# CASA *de amistad*



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# Table of Contents


| | |
|---|---|
| 3 | Company Summary |
| 4-5 | SWOT Analysis |
| 6 | Competitor Analysis |
| 7 | Perceptual Map |
| 8 | Unique Proposition |
| 9-10 | Campaign Target |
| 10 | Target Profile |
| 11-15 | Primary Research |
| 16-19 | Secondary Research |
| 20-26 | Social Media Audit |
| 27 | Campaign Objectives |
| 28-33 | Campaign Strategy |
| 34 | References |

# Nonprofit Summary

Casa de Amistad is a non-profit organization located in Solana Beach, CA. This **nonprofit** is a community outreach program that aims to **empower underserved youth and families** by offering tutoring, mentoring, and enrichment activities. Casa strives to assist students in establishing robust foundations upon which they can construct a brighter future for themselves. Casa's programs **positively affect students** achieving educational milestones, graduating high school, and enrolling in universities, community colleges, and career training programs.

Casa has created and introduced numerous innovative programs for kindergarten to twelfth-grade students. By adopting contemporary educational approaches and establishing strategic partnerships with local organizations that share their mission, Casa aims to foster successful outcomes for students. Casa foresees a prosperous future for future generations.



# SWOT Analysis

## STRENGTHS

- There are different programs that help students in grades K-12 with whatever they need: literature, STEM, workshops, summer programs, etc.
- Well at showcasing events on social media platforms
- Few competitors in the North County area of San Diego

## WEAKNESSES

- Casa lacks overall brand awareness. Whether that is informational social media posts about who they are or a form of awareness throughout the community.
- Casa's website could use more organization. The About page has 'our guiding principles, ' but on the program page, you will find different cornerstones of an organization.
- The donation page on the website could use more info on where exactly and what exactly the people's donation is going to.

# SWOT Analysis Continued.

## OPPORTUNITES

- Capitalize on event marketing to be able to increase awareness and donations
- Collaborate and sponsor with other local businesses and organizations
- Expand on open-house tours
- Capitalize on Social Media Marketing with an increase in paid ads

## THREATS

- The competition will gain more donations and compete for the same fellowships.
- Changes in consumer preferences and trends
- Dependence on a few major donors, risking financial stability if they withdraw support

# Competitor Analysis

## Barrio Logan College Institute

*Overview*

They reach kids in low-income neighborhoods to help them have a more successful academic career and set them up for success.

*Elements impacting objectives*

Post on their social media at least once a day, creating a constant flow of updates to donors. They also partner with local businesses to organize events like farmers' markets and other events that promote donations.

## Boys and Girls Club

*Overview*

Different programs for kids ages 5-18 focus on academic success, character development, and healthy lifestyles. They are a worldwide organization and very well known.

*Elements impacting objectives*

They're active but not spammy, posting about partnerships, events, and success stories. Their strategy highlights supported causes and services.

## Reality Changers

*Overview*

A non-profit that aims to help first-generation college students feel included in their campuses and get to graduation.

*Elements impacting objectives*

This college-focused program posts several times a week on social media, sharing events, holidays, and student spotlights.

## A Step Beyond

*Overview*

Focuses on providing young students living on or under the poverty line with access to the arts. They do this by sponsoring after-school programs like dance classes, academic support, and social services.

*Elements impacting objectives*

They're inactive on social media, mostly posting about special occasions.

# Perceptual Map

**This perceptual map helps us visualize consumer perceptions and where Casa and its competitors might be. We divided it into two categories of value to the community and how efficiently these companies use their resources.**




We placed reality changers with high value to the community and more efficient use of their resources due to their impact on the community and how much more known they are. Casa and Barrio Logan Institute were placed in the same quadrant of more efficient use of their resources as they are very involved with getting donors and putting their core values first. Yet, they need brand awareness, meaning the community has no clue what value they truly have. Lastly, the Boys and Girls Club was placed high in the community because everyone knew that club but lacked efficiency with their resources because they were well known




**CASA de Amistad distributed more than $300,000 through their Future Leaders Scholarship Program**



**100% of students that work with the nonprofit graduate high school**

**100% of students have enrolled in post-secondary education**

# Unique Proposition

**CASA de Amistad's focus is to help get students on a path towards a college education and community generational success**

For two decades, CASA has been helping children and families with a holistic approach. While their main focus is on helping support and guide students onto a path of a higher education, CASA's efforts extends beyond present successes. the nonprofit strives to create a legacy of opportunity and prosperity for generations to come. Casa's actions help establish both personal and generational success in the Hispanic/ Latino community.

Through the Future Leaders Scholarship program, students are able to receive the help as they seize their futures and work to obtain skills Through these actions CASA continues to provide programs which prepare students for post-secondary education, vocational training, and future careers, empowering them to chase their bright aspirations

# Campaign Target

Casa de Amistad's target audience is older White females in their late 60s who reside in North County, particularly in areas like Solana Beach and Encinitas. These individuals are typically higher-income individuals with a college education, employed full-time, retired, or married with children and homeowners. They prioritize supporting their community and giving back, showing a strong interest in local causes, particularly those related to arts, culture, and environmental preservation.





# Campaign Target Continued

They value credibility and seek transparency and convenience in their interactions. Comfortable with digital platforms, they are tech-savvy and prefer efficient online processes. Known for their loyalty, they frequently engage with the Casa de Amistad brand through repeat donations and purchases, often researching and seeking details before contributing. Moreover, they are inclined to volunteer and participate in in-person events, demonstrating their commitment to the organization's mission.

