



PORTFOLIO PROJECT: PART 2

Activating the next generation of charity: water supporters

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11/15/25



A new donation program for college students





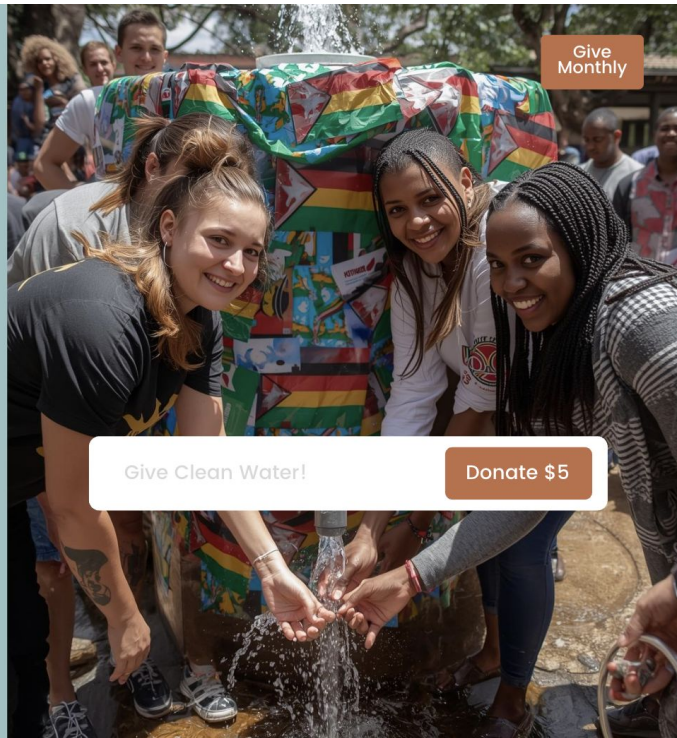
LANDING PAGE

I think college students would feel empowered to join the movement along with their friends. College students want to know where their money is going and because Zambia is one of the most needy of all the countries served by charity water, college students won't think twice about donating to the cause.



Join the **Campus Fountain** & Bringing Clean Water to Zambia

Your gift, no matter the size, becomes part of a student-powered movement bringing safe, lasting water solutions to communities in Zambia.



Give Monthly

Give Clean Water!

Donate \$5



Organic Social





Instagram content pillars targeting college students

PILLAR 1

Community
+ collective
action

PILLAR 2

Clean vs unclean
water

PILLAR 3

Transparency &
Trust

Instagram Handle: [@danadonaldsongca](https://www.instagram.com/danadonaldsongca)

