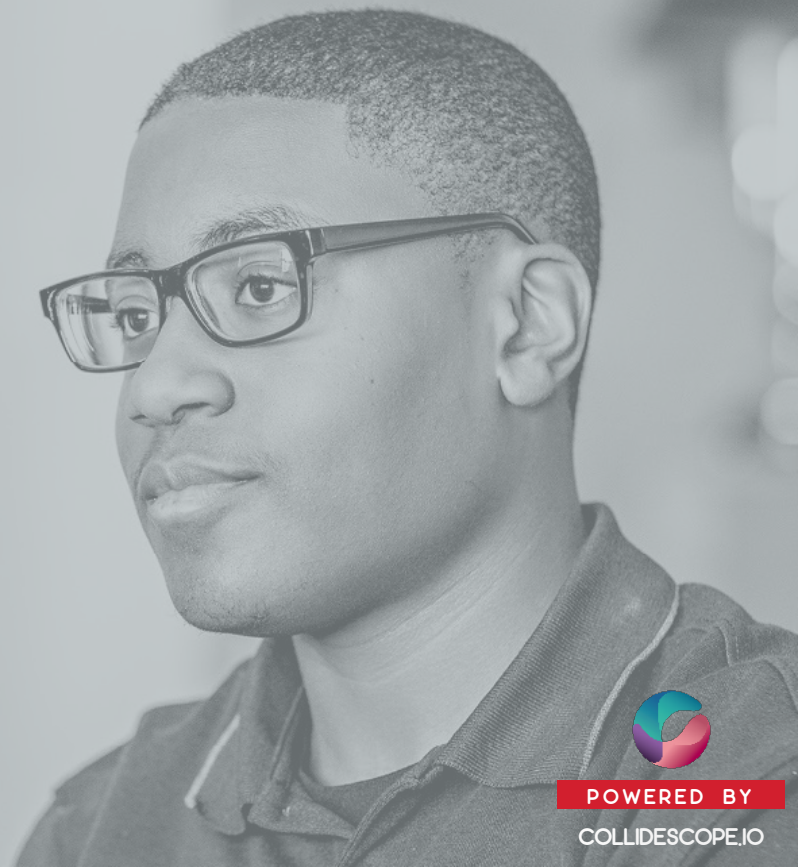




Dave Thomas Foundation *for Adoption*®

April 2022 Adoption Guide Campaign Brief



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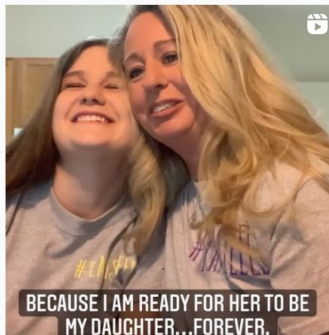
Company Overview

About us:

The Dave Thomas Foundation for Adoption is a nonprofit public charity dedicated to dramatically increasing the number of adoptions of children waiting in North America's foster care systems. Created by Wendy's® founder Dave Thomas, who was adopted, the Foundation implements evidence-based, results-driven national service programs, foster care adoption awareness campaigns and innovative grantmaking. Through its Wendy's Wonderful Kids® program, the Foundation supports the hiring of adoption recruiters who serve youth most at risk of aging out of foster care without a permanent family. That includes teenagers, children with special needs and siblings.

Adoption Day

#LoveMakesAFamily



Family Moments

Chris Norton



Campaign Brief

Campaign Goal:

Instagram influencer marketing campaign showcasing short family photos along with a clear CTA to view the Foundation's adoption guide.

Campaign Message:

Share briefly:

- Your passion for foster care adoption
- The positive impact you've seen adoption have for those close to you (could be your children, yourself or another family member or friend)
- Why you believe love makes a family

Every child deserves a permanent home and a loving family. Yet tens of thousands of children are waiting to be adopted right now.

These children don't need perfect parents, just loving individuals willing to meet the unique challenges of parenting and make a lifetime commitment to caring for and nurturing them.

Whether you are looking to grow your family through adoption or simply interested in learning more about the process, @dtfa has a free, step-by-step adoption guide with information and resources to help you get started – tap the link in bio.

#FosterCareAdoption #AdoptionJourney #LoveMakesAFamily #ForeverFamily

Campaign Brief

Key Objectives:	Increase adoption guide page views and adoption guide downloads.
Channels:	Instagram
Deliverables & Timeline:	<p>~15 (give or take) influencers to post their content on Instagram in April.</p> <p>Content: One feed post and one story post featuring family moments with direct CTA to visit the Foundation's adoption guide page.</p> <p>Include link to the adoption guide in bio.</p>

Campaign Brief

Target Audience:	Women 35-45 years old
Deadlines:	April 15 (for content review)

Campaign Brief

Campaign Reporting Requirements:	Post reach, # of engagements, increase in adoption guide page visits and downloads
Content Review Process:	Yes, we request that all content creators submit their image/video + caption via email prior to posting content. Due date: April 15, 2022
Payment:	Send invoice on the first of every month to billing email.

Campaign Deliverables

Main Deliverable	<p>1 IG Story + 1 IG Post — includes license to repurpose and reuse content for all other DTFA paid, earned and owned media executions.</p> <p>Include link to the adoption guide in bio.</p>
Deadlines	<p>A. Content Review: In progress</p> <p>B. Final Review: April 15, 2022</p>
Deliverable description:	<p>A. 1 IG Story showing family photo</p> <p>B. Song used should be from provided selection</p> <p>C. 1 IG Post showing family photo</p> <p>D. Caption should include provided stats and relevant talking points with clear CTA to view the Foundation's adoption guide.</p>

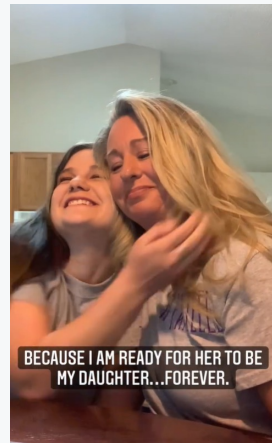
Campaign Deliverables

Inspiration	<p>Instagram reel created by adoptive father Chris Norton is a great inspiration piece.</p>
Post caption description	<p>Share briefly:</p> <ul style="list-style-type: none">- Your passion for foster care adoption- The positive impact you've seen adoption have for those close to you (could be your children, yourself or another family member or friend)- Why you believe love makes a family <p>Every child deserves a permanent home and a loving family. Yet tens of thousands of children are waiting to be adopted right now.</p> <p>These children don't need perfect parents, just loving individuals willing to meet the unique challenges of parenting and make a lifetime commitment to caring for and nurturing them.</p> <p>Whether you are looking to grow your family through adoption or simply interested in learning more about the process, @dtfa has a free, step-by-step adoption guide with information and resources to help you get started – tap the link in bio.</p> <p>#FosterCareAdoption #AdoptionJourney #LoveMakesAFamily #ForeverFamily</p>

Campaign Deliverables

Mood board:

Find examples of images that we're looking for in terms of style, tone, resolution, etc.



Influencer Do's & Don'ts

Do's:	<ul style="list-style-type: none">● Use the hashtags provided in the approved list● Tag DTFA in your posts● Share your connection to the cause (foster care adoption)● Be creative: stories, photography and video are encouraged● Save and share your content with Collidescope.io for our use during the agreed upon period
Don'ts:	<ul style="list-style-type: none">● Use hashtags outside of the approved list in the posts● Tag any other organizations in the posts● Share about other causes, topics or partisan issues in these posts

Contact Information

Point of Contact:

Email: nick@collidescope.io