



UTA ADVERTISING CAMPAIGNS TEAM 2

APRIL 27, 2026

THEATRE *Arlington*



The North Texas Giving Day Campaign

Prepared for:
Theatre Arlington

Prepared by:
Maverick Creatives

The North Texas Giving Day Campaign Theatre Arlington



Presented to:

Steven D. Morris
Hannah Bell

Presented by:

Pedro Amado
Melanie Cepeda
Antonio Gomez
Andrea Serbanescu
Katherine Ortega
Leidi Sanchez



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

The University of Texas at Arlington

andreaserbanescu@gmail.com, katorte03@gmail.com, ssannleee@gmail.com,
melaniecepeda804@gmail.com, pedroamado8908@gmail.com

April 27, 2026

To:

Theatre Arlington

Steven D. Morris and Hannah Bell

316 W. Main St.

Arlington, TX 76010

Dear Steven and Hannah,

Enclosed is our completed 6-week North Texas Giving Day campaign for Theatre Arlington. This campaign was developed with your brand, community presence, and values in mind. We sincerely appreciate the opportunity to collaborate with you and support such a meaningful organization.

When you're ready to move forward with this content, you can reach out to us at our emails listed above.

We look forward to staying connected and hope to work with you again in the future!

Sincerely,

Pedro Amado

Melanie Cepeda

Antonio Gomez

Andrea Serbanescu

Katherine Ortega

Leidi Sanchez

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INTEGRATED MARKETING CAMPAIGN PROPOSAL

1. EXECUTIVE SUMMARY

The North Texas Giving Day campaign for Theatre Arlington is designed to increase total donations from \$15,000 to \$20,000 through strategic and research driven integrated marketing communications plan. Theatre Arlington is a well-established nonprofit arts organization with a strong presence in the Arlington community. It is recognized for delivering high-quality productions while also supporting arts education, outreach, and community engagement. Despite these strengths, the organization faces challenges in expanding awareness, increasing donor engagement, and competing with larger entertainment and nonprofit organizations for attention and funding.

This campaign addresses those challenges by targeting a primary audience of adults 55 and older that are current patrons, season ticket holders, and existing donors that are part of the master mailing list provided by Theatre Arlington and a secondary audience of adults 55 and older in the Arlington/Mansfield zip code areas with an annual income of \$88k that are encompassed in the same master mailing list.

The key insight driving this campaign is that individuals are more likely to donate when they clearly understand how their contributions make a difference within their own community. As a result, the campaign focuses on storytelling, emotional connection, and visible outcomes. Messaging highlights how donations directly support youth programs, arts education, and community outreach initiatives. Theatre Arlington is positioned not only as a place for performances but as a vital community organization that creates opportunities and transforms lives through the arts.

The campaign will run for six weeks leading up to North Texas Giving Day and will use a pulsing media strategy that increases frequency and urgency as the event approaches. The media plan includes a mix of paid, earned, shared, and owned channels, with a strong focus on digital platforms such as Facebook, Instagram, and email marketing. Paid media efforts will rely on targeted social media advertising, while organic content will feature behind-the-scenes stories, testimonials, and examples of community impact. Email marketing and the organization's website will serve as primary tools for converting audience engagement into donations through clear calls to action.

Creative execution centers on the theme of community impact and accessibility, supported by messaging such as "Take Center Stage for Your Community." Visual elements remain consistent with Theatre Arlington's brand while using compelling imagery and storytelling to build emotional engagement. Content will include a mix of video, static posts, testimonials, and event reminders to maintain audience interest throughout the campaign.

It is recommended that Theatre Arlington allocate approximately \$83 per ad across three paid ads, each running for 7–10 days. This timeframe allows ads to optimize performance while maintaining consistent visibility within a limited budget. Splitting the budget across three focused ads also improves targeting and overall campaign efficiency.

Overall, this campaign is designed to strengthen Theatre Arlington's visibility, deepen its connection with the community, and generate measurable growth in donations. By aligning research insights with a clear strategy and targeted execution, the campaign supports both immediate fundraising goals and long-term audience development.

2. CLIENT CHALLENGE TO AGENCY

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.

3. MARKETING COMMUNICATIONS 4-C'S REVIEW

3.1. Consumer

Within Theatre Arlington's 4 Cs framework, "consumer" refers to the distinct groups that engage with either performances or community programming. Show audiences are primarily adults 50+ who attend productions for professional live theatre, storytelling, and social entertainment experiences. Outreach audiences include students, families, and community participants who take part in educational programs centered on accessibility, creativity, and arts enrichment.

3.2. Costs

Within Theatre Arlington's offerings, "cost" reflects the value exchange required to participate in shows and outreach programs. Productions typically range from approximately \$19 to \$50 per ticket, with season subscriptions starting around \$250 to encourage continued attendance. Outreach programs are generally free or low-cost due to donor and partner funding, emphasizing community impact over direct financial exchange.

3.3. Convenience

Convenience within Theatre Arlington's model describes how easily audiences can access its performances and programs. Shows are accessed through online ticketing, email newsletters, and printed promotional materials, though attendance may still depend on awareness and transportation. Outreach programming is designed for higher accessibility, delivered directly in schools and community spaces to remove location barriers.

3.4. Communication

Communication at Theatre Arlington refers to how information and messaging are shared across audiences and channels. Show promotion relies on organic social media, email marketing, and print materials supported by behind-the-scenes and promotional content. Outreach communication is more story-driven, emphasizing community impact and education through social media, email campaigns, and word-of-mouth, particularly during initiatives like North Texas Giving Day.

4. 5 C'S ANALYSIS

4.1. Company

Theatre Arlington is a 53-year-old professional, nonprofit theatre in Arlington, Texas. The organization produces high quality live performances while maintaining a strong commitment to arts education, outreach, and community engagement. With more outreach programming than any other theatre in the DFW area, Theatre Arlington stands apart from other regional theatres and nonprofits through the depth and reach of its community impact.

Theatre Arlington's website is informative but not highly action-oriented. It lacks clear hierarchy and strong visibility for key actions like donating or buying tickets, making navigation less direct for users. Compared to similar theatre websites like Broadway Dallas and Dallas Theater Center, it is less streamlined and could better support engagement through clearer structure and more prominent calls to action.

