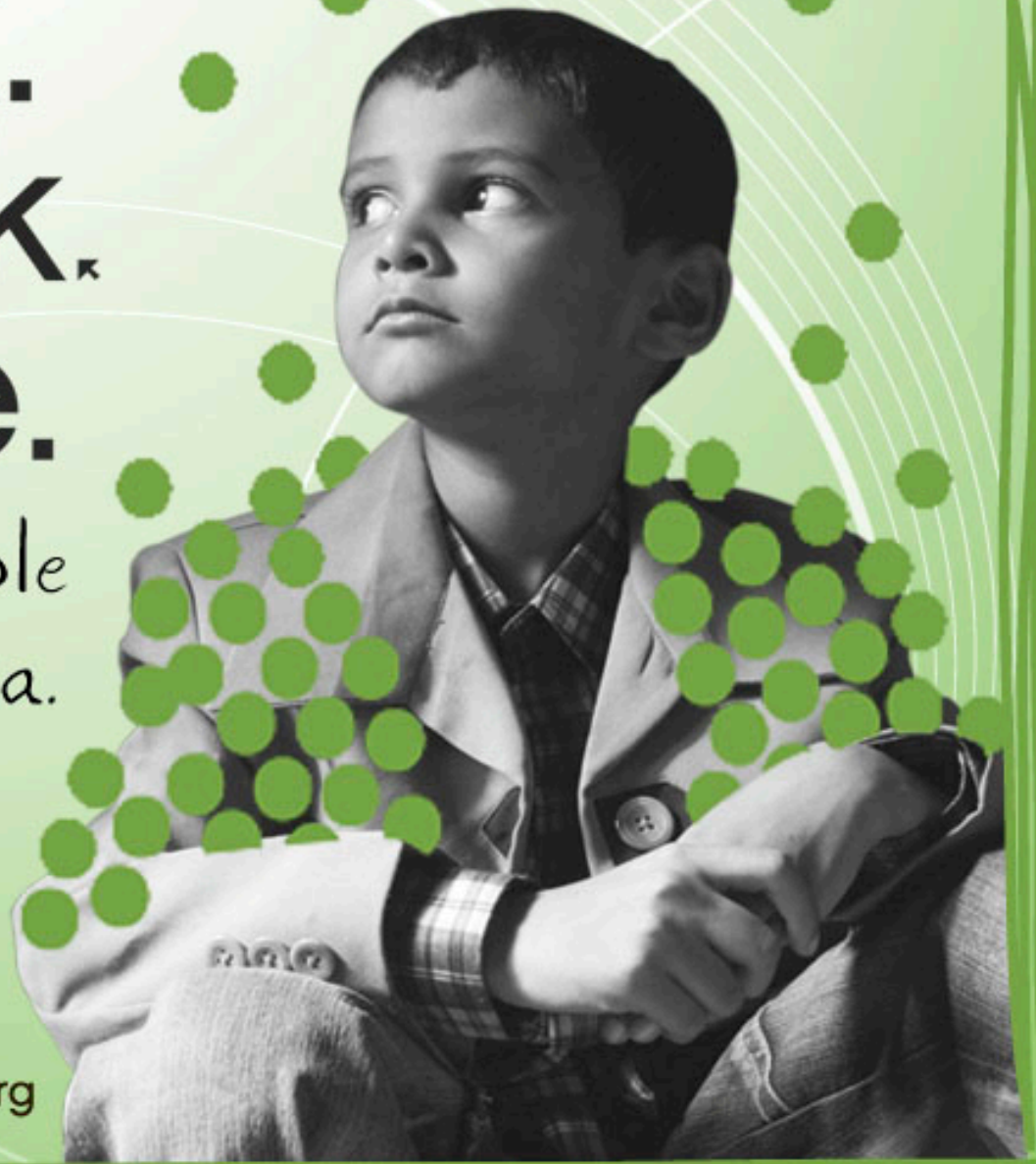


Pick. Click. Give.