# Target Profile



## Rebecca Smith

Rebecca is a 61 year old woman. She lives in San Diego with her husband. She works as a financial consultant. Her annual income is 120k before taxes

Her goals include retiring, traveling the coast of California, and seeing her new grandkid

She spends her free time going to the beach with her dog and takes her grandkids to school

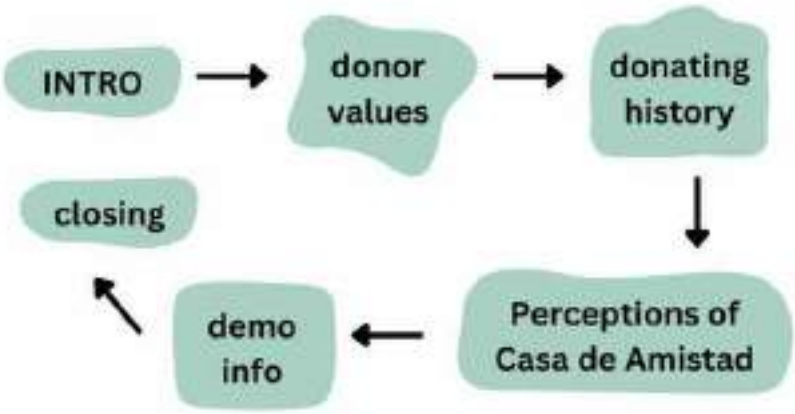
Her interests include traveling, gardening, and volunteering

She is concerned about social and educational equality

# Primary Research



On February 29, 2024 we created an online survey using Qualtrics to understand how San Diego residents feel about donating to nonprofit or charitable organizations. This survey also helped us gain more understanding of how the nonprofit, CASA de Amistad, is perceived by potential donors and donors. This survey was then distributed to the public using convenience and snowball sampling. We collaborated with CASA de Amistad and had the organization send it out to their annual donors on our behalf. Furthermore, we posted the online survey to our social media accounts and reached out to people we knew so we could collect a larger sample of responses. After they took the survey, we encouraged them to share the survey with more people.




Our survey had a total of 21 questions, which had dichotomous, multiple choice, likert scale, and free response questions. We did not have a screening questionnaire question, however there were several dichotomous questions that filtered respondents. The survey started with an introduction, informing recipients of the purpose of our study and who the researchers were. The survey then moved onto the main body questions regarding respondent's personal values, their previous donating experiences, and their perceptions of the brand. Depending on whether respondents answered Yes/No they were given different questions to determine their values and donating habits. Then, respondents were told a little about the organization and asked if they had donated to Casa de Amistad before. If respondents stated Yes, they sent to the end of the section. However, if they stated No, then they were shown screenshots of Casa de Amistad's website and Instagram pages. From these photos respondents were asked their impressions of the organization. After the respondent's perceptions section, we concluded the survey with a demographic information section and a closing statement.

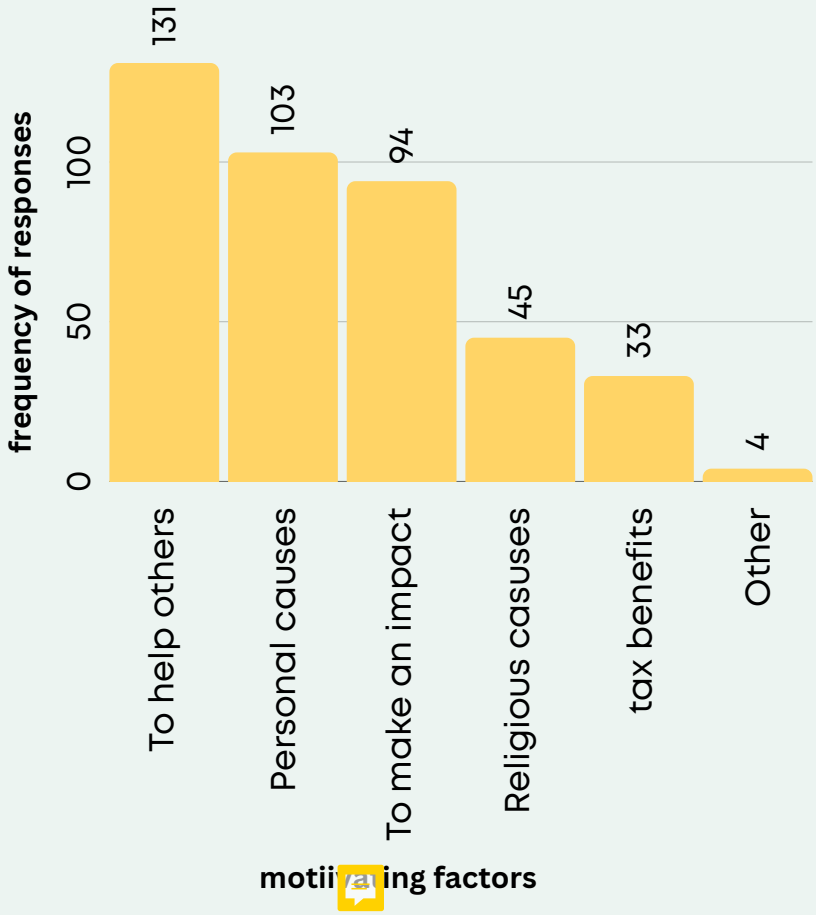
# Primary Research Continued

**The survey received 155 responses. 80% of the of the responses were women. And 50% were individuals 55 years old or older. 20% were Gen Z respondents. Finally, 45% of respondents had an approximate annual income of more than 100,000 before taxes.**

