

Execution & Evaluation

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Execution & Copy Strategy

Ad Placement

- Target Segment: Families & Senior Citizens
- Location: Joyland & Mackenzie Park- 6 months
- Mail Out brochure
- Hand out brochures through schools (elementary)
- Flyer Advertisements
 - United, Marketstreet, HEB, Amigos, La Super Economica Meat Market, Sprouts

Ad Frequency

- Runs for 6 months, changing the Billboard design monthly
- Send brochures once each month for a duration of 6 months
- Run out new flyers monthly for upcoming events



Billboards



COME JOIN THE YWCA FAMILY!

**¡INSCRIBASE A
EL YWCA!**

806-771-0184

<https://www.ywcalubbock.org/>



Location: Joyland
and Mckenzie
Park

Ad duration: One
month

Ad design:
Incorporated
spanish, included
website and
phone number for
measurement
methods

HealthCare...

Child care...

Fitness...

Activism...

**Find it all at the
YWCA!**



Salud...

Guarderia...

Ejercicio...

Activismo...

**Todo en el
YWCA!**

Location: Joyland
and Mckenzie Park

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methods

806-771-0184

<https://www.ywcalubbock.org/>

eliminating racism
empowering women

ywca

**YOUR ONE STOP
SHOP FOR
EVERYONE IN THE
FAMILY!**

**¡TU TIENDA ÚNICA
PARA TODOS EN LA
FAMILIA!**

806-771-0184

<https://www.ywcalubbock.org/>



Location:
Joyland and
Mckenzie Park

Ad duration:
One month

Ad design:
Incorporated
spanish text,
included
website and
phone number
for
measurement
methods



Heels on. Glasses up!

October 7, 2021

806-771-0184

<https://www.ywcalubbock.org/>



Location: Joyland
and McKenzie Park

Ad duration: One
month, advertised
in the month of
September

Ad design: Included
website and phone
number for
measurement
methods, date for
event and a fun
design to capture
our audiences
attention

ELIMINATING RACISM EMPOWERING WOMEN



ELIMINANDO EL RACISMO EMPODERANDO A LA MUJER

806-771-0184

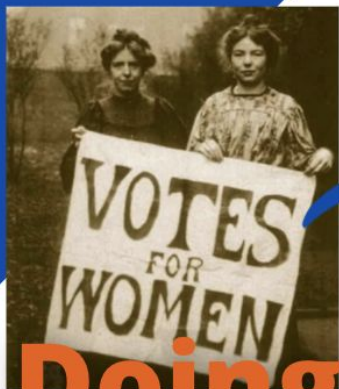
<https://www.ywcalubbock.org/>



Location: Joyland
and McKenzie
Park

Ad duration: One
month

Ad design:
Incorporated
spanish,
included website
and phone
number for
measurement
methods, stated
values and
mission



**Doing what's right
since 1855**



Location: Joyland and
Mckenzie Park

Ad duration: One
month

Ad design: Included
website and phone
number for
measurement methods,
incorporated pictures
and text that explain
the YWCA mission and
values

806-771-0184

<https://www.ywcalubbock.org/>



Brochure

eliminating racism
empowering women
ywca

Our Mission: The YWCA is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all.



Join Today!

806-771-0184

<http://www.ywcalubbock.org/>

Childcare

YonU Childcare:

Serves 350 children daily
Provides breakfast, lunch,
and snack

Ages: NB to preschool

YWCAare:

After school care
PreK through 5th grade



Youth Programs

AMEND together:

Engaging boys and men to
challenge our culture of
violence

Community Youth Program:

Ages: 10-17
Post high school development

Youth Basketball Program:

1st through 5th grade

Healthcare



Womans Heath Initiative:

Breast cancer and cervical
cancer screenings and
diagnostics
Breast cancer navigation

On campus Covenant medical center

YWCA on University



Location: Mailed
out, targeting zip
codes with a
majority hispanic
population

Zip codes:
79401, 79403,
79404, 79411,
79412, 79415

Ad duration:
Mailed out once a
month for 6
months

Events



Wine Woman and Shoes:

Largest fundraising event at the YWCA

Woman of excellence:

Recognizes women in the community who have achieved excellence

Father-daughter dance:

Annual Event

Lemonade Day:

Free fun day to teach children about entrepreneurship skills

New events each month!

Fitness

Facilities:

Sun n' Fun campus

- Fitness classes
- Rock wall
- Full sized gym
- Weight room

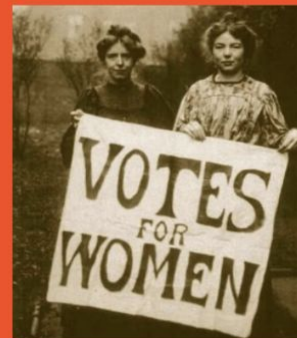


Aquatics:

Sun n' Fun Pool

- Open in summer
- Swim Lessons Program
- Certification classes program
- Lifeguard: 15+
- CPR: 12+

Activism



Advocacy Agenda:

- Racial Justice
- Womens Economic Security
- Safety from gender-based violence
- Child care
- Strengthening non-profit sector
- Civil rights
- health care
- Immigration
- **Much, much more!**



Flyers



**YWCA biggest
fundraising event of
the year!**

**Dedicated to eliminating
racism, empowering women
and promoting peace, justice,
freedom and dignity for all!**



Heels on. Glasses up!

