

DMVA Online Donations Application

Promotional ideas

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Table of contents

1	Overview	3
2	Opportunities	3
3	Goals	4
4	Audience	4
5	Strategies.....	4
6	Tactics to Consider	11
7	Messaging	12

1 OVERVIEW

- The Department of Military and Veteran Affairs (DMVA) receives donations through PennDOT, which are collected during the renewal of driver's license/photo ID and vehicle registrations. On the renewal form, citizens and businesses (collectively referred to as "Donors"), must check the donations box to add a donation of \$3.00 to their renewal payment.
- In addition, the DMVA accepts donations by mail or in person. This has limited the opportunities for Donors to support DMVA.
- The objective of this project is to provide additional opportunities for Donors to support DMVA by providing new channels for donations using online and mobile devices.

This plan will outline PAI's recommendation for:

- a. Promoting the Online Donations Application as a web-based, user-friendly way for people to easily support the Military Family Relief Assistance Program (MFRAP) and/or the Pennsylvania Veterans Trust Fund (VTF)
- b. Supporting the DMVA in their messaging about providing support and assistance to our Pennsylvania veterans.
- c. Increasing donations for Pennsylvania veterans and service members.

2 OPPORTUNITIES

- Pennsylvania has a rich military history.
- Chances are you know someone who is a veteran. As of September 2014, research from the National Center for Veterans Analysis and Statistics shows that more than 930,000 veterans live in Pennsylvania. They are our friends, neighbors, coworkers and family members. The DMVA Online Donations Application is a great way to honor and support these brave men and women throughout the year on holidays and observances such as birthdays, Mother's Day, Father's Day, Memorial Day, Veterans Day and/or Pearl Harbor Remembrance Day.
- There are a lot of different ways Donors can support veterans, the DMVA Online Donation application is one way. It's crucial that prospective Donors not only know about MFRAP and VTF, but also understand how the funds are set apart from other competing funds/agencies.
- Since the DMVA is the leading advocate for Pennsylvania veterans, the agency is in the unique position to garner public support from the Governor and other high-profile state leaders.

3 GOALS

- Create awareness and drive adoption of the DMVA Online Donations web-based application by sharing with Donors the impact and importance of MFRAP and VTF.
- Promote the need for support and donations to Pennsylvania veterans.
- Offer a new donation channel to increase support to the MFRAP and VTF.
- Provide a secure payment processing system.

4 AUDIENCE

- Patriotic citizens and businesses
- Active-Duty Military
- Reservists
- Veterans
- Families of service members and veterans

5 STRATEGIES

The initial focus of these promotional strategies is to build awareness of DMVA’s new Online Donations Application. In addition, these strategies will promote the DMVA as the leading advocate for Pennsylvania veterans. The chart below outlines some possible ways to successfully achieve these goals:

	TACTICS	DATE
Availability	<p>WEBSITES</p> <p>Utilize the following sites to share information or a page about the Online Donations Application. If the info isn’t featured on the main page, a web banner or button on the main page could be used to link to expanded content.</p> <ul style="list-style-type: none"> • Department of Military and Veteran Affairs (DMVA) • PA.gov 	Upon launch and ongoing

<p>Availability</p>	<p>WEBSITE-RELATED</p> <p>Unique URL (donate.dmva.pa.gov) to provide an easy process for Donors to go directly to the Online Donations Application.</p> <p>Create a QR code linking directly to the Online Donations Application for easier access.</p>	<p>Upon launch and ongoing</p>
<p>Awareness</p>	<p>PRESS RELEASE</p> <ul style="list-style-type: none"> DMVA, working in conjunction with the Governor’s Office, could prepare an agency-generated press release to highlight the updated website. If requested, PAI could distribute a national, tech-focused press release to industry stakeholders through PAI’s corporate office at NIC. 	<p>Post-launch and ongoing</p>
<p>Awareness</p>	<p>WIKIPEDIA</p> <ul style="list-style-type: none"> Update DMVA's Wikipedia page to include info about the Online Donations Application http://en.wikipedia.org/wiki/Pennsylvania_Department_of_Military_and_Veterans_Affairs 	<p>Post-launch and ongoing</p>
<p>Awareness</p>	<p>SOCIAL MEDIA</p> <ul style="list-style-type: none"> Partner with the Governor’s Office and other statewide leaders to increase the social media outreach and spread the word about the online donation application. For example: 	<p>Post-launch and ongoing</p>
<p>Awareness</p>	<ul style="list-style-type: none"> On Twitter: <ul style="list-style-type: none"> Create a hashtag, such as: #DonateToPaVeterans, #SupportPaVets #HelpPaVets or personalize it to say: #ISupportPaVets 	<p>Post-launch and ongoing</p>

