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PERIOD
POVERTY



Your Team



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Agenda

01: Campaign Overview

02: Secondary Research

03: Primary Research

04: Client Challenge

05: Objectives & Goals

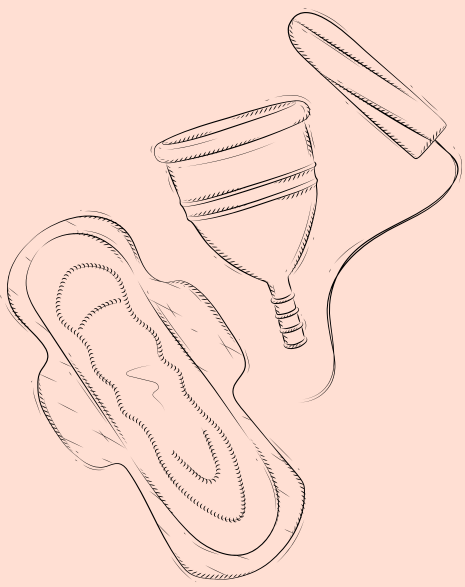