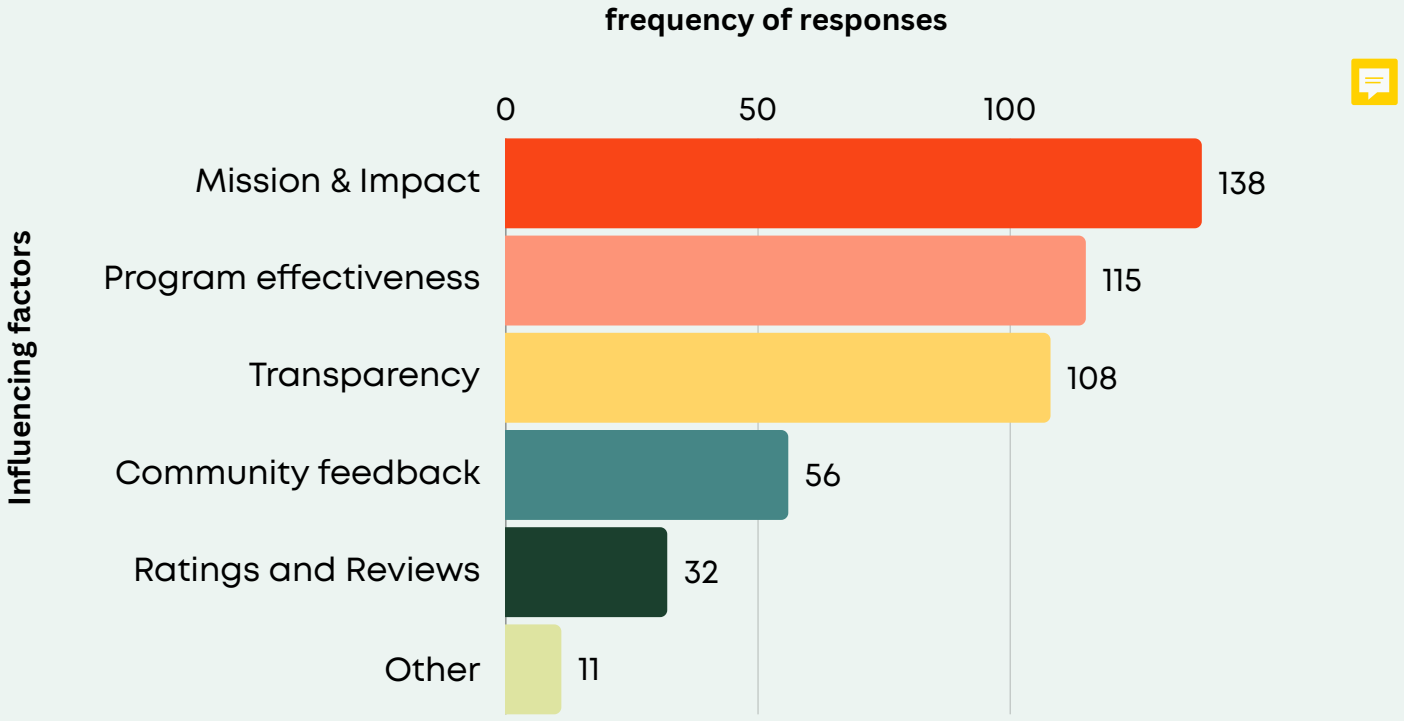
From our previous donating experience section, we found that **91% of the respondents had donated to nonprofits or charities before**. Within the respondents who had donated, **48% had donated within the last month**. This displays that a large percentage of respondents are frequently donating, rather than it being a rare occurrence or once a year.

**When deciding whether to donate or not to a nonprofit, personal causes, wanting to help others, and wanting to make a difference in your community were the main motivators on why the respondents donated.**

However, through this questioning we learned there was a difference between what respondents actually picked to motivate them and what they thought motivated others. Respondents perceived religious purposes, tax benefits, and impact in community to be bigger motivators to donate than they actually were.



