



Key Insights, Creative Brief & Creative Platform

For

Theatre Arlington

Presented to:

Dr. Tom Ingram

Advertising and Marketing Communication

The University of Texas at Arlington

Presented by: Team #2

Antonio Gomez, Katherine Ortega, Andrea Serbanescu, Pedro Amado, Leidi Sanchez,

Melanie Cepeda

Advertising/IMC Campaigns

ADVT 4301.001

Spring 2026

Key Insights

Target Audience

According to a Fidelity charitable study, adults aged 55+ are significantly interested in philanthropic opportunities, showing that over half of retirees (55–59%) engage in charitable giving and volunteering. This study also shows that this age group contributes both time and money, often driven by personal values, with 78% stating that giving plays a significant role in their lives.

<https://www.fidelitycharitable.org/content/dam/fc-public/docs/insights/charitable-living-and-the-new-retirement.pdf>

Research from the National Endowment for the Arts shows that over 80% of adults 55+ engage in arts programs (either creating art or attending arts events) and are a key demographic for arts philanthropy.

<https://www.arts.gov/news/press-releases/2017/new-report-reveals-findings-about-arts-and-health-older-adults>

According to National Philanthropic Trust, donors aged 55+ are heavily inclined to support educational institutions or programs, which align well with Theatre Arlington's extensive outreach program.

<https://www.nptrust.org/philanthropic-resources/philanthropist/the-101-of-philanthropy-in-education/education/#:~:text=The%20Different%20Paths%20of%20Education,of%20college%20or%20scholarship%20applications.>

Messaging

According to researchers from Carnegie Mellon University, highlighting how a donation solves a specific problem, rather than focusing on abstract, large-scale statistics, increases giving, a concept known as the "identified victim effect" or tangible impact.

<https://www.cmu.edu/dietrich/sds/docs/loewenstein/DonorInDetails.pdf>

Additionally, a study from University of Chicago Booth School of Business shows people feel more connected when their contribution stays local and benefits their own community.

<https://www.chicagobooth.edu/media-relations-and-communications/press-releases/close-home><https://www.chicagobooth.edu/media-relations-and-communications/press-releases/close-home-why-you-are-more-likely-donate-local-charity-distant-one>[why-you-are-more-likely-donate-local-charity-distant-one](https://www.chicagobooth.edu/media-relations-and-communications/press-releases/close-home-why-you-are-more-likely-donate-local-charity-distant-one)

These studies inform our campaign's core message in that a donation to Theatre Arlington transforms lives by giving at-risk youth the confidence, voice, and opportunity to build a better future.

Media

A 2020 study by Bhati and McDonnell published in the Journal of Information Technology & Politics shows that Facebook is effective for fundraising. The research found that an organization's Facebook network size (likes), activity (posts), and audience engagement (shares) are positively associated with higher donor numbers and larger total donation amounts during online giving days.

<https://csis.upenn.edu/wp-content/uploads/2019/09/Bhati-McDonnell-one><https://csis.upenn.edu/wp-content/uploads/2019/09/Bhati-McDonnell-one-pager.pdf#:.text=Using%20linked%20administrative%20and%20social%20media%20data%20C%20success%20for%20nonprofits%20during%20online%20Giving%20Days>.

Facebook is highly effective for fundraising, particularly among older demographics. Research indicates that over 95% of adults aged 55 and over are active on social media, with 85% of them using Facebook.

<https://www.goodunited.io/blog/why-every-nonprofit-needs-a-facebook-fundraising-strategy-in-2025--and-how-direct-messaging-can-help>

A study from 2025 shows that Instagram fundraising is highly effective, particularly when using authentic video content and visual storytelling to promote humanitarian goals.

<https://www.nyu.edu/about/news-publications/news/2025/january/study-finds-charity-fundraising-appeals-filling-social-media-are.html?challenge=d06e90d7-4d8f-4b88-9d8c-10b73beb60f1>[fundraising-appeals-filling-social-media-are.html?challenge=d06e90d7-4d8f-4b88-9d8c-10b73beb60f1](https://www.nyu.edu/about/news-publications/news/2025/january/study-finds-charity-fundraising-appeals-filling-social-media-are.html?challenge=d06e90d7-4d8f-4b88-9d8c-10b73beb60f1)<https://www.nyu.edu/about/news-publications/news/2025/january/study-finds-charity-fundraising-appeals-filling-social-media-are.html?challenge=d06e90d7-4d8f-4b88-9d8c-10b73beb60f1>

While TikTok is effective for awareness, research shows it is not an ideal primary platform for direct, high-volume fundraising compared to other platforms. Studies highlight low conversion rates, high perceived risks regarding fraud, and a younger user base that is less likely to make

significant donations, often making it better for brand awareness than immediate, large-scale financial contributions.

<https://pro.gofundme.com/c/blog/nonprofit-tiktok>
<https://pro.gofundme.com/c/blog/nonprofit-tiktok-opportunity/#:~:text=Our%20report%20showed%20a%20low,potential%20of%20consumers%20on%20TikTok.>

According to the 2024 M+R Benchmark study, email marketing is a highly effective fundraising tool for donors 55+, who often represent the most loyal donor segment. Studies show that while younger demographics respond to social media, older donors engage well with email.

Personalized, mission-driven emails see high engagement among this demographic, with email driving 16% of all nonprofit online revenue in 2023.

<https://www.nonprofitpro.com/article/5-takeaways-from-mrs-online-fundraising-benchmarks/#:~:text=2.,%E2%80%9CBenchmarks%E2%80%9D%20by%20M+R>

Scheduling

According to [Sprout Social](#), effective social media strategies, prioritize quality content and consistent posting schedules that align with campaign goals rather than simply increasing the number of posts.

