

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.