# Primary Research Continued

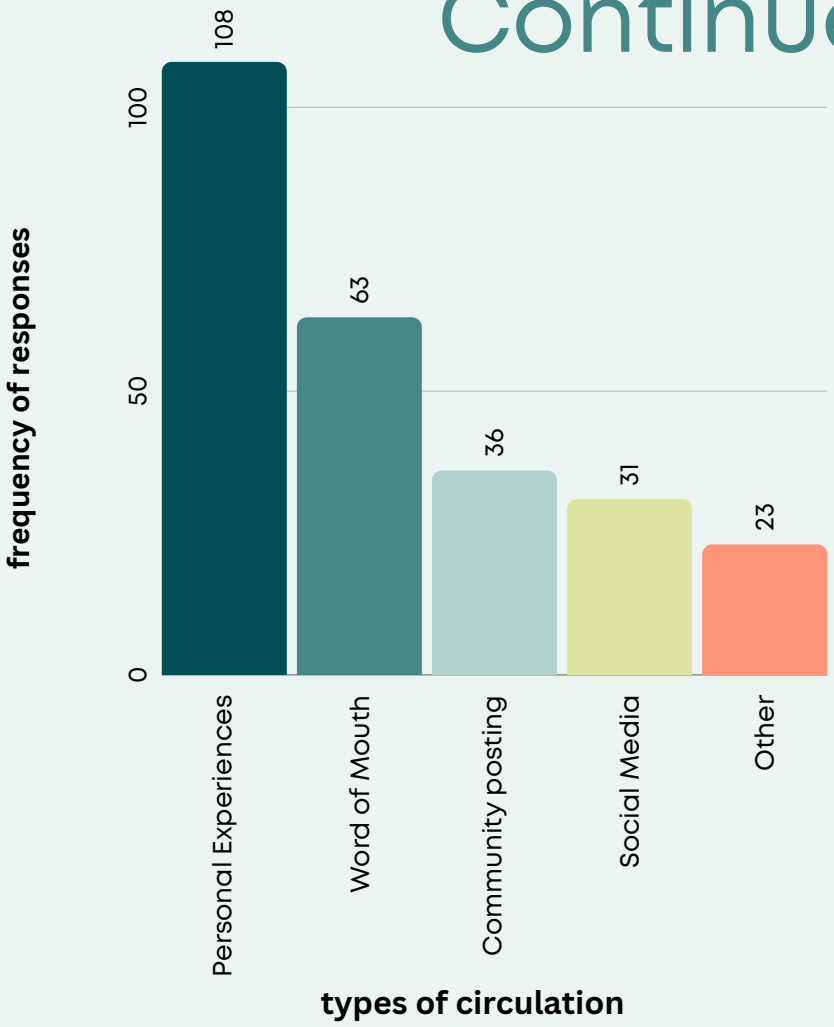



Additionally, **90% of respondents stated mission and impact was the most influential factor for donating or not**. In support of making an impact, one respondent stated, "I want to help kids make a bigger impact on the future than I could ever do, or have done, myself". **The other two most influential factors included transparency and accountability, and program effectiveness.** Other statements were made confirming this.

**"assured that my entire donation goes to the goals of the program rather than administrative and management costs"**

**"information on the nonprofit, showing impact it makes and how it uses donation money wisely"**

# Primary Research Continued




**77%**

**of respondents found out about organizations through personal experiences**

**45%**

**of respondents found out about organizations through word of mouth**

Among **both** people who had donated in the past and who had never donated, **educational** and **health** organizations were most likely to be picked for donations.

From our respondent's perceptions of the nonprofit section we learned **41% of respondents had donated to Casa de amistad before**

# Primary Research Continued



To those who hadn't donated to Casa de Amistad before, we showed images of the organize's website so they could gain an understanding of what the nonprofit does. After seeing these images, **69% of respondents were curious about Casa de Amistad after hearing about it**. Furthermore, majority of respondents perceived Casa de Amistad to be a positive, helpful, and a worthy cause.

In the free response section, we received many **positive comments** stating Casa de Amistad "appears to be a worthy cause with strong results", "seems like an important program that brings educational equality to the community", and "It seems like a good charity. It appears to be focused on children. I would consider donating to them. I would want to know how donations are distributed".

However, we also learned there were things they could improve upon, such as **making the website more transparent and clear about the purpose**. Other respondents stated, "It looks like it helps children based on the photographs, which is lovely. I'm still not exactly sure what the organization does, though" and "I would need to look further into the organization. pictures can be a bit deceiving. **"as a college student, i don't make enough to donate often but i do when i can"**

# Secondary Research Continued

## Key Trends in American Charitable Giving

In 2022, Americans demonstrated remarkable generosity, contributing $499.33 billion to charitable causes. Analysis of donation trends reveals significant preferences and behaviors among donors, shedding light on effective strategies for campaign success.



**Donation Distribution:** Human services received 14% of total donations, highlighting a strong inclination towards supporting basic needs. Education garnered 13% of donations, underlining the importance of knowledge and learning.

**Donor Profile:** The average donor in the US is 64 years old and engages in charitable giving twice a year.

## Ideal Donation Strategies Across Generations

Preferred Giving Methods: Online donations are the favored mode of contribution across generations, with Millennials, Gen X, and Baby Boomers showing a preference for digital platforms. Social media is a primary inspiration for Millennials (39%) and Gen X (33%), followed closely by email. Baby Boomers, on the other hand, are more influenced by email (33%), emphasizing the significance of targeted communication channels.



**Effective Strategies:** Focusing efforts on social media and email newsletters is the most effective approach to stimulate donations. The rise in enrollment in recurring giving programs, from 46% to 57%, presents a promising opportunity to encourage monthly donations, particularly among our target audience of individuals aged 20-40. 48% of donors cite regular communication via email as instrumental in sustaining engagement and encouraging repeat donations, highlighting the importance of maintaining contact with supporters. Email-based marketing campaigns significantly contribute to online nonprofit revenue, generating 28% of all proceeds, emphasizing the importance of targeted digital outreach efforts

# Secondary Research Continued

## Are Non-Traditional Donations Reshaping Giving Norms?

Non-traditional Forms of Donating: A significant portion of donors, comprising 47%, opt to support nonprofit causes through online raffles or sweepstakes, while 45% prefer purchasing from online stores that benefit nonprofits. Additionally, 24% of donors choose to contribute through online auctions. These alternative donation methods hold appeal within the target demographics, highlighting a shift towards non-traditional avenues of giving. Moreover, the engagement doesn't stop there, as 85% of US donors actively volunteer, and 81% attend nonprofit fundraising events, showcasing a propensity for multifaceted involvement within the nonprofit sector. As online fundraising continues to gain prominence, nonprofits are advised to focus on strategies catering to mobile users, emphasizing the importance of mobile fundraising and optimizing donation pages for mobile devices to effectively tap into this growing trend.







## Are Tax Benefits and Trends Shaping Charitable Donations?

People donate for various reasons, but one significant incentive is the opportunity to claim tax write-offs. According to the IRS, individuals can deduct charitable donations ranging from 20% to 60% of their adjusted gross income (AGI). However, it's crucial to note that donations to tax-exempt organizations recognized by the IRS are eligible for these deductions, whereas contributions to platforms like GoFundMe typically do not qualify. The Tax Foundation highlights that the Tax Cuts and Jobs Act (TCJA) of 2017 increased the value of charitable giving for the wealthy. Before this law, taxpayers could only claim up to 50% of their AGI for deductions, while after its implementation, the limit rose to 60%. Moreover, there's a noticeable correlation between the rise in charitable giving and the decrease in top marginal income tax rates. The National Philanthropic Trust reports that donor-advised funds held a substantial $234.06 billion in assets in 2021. Donor-advised funds, also known as DAF accounts, enable donors to contribute to a charitable cause, receive an immediate tax deduction, and then suggest grants from the fund over time. In 2021, the average size of a donor-advised fund account was $182,842.