<p>Awareness</p>	<ul style="list-style-type: none"> ○ Share the press release and other media mentions/press coverage about the Online Donations Application. Strengthen media outreach by including a mention of the news outlet and/or reporter in these posts. ○ Use the hashtag(s) in all postings/promos about the Online Donations Application ○ Change the cover photo and/or profile picture to help promote the Application. Ask followers to do the same. Cover photo and/or profile picture ideas could include: A screen shot of the main page of the Online Donations Applications or ask followers to post a picture of a veteran they support and create a collage of these images. ○ Create sharable graphics/visuals that can be used to help promote the Online Donations Applications. These visuals can be used in conjunction to the hashtag and can be posted to help promote the Online Donations Application. These sharable graphics can be branded with DMVA's logo, include the URL or QR Code to the Online Donations Application and could include a quote about the impact of the fund(s) or info about how the fund is used/who benefits from the fund. ○ Utilize the Adjutant General's Twitter outreach in a similar fashion to reinforce these messages and help spread the word. 	<p>Post-launch and ongoing</p>
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<p>Awareness</p>	<ul style="list-style-type: none"> ○ Partner with the Governor’s Office and other statewide leaders to increase the social media outreach. • On Facebook: <ul style="list-style-type: none"> ○ Use the same hashtags that were created for Twitter. ○ Share a press release and other media mentions/press coverage about the Online Application. ○ Engage with your followers by posting a poll or question related to the Online Donations Application. This is a great way of engaging online communities and garnering feedback. ○ Change the cover photo and/or profile picture to help promote the Online Donations Application. Ask followers to do the same. Cover photo and/or profile picture ideas could include: A screenshot of the of the Online Donations App, a logo associated with the Online Donation Applications site or ask followers to post a picture of a veteran they support. ○ Invite followers to share their stories of why they support the Funds. These personal accounts could include photos and a related hashtag. It could be as simple as having donors snap a photo of themselves holding a sign (which could be downloaded on the DMVA website) proclaiming why they gave to the Fund. The poster could read: #ISupportPaVets because (fill in the blank) or 	<p>Post-launch and ongoing</p>
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<p>Awareness</p>	<p>#IDonateToPaVets because (fill in the blank). The sign could include branding of the DMVA along with the URL or QR code to the Online Donations Application.</p> <ul style="list-style-type: none"> ○ Utilize the Adjutant General's outreach in a similar fashion to reinforce these messages and help spread the word. ○ Partner with the Governor's Office and other statewide leaders to increase the social media outreach. 	<p>Post-launch and ongoing</p>
<p>Awareness</p>	<ul style="list-style-type: none"> • On YouTube: <ul style="list-style-type: none"> ○ Post an overview video of the Online Donations Application demonstrating how easy it is for donors to use. This video could be featured on other websites such as DMVA's site and the PA.Gov website. 	<p>Post-launch and ongoing</p>
<p>Awareness</p>	<p>PRESS OUTREACH/MEDIA COVERAGE</p> <ul style="list-style-type: none"> • Define media pitch/angle (determine media targets). Identify tie-in opportunities with other messaging for or about veterans that is coming out of the Governor's Office. • Coordinate press interviews to align with statewide or national military-related observances such as Flag Day or Father's Day in June, Independence Day in July, Purple Heart Day in August, Veterans Day in November and Pearl Harbor Remembrance Day in December. In addition, promotion could focus on Mother's Day and/or Armed Forces Day. 	<p>Post-launch and ongoing</p>