4.2. Collaborators

Theatre Arlington collaborates with local schools, community organizations, and educational institutions to support its outreach programming and community engagement efforts. Schools participating in ACT UPS programming, Title I campuses hosting Show in a Box performances, and community venues welcoming TAG Players serve as key partners in expanding access to theatre. Parents, students, seniors, and educators also contribute to program participation and community involvement. Additional collaborators include volunteers, teaching artists, and staff who help coordinate productions and outreach initiatives. These partnerships allow Theatre Arlington to broaden its reach, strengthen community relationships, and deliver meaningful arts experiences across North Texas.

4.3. Customers

Theatre Arlington primarily targets Arlington and DFW-area audiences including families, students, young professionals, and community supporters who value accessible live theatre and local cultural experiences. Audience behavior is influenced by convenience, price, and competing entertainment options such as sports, movies, dining, and streaming, making attendance often occasional rather than routine.

Key communication channels include social media, email marketing, word-of-mouth, the organization's website, and partnerships with local schools and community groups, with digital outreach playing a major role during fundraising efforts like North Texas Giving Day.

Overall, customer perception is positive, with Theatre Arlington seen as a welcoming, community-focused theatre offering quality productions and educational outreach, though it faces challenges in maintaining visibility against larger entertainment brands with stronger marketing reach.

4.4. Competitors

Theatre Arlington operates in a competitive DFW arts and entertainment market with established theatre competitors such as Casa Mañana, Stage West Theatre, and the UTA Department of Theatre Arts, as well as strong non-arts competitors, including Six Flags Over Texas, the Texas Rangers, Studio Movie Grill, and digital streaming platforms. These competitors vary in scale and format, but all compete for the same audience time, attention, and discretionary spending.

Theatre Arlington's strengths include its strong community presence, intimate performance setting, and accessible, professional-quality productions supported by outreach and education programming. However, it faces weaknesses such as limited marketing reach, smaller production budgets compared to regional theatres, and lower brand awareness beyond the local Arlington area.

Competitors typically rely on large-scale productions, bundled entertainment experiences, strong digital marketing, and subscription-based models to attract and retain audiences. In contrast, Theatre Arlington holds its strongest position in local community engagement and live theatre accessibility, but competes in a fragmented market where entertainment options are abundant and audience attention is divided across theatre, sports, film, and streaming platforms.

4.5. Context

Theatre Arlington operates under a nonprofit legal framework requiring compliance with 501(c)(3) regulations, donor transparency, and ADA accessibility standards. Socially, there is increasing demand for inclusive, community-centered experiences and diverse storytelling that connects local audiences through live performance.

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Economically, discretionary spending directly affects attendance and donations, making campaigns like North Texas Giving Day important for sustaining funding during fluctuating financial conditions.

Technologically, the organization relies on digital tools such as social media, email marketing, online ticketing, and mobile donation platforms, while also competing with the growing influence of streaming and digital entertainment.

4.6. Communication

Theatre Arlington relies on a digital marketing mix that includes content marketing focused on storytelling, show promotion, and community impact to engage local audiences. SEO strategies center on improving search visibility for local theatre events and performances, while social media platforms like Instagram and Facebook are key for audience engagement, event promotion, and donor outreach.

Online advertising help boost ticket sales and fundraising visibility, especially during key moments like North Texas Giving Day. Collaboration efforts with local schools, arts organizations, and community partners, along with potential influencer or performer-driven promotion, expand reach and strengthen credibility within the DFW arts community.

5. KEY RESEARCH INSIGHTS

5.1. Target Audiences

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.

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.

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.

5.2. 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.

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.

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.

5.3. 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.

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.

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

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.

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.

5.4. 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.

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.

5.5 Budgeting

Industry platforms like [Meta](#) consistently suggest that low-budget campaigns perform best when run continuously over a sustained period, allowing sufficient time for algorithm learning, audience exposure, and message recall to develop rather than relying on short bursts of activity.

6. SWOT REVIEW

6.1. Strengths

Theatre Arlington has established itself as a trusted and recognizable professional theatre within the Arlington community by maintaining a loyal patron base, delivering professional level productions, operating impactful youth education programs that foster multi-generational engagement, and upholding a mission driven focus on arts accessibility that strengthens donor confidence and long-term community credibility.

6.2. Weaknesses

Theatre Arlington faces internal challenges including a limited marketing and advertising budget, modest digital engagement and social media reach, an audience demographic that skews older, and limited updated online reviews, all of which may restrict broader visibility and long-term audience diversification.

6.3. Opportunities

Theatre Arlington has potential opportunities to expand its impact by targeting potential younger audiences such as college students and young professionals (would depend on student financial), increasing digital storytelling and social media engagement, forming strategic local partnerships, and leveraging regional fundraising initiatives to grow both attendance and donor contributions.

6.4. Weaknesses

Theatre Arlington faces external threats from competing entertainment options such as streaming services, concerts, and sports events, economic fluctuations that may reduce discretionary spending and charitable donations, regional arts competitors vying for similar funding sources, and shifting media consumption habits that may decrease engagement with live theatre. .

7. CAMPAIGN RECOMMENDATIONS

7.1. Overview

An IMC Communications Campaign with the overall mission to increase total donations from \$15 thousand to \$20 thousand for Theatre Arlington. The campaign is slated to start August 6 and run through September 22. The creative messaging strategy for existing donors and patrons 55+ is loyalty-driven, emphasizing appreciation, impact, and encouraging increased donation value. The creative messaging strategy for less engaged adults 55+ in the Arlington and Mansfield area is focused on awareness, highlighting community impact and accessibility to encourage first-time engagement and giving. The media strategy includes owned and paid digital media and Platforms such as email marketing, Instagram, and Facebook. The media strategy continuity plan is a pulsing approach, gradually increasing frequency and urgency leading up to North Texas Giving Day. The campaign total budget is projected at \$250, with a media budget purchase budget of \$250 allocated to paid social media advertising across four posts, \$62.50 each. Production will rely on existing assets from Theatre Arlington, including approved branding, photography, and or prior campaign materials, allowing for a \$0 production cost while maintaining visual consistency and campaign quality.

7.2. Campaign Objectives

One goal of this campaign is to increase awareness of Theatre Arlington's community impact through storytelling content. To support this goal, the objectives are to publish at least 6 testimonial-based posts and achieve an average reach of 3,000+ per post, demonstrating audience exposure to outreach stories. and achieve an average CTR of at least 3–5% on social media posts that include website links.