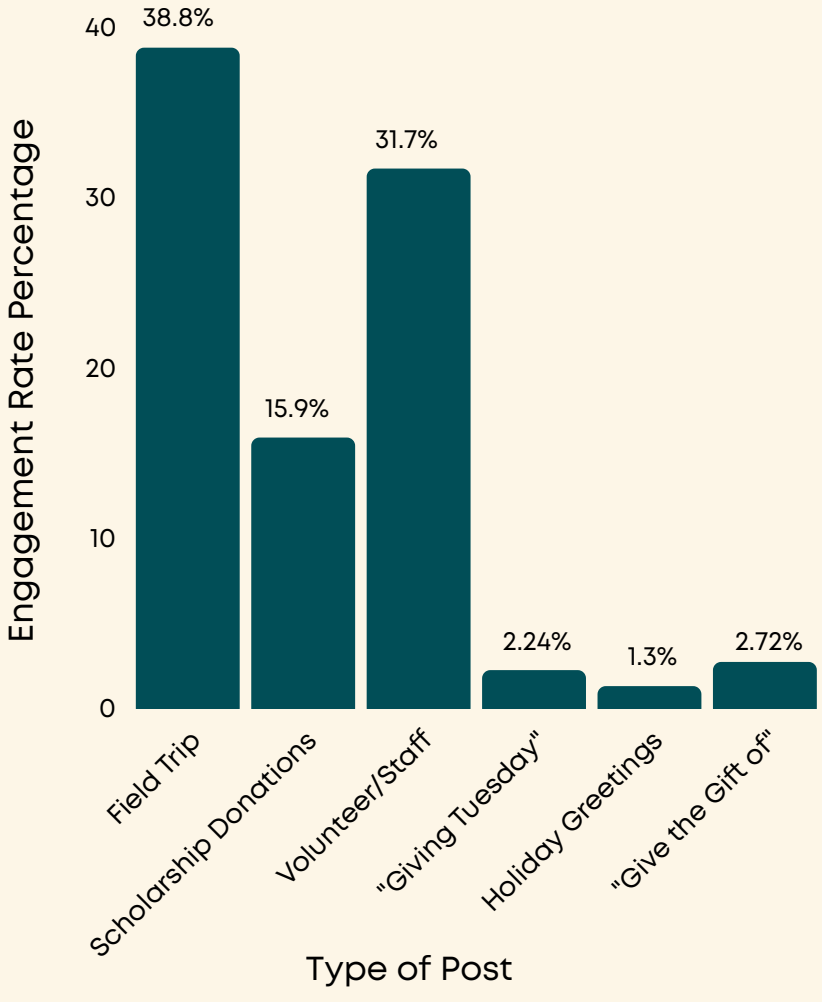
# Social Media Analysis

# Casa de Amistad



To better understand Casa de Amistad's audience, we researched their overall engagement rates by looking at their Instagram and Facebook profiles. Currently, Casa de Amistad has **628 followers** on Instagram and **422 followers** on FaceBook.

We then categorized the recent 30 posts into what they are about and calculated their engagement rates. Here are the categories: Field trip, Scholarship Donations, Volunteer/Staff Highlights and Achievements, "Giving Tuesday" Graphics and Information, Holiday Graphics/Greetings, and "Give the Gift of." We calculated that each post generates an **average of 19 likes** per post on Instagram.




Based on the information gathered through research, we have found that posts containing photos and videos of the children in various field trip locations have the highest engagement rate **(38.8%)**.

These posts are the **most popular** because they **show where donations go** and how these trips can help empower and enrich children's education. These posts could also gain community engagement and awareness of who the organization is helping and how community members can help these students.

# Social Media Analysis continued

## Casa de Amistad

Casa de Amistad's Facebook profile has an engagement rate of **79%** based on its recent 30 posts. We calculated this using the previous method of calculating the engagement rate for Instagram. Based on these 30 posts, we have also calculated that each post generates an **average of 11 likes per post** on FaceBook. We found that the most popular posts on Facebook were volunteer—and staff-related posts.

Throughout our research on both Casa de Amistad and competitors' social media engagement rates, all organizations had a higher engagement rate when using Instagram.

**Most Liked Instagram & FaceBook Post:**
SD Magazine Event




**Second Most Liked Instagram & FaceBook Posts:**
Volunteer Awards




Instagram

FaceBook



# Reality Changers



Reality Changers is one of Casa De Amistad's main competitors. The Reality Changers official Instagram account has 2,189 followers. Based on their 30 most relevant Instagram posts, they had an engagement rate of **28.1%**, with an average of **20 likes** on a post. The account's engagement rate is extremely high for 30 posts, which shows that their content style has a high success rate.

Of the account's 30 most relevant posts, the most liked post was posted on Feb 28, 2024, about a program graduate and an update on his educational and career advancements, which received **41 likes**. This post included elements such as hashtags and profile tagging, which are known to help boost engagement rates.