<https://sproutsocial.com/insights/how-often-to-post-on-social-media/>

Similarly, research from [BoardAssist](#) shows that nonprofits often see strong engagement when posting around 1–3 times per week, suggesting that a moderate and intentional posting frequency can be highly effective. Together, these findings support a structured and gradually increasing content cadence that builds audience engagement over time without overwhelming them.

<https://boardassist.org/blog/much-time-nonprofit-invest-social-media/>

Creative Brief

Why are we advertising?

To communicate the importance of North Texas Giving Day in order to help achieve Theatre Arlington's North Texas Giving Day stated goal of increasing last year's donations from \$15,000 to \$20,000, net \$5,000.

Who are we talking to?

Our primary target audience are adults 55+ that are current patrons, season ticket holders, and existing donors that are part of the master mailing list provided by Theatre Arlington. Our secondary target audience are adults 55+ in the Arlington/Mansfield zip code areas with an annual income of \$88k that are encompassed in the same master mailing list.

What do they currently think?

Theatre Arlington reports that their target audience thinks they are primarily funded by ticket sales and that donations are helpful but not critical. They also mentioned their audience sees Theatre Arlington as a professional theatre but are not aware of Theatre Arlington's extensive outreach program.

What would we like them to think?

Theatre Arlington is an impactful nonprofit that depends on donations to survive. It's also important they associate Theatre Arlington with their life-changing outreach programs, especially for youth and underserved communities.

What is the simple most persuasive idea we can convey?

Your support turns Theatre Arlington into more than a stage. It becomes a space where at-risk communities in North Texas are seen, heard, and empowered. Every donation helps shape confidence and create opportunities that last far beyond the spotlight.

Why should they believe it?

In 12 schools for ACTUPS programming, served 12,332 students in classes, camps and outreach programs, Show In a Box performed at 46 Title 1 elementary schools, with an estimated student reach of 9k. Theatre Arlington not only provides these countless hands-on programs, but it also shapes the youth by building confidence and empathy behind their voice through the arts.

Are there any creative guidelines?

Must include full Theatre Arlington logo (not just the star), all show-related materials must include legal credits and full show information, photographer credit required on all production images, include ticket info or donation info on all visuals, follow brand guidelines and approved imagery for copyright compliance.

Messaging should highlight education outreach programs (ACT UPS, SafeHaven, etc.) and emphasize diversity and community representation.

Creative Platform

1. Client:

Theatre Arlington

2. Project Brand/Product Component Title:

2026 North Texas Giving Day Campaign

3. Summary:

Theatre Arlington needs to raise \$20,000 in just 6 weeks for North Texas Giving Day but faces heavy competition from many other nonprofits. Our solution is to create a focused campaign that highlights Theatre Arlington's extensive outreach programs. This will show their unique community impact to differentiate them from other nonprofits and emotionally connect with donors.

4. Creative Objective(s):

Attention: Use bold, theatre-inspired visuals (spotlights, stage curtains) and a strong hook like "Take Center Stage for Your Community."

Interest: Highlight compelling stories and visuals from outreach programs, showing real people impacted (youth, schools, underserved groups).

Desire: Emphasize the emotional and tangible impact and how donations build confidence, creativity, and access to the arts for those who need it most.

Action: Encourage immediate giving with clear CTAs, deadline urgency, progress tracking, and donor perks (recognition, exclusive experiences).

5. Target Audience:

Primary: Adults 55+, current patrons, season ticket holders, and existing donors (largest contributor group).

6. What is the primary message:

Your support turns Theatre Arlington into more than a stage. It becomes a space where at risk communities in North Texas are seen, heard, and empowered. Every donation helps shape confidence and create opportunities that last far beyond the spotlight.

7. Theme/Tone/Mood:

Hopeful, uplifting, inviting, inclusive, inspiring, confident

8. Support/Reason Why/Proof:

In 12 schools for ACTUPS programming, served 12,332 students in classes, camps and outreach programs, Show In a Box performed at 46 Title 1 elementary schools, with an estimated student reach of 9k. Theatre Arlington not only provides these countless hands-on programs, but it also shapes the youth by building confidence and empathy behind their voice through the arts.

9. Tactics:

We will implement a phased content strategy that begins with consistent, value driven storytelling and gradually increases posting frequency leading up to North Texas Giving Day. We'll be using emotionally compelling narratives, clear impact messaging, and strong calls-to-action, while leveraging targeted ZIP code-based outreach and focusing on older audience segments who contribute the most to build awareness, strengthen audience connection, and maximize donation conversions.

In the first weeks, the campaign will build awareness and interest by sharing stories, videos, and content that highlight Theatre Arlington's outreach impact and information about North Texas Giving Day. As the campaign progresses into the last 2 weeks, posts will shift to clear, direct CTAs, emphasizing urgency and showing donors how their contributions make a real difference, driving toward the \$20,000 goal. These posts will be published on Theatre Arlington's Instagram and Facebook accounts.

The content cadence will begin with two posts in week one and two, increase to three posts during weeks three and four, and then rise to four posts per week in weeks five and six, maximizing engagement and encouraging donations as the campaign approaches its final push.

10. Mandatories:

Must include full Theatre Arlington logo (not just the star), all show-related materials must include legal credits and full show information, photographer credit required on all production images, include ticket info or donation info on all visuals, follow brand guidelines and approved imagery for copyright compliance.

Messaging should highlight education outreach programs (ACT UPS, SafeHaven, etc.) and emphasize diversity and community representation.