An additional goal is to increase traffic to the Theatre Arlington website to encourage direct donations and provide audiences with accessible, consistent pathways to learn more about programs and give. To achieve this, the objectives are to increase website traffic by 20% during the campaign period and achieve an average CTR of at least 3–5% on social media posts and emails that include website links.

7.2.1. AIDA

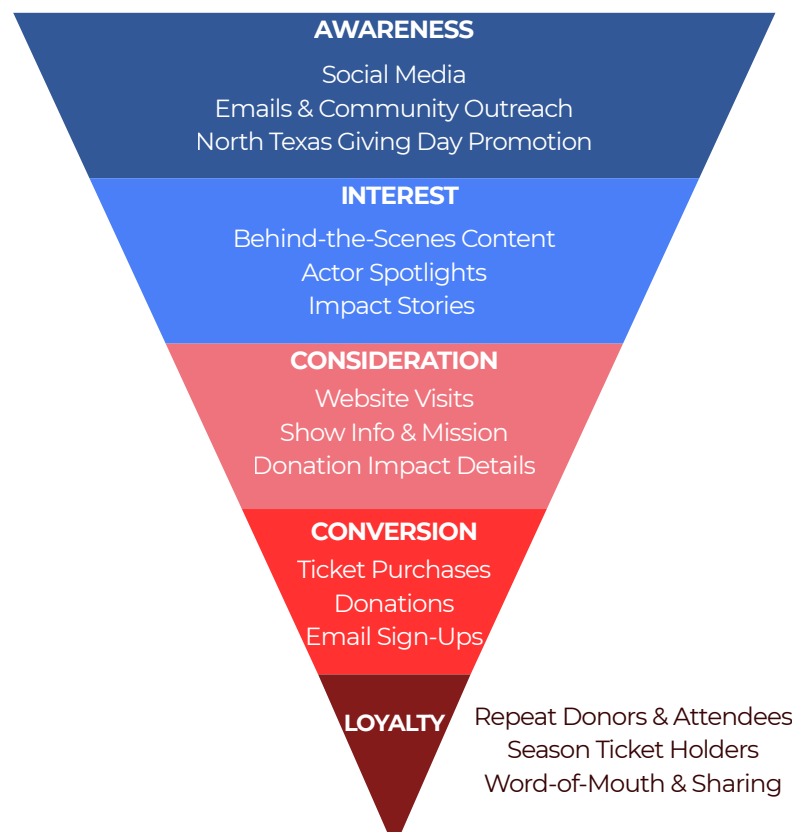
Attention: Use bold, theatre-inspired visuals and a compelling hook like “Take Center Stage for Your Community” to increase initial engagement and capture audience attention across campaign platforms.

Interest: Share impactful stories and visuals from outreach programs to deepen audience interest and strengthen awareness of how Theatre Arlington serves youth, schools, and underserved communities.

Desire: Highlight the emotional and tangible benefits of giving by demonstrating how donations build confidence, creativity, and access to the arts, encouraging a stronger connection to the cause.

Action: Prompt immediate donations through clear calls to action, reinforced by urgency, progress updates, and donor incentives such as recognition and exclusive experiences to drive measurable contributions.

7.2.2. Consumer Funnel.



8. CREATIVE RECOMMENDATIONS

8.1. Creative Objectives

To communicate the importance of North Texas Giving Day to help achieve Theatre Arlington's stated goal of increasing last year's donations from \$15,0000 to \$20,000.

8.2. Creative Platform

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.

8.2.1. Brand Positioning

Theatre Arlington is positioned as a professional theatre that delivers high-quality, production-driven performances while remaining rooted in its local community. Its key differentiators include elevated production standards, skilled talent, and an intimate venue that enhances audience connection. By combining professional execution with meaningful community impact, Theatre Arlington distinguishes itself from traditional community theatre and reinforces its role as a polished, mainstage-worthy arts organization in the DFW market.

8.2.1.1. Tagline

The campaign will feature the slogans "Raise the Curtain on Opportunity," "Take Center Stage for Our Community," and "Help Us Keep the Show Going on Every Stage" to inspire support, highlight community impact, and encourage audiences to play an active role in sustaining the arts.

8.2.2. Message Theme

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.

8.2.2.1. Key Feature/Benefit Points

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 also shapes youth by building confidence and empathy in their voices through the arts.

8.2.2.2. Personality/Tone

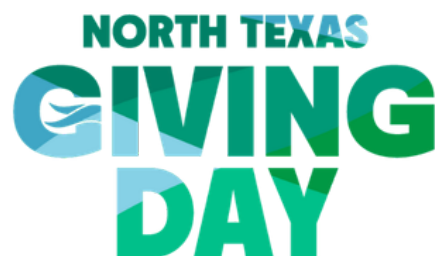
The campaign tone for Theatre Arlington's North Texas Giving Day fundraiser should be hopeful, uplifting, and inviting, while celebrating inclusivity and inspiring community connection, all delivered with a confident voice that encourages audiences to support and engage with the arts.

8.2.3. Graphic Theme

The graphic theme for Theatre Arlington will refresh the campaign's visual identity while keeping the core messaging unchanged. The design system will maintain a clean, modern layout approach and incorporate consistent use of official branding alongside the North Texas Giving Day logo to align with campaign standards and strengthen recognition across all materials. All assets will include approved logos and required regulatory text to ensure consistency and compliance across reels, static posts, and emails.

8.2.3.1. Campaign Logo

The campaign will utilize the existing official logo of Theatre Arlington without alteration, ensuring consistent brand recognition and compliance across all campaign materials. The logo will be integrated into refreshed visual layouts to support the updated creative direction while maintaining the organization's established identity.



8.2.3.2. Brand 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.



8.2.3.3. Imagery

For Theatre Arlington, campaign imagery will focus on authentic, high-quality photography used across reels, static social posts, and email marketing to create a genuine and emotionally engaging experience. Visual content should highlight real subjects such as actors and adult program participants to reinforce credibility and community impact. The style should be warm, inviting, and theatre-inspired, incorporating elements like stage lighting, behind-the-scenes moments, and live performance energy to reflect the immersive nature of the arts, while ensuring all featured individuals have provided proper media consent.

8.2.3.4. Layout Styles for Various Media

The campaign will use consistent branding across all platforms while adapting layouts for each format. Social media will feature bold visuals and minimal text, email will use clear sections and strong calls to action, and the website will prioritize navigation and visible donation buttons.