*Increasing charitable
giving in Alaska.*

PickClickGive.org



PCG Campaign Launch



Campaign components, from soup to nuts; last minute details; your ideas
December 15, 2011

Jordan Marshall, Cassandra Stalzer, Laurie Wolf, Suzanne Lagoni

Paid media:

- **Television:**
- Dec. 19 thru Feb. 6 (in progress)
- Statewide cable, Anchorage network and cable, Fairbanks network, Juneau network, KAKM
- Avail on YouTube (youtube.com/pickclickgive)
-
- **Radio PSAs APRN, CoastAlaska:**
- Nov. 25 thru mid-Feb (in progress)
- Three versions featuring three cause types, funder credits

--MORE--



Paid media:

- **Newspaper Insert:**
- Jan. 1 -- 103,000 pieces; 8- pgs; lists, photos, stories, how-to, funder logos
- Anchorage Daily News, Frontiersman, News-Miner, Juneau Empire, Peninsula Clarion, Ketchikan Daily News, Arctic Sounder, Kodiak Daily Mirror, Dutch Harbor Fisherman, Tundra Drums, Bristol Bay Times, Valdez Star



Alaska is a great place to be born, but the most dangerous place to be a teen. We can all contribute to making Alaskan kids safer and healthier.



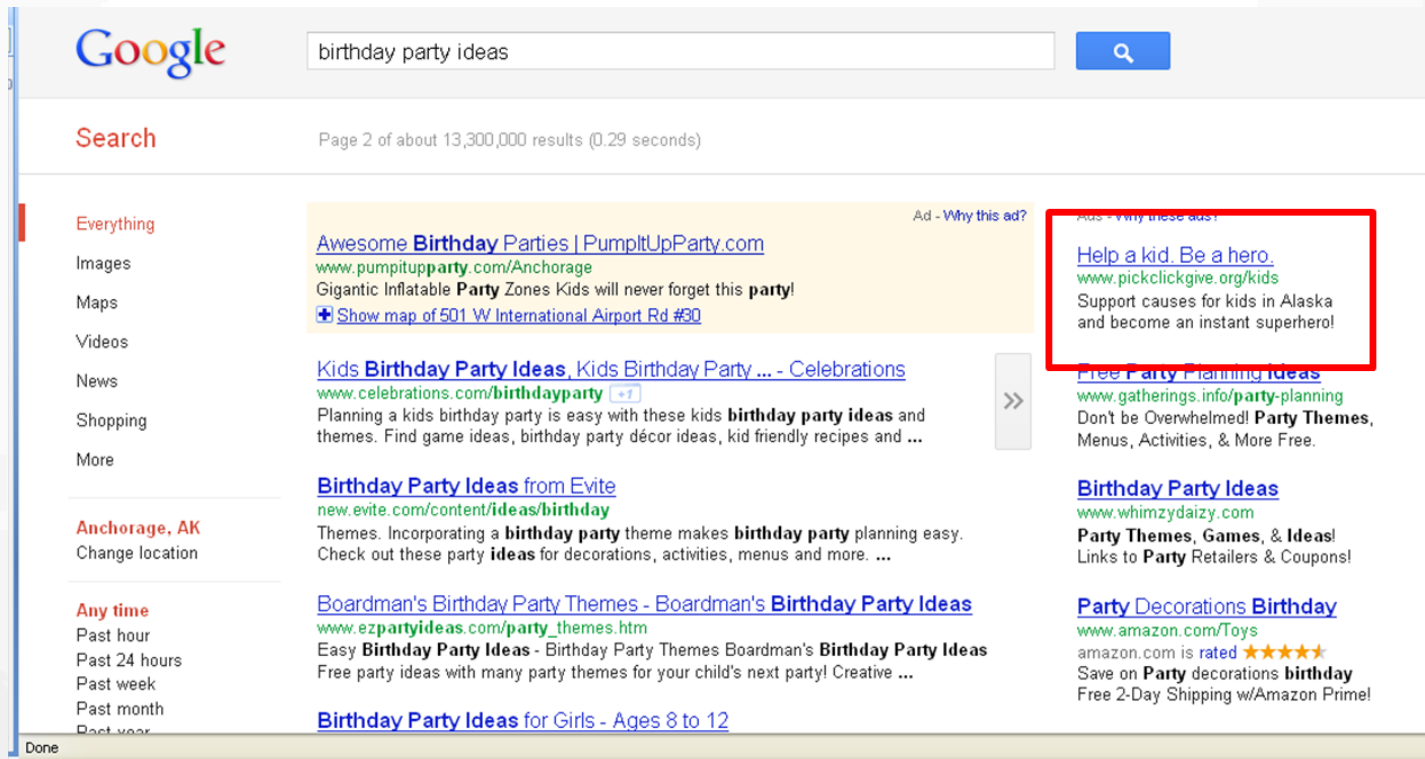
Youth & Education			
<p>You can support these youth and education organizations when you Pick, Click, Give.</p> <p>3 to 5 Preschool Inc. 4 H Tanana District Leaders Council ACE Trailside Discovery Camp Alaska Arts Education Consortium Alaska Baptist Family Services Alaska Baseball Academy Inc. Alaska Childrens Services Alaska Childrens Trust Alaska Christian College Alaska Family Council Alaska Family Services Inc. Alaska Judicial Observers Inc. Alaska Region Pony Club Alaska Wilder Alliance Alaska Youth and Family Network Alaskans For Life Inc. Anchorage Community YMCA Anchorage Montessori School Anchorage Waldorf School Armed Services YMCA of Alaska ANMCA Association for the Education of the Young Children SEAK Big Brothers Big Sisters of Alaska Single Camp Ministries Sorensen Bubsweys Boys and Girls Club of Southcentral Alaska</p>	<p>Boys and Girls Clubs of the Kenai Peninsula Calypso Farm and Ecology Center Camp Fire USA Alaska Council COE Early Learning Center for Alaskan Coastal Studies Challenge Alaska Chukot Valley Preschool Covered House Alaska DARE Alaska Inc. Discovery Southwest Dopon Foundation Ellie Kokrine Charter School Fairbanks Counseling and Adoption Far North Little League First Alaskans Institute First Things First Alaska Foundation Four Valleys Community School Friends of the Campbell Creek Science Center GHI Scouts Fairbank North Council GHI Scouts of Alaska Great Alaska Council Boy Scouts of America Jobs Place State Park and Youth Center Juneau Coop Preschool Juneau Family Health and Birth Center Kenai Watershed Forum KidsDay Anchorage/Primos LINKS Met Su Parent Resource Center</p>	<p>Literacy Council of Alaska Inc March of Dimes Foundation Midnight