**Most Liked Instagram & FaceBook Post:**
Program Graduate Update

# Social Media Analysis

# Reality Changers



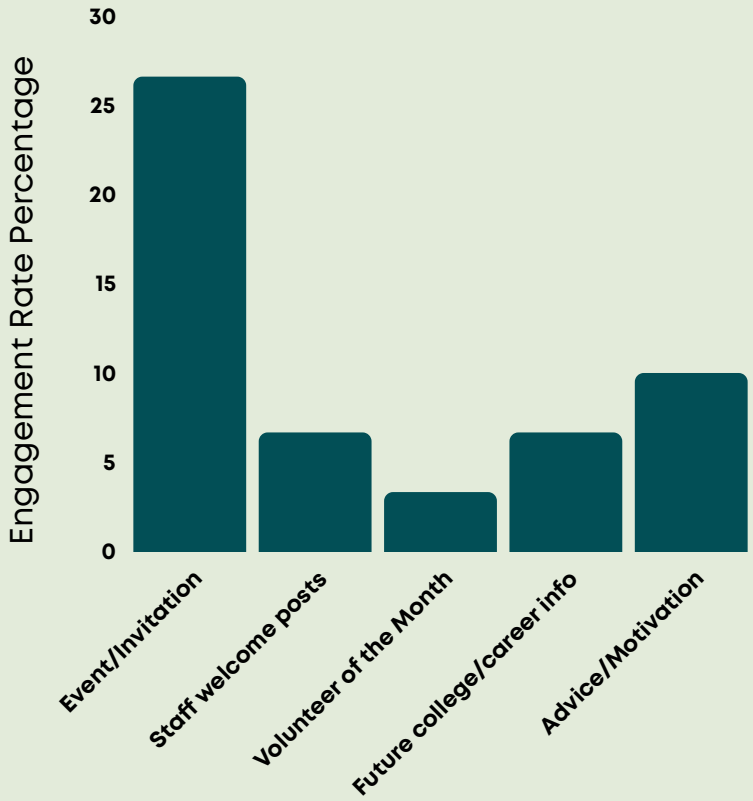
The Reality Changers official Facebook account has **5,500 followers**. Based on their 30 most relevant Facebook posts, the engagement rate was **1.8%** with an average of **4 likes** on a post. The account's engagement rate is very low for 30 posts, so they have not succeeded with their social media engagement tactics

Their content is predominantly made up of photos and graphics rather than videos. Their highest engagement rate was **26.6%**, where the posts were graphics about their upcoming events and inviting the public to their programs, such as their "Farm to Table" gala event. Their content includes staff appreciation posts, student activities, scholarship winners, program information, and job postings. Through our research, we discovered that student testimonials gained more popularity than other types of posts, possibly due to the personalization of the posts.




**Most Liked Instagram & FaceBook Post:**

"Farm to Table" Event



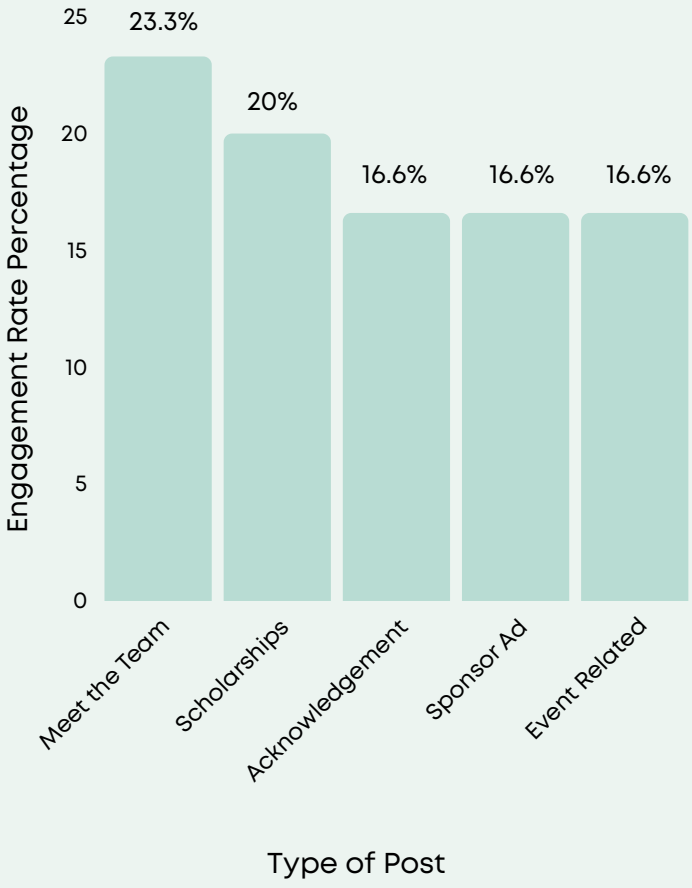
# Social Media Analysis

## Barrio Logan College Institute



Barrio Logan College Institute is another one of Casa de Amistad's main competitors. The organization's official Instagram account has 1,103 followers. Based on their 30 most relevant Instagram posts, they had an engagement rate of **36.4%**, with their average amount of likes on a post being 13. Their most popular posts were about their staff and what they do concerning the organization and students.

We categorized the recent 30 Instagram posts based on their topics and calculated their engagement rates. Here are the categories: Meet the Team, Scholarships, Appreciation/Acknowledgement, Sponsor Ad, and Event Related.




Based on the information gathered through research, we found that posts containing information about what their staff do for the non-profit and who they are as individuals have the highest engagement rate **(23.3%)**.

A unique thing we saw while researching Barrio Logan College Institute's engagement ratings with each category is that they all have relatively **high engagement rates**. This could be because of how they **consistently post similar posts at a consistent rate**.

Barrio Logan College Institute's official Facebook account has 2,500 followers. Based on their 30 most relevant Instagram posts, they had an engagement rate of **7.4%**, with an average number of likes on a post of 6. Their most popular Facebook posts were about their staff and related events.

# Social Media Analysis

# A Step Beyond



Of the account's 30 most relevant posts, the most liked post was posted on January 23, 2024 which In collaboration with the Jason Mraz Foundation. This was a photo of Jason Mraz some of the A Step Beyond students, highlighting their special concert event with him. This post received 304 likes and  included elements such as hashtags, a link to purchase concert tickets, and account tagging. This post most likely gained such popularity due to a celebrity, in this case Jason Mraz, being in the photo and participating in the concert with A Step Beyond.

