

# TRUNK OR TREAT – MULTICHANNEL EVENT CAMPAIGN

Designed by me

- Role: Marketing Media Specialist
- Timeline: October 2024
- Organization: FCOB (Frederick, MD)

45% engagement rate!  
500+ attendees  
& new leads!  
Minimal budget!

## OBJECTIVES

- Maximize visibility and attract local families with children to strengthen community engagement.
- Increase fundraising.

## KEY ACTIONS

Planned and executed a comprehensive multichannel campaign, including:

- Creating digital and printed graphics and engaging messaging with compelling CTA
- Printed flyers, indoor/outdoor banners, and parking lot signage
- Rotating visuals for in-house TV screens and digital boards
- Digital banners and website and mobile app event postings
- Series of email blasts
- Organic and paid Facebook campaign with engaging event visuals
- Ensured consistent branding and messaging across all platforms.
- Coordinated with organization staff to align timelines and logistics.

## TOOLS USED

Canva, Meta Business Suite, YouTube, SubSplash, TruDigital, ProPresenter, Google Drive, Trello

## FACEBOOK CAMPAIGN

- Designed an animated ad and created three text variations with efficient CTAs to optimize audience engagement.
- Detailed Targeting: local families with kids
- Total Spend: \$90

## RESULTS

Increased event attendance from under 100 to 500+ for “Trunk or Treat”


- ✓ 2,353 people reached
- ✓ 1,105 total engagements (45% engagement rate) – far exceeding the typical 1-5% range
- ✓ 500 participants, primarily local families with kids (over 200 kids)
- ✓ Positive feedback from new visitors; many expressed interest in returning.
- ✓ Helped lay the foundation for increased membership and future donations.

🍎 Join us for Trunk or Treat!  
📅 Friday, October 25 | 6-8 PM (Setup by 5:30 PM)  
☔ Rain Date: October 31st  
📍 Location: 201 Fairview Avenue, Frederick, MD 21701

Everyone's invited to this FREE community Event! Bring your kids for a fun night of candy, decorated trunks, and connection.  
Join our community for a memorable night of family-friendly fun!  
See you there!

Email: info@fcob.net  
Tel: (301) 662-1819

#TrunkOrTreat #FCOB #FCOBEvents #CommunityFun #FrederickEvents #frederickmd  
#CandyTime #FamilyFriendly



**FREDERICK CHURCH OF THE BRETHREN**

**TRUNK OR TREAT**

201 Fairview Avenue, Frederick, MD 21701

**25 OCT** **6:00 - 8:00 PM**  
[WWW.FCOB.NET](http://WWW.FCOB.NET)

**FREE EVENT!**

**Rain Date**  
**Oct 31st**

FCOB

Send message