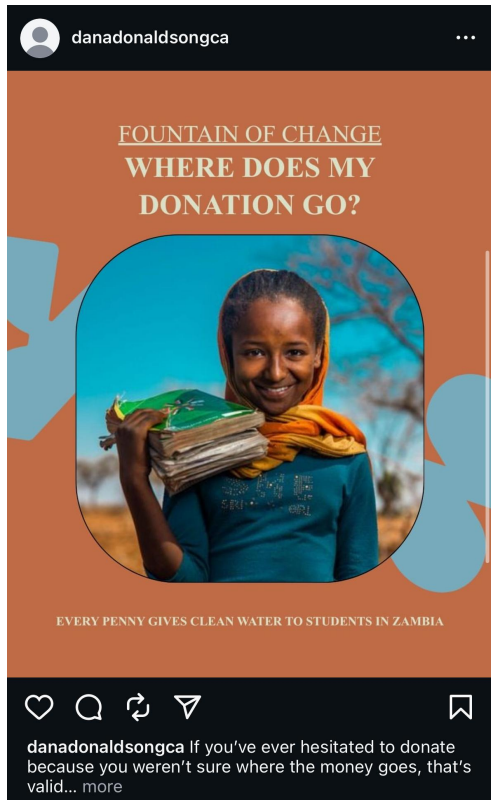


INSTAGRAM POSTS

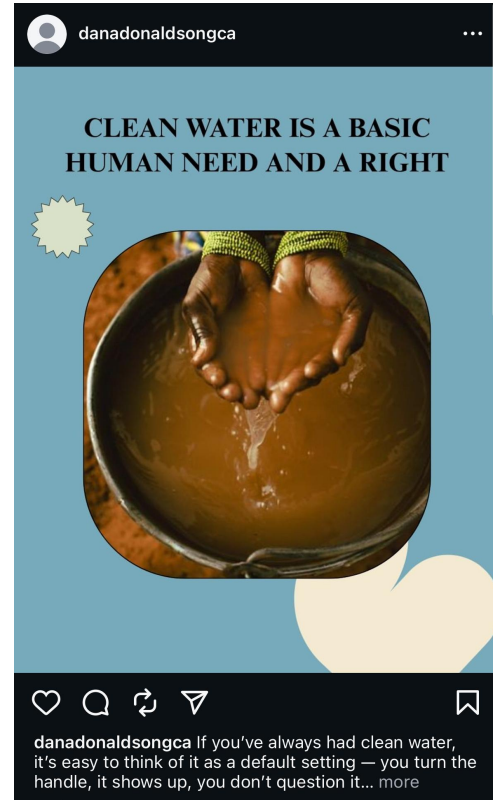
charity: water



Community + collective action



Transparency & Trust



Clean vs unclean water



Influencer Marketing on Social Media



INFLUENCER CONTENT GUIDELINES



- Content must be...a personal story about your connection to clean water and how your community can help.
- Content must show...you going through your own daily water routine while talking about water equality and the importance of clean water.
- Influencer must be located in...their own home, drinking from unique water vessels that were either handmade or collected.
- Tone should be...friendly and inspiring. The audience should feel like they've met you before.

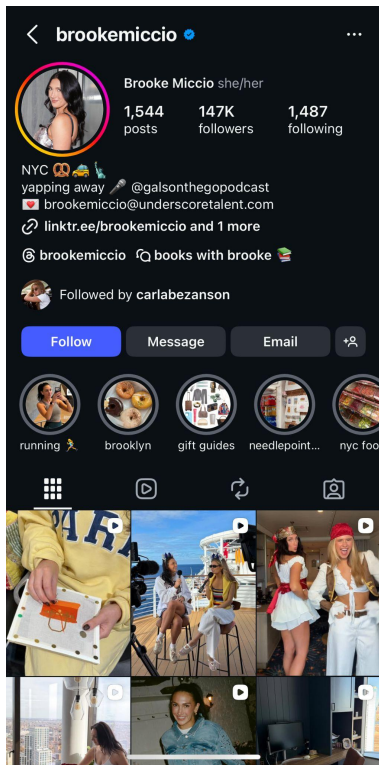
INFLUENCER SELECTION CRITERIA



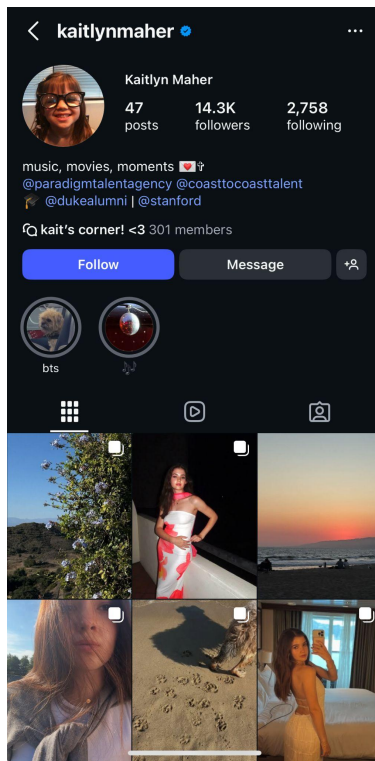
- The ideal influencer already consistently produces well-lit, thoughtful content focused around human rights activities
- Has a proven track record of guiding young audiences toward collective action
- Has a clear social media presence followed by values minded individuals



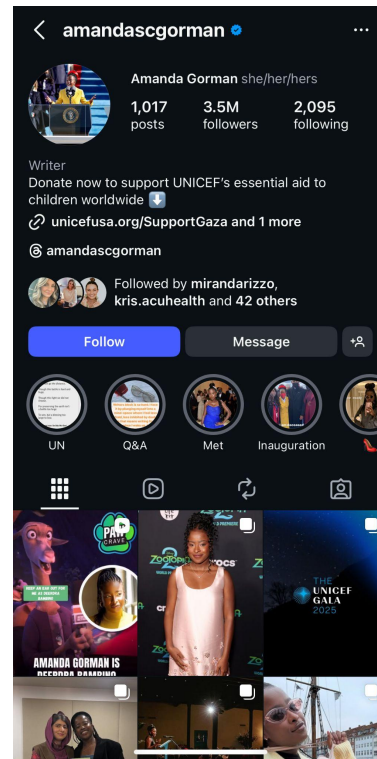
INFLUENCER SELECTION



@brookemiccio



@kaitlynmaher



@amandascgorman



Paid Social





INTEREST-BASED AUDIENCE

Objective: target users who show active interest in global issues, sustainability, philanthropy, and purpose-driven content