<p>Awareness</p>	<p>EVENTS</p> <p>Find local events that honor Pennsylvania Veterans to coordinate promotion of the DMVA Online Donations Application such as:</p> <ul style="list-style-type: none"> • Parades that celebrate veterans • Partnerships at sporting events that recognize veterans such as: <ul style="list-style-type: none"> ○ Military Appreciation Days – Harrisburg Senators and Reading Phillies ○ Military Discount Days and Salute to the Vets Day – Phillies ○ Military Discount Ticket Offer – Pirates ○ Penn State University Football’s Military Appreciation Day 	<p>Post-launch and ongoing</p>
<p>Awareness</p>	<p>CAMPAIGNS</p> <ul style="list-style-type: none"> • Statewide or national military-related observances for Memorial Day, Independence Day, and Veterans Day Celebrations – the Governor and top other top officials can use this holidays to promote the DMVA Online Donations. 	<p>Post-launch and ongoing</p>
<p>Awareness</p>	<p>PARTNERSHIPS</p> <p>In addition to teaming up with the Governor’s office, DMVA could explore working with:</p> <ul style="list-style-type: none"> • American Legion Posts • PA American Veterans • VA Hospitals • Work with military installations, colleges, schools and libraries across the state to post information about the Funds. 	<p>Post-launch and ongoing</p>

<p>Citizen engagement</p>	<p>Citizen involvement with social media.</p> <p>Virtual Recognition Wall showing the last 20 Donors for each donation category.</p> <p>Follow-up with “thank you” cards (can be virtual or direct-mail) for high-level Donors to acknowledge their support.</p> <p>Provide info at veteran-related events (via handouts, stickers or flyers).</p>	<p>Post-launch and ongoing</p>
<p>Analytics</p>	<p>Use Google Analytics to report on traffic analysis</p> <p>Use the demographic data to analyze the impact of promotions and the statewide distribution of the donations.</p>	<p>Post-launch and ongoing</p>
<p>Satisfaction & response measurement</p>	<p>Monitor the number of donations received and track monthly use of hashtags, social media likes, mentions, tweets and retweets.</p>	<p>Post-launch and ongoing</p>
<p>General marketing support</p>	<p>Provide assistance related to communications, social media and promotional materials.</p>	<p>As requested</p>

6 TACTICS TO CONSIDER

Social Media: Engage citizens through campaigns (on Facebook and Twitter) that focus on benefits of the Funds and how donations will be used. For example:

- Feature stories from Donors about why they supported the Funds.
- Create a Twitter campaign (using a hashtag) that invites Donors to share why they gave and whom they honored with their donation.
- Based on the levels of support (platinum, silver, gold and bronze), provide a menu of outcomes that explains how donations are used. This will help Donors visualize the impact their donation will have on veterans. For example, with your donation of \$50, a veteran — impacted by a natural disaster — will receive a week’s worth of food. For \$100, your donation will help a veteran’s family pay for lodging, so they can be nearby during the soldier’s hospitalization.
- Use Facebook and Twitter to thank Donors and encourage others to donate.

State Veteran Homes: Create posters for each Veteran Home with a compatible flyer for visitors and families to take with them.

County Directors of Veterans Affairs: Provide information to the County Directors about the Online Donations site. This could include posters and/or flyers.

Cross promotion: Identify major events that can help promote the DMVA Online Donations Application such as the Pennsylvania Veterans Symposium & Expo and the federal holidays associated with veterans (Memorial Day, Independence Day, and Veterans Day).

Email campaign: Promote the DMVA Online Donations Application using email campaigns.

e-Newsletters and other publications: Feature details about the Online Donations Application in agency magazines or quarterly reports.

Establish an annual campaign and establish goals: To keep the momentum going throughout the year about the Online Donations Application, a campaign could launch on Memorial Day and wrap on Veterans Day. High-profile events could bookend the campaign. The campaign could be a statewide initiative with local community-level events. The kick-off could unveil the goal, and the wrap-up event could celebrate reaching the goal. Corporate sponsors could join in. Updates about the campaign’s progress could be shared with weekly or monthly social media posts.

7 MESSAGING

This section outlines talking points that can be used in promotions of the DMVA Online Donations application:

- The Department of Military and Veteran Affairs is the leading advocate for Pennsylvania veterans providing resources and assistance to Pennsylvania's nearly one million veterans and their families.
- The new Online Donations Application is a web-based application with a responsive design making it accessible on mobile devices and computers.
- Credit cards accepted include: MasterCard, Visa, Discover, and American Express.
- 100% of your donation goes directly to support Pennsylvania veterans.
- Your donation is 100% tax deductible. A receipt can be printed and a copy can be emailed to the Donor.
- To protect Donors and all transactions, the payment system for the Online Donations Application meets industry standards and is PCI Level 1 Compliant.
- Donations can be personalized "on behalf of," "in honor of" and "in memory of" an individual that the Donor would like to recognize.