




# Objectives & Budget



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# Objectives



# COME JOIN THE YWCA FAMILY!

**¡INSCRIBASE A  
EL YWCA!**

**806-771-0184**

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



# Quantitative Benchmarks

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- Current market share uses social media
  - Billboard engages with all audiences who see it
- Adding text in Spanish gives YWCA leverage
  - 43 % is hispanic
  - Keeps loyalty
- Senior citizens
  - Less likely to be active on social media
  - Increase this specific demographic's membership
    - Currently lowest demographic (6%)

# Measurement Methods

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- Metrics
  - How many people called the number from the billboard?
  - How many new memberships gained from billboard?
    - Individual vs Family
  - Website traffic
    - Landing page specific to billboard
  - End of call survey: How did you learn about our services?

# Criteria For Success/What it Should Look Like

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- How customers heard about our services?
  - Compare customers gained to others years in past
    - more= success
  - Billboard reach as many consumers as possible
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## Goals

- Awareness of the programs from ads
- Awareness between ages and genders
- Awareness of YWCA mission and values

# Timeframe

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- Contract Signing
  - First come first serve basis
- Photographer
  - 1 day shoot
  - ~1 week editing
- Graphic designer
  - ~4 days creating
- Creative due date
  - 2-3 weeks before start date (depends on market)
- 6 months
  - 1,500-20,000 interactions per day

Budget



# Cost Breakdown For Specific Tasks

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- Billboard ad cost
  - Nonprofits are offered discounted advertising rates
- Cost of creating ad
  - Contracting graphic designer
    - Include YWCA sign up information
    - Want well-know graphic designer who delivers quality
  - Contracting photographer
    - Pictures of ALL aspects of YWCA
    - Get action pictures of family, friends, kids, fitness classes, parties

# Total Expenditure/Component

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billboard installationprice	\$1,510/ 4 weeks	24 weeks (6 months)	\$9,060	
photographer	\$200/hour	1 hour	\$200	
graphic designer	\$30/hour	10 hours	\$300	
			<b>Total: \$9560</b>	

Thank  
You!

# Works Cited

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