8.3. Audience Specific Messaging

Audience-specific messaging is essential for Theatre Arlington because it allows the campaign to effectively cater to two distinct audiences by tailoring communication to meet the needs, motivations, and engagement levels of both current supporters and potential new donors.

8.3.1. Primary Target

Adults 55+ who are current patrons, season ticket holders, and existing donors of Theatre Arlington. They are highly engaged, loyal, and familiar with the theatre's offerings, regularly attending performances and contributing financially due to their strong connection to the organization and its community impact.

8.3.1.1. Objectives

Creative will be designed to increase the average donation value by 45% (from \$100 to approximately \$145) and support a 3–6% increase in repeat donor participation during the 6-week campaign for Theatre Arlington by using loyalty-driven messaging, impact storytelling, and value-focused creative tied to North Texas Giving Day.

8.3.1.2. Strategies

Focus on appreciation, loyalty, and impact messaging that reinforces their personal connection to Theatre Arlington. Emphasize donor recognition, exclusivity, and the direct impact of contributions on productions and outreach programs.

8.3.1.3 Media Vehicles

Email newsletters, direct mail, website donation pages, Facebook, and personalized campaign messaging tied to season programming and fundraising appeals.

8.3.1.4. Customer Persona

Linda Martinez



 Age	62
 Location	Arlington, TX (DFW area)
 Occupation	Retired elementary school teacher
 Income Level	\$65,000-\$90,000 (Retirement income+Savings/investments)

Background

- Retired teacher living in the Arlington area
- Actively involved in community events and local organizations
- Enjoys attending theatre productions and supporting the arts

Motivations

- Believes in giving back to her community
- Cares deeply about youth and education
- Wants to make a lasting impact
- Prefers supporting local nonprofits

Donation Behavior

- Donates to causes aligned with education, youth, and community
- More likely to give when:
 - The impact is clearly explained
 - The cause feels personal and local
 - There is a sense of urgency (e.g., Giving Day deadline)
- Prefers trusted organizations she's already familiar with

Pain Points

- Unsure how her donation makes an impact
- Overwhelmed by many nonprofit requests
- Needs proof her money is used locally and effectively
- Doesn't respond to vague messaging

Media Habits

- Facebook: Primary platform
- Email: Engages with personalized messages
- Instagram: Casual viewing

Current Mindset

- Sees Theatre Arlington mainly as a place for entertainment and performances
- Believes donations are helpful but not essential for survival
- May not fully understand the scope of outreach programs and community impact

"I love supporting things that make a real difference—especially when I can see it happening right here in my own community."

8.3.2. Secondary Target

Adults 55+ in the Arlington and Mansfield areas with an average income of \$88K who are part of the broader mailing list but less engaged. They have the financial capacity to attend and donate, but require stronger outreach and messaging to convert into active patrons and supporters.

8.3.2.1. Objectives

Creative will aim to achieve a 5–10% increase in digital engagement and a 1–3% first-time donor conversion rate over the 6-week campaign for Theatre Arlington by using accessible storytelling, awareness-driven visuals, and clear impact messaging that encourages participation in North Texas Giving Day.

8.3.2.2. Strategies

Use storytelling and community impact messaging to build emotional connection and introduce Theatre Arlington as a professional, high-quality arts experience. Focus on accessibility, social value, and local pride to motivate first-time engagement.

8.3.2.3. Media Vehicles

Paid social media ads, Instagram and Facebook reels, geo-targeted digital advertising, email campaigns from the master list, and website landing pages designed for first-time donors and visitors.

9. MEDIA RECOMMENDATIONS

6 weeks starting August 6 through September 22. The recommended target audiences will be adults age 55 and older and _younger professionals in the Arlington and Dallas Fort Worth area. The plan will be a (nation/spot) campaign. The recommended mediums and platforms for the campaign will be Facebook, Instagram, email marketing, and community partnerships.. The recommend continuity plan recommendation is a pulsing strategy. The total media purchase budget of \$250 is recommend.

9.1. Paid

9.1.1. Objectives

Paid media efforts aim to increase donations, drive website traffic, and build awareness of North Texas Giving Day. These efforts will focus on converting engaged users into donors while expanding reach among the target audience.

9.1.2. Strategy

The strategy focuses on targeted Facebook and Instagram advertising directed at adults age 55 and older, using emotional storytelling and community impact messaging. Retargeting will be used to re-engage users who interact with content or visit the website.

9.1.3. Tactics

Execution will include four paid advertisements at \$62.50 each, featuring a mix of video storytelling, testimonials, event reminders, and static visuals. Ad frequency will increase as the campaign approaches North Texas Giving Day to build urgency and drive conversions.

9.2. Earned

9.2.1. Objectives

Earned media efforts aim to increase organic awareness, build credibility, and strengthen community engagement through trusted sources and partnerships.

9.2.2. Strategy

The strategy leverages relationships with local schools, community organizations, and media outlets to expand reach. Word of mouth and social sharing will be key drivers in amplifying campaign visibility.

9.2.3. Tactics

Tactics include outreach to local news outlets and blogs, collaboration with community partners for cross-promotion, and encouraging user-generated content such as testimonials and shared experiences.

9.3. Shared

9.3.1. Objectives

Shared media efforts aim to increase audience engagement, encourage interaction, and expand campaign reach through social media platforms. These efforts focus on building a sense of community and motivating users to share campaign content.

9.3.2. Strategy

The strategy centers on creating engaging and emotionally driven content that highlights Theatre Arlington's community impact. Content will be designed to encourage participation, sharing, and conversation among audiences.

9.3.3. Tactics

Tactics include posting behind-the-scenes content, actor spotlights, and impact stories on Instagram and Facebook. Interactive posts such as polls, comments, and shareable content will be used to increase engagement and visibility.

9.4. Owned

9.4.1. Objectives

Owned media efforts aim to drive direct communication with the audience, increase donation conversions, and strengthen long-term relationships with supporters.

9.4.2. Strategy

The strategy focuses on using Theatre Arlington's email marketing and website as primary tools for delivering consistent messaging and guiding users toward donation actions.

9.4.3. Tactics

Tactics include sending weekly email campaigns that increase in frequency closer to North Texas Giving Day, as well as maintaining a dedicated website landing page with clear calls to action and impact-focused messaging.

