.com/rs/211-NJY-165/images/EcoPulse%202017%20Special%20Report.pdf>

Baby Boomers are receptive to YouTube videos, so a campaign video may be effective.

Baby Boomers are receptive to “thank yous”

Avoid words like elderly, senior, aged

<http://www.charitydynamics.com/top-3-ways-to-get-baby-boomers-involved-in-your-nonprofit/>

Appendix A-3

Deliverable 3: How will the target audience learn about the campaign?

- According to the 2016 Nielsen Social Media Report, tablets and smartphones are not particularly effective ways to reach Baby Boomers, but 80% of them access computers regularly for email and social media.
- Baby Boomers only spend 4 hours per week on social media (50% less than millennials), but FaceBook and email still reach them.

<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2017-reports/2016-nielsen-social-media-report.pdf>

- Mobile devices are not effective for receiving donations from Baby Boomers (only 20% do so)
- Recurring subscriptions are the most effective on Baby Boomers
- Baby Boomers are 2x as likely (40%) as Gen X-ers to give money in response to mail, and 4x as likely as Millennials

<https://institute.blackbaud.com/wp-content/uploads/2013/08/NEXTGEN.pdf>

Appendix B: Affluent Gen-Xer

Appendix B-1

Deliverable 1: Identify a target audience and create a persona

The Affluent Gen X-er is age 35-54 and lives in the northern Milwaukee suburbs.. He or she is a college graduate and is married with a comfortable income of \$80,000+. They are business professionals who care about their careers and local sustainability initiatives. These individuals commonly donate or sponsor philanthropic and environmental causes throughout the year, primarily focused on local missions. Sustainability of the environment and community are important to them. The Milwaukee Gen X-er stays active both physically and socially, staying outdoors and attending concerts and movies.

- Brooke
- Investment Banker at Wells Fargo Bank, Milwaukee
- Age 40
- Male
- \$105,000

https://www.glassdoor.com/Salaries/investment-banker-salary-SRCH_KO0,17.htm

- Lives in Northern Milwaukee Suburb
- Bachelor's Degree in International Business
- MBA in Finance
- Married to her husband
- Has two children, ages 10 and 12
- Outdoor Enthusiast, goes camping and on road trips with family
- Cares about environment, recycling, and general sustainability
- Is the friendly neighbor; cares about community
- Goes to concerts with his wife and friends
- Understands importance of long-term stability/sustainability of his bank firm
- Encourages investments in ESG / SRI
- Worried about the future state of the world for his children's sake
- Active on FaceBook and LinkedIn
- Wants to provide for his children's college, save well for retirement
- His family has recurring donations to various efforts (his children's school district, the local YMCA, building communities in developing nations)
- Donates spontaneously to causes that seem important to him (Red Cross)

Expected to donate \$2100 annually (2% of salary)

<http://www.philanthropyroundtable.org/almanac/statistics/>

According to BlackBaud Study:

- 20% of donations come from Gen Xers
- 51% of Gen Xers donate at the checkout, 40% online, 10% on Social Networking Site, 22% mailed check
- Gen X is most likely to donate to environmental causes (10%, vs 4% for millennials)

Appendix B-2

Deliverable 2: How can this campaign attract the target audience?

According to BlackBaud Study, over 50% of Gen Xers want to understand how their gift is being put to use. They want to know their donation is having an impact.

<http://www.givinginstitute.org/news/297722/Gen-X-Giving---Effective-Fundraising-Strategies-for-Gen-X-Donors.htm>

Transparency and genuineness are critical to Gen X-ers.

<http://michael-alan.com/marketing-to-generation-x/>

Words should be used very deliberately. According to EcoPulse Study, the buzzwords “Science,” “Conservation,” and “Sustainability” produce favorable attitudes. “Environmental Stewardship,” “Regulation,” and “Carbon Footprint” do not.

<http://info.greenbiz.com/rs/211-NJY-165/images/EcoPulse%202017%20Special%20Report.pdf>

The correct avenues have to be used to contact them. Some avenues are upsetting, such as social media direct messaging, text messaging, street canvassing, and door-to-door canvassing. However, ads, letters, email, and radio are positive.