Sun Council BSA Missionary Aviation Repair Center MARRC Mt Edgcombe Preschool New Direction High School Completion Program North America Outdoor Institute NAOI North Star Youth Court Northern Sledra Institute Parachutes Teen Club and Resource Center Resource Center for Parents and Children RURAL GAP SAGA SEER School Southwest Alaska Conservation Council Spirit of Youth Sunshine Station Childcare Center TDK Foundation Toboggan Foundation Tynnek Tread Connecting Early Care and Education TVSA Wish Upon the North Star Inc Wingsell Institute for Science and Environment Wingsell Mountains Center Young Life Alaska Yuzi Yaoungvill LLC YWCA Anchorage</p>	<p>HIGHER EDUCATION Gifts made in 2012 through Pick, Click, Give, to campuses of the University of Alaska, Alaskapik College, and Alaska Pacific University will be matched 7-to-1 up to \$100,000 thanks to a challenge grant offered by ExxonMobil.</p> <p>Alaska Pacific University Alaskapik College Foundation University of Alaska Anchorage University of Alaska Anchorage Kodiak College University of Alaska Anchorage Matanuska Seward College University of Alaska Anchorage Prince William Sound Community College University of Alaska Anchorage Kenai Peninsula College University of Alaska Fairbanks Bristol Bay Campus University of Alaska Fairbanks Chukchi Campus University of Alaska Fairbanks Interior Alaskiana Campus University of Alaska Fairbanks Interior Alaskiana Campus University of Alaska Fairbanks Kuskokwim Campus University of Alaska Fairbanks Northwest Campus University of Alaska Fairbanks Tanana Valley Campus University of Alaska Southeast University of Alaska Southeast Ketchikan Campus University of Alaska Southeast Sitka Campus</p>



Paid media:

Online Campaign:

- ADN drop down display ad – Jan. 1 and Jan. 2 -- ADN display ad – Dec. 19 thru Jan. 23
- Online Google AdWord Search - Dec. 13 thru March 31



The screenshot shows a Google search for "birthday party ideas" on page 2 of 13,300,000 results. The search bar contains "birthday party ideas" and a search button. The left sidebar includes filters for "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", "Anchorage, AK", and "Any time". The main results area shows several organic search results and one sponsored ad. The sponsored ad is for "Help a kid. Be a hero." from Pick.Click.Give.org, which is highlighted with a red box. The ad text reads: "Help a kid. Be a hero. www.pickclickgive.org/kids Support causes for kids in Alaska and become an instant superhero!". Other organic results include "Awesome Birthday Parties | PumpItUpParty.com", "Kids Birthday Party Ideas, Kids Birthday Party ... - Celebrations", "Birthday Party Ideas from Evite", "Boardman's Birthday Party Themes - Boardman's Birthday Party Ideas", and "Birthday Party Ideas for Girls - Ages 8 to 12".