THURSDAY, OCTOBER 7, 2021

6:00 - 9:30 PM at the YWCA on University

Wine Tasting • Designer Shopping • Savory Bites
Live & Silent Auctions • Glamorous Fashion Show
Incredible Auction Lots • Charming Sole Men
Best in Shoe Contest *and more!*



Location: Posted in
businesses around
Lubbock such as
H-E-B,
Marketstreet,
United
Supermarkets,
Amigos, and La
Super Economica
Meat Market,
Sprouts

Ad duration for
Wine, Women &
Shoes: Posted in the
month of
September

Ad duration for
Lemonade Day:
Posted in the month
of May

✧ Lemonade Day!™ ✧

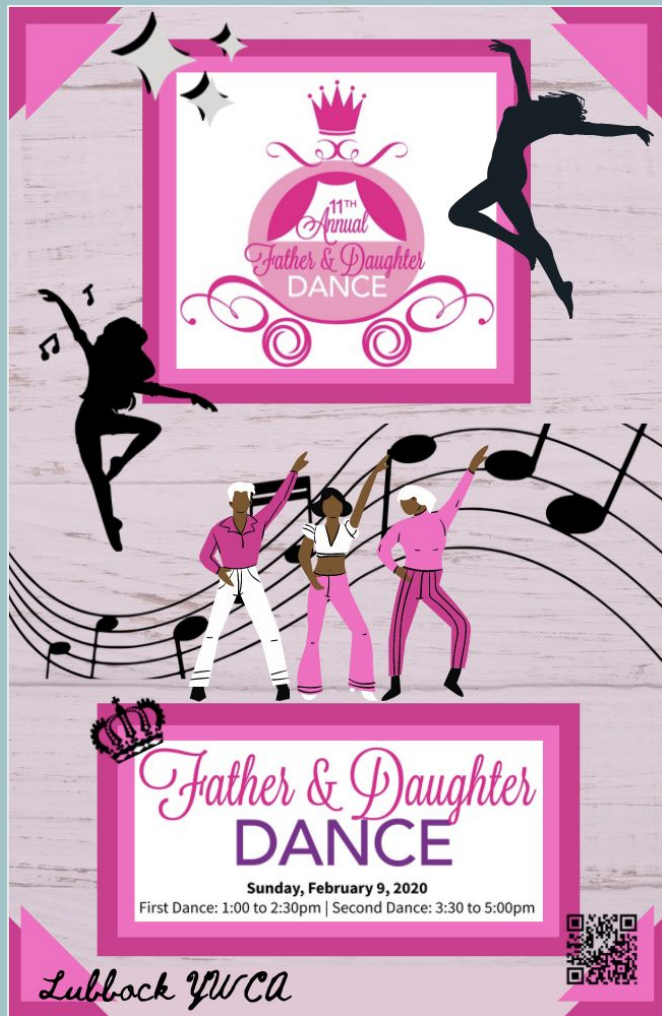


Lubbock YWCA LUBBOCK June 3, 2022



**Lubbock Lemonade Day provides a free, fun,
experiential opportunity for children to learn
about entrepreneurship by running their own
small business—a lemonade stand.**





Location: Posted in businesses around Lubbock such as H-E-B, Marketstreet, United Supermarkets, Amigos, and La Super Economica Meat Market, Sprouts

Ad duration for Father & Daughter Dance: Posted in the month of January

Ad duration for Chopped: Posted in the month of October

CHOPPED AT THE Y

FREE COOKING CLASS FOR CYD PARTICIPANTS

OCTOBER 28, 2021
5:30-6:30 PM

YWCA 6501 UNIVERSITY AVE

Come cook with Chef Jeff!

The CYD Team has been in the kitchen cooking up something **HOT!!!** We will have our very own Top Chef Jeff teaching you how to make a gourmet meal. Then you will faceoff each other to see who is the best chef in town. First and second place prices will be given! Limited spots available. Sign up today to not get **CHOPPED!**



Monthly Events

- January- Winter Basketball Season Begins
- February- Father Daughter Dance
- March- Women of Excellence Awards Dinner
- May- Pool opens, Summer Camp Begins
- August- Summer Camp Ends, After-School Care Begins
- September- Pool Closes, Fall Basketball Season Begins
- October- Wine Women & Shoes Event, Breast Cancer Awareness Month



Big events promoted

- Food Truck Friday EVERY FRIDAY!
- August 24- Berkeley Gives Back @ 5-9pm
- September 6- YWCA Labor Day Event @ 12-6pm
- October 24- Farm to Fork @ 11am-1pm
- October 26- Cooking with Chef Jeff @ 6-7pm
- October 28- Chopped at the Y for 8th-12th graders @ 5:30pm
- October 30- Halloween Kickball
- November 9- YWCA Book Club @ 6pm



Evaluation

Analyze, Test and Reiterate

- Benchmark: awareness of programs and events
 - Increase membership through programs such as YCare and community events
- Test: data analytics, amount of people who sign up through QR codes on flyers
- Reiterate: adjust the designs or locations as needed

Measurements

- Website traffic
- Event sign up through the flyers

Time

- 6 months is agreed upon for billboards
 - Design changed every month for 6 months
- Flyers depend on events happening
- Brochures will be sent to designated zip codes once a month



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