<https://institute.blackbaud.com/wp-content/uploads/2013/08/NEXTGEN.pdf>

Present concise, relevant info (through Facebook or Twitter)

Provide monthly auto debit donation option

Have a modern looking website

http://www.donorpowerblog.com/donor_power_blog/2011/10/the-x-factor.html

Appendix B-3

Deliverable 3: How will the target audience learn about the campaign?

- According to the 2016 Nielson Social Media Report, Gen X-ers use more social media than Millennials (6:58 hours per week, vs. 6:19 hours per week)
- Online contact is the best way to get their attention.
- Access to social media weekly: 82% smartphone, 45% tablet, 33% PC
- FaceBook has most users, at 178.8M, Instagram 91.5M, Twitter 82.2M, Pinterest 69.6M, LinkedIn 60.1M.

Online donations are the most popular method for reaching Gen X-ers.

Checkout donations, purchase of proceeds/retail philanthropy, pledges, and tribute gifts are becoming more prominent.

50% of Gen-Xers are willing to give more than once per year, so repeat soliciting is effective.

This is more prominent than among any other generation.

<http://www.givinginstitute.org/news/297722/Gen-X-Giving---Effective-Fundraising-Strategies-for-Gen-X-Donors.htm>

Based on BlackBaud Report

<https://institute.blackbaud.com/wp-content/uploads/2013/08/NEXTGEN.pdf>

Ensure website has mobile access. Social media is best way to make first connection.

Provide recurring donor options

<https://4agoodcause.com/attract-donors-generations/>

Appendix C: Milwaukee Millennial Male

Appendix C-1

Deliverable 1: Identify a target audience and create a persona

This Millennial male is 25-32 currently living in the city. He graduated college with a bachelor's degree in STEM, with an annual income between \$80,000-\$100,000. He currently does not have a family but lives with his significant other. He is a music, art, and outdoor enthusiast and very passionate about the environment. He spends much of his freetime reading at a small coffee shop or home brewing beer and wine.

- Theo
- Environmental Engineering at GRAEF Engineering Company
- Age 26
- Male
- \$83,000 https://learn.org/articles/How_Much_Do_Engineers_Typically_Make.html
- Lives in downtown Milwaukee
- Bachelor's degree in Engineering
- Enjoys home brewing, spending time outdoors, the arts, and music
- Within 5-10 years, this Millennial male aspires to advance to an engineer II or engineer management position at his current firm
- Aspires to buy his own home and start a family in the near future
- Uses FaceBook and Instagram to stay connected with friends and family
- Very passionate about environmental issues this Millennial male is likely to donate some money, but most likely to share the donation campaign via social media

<https://www.entrepreneur.com/article/271466>

<https://www.youcaring.com/c/fundraising-ideas/strategy-template>

Here are some notable statistics from the 2015 Millennial Impact Report providing insight into how and why Millennials prefer to volunteer and give to nonprofits:

- 84% of Millennial employees made a charitable donation in 2014
- 30% donated through an online giving platform
- 43% say they would be more likely to give to a nonprofit if competition was involved
- 69% would be more likely to give if their company offered to match part of their donation

<http://eleventygroup.com/2015/07/07/nonprofit-millennial-giving-volunteering/>

Appendix C-2

Deliverable 2: How can this campaign attract the target audience?

Recent marketing research has demonstrated that Millennials respond well to side-panel ads and captivating graphics. Graphics are especially effective and grabbing their attention. This particular study also found that Millennials are likely to write and respond to written product and business reviews. Based on the marketing study and the profile above we have concluded that an Instagram and Facebook advertisement or posted flyer that utilizes captivating images/ graphics would be the most effective methods to attract Millennial males to the Harvest Built campaign.

<https://www.tandfonline.com/doi/abs/10.1080/0965254X.2011.581383>

Appendix C-3

Deliverable 3: How will the target audience learn about the campaign?