9.5. Media FlowChart

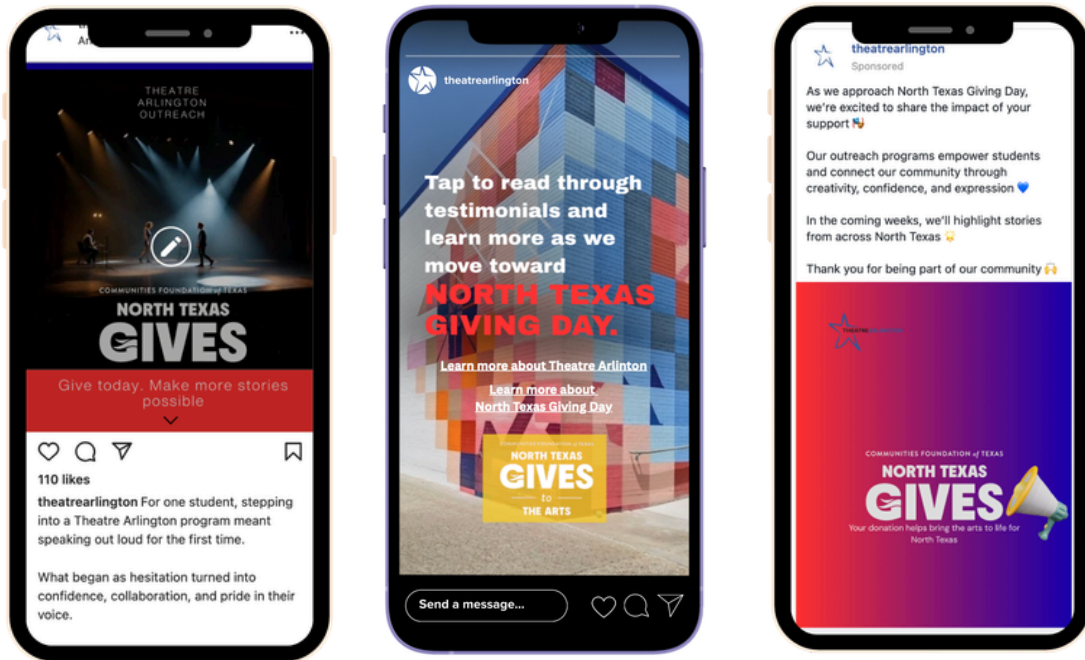


9.6. Tactical Executions

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.

9.6.1. Tactical Executions

Instagram/Facebook Mockups:



Email Mockups:



10. CAMPAIGN EVALUATION

10.1. Specific Success Measures

The success of the Theatre Arlington North Texas Giving Day campaign will be evaluated using both engagement and conversion-based key performance indicators. Early campaign content will focus on awareness metrics including reach, reactions, comments, and shares on Instagram and Facebook posts. Email performance will be measured using open rate and click-through rate to determine audience engagement with campaign messaging. As the campaign transitions into the donation phase, success will be measured through link clicks, conversion rate (CVR), and total donations generated through the North Texas Giving Day platform. The primary overall success metric for the campaign is achieving the fundraising goal of \$20,000. Data will be collected using Instagram Insights, Facebook Insights, email marketing analytics, and North Texas Giving Day donation reporting.

10.2. Evaluation Schedule

Evaluation will occur at multiple points throughout the six-week campaign to monitor performance and adjust messaging if necessary. A baseline will be established during the first week by measuring reach and engagement on initial awareness posts to understand audience responsiveness. Ongoing evaluation will occur weekly by reviewing social media engagement, email performance, and link clicks to assess which content types perform best. Mid-campaign evaluation will take place at the start of early giving, focusing on click-through rates and initial donation conversions. Endpoint evaluation will occur immediately following North Texas Giving Day, measuring total funds raised, conversion rates, and overall engagement across platforms to determine whether the \$20,000 goal was achieved.

10.3. Any budgeting cost for the evaluation

The evaluation will use existing analytics tools from Instagram, Facebook, email marketing software, and the North Texas Giving Day dashboard, resulting in no additional cost. These platforms will provide data on engagement, click-through rates, and donations. Staff time will be the primary resource used to monitor and compile results.

II. SCHEDULING SUMMARY

II.1. Schedule of Action Plans

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.

11.2. Total Campaign Calendar

DATE	TIME	PLATFORM(S)	TYPE	Purpose or Topic	KPI	POST TEXT	CTA LINK	GRAPHIC FILE NAME
8/6/2026	10:00 AM	Instagram, Facebook	Reel/Video	Why Theatre Arlington Matters (video describing history and	Reach	For over 50 years, Theatre Arlington has brought stories to life right here in our community. At Theatre Arlington, the impact goes beyond the stage as students and members of our community gain confidence, creativity, and a voice through our transformative outreach programs. We invite you to join us as we share their stories ahead of North Texas Giving Day. Photo: Student rehearsal or classroom theatre workshop (just their work, no faces)	Theatre Arlington: Learn more	IntroVideo
8/10/2026	10:00 AM	Instagram, Facebook	Feed Post	Campaign kickoff/awareness for North Texas Giving Day	Engagement, CTR	Subject Line: North Texas Giving Day is Coming to Theatre Arlington Dear Friend of Theatre Arlington, As we approach North Texas Giving Day, we're excited to share the impact of your support. Our outreach programs primarily serve students, while also reaching members of the broader community, creating space for confidence, connection, and expression through theatre. Over the coming weeks, we'll share stories that highlight this work across North Texas. Thank you for being part of our community. Theatre Arlington	Learn more links for Theatre Arlington socials and North Texas Giving Day	IntroFeedPost
8/13/2026	9:00 AM	Email	Email	Campaign kickoff/awareness for North Texas Giving Day	Open Rate, CTR		Learn more links for Theatre Arlington socials and North Texas Giving Day	EmailIntro
8/16/2026	10:00 AM	Instagram, Facebook	Feed Post or Video/Rewritten testimonial	Former Student Outreach Testimonial (Could be video or Feed Post or Video/Rewritten testimonial)	Reach, CTR	For one student, stepping into a Theatre Arlington program meant speaking out loud for the first time. What began as hesitation turned into confidence, collaboration, and pride in their voice. This is the kind of transformation made possible through our outreach programs as we approach North Texas Giving Day. For one Theatre Arlington TAG Players member, performing reader's theatre has become a meaningful way to stay engaged and give back to the community.	Learn more links for Theatre Arlington and North Texas Giving Day	OutreachStory1
8/18/2026	10:00 AM	Instagram, Facebook	Feed Post or Video/Rewritten testimonial	TAG Players outreach testimonial (Could be video or written Feed Post or Video/Rewritten testimonial)	Reach, CTR	This is the impact of our outreach programs as we move toward North Texas Giving Day.	Learn more links for Theatre Arlington and North Texas Giving Day	OutreachStory2