The A Step Beyond official Facebook account has 667 followers. Based on their 30 most relevant Facebook posts, they had an engagement rate of 55.83% with an average of 4 likes on a post. The account's engagement rate is high for 30 posts, which is due to the account having consistent engagement and less followers than other accounts.




@a.step.beyond's most liked photo




@a.step.beyond's 2nd most liked photo

# Social Media Analysis

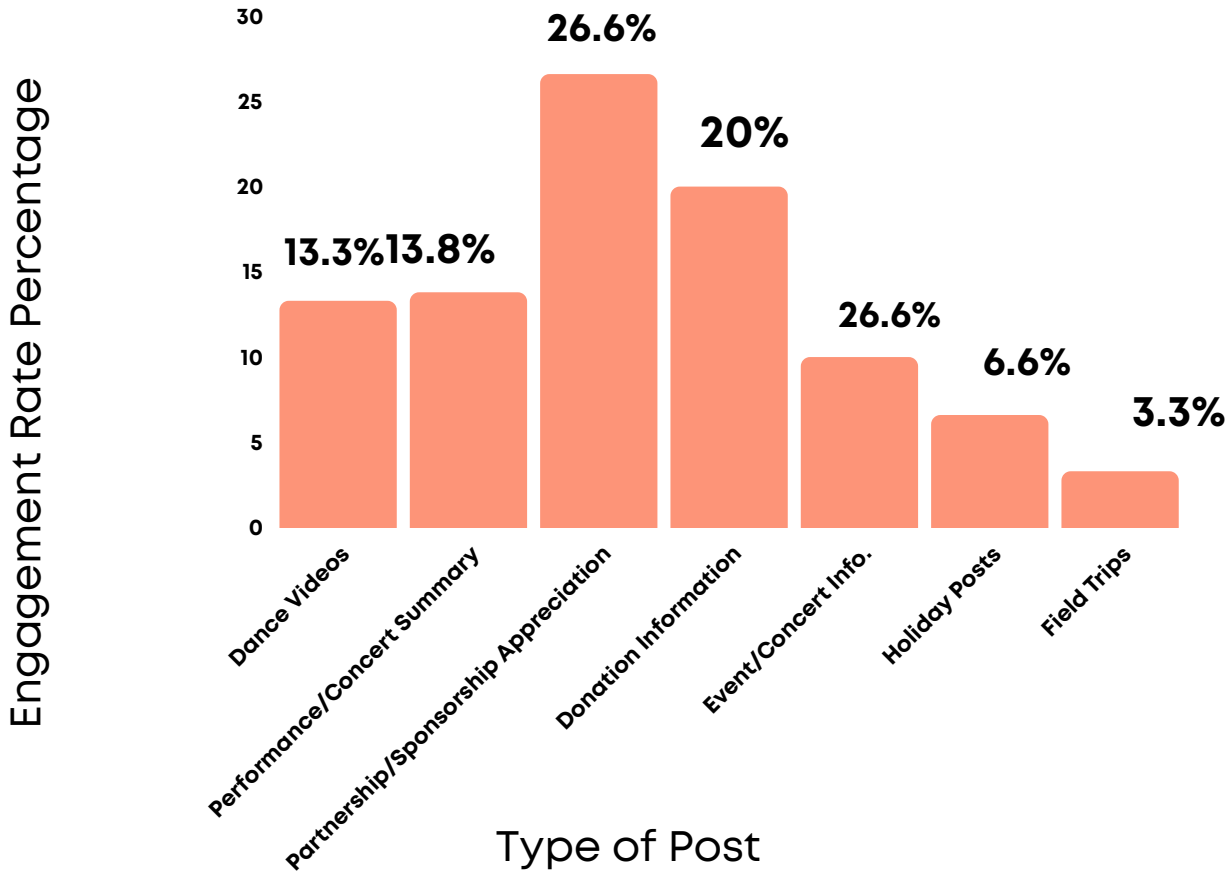
## A Step Beyond



Their content is predominantly made up of videos and photos rather than graphics. The videos were typically of the students dancing or practicing dance. The photos posted by the account were mainly; student updates, events recaps, promoting upcoming events, and highlighting donors/volunteers.

Their posts were categorized and sorted into these eight categories; dance videos, performance/concert summary, partner and sponsorship appreciation, donation information, event and concert information, class information, holiday posts, and field trips.

Based on all eight categories, their highest engagement rate was 26.6%, where the posts were thanking their supporters and sponsors for their donations and dedication to their success. Through our research, we discovered that although celebrity collaboration posts had the best engagement rate on each post, overall sponsorship appreciation had a higher engagement rate.



# Campaign Objectives

**INVEST IN CASA, INVEST IN OUR FUTURO**

## Campaign Overview

Casa is empowering children for a brighter future. Casa aims to ignite aspirations in children and cultivate a sense of hope for their futures. Our mission is to unveil the beauty of Casa's programs and extend their reach within the community. Raising awareness and support can break down barriers that hinder children from accessing essential resources. Together, we can give them the tools and opportunities they deserve, offering a headstart towards a brighter tomorrow.

## Campaign Strategy

1. Community Events
2. Club with Colleges
3. Social Media Campaigns
    a. increase in paid media
    b. online fundraising
    c. working with businesses/influencers



# Community Events

## Strategy One

As Casa strives to amplify its brand presence, active participation in local events emerges as a strategic avenue for garnering visibility. By engaging with the community firsthand, Casa enhances its exposure and cultivates opportunities to secure vital donations and potential donors. This proactive approach ensures that Casa remains ingrained in the minds of future contributors, setting the stage for sustained support.