KPI: Clicks

Cost-efficiency metric: CPC

Include these custom audiences ⓘ

Create new ▾

Age ⓘ

18 ▾

25 ▾

Gender ⓘ

All genders

Detailed targeting

Include people who match

Demographics > Work > Employers

Activism

Human rights

Humanitarian aid

Interests > Additional interests

Liberal arts education (higher education)

Undergraduate education (higher education)

Browse

76

Campaign score ⓘ

Your campaign has room to improve.

🔧

You can lower costs by 9% by selecting more destinations ⓘ

+24 points

We'll send people to the app where they're most likely to engage with you to lower your cost per message. About multiple destinations

View in ad set

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow

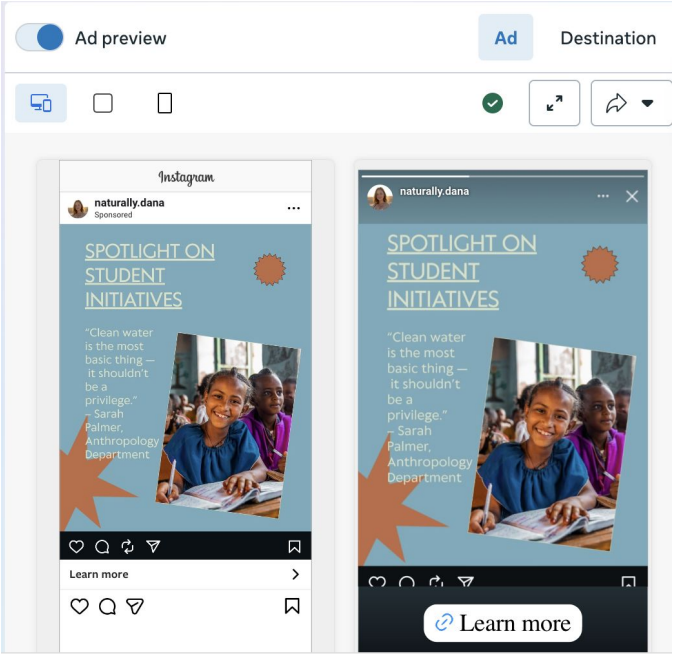
Broad

Estimated audience size: 3,400,000 - 4,000,000 ⓘ



INTEREST-BASED AD CREATIVE

charity: water



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RETARGETING STRATEGY

Charity: water should build a Retargeting Audience of users who engaged with influencer content (video views, profile taps, link clicks) but did not complete a donation or sign up for The Spring. This audience has already shown clear interest in the mission and message, making them highly receptive to a second, more impact-driven touchpoint. Retargeting this group reinforces the story, reduces drop-off, and captures warm prospects at a significantly lower acquisition cost.



Ambassador Program





BRAND EXAMPLE

- Brand that's doing a great job marketing to students on-campus: Red Bull
- What they do well: Red Bull consistently excels in on-campus marketing by embedding itself directly into student culture—showing up at events, sponsoring campus clubs, and activating peer-to-peer ambassadors who are already deeply plugged into student life. Their approach works because it feels student-led, not corporate, and because they create memorable, high-energy moments tied to identity, community, and belonging.



charity: water engagement ideas

- Launch a Student Ambassador Program:
 - Recruit and train volunteer leaders who host small events, run fundraising challenges, and bring other students into the mission. Give ambassadors toolkits, talking points, digital assets, and access to a staff mentor.
- Create Purpose-Driven Campus Pop-Ups:
 - Install interactive, educational experiences, like a “Walk for Water” simulation or a water-jerrycan challenge, along with storytelling visuals to help students connect emotionally with the impact.
- Partner with Existing Student Organizations:
 - Collaborate with environmental clubs, global health groups, fraternities/sororities, athletic teams, and service organizations to co-host events or fundraisers. Leveraging existing communities gives charity: water immediate reach and credibility.