Little gifts; big impact.

Paid media:

- Online Google Display - three cause type landing pages -- Dec. 13 thru March 31



Pick.Click.Give.

Like us to help spread the word about helping Alaskans in need.

Emergencies come in many forms. Help Alaskans in need. Join the cause.

Photo: Catholic Social Services

Life's ups and downs happen to us all. When the chips are down, it's comforting to know that help is available no matter what. Whether it's coping with an illness, recovering from a disaster or escaping violence and abuse, heroes in our communities are willing to help.

Pick.Click.Give. is a safe and secure way to donate to programs and services that provide relief and support when we need it the most.

Share a portion of your PFD by choosing one or more of these nonprofits:

- Abused Womens Aid in Crisis Inc AWAIC Inc
- ACLU of Alaska Foundation
- Advocates For Victims of Violence Inc
- Alaska Attachment and Bonding Associates
- Alaska Center for Children and Adults ACCA
- Alaska Childrens Trust
- Alaska Family Services Inc
- Alaska Health Fair Inc
- Alaska Immigration Justice Project

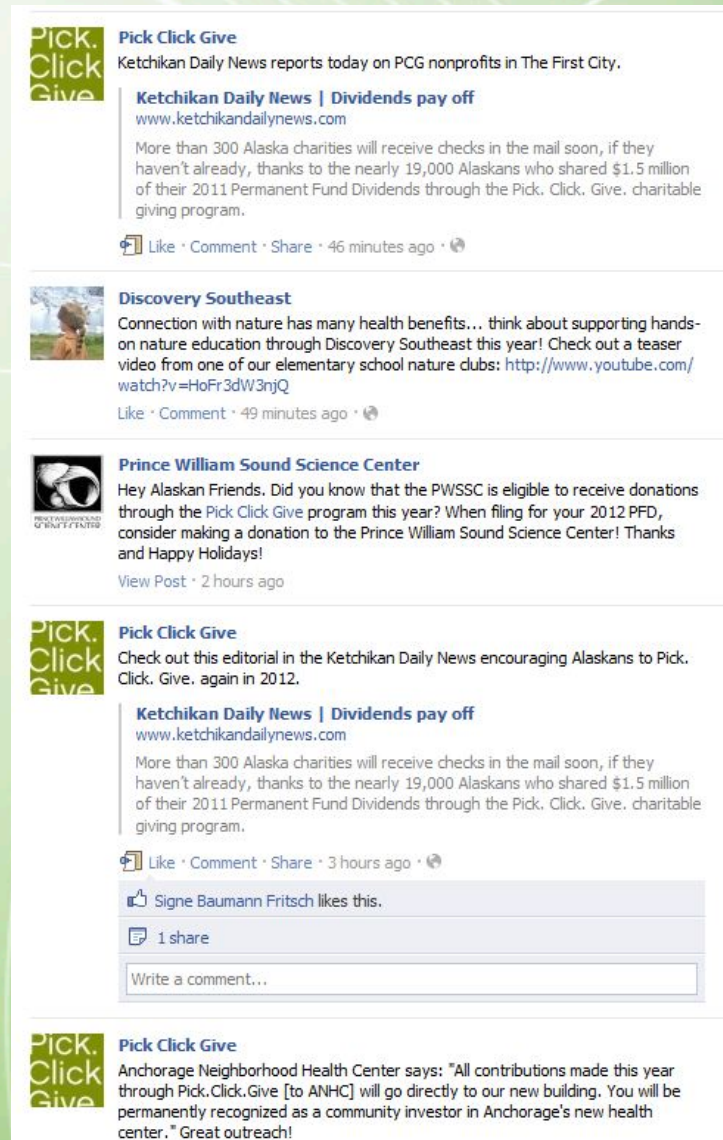
File Now
or Create a Reminder



Little gifts; big impact.