Moreover, community events are invaluable platforms for fostering genuine connections between children and the local community. By integrating seamlessly into these gatherings, Casa can facilitate meaningful interactions that empower children without exploiting their narratives. This holistic approach promotes inclusivity and strengthens the bond between Casa and the communities it serves, fostering a collective commitment to nurturing educational success for all children.

Below are a few community that Casa can participate in ---



Attending local elementary school fairs



Carlsbad Marathon & Half



Cardiff Dog Days of Summer

# Community Events

Strategy One Continued



## Attending local elementary school fairs

Casa can attend local elementary school events like fairs and any other after-school events. These booths can be interactive by partnering with local shops to organize raffle baskets to give away at an elementary school fair. Casa's mission and activities reinforce information shared with parents and extend awareness to those who may have yet to visit our booth or have heard about Casa in general.



## Carlsbad Marathon & Half

The annual Carlsbad marathon, scheduled for January 2025, is a six-hour event hosted by the city. Casa volunteers will be present throughout the marathon, distributing water with personalized Casa labels to runners and encouraging participation from children. Additionally, a booth will be set up to teach families about Casa and how to support children. This initiative aims to raise awareness within the community and attract donors of all ages.



## Cardiff Dog Days of Summer

The annual event occurs at Encinitas Community Park, where Casa can hosts its booth to educate attendees about its nonprofit mission. Alternatively, Casa may partner with a dog adoption station to attract more visitors to its booth, expanding its reach to a diverse audience of potential supporters. Volunteers Casa families will be available at the booth to engage with community members or enjoy the festivities. Flyers containing Casa's information and QR codes directing to its website will be distributed, providing a convenient way to disseminate information to passersby who may have yet to stop at the booth.

# Unite with Colleges



## Strategy Two

Encouraging nearby colleges to establish clubs aligned with Casa's mission can increase the age gap from 50 to 20 years of age, increase brand awareness, and bring in potential donors. Organizing talks about College students would be volunteers to assist Casa program participants, fostering community involvement.

These club events not only raise awareness about Casa but also offer opportunities for fundraising and donation drives involving students' families. Collaborating with colleges, like SDSU, which already support nonprofit organizations, can significantly expand Casa's reach and volunteer base while increasing community awareness about its mission. Within the club each of these aspects can be shown:




Guest Speaking in College Clubs/Organizations




Fundraisers & Partnerships



Educational Workshop with Students

# Unite with Colleges



## Strategy Two Continued




### Guest Speaking in College Clubs/Organizations

Inviting guest speakers to share their experiences at college events can raise awareness about Casa de Amistad. Their stories may inspire others to support the organization, sparking discussions and prompting students to inquire about ways to contribute to Casa's mission and help its students.

### Fundraisers & Partnerships

A lot of student clubs and organizations like to host fundraisers where they partner up with a restaurant or food shop. These fundraisers could help gain more donations because of how convenient it is for college students to donate, they provide a social setting for students to meet up, and it generates an overall good feeling to a student, knowing that their donation goes towards a good cause.







### Educational Workshop with Students

Collaborating with college clubs like SCTA at SDSU offers a unique opportunity for both college and K-12 students. These workshops provide interactive learning experiences, fostering engagement and increasing awareness of the organization while promoting the benefits of college and facilitating support from college students.

# Social Media

## Strategy Three

Casa de Amistad can utilize social media platforms like Instagram to expand its visibility and impact. Instagram's features and tools can present numerous opportunities for Casa to elevate its mission. Social media is pivotal for reaching broader audiences and fostering meaningful connections in today's digital landscape. However, brands must tailor their approach to their niche and audience demographics. By strategically utilizing Instagram, Casa can cultivate deeper engagement and loyalty. A well-curated social media presence facilitates two-way communication, enabling Casa to forge genuine connections with its supporters while attracting new ones. This dynamic interaction fosters a sense of community and strengthens Casa's position as a trusted advocate for educational support.

Moreover, it allows Casa to showcase its impact in real time, sharing success stories, testimonials, and updates on its initiatives. Through compelling visual content and authentic storytelling, Casa can effectively convey its mission and inspire action among its followers.

We feel that improving Casa's social media platform using these three tactics on social media will create a powerful impact on empowering children with the education and support they need to thrive.




Increasing Paid Advertisements




Partake in Online Fundraising



Collaborate with businesses/influencers

# Social Media

Strategy Three Continued




## Increasing Paid Advertisements

Paid advertising on Instagram involves businesses paying to promote their content to targeted audiences. Casa can create content like photos, videos, carousels, or stories. This content can also consist of what Casa does and stands for. Or infographics pushing out the events they will be attending. Instagram's analytics provide insights into ad performance, helping advertisers track metrics and refine their strategies.




## Partake in Online Fundraising

Casa de Amistad can use the Instagram fundraiser feature to increase donations to the age group they serve and lower that age group to 25-40-year-olds. The Instagram fundraiser feature even allows users to share it on their stories and/or feeds, which will start a chain effect of people seeing that fundraiser and increase brand awareness. The feature also allows to collaborate with other users. This is beneficial to Casa's goals of expanding brand awareness and the demographics of donors.



## Collaborate with businesses/influencers

Collaborating with businesses offers networks and resources, amplifying fundraising and visibility. Influencers lend credibility and reach, engaging dedicated followers. Casa can attract unique opportunities, like sponsored events and attracting donors. These endorsements can inspire trust and encourage contributions. Media coverage increases, spreading awareness. Long-term partnerships develop, sustaining support and advocacy for the nonprofit's mission. By Casa showcasing live Q+A's, sponsored events/zoom calls will increase reach and awareness.

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Facebook.com: Casa de Amistad, A Step Beyond, Reality Changers, Barrio Logan College Institute

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