According to marketing research compiled by Ascend, social media is the most effective way to reach millennials:

- Over 85% of millennials own smartphones
- Millennials touch their smartphones 45 times a day
- 87% use 2-3 tech devices at least once a day
- 83% of online adults (18-29 years) use Facebook
- 53% use Instagram
- 37% use Twitter
- 34% use Pinterest
- 41% of millennials use Facebook every day
- 5 out of 6 millennials connect with companies on social media networks
- 66% of millennials follow a company or brand on Twitter and 64% like a company or brand on Facebook to score a coupon or discount

<https://www.agencyascend.com/blog/41-revealing-statistics-about-millennials-every-marketer-should-know#money>

Appendix D: Millennial Female

Appendix D-1

Deliverable 1: Identify a target audience and create a persona

The Millennial Female is 24-32. She is a college graduate working for an interior design firm who makes around \$40,000-68,000. She majored in interior design with minors in sustainability and business. Currently she has no family yet lives with a significant other. She is passionate about modern aesthetic art and wants to be able to reuse older things to make new art projects. She cares about the environment especially by biking to work (since she lives about 15 minutes away) and uses reusable bags. She loves going to independent coffee shops to get work done and interact with coworkers and friends. She is free-spirited and is easy going.

Some goals for a millennial female are that she hopes to become the VP of a design firm in 2-4 years and in 5-10 years hopes to own her own interior design firm. Some of her challenges would include making enough money to support her family in the future, promoting herself online in a creative way, and sourcing products for her company in a sustainable and cost-effective way.

- Mik
- Interior Systems Inc
- Age 26
- \$50,000
[https://www.payscale.com/research/US/Degree=Bachelor_of_Science_\(BS_%2f_BSc\)%2c_Interior_Design/Salary](https://www.payscale.com/research/US/Degree=Bachelor_of_Science_(BS_%2f_BSc)%2c_Interior_Design/Salary)
- Lives in downtown Milwaukee
- Bachelor's degree in Interior Architecture from UW-Madison
- Outdoor adventurer
- Buys fair trade coffee and shops organically
- Active on Instagram Pinterest, and Etsy
- Donates and volunteers at nonprofits
<https://www.forbes.com/sites/jefffromm/2017/02/25/millennials-are-influencing-the-future-of-philanthropy/#5901434c78f9>

Appendix D-2

Deliverable 2: How can this campaign attract the target audience?

Transitioning to how to target to this audience. You have to be authentic, direct and target millennial women by using videos and images. This is the most diverse generation of women in history, 43% being non-white so making the campaign more inclusive is better. If you can create two-way conversations on social media platforms, more people will be apt to donate, spread the word, or buy from your store. Graphics, photos, and videos that are Millennial females also want you to know that you share their values with them so get personal on your specific marketing ideas.

<https://insights.newscred.com/8-tips-on-how-to-market-effectively-to-millennial-women/>

<http://www.mediapartnersworldwide.co/marketing-millennial-women/>

Appendix D-3

Deliverable 3: How will the target audience learn about the campaign?

Millennial Females will mostly learn about the campaign by instagram/facebook, pinterest/DIY, and flyers in local coffee shops.

- 80% of millennial females use their laptop and smartphone to access social media and internet on a daily basis
- 65% if millennials express themselves via personal photos or videos.
https://www.insightsinmarketing.com/media/1170/women2020_millennial_051415_2_.pdf
- 71% of millennials use Instagram
- Instagram and Pinterest see significant gender divides. 53 percent of female millennials have Instagram accounts, compared to only 34 percent of males.
<http://iop.harvard.edu/iop-now/how-millennials-use-social-media>

Key Stats for Bachelor of Science (BS/BSc), Interior Design

Female 93%

- Salary: \$32,711-\$60,286

Male 7%

- Salary \$35,866-\$71,603

Years of Experience

- Less than 1 Year: 5%
- 1-4 Years: 42%
- 5-9 Years: 26%
- 10-19 Years: 18%
- 20 or more years: 9%

Popular Schools

- Oklahoma State University
- University of Wisconsin Madison
- University of Minnesota-Twin Cities
- Florida State University
- Syracuse University

Popular Companies

- Gensler
- Hks, Inc.
- Design Group
- Possibilities for Design
- AOI Corporation