11.2. Total Campaign Calendar

8/21/2026	10:00 AM	Instagram, Facebook	Feed Post or Video/Repost	Show in a Box Parent Testimonial (Could be video or written)	Reach, CTR	For one parent, Theatre Arlington's Show in a Box program created a meaningful early connection to the arts that extended beyond the experience itself. This is the impact of our outreach programs as we move toward North Texas Giving Day.	Learn more links for Theatre Arlington and North Texas Giving Day	OutreachStory3
8/23/2026	11:00 AM	Facebook	Feed Post	Theatre Arlington Stats and Impact	CTR	Every number represents a student, a classroom, and a moment of confidence. • ACT UPS programming in 12 schools • 12,332 students served through classes, camps, and outreach • Show in a Box performed at 46 Title I elementary schools • ~9,000 students reached through performances As we move toward North Texas Giving Day, we're proud of the lives being shaped through theatre in our community.	Learn more links for Theatre Arlington and North Texas Giving Day	TheatreArlingtonStats
8/26/2026	12:00 PM	Instagram	Story	Drive traffic to testimonial feed post	CTR	Tap to read their testimonials and learn more as we move toward North Texas Giving Day.	Learn more links for Theatre Arlington and North Texas Giving Day	TestimonialStory
8/28/2026	9:00 AM	Email	Email	Testimonial Engagement	Open Rate, CTR	Subject Line: Voices from Our Stage and Community Dear Friend of Theatre Arlington, The impact of our outreach programs is best told in the words of those who experience it. From TAG Players to Show in a Box, and beyond, these are the voices of our community. We invite you to read their stories and learn more as we continue toward North Texas Giving Day. [View Testimonials] [Learn More About North Texas Giving Day] Warmly, Theatre Arlington	Learn more link (testimonials page + North Texas Giving Day page)	TestimonialEmail

11.2. Total Campaign Calendar

8/31/2026	10:00 AM	Facebook	Feed Post	Collage of outreach moments	Reach, CTR	Theatre Arlington outreach creates more than performances. It creates confidence, connection, and creative spaces for students and community members alike. As North Texas Giving Day approaches, we're grateful for a community that helps make these moments possible. Before the performance, there's preparation, collaboration, and creativity.	Learn more links for Theatre Arlington and North Texas Giving Day Collage	
9/2/2026	10:00 AM	Instagram	Feed Post	Behind the scenes candid of outreach program or workshop moment (don't have to show faces)	Reach, CTR	Theatre Arlington outreach programs bring these experiences directly into our community, long before the curtain rises. This is the work happening every day as we move toward North Texas Giving Day.	Learn more links for Theatre Arlington and North Texas Giving Day Behind the scenes	
9/5/2026	9:00 AM	Email	Email	Transition to North Texas Giving Day	Open Rate, CTR	Subject line: Because of you, these moments continue Dear Friend of Theatre Arlington, As we continue our journey toward North Texas Giving Day, we want to thank you for being part of this community. Because of ongoing support, Theatre Arlington outreach programs continue to bring theatre into classrooms, support creative expression, and keep programs like TAG Players and Show in a Box active across North Texas. In the coming weeks, we'll share how you can help continue this work through North Texas Giving Day. Thank you for being part of our theatre family. Theatre Arlington	Learn more links for Theatre Arlington and North Texas Giving Day NTGD_TransitionEmail_Mockup	

11.2. Total Campaign Calendar

9/7/2026	10:00 AM	Instagram, Facebook	Feed Post	First Hard Ask/Donation Launch	CTR, CVR	Early Giving for North Texas Giving Day is here, and we're raising the curtain on a goal bigger than last year: \$20,000 for Theatre Arlington. Your gift supports outreach programs that bring theatre into classrooms, connect communities, and expand access to the arts across North Texas. Give today to help us reach our goal!	Donate here: North Texas Giving Day donation link, Theatre Arlington website donation link DonationLaunch	
9/10/2026	12:00 PM	Instagram, Facebook	Story	Donation Reminder	CTR, CVR	North Texas Giving Day is live. Help Theatre Arlington reach our \$20,000 goal! Because of Theatre Arlington outreach programs, students gain confidence. Because of TAG Players, seniors stay creatively connected. Because of Show in a Box, thousands experience theatre for the first time. This is what your donation supports as we work toward our \$20,000 North Texas Giving Day goal.	Donate here: North Texas Giving Day donation link, Theatre Arlington website donation link DonationStory	
9/12/2026	10:00 AM	Instagram, Facebook	Feed	Donation Reminder	CTR, CVR	Subject line: North Texas Giving Day early giving has begun! Dear Friend of Theatre Arlington, North Texas Giving Day early giving is now open, and support is already building toward our \$20,000 goal for Theatre Arlington outreach programs. Your gift helps bring theatre into classrooms, support TAG Players and Show in a Box, and expand access to the arts across North Texas. Early support helps build momentum as we move toward the final day of giving. Give today and be part of North Texas Giving Day	Donate here: North Texas Giving Day donation link, Theatre Arlington website donation link DonationLaunchEmail1	

