

Springing Forward with Social Media

Organization: Catholic Charities of Santa Clara County

Project duration: 14 Months

Summary of skills used: Community development, content management, data analysis, data analytics, digital marketing, email/digital campaigns, event planning, event support, lead generation, multimedia marketing, multimedia content production, outreach, photography, relationship building, research, social media, strategy

Project background: The annual Spring Forward 5K 10K charity run was created in 2014 to raise funds that benefited Catholic Charities' 40 plus programs that serve more than 54,000 people in the Santa Clara County community.

Challenges:

- The logistics and resources needed to promote the event.
- Generating local interest in the event beyond the local Catholic communities.
- Generating awareness of Catholic Charities' impact in the Santa Clara Community.

Approach:

Find Sponsors and Develop Local Partnerships

These sponsors would comprise mainly of local businesses and individuals that were interested in making a meaningful contribution to the local community.

Increase Inclusivity

Develop varying levels of alternative ways people could contribute participate.

Community Outreach

Use a mix of modern and traditional methods of communication to foster a connection to the event itself and Santa Clara County to drive registrations and contributions.

Results:

In the run's first year, over 1,200 people came out to support and participate. Participation steadily increased by a minimum of 25% over the next two years.



Over 1.2 million dollars were raised to support over 40 local community programs.



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The average Spring Forward Facebook page engagement rate **increased by 3,000%** over two years.