[https://www.payscale.com/research/US/Degree=Bachelor_of_Science_\(BS_%2f_BSc\)%2c_Interior_Design/Salary](https://www.payscale.com/research/US/Degree=Bachelor_of_Science_(BS_%2f_BSc)%2c_Interior_Design/Salary)

Appendix E: Potential Sponsors

Appendix E-1

Deliverable 1: Identify a target audience and create a persona

An ideal WasteCap sponsor could be any number of the for-profit companies in and around the Milwaukee area. Because WasteCap provides waste reduction and recycling assistance to business, we believe a reasonable sponsor to target would also be within the construction, contracting, or general repair field. Additionally, companies committed to environmental mission statements would be likely companies to align with as sponsors. In return for their sponsorship, Wastecap could display the company's logo on their trucks or at the work site as well as provide assistance and consulting for waste management removal. This sponsor company would be able to contribute services that WasteCap cannot provide on their own while upholding similar mission statements and values.

The following profiles represent Milwaukee area organizations primarily operating in the construction and contracting fields that would make good WasteCap sponsors:

Milwaukee Tools

Milwaukee Tool is an industry-leading manufacturer of heavy-duty power tools, accessories and hand tools for professional users worldwide. Since the company began in 1924, Milwaukee Tool has led the industry in both durability and performance. With an unwavering commitment to the trades, Milwaukee continues to lead with a focus on providing innovative, trade-specific solutions.

<https://www.milwaukeetool.com/Company/Milwaukee-Story>

WEC Energy Group

WEC is one of the nation's largest electric and natural gas delivery holding companies, with deep operational expertise, scale and financial resources to meet the region's future energy needs. This collection of companies has committed to include environmental principles in guiding all of their operating decisions. Perhaps most importantly, the company strives to practice responsible environmental stewardship of all properties and natural resources entrusted to their management.

<http://www.wecenergygroup.com/about/environmental-guiding-principles.htm>

Heiden Plumbing, Heating & Cooling

This family owned and operated company has provided excellent residential and commercial services to the people of Milwaukee, WI, and Waukesha, WI. Over time, the technologies surrounding plumbing, heating and air conditioning have evolved, and Heiden makes every effort to keep up. Because they are committed to doing their part for the planet, and the health of all who live in the Milwaukee area, they now offer customers solar and other renewable energy services.

<http://heidenplumbing.clickforward.com/?adid-2E343B92-B097-442c-BFA5-BE371E0325A2=2117649&kw-2E343B92-B097-442c-BFA5-BE371E0325A2=plumbing+contractors&cam=ppc-g-m68110-c170034-g767928-plumbing+contractors>

PEA Builders Inc.

PEA Builders strive to be the leading builders of the highest performing homes in the midwest by seeking sustainable construction materials and methods. This Milwaukee based company lends itself as a potential partner for future acquisition of recovered materials if not a potential donor. This group is environmentally friendly and actively looking to expand their business model sustainably.

<http://www.peabuilders.com>

Zach Building Company

The Zach Building Co. has been building homes in the Milwaukee area for the better part of 20+ years. The company is an active member of Green Built Home™. All homes are Green Built and meet Wisconsin Energy Star standards. The company's involvement with the Green Built Home™ initiative may increase their interest in getting involved with Wastecap as a potential sponsor or recovered material client.

<http://www.zachbuilders.com>

Appendix E-2

Deliverable 2: How can this campaign attract the target audience?

Nonprofits and corporate businesses have a mutually beneficial relationship. These for-profit business and corporations provide the nonprofit with financial support and nonprofits are able to provide their sponsors with positive public relations to help grow the business and customer base. According to the 2013 Cone Communications/ Echo Global CSR Study and the Nielsen 2013 Consumers Who Care Study there are statistically significant benefits can arise from a corporation choosing to support a nonprofit:

- 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality
- 61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause
- 50% of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services (44% in the U.S. and 38% in Canada)

http://engageforgood.com/site/c.bkLUKcOTLkK4E/b.8778665/k.69BF/Nielsen_Cause_Research.htm

Appendix E-3

Deliverable 3: How will the target audience learn about the campaign and remain accountable?