11.2. Total Campaign Calendar

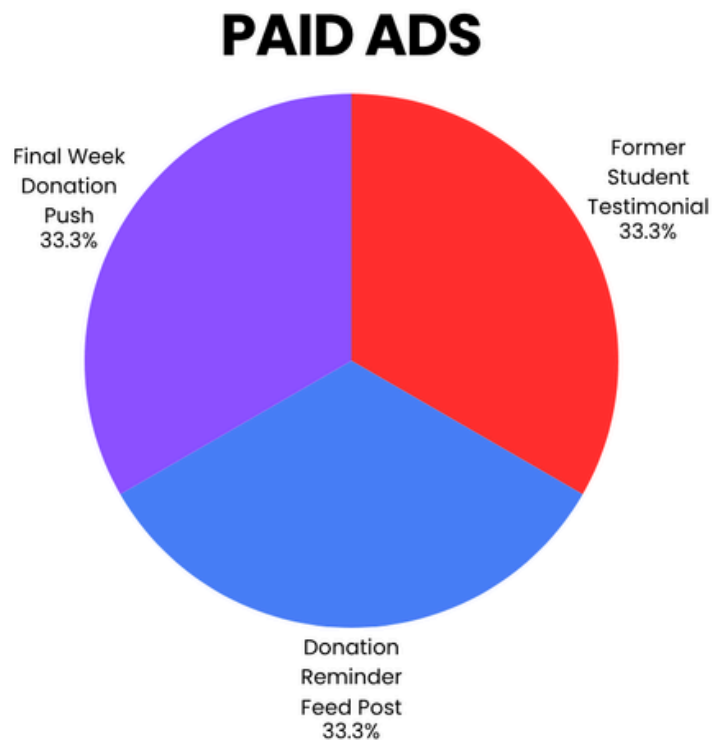
9/17/2026	10:00 AM	Instagram, Facebook	Feed	Final Week Donation Push	CTR, CVR	The final act has begun. We are in the last stretch of North Texas Giving Day, working to reach our \$20,000 goal for Theatre Arlington outreach programs. Your support brings theatre into classrooms, communities, and lives across North Texas. Help us finish strong Final days to give for North Texas Giving Day. We're so close to our \$20,000 goal. Every gift matters. Tap to give! This is the moment that keeps our curtain rising. With your support, Theatre Arlington outreach programs continue to inspire students, connect communities, and expand access to the arts. We are in the final push toward our \$20,000 North Texas Giving Day goal. Be part of the final act	Donate here: North Texas Giving Day donation link, Theatre Arlington website donation link	FinalWeek1
9/20/2026	12:00 PM	Instagram, Facebook	Story	Final Week Donation Push	CTR, CVR		Donate here: North Texas Giving Day donation link, Theatre Arlington website donation link	FinalWeek2
9/21/2026	10:00 AM	Instagram, Facebook	Feed	Final Push	CTR, CVR		Donate here: North Texas Giving Day donation link, Theatre Arlington website donation link	FinalWeek3
9/22/2026	9:00 AM	Email	Email	Closing ask	CTR, CVR	Subject Line: Final curtain call: Help us reach our goal! Dear Friend of Theatre Arlington, Today is North Texas Giving Day! We are so close to reaching our \$20,000 goal in support of Theatre Arlington outreach programs. Your gift today helps ensure theatre continues to serve students, families, and communities across North Texas. As the curtain rises on our final moments, we invite you to be part of the final act. Give now before the curtain closes	Donate here: North Texas Giving Day donation link, Theatre Arlington website donation link	FinalWeek4

12. CONSIDERATIONS FOR FUTURE MARKETING AND COMMUNICATION PLANNING

12.1. Budget Recommendations

It is recommended that Theatre Arlington allocate its budget toward three paid ads, each running for 7–10 days. This timeframe allows each ad enough time to pass the initial learning phase and optimize performance while maintaining consistent visibility within a limited budget. Splitting the budget across three focused ads also improves message targeting and overall campaign efficiency.

12.1.1. Charts, Graphs, Tables, Infographics



12.1.2. Allocation of Resources

The campaign recommends allocating approximately \$83 per ad and running each ad for a duration of 7–10 days.