Social media:

- **Facebook: Confessional** – ask Alaskans to confess their support for an org or cause.
- Three prizes awarded in random drawing from participants (Dec. 19 thru Jan. 15)
- **You:** ask your “fans” to confess and take part
- **You:** tag @pickclickgive in status update
- **You:** respond to survey and share your social media info so we can build a network



The screenshot displays a vertical feed of Facebook posts from the "Pick Click Give" page. Each post includes a profile picture (the "Pick Click Give" logo), the name of the organization, and the text of the post. The posts are:

- Post 1:** From "Pick Click Give", reporting that Ketchikan Daily News reports today on PCG nonprofits in The First City. The post includes a link to "Ketchikan Daily News | Dividends pay off" and a short paragraph about 300 Alaska charities receiving checks from 19,000 Alaskans. It has 46 likes and was posted 46 minutes ago.
- Post 2:** From "Discovery Southeast", discussing the health benefits of nature education through Discovery Southeast. It includes a video link and has 49 likes, posted 49 minutes ago.
- Post 3:** From "Prince William Sound Science Center", asking Alaskans to consider donating to the center for the 2012 PFD. It has 2 likes and was posted 2 hours ago.
- Post 4:** From "Pick Click Give", sharing an editorial from Ketchikan Daily News encouraging Alaskans to participate in the 2012 program. It includes a link to "Ketchikan Daily News | Dividends pay off" and a paragraph about 300 Alaska charities. It has 3 likes and was posted 3 hours ago.
- Post 5:** From "Pick Click Give", announcing that Anchorage Neighborhood Health Center (ANHC) will recognize contributions made through the program as community investments in their new building. It has 1 share and a comment from "Signe Baumann Fritsch".

At the bottom of the screenshot, there is a text input field for comments with the placeholder text "Write a comment..." and a "1 share" indicator.

Public relations:

- **Press Releases:**
- October 2011 – Contributions to Organizations Release (delivered)
- December 23-31, 2011- Survey of Alaskans attitudes toward giving, promote PCG campaign goal
 - January 9, 2012 – Progress Report release
 - February 2012 – Organizations invited to apply for 2013 PCG
 - February/March 2012 – Donations Surpass 2010 Level
 - March 26, 2012 – Only A Few More Days to PCG
 - April 2, 2012 – Final Tally on Donations Pledged
 - Aug. 15, 2012 – Last Few Days to Add a PCG Donation to PFD Application



More than 300 causes benefit.
Who will help this year?

Public relations:

- Buzz in Background:
- Alaska Aces playing PSA on Jumbotron, incl. in program
- AK lawmakers newsletter / email content
- Banners circulating at events/available for loan
- Alaska Center for the Performing Arts Skybridge
- Billboards
- Commercial Radio PSAs Dec. 15 to Jan. 15
- Things nonprofits are doing in their communities

Public relations:

- Targeted Outreach:
- Faith-based PCG customizable flyer to congregations –artwork available for local customization



Pick.Click.Give. Then spread the word.

Public relations:

- **Speakers' Bureau:**
Coordinated opportunities, speakers; talking points --
- **Annual email from the Govenor to PFD filers**
- **PCG.org**
Updates to blog, PR, lists, PSA, etc.
- **Radio Talk Shows:**
Coordinated opportunities, speakers; talking points --



Little gifts; big impact.

Public relations:

- Promote financial goal setting
 - Outreach from program partners to nonprofits



Pick.Click.Give. Then spread the word.

What you could be doing now

- Newsletters
- Talking with media
- Uncover local opportunities for promotions like billboards, speaking engagements
- Every time you are in a room with more than 3 people, find a way to mention PCG
- Participate in the Facebook Confessional
- Discussing collaboration!
- Donor stewardship

Upcoming Webinars

January 10

Class: Check in – what we know. Hear a campaign update.
Learn what you could be doing now.

Time: 12:00 - 1:00

March 8

Class: Preparing for a final push. Hear a campaign update.
Learn what you could be doing now.

Time: 11:30 - 12:00

March 27

Class: Wrapping it up. The statistics as we know them.
Hear a campaign update. Learn what you could be doing
now.

Time: 11:30 - 12:00



Thank YOU!



Pick.Click.Give. Then spread the word.