Perhaps most importantly, WasteCap should address these business and corporations directly via email or phone call. One *Fortune Magazine* article by author Shalene Gupta describes the best way to approach and maintain a successful relationship with a corporate sponsor is to establish the relationship with a focus on four key areas: help them build brand visibility, recognize their generosity, offer creative approval, and keep lines of communication open.

Brand Visibility

Corporations view sponsorship as a business arrangement. They see it as a strategic way to build brand recognition and increase sales. The sooner you understand that the more you can advocate for your sponsor. With many business arrangements, the company footing the bill wants to know what's in it for them. Corporate sponsors want to see their logo anywhere and everywhere on event collateral.

Suggestions:

- T-shirts
- Banners
- Signage
- Newsletters
- Print and web ads
- Tweets
- Facebook posts

- Press releases
- Invites
- Landing pages
- Email campaigns

Recognition

Corporate sponsors want to be recognized for their generosity.

Suggestions:

- Invite them for a private tour of your facility and take photos for the newsletter, website, and local business journals
- Place a stewardship ad in their industry trade publication to thank them for their generosity
- Ask your staff to thank the sponsor on their individual social media platforms
- Give sponsors VIP tickets to any upcoming event

Creative Approval

Corporate sponsors want to approve any collateral featuring their logo. They want to make sure their most important asset, their brand, is being properly represented. Nonprofits should make sure sponsors sign off on any and all creative efforts featuring their logo.

Keep the Lines of Communication Open

Create a contract that details all the deliverables and lays out exactly where the sponsor can anticipate visibility. Always deliver what you've promised. If you agreed that your sponsor's logo would be front and center on a work site advertisement, make sure it's there. Nurture and build the relationship.

<https://nonprofithub.org/nonprofit-marketing-plan/five-things-corporate-sponsors-want-nonprofits>

Appendix F: Alliance Partnerships

Walnut Way

They are operating in areas of Milwaukee that look to revitalize and repurpose the lots and areas that have been abandoned and bulldozed. This group specifically targets older, minority groups and aims to enhance the community camaraderie and lifestyle, but there are also many others that aim to promote sustainability within the Milwaukee area.

We're collaborating across sectors to bring investment back to the North Avenue Commercial Corridor, employ adults & youth in meaningful green employment, & working to attract housing resources.

<https://www.walnutway.org/about/>

ACTS Housing

They support families who are attempting to purchase a home with a cash or a loan.

<https://actshousing.org/buy-a-home/>

Victory Garden Initiative

They want to build communities that grow their own food and create a community based food system for all citizens of Milwaukee. Through building a better food system, we share common goals of promoting sustainability, public health, and food sovereignty and security.

<https://victorygardeninitiative.org/>

Housing Resource Incorporated

A nonprofit organization dedicated to helping individuals and families purchase their own homes. We have earned a proven track record of providing quality home counseling services to prospective low and moderate-income home buyers and have become a trusted leader in assisting hundreds of buyers in purchasing each year.

<https://hri-wi.org/history/>

Urban Ecology Center

The Urban Ecology Center offers unique urban sanctuaries and “outdoor laboratories” for neighborhood school children. The Center’s staff and volunteers serve as adult mentors to guide students, year after year, as they progress through school.

<https://urbanecologycenter.org/what-we-do/school-programs.html>

Environmental Collaborative Office

ECO develops practical solutions that improve people’s lives and the economy. They collaborate with the community, develop global partnerships, offer award-winning programs, and implement the City’s *Refresh Milwaukee* sustainability plan.

<http://city.milwaukee.gov/eco#.WuY3HdPwZmA>

Appendix G: Donation Statistics

<http://www.philanthropyroundtable.org/almanac/statistics/>

Appendix H: Additional Campaign Recommendations

Minimalist Ads:

<http://www.conf.faa-design.com/pdf/20f.pdf>

<http://smallbusiness.chron.com/minimalism-advertising-69504.html>

Methods of Attracting Donors:

<https://npengage.com/nonprofit-fundraising/boost-donor-acquisition-online-fundraising/>

CauseVox Campaign Videos:

<https://www.causevox.com/blog/the-future-of-nonprofit-storytelling-how-to-create-and-share-a-story/>