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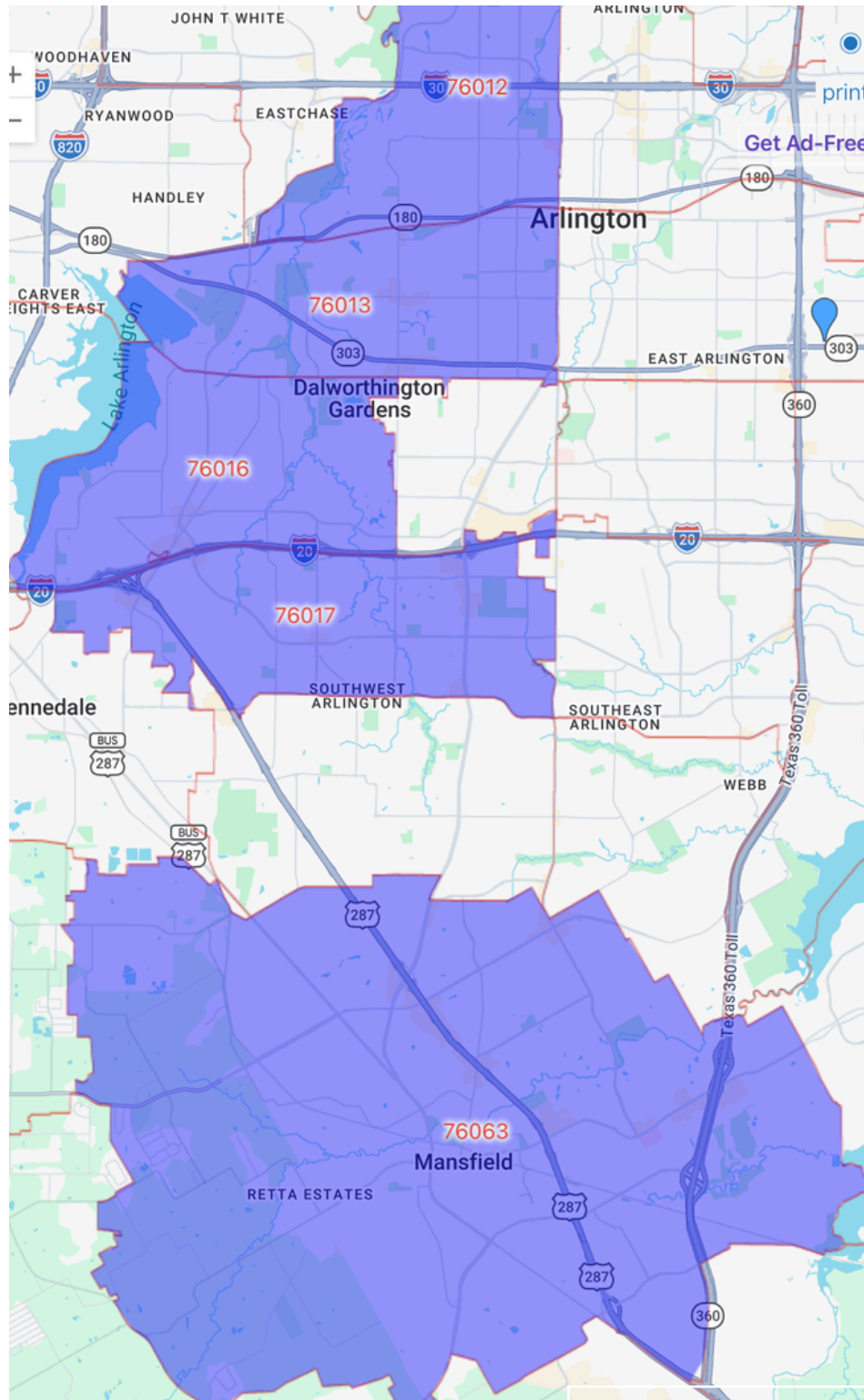
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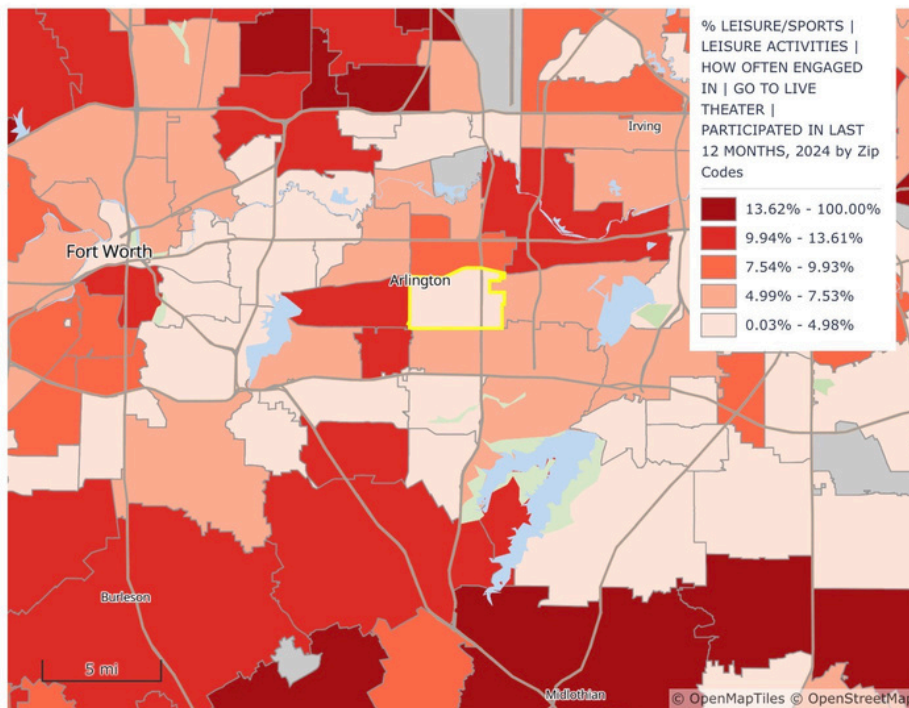
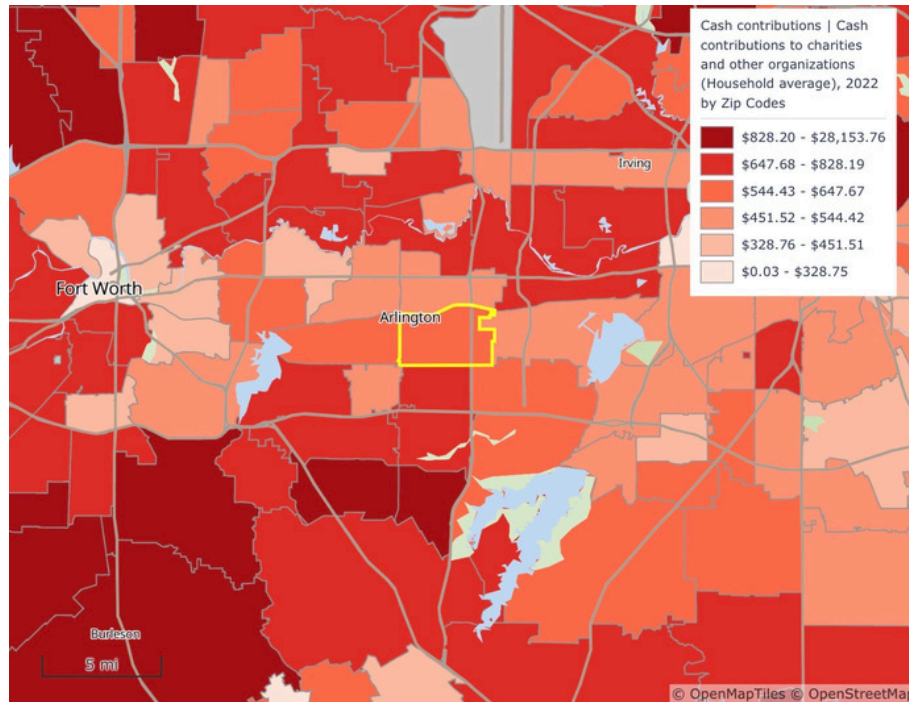
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14. OTHER SOURCES

14.1. Maps





14.2. Theatre Arlington Social Media Analysis Report

1. Overview of Platforms

Theatre Arlington maintains an active presence across multiple social media platforms, including Instagram, Facebook, TikTok, and YouTube. These platforms are used primarily for performance promotion, community engagement, educational programming visibility, and behind-the-scenes content.

2. Instagram Analysis

Followers: Approximately 4,000+

Content Type: Reels, performance clips, cast highlights, rehearsal snippets, promotional graphics.

Average Video Engagement: Estimated 200–800 likes per Reel.

Average Static Post Engagement: Estimated 50–200 likes.

Primary Purpose: Visual storytelling, show promotion, cast features, and community engagement. Reels tend to perform better than static promotional graphics.

3. Facebook Analysis

Page Likes: Approximately 9,000+

Content Type: Longer videos, photo albums, event announcements, educational updates.

Average Video Views: Estimated 500–1,500 views per post.

Primary Purpose: Community communication, event promotion, educational outreach visibility, and donor engagement. Facebook appears to attract an older demographic audience.

4. TikTok Analysis

Follower Count: Not prominently displayed (cross-posted content referenced).

Content Type: Short-form, humorous theatre clips and trending-style videos.

Primary Purpose: Reaching younger audiences through short-form entertainment content. Likely lower conversion to ticket sales compared to Facebook.

5. YouTube Analysis

Subscribers: Approximately 40–50

Content Type: Promotional trailers, performance highlights, archival videos.

Primary Purpose: Long-form video storage and promotional trailers.

Currently underutilized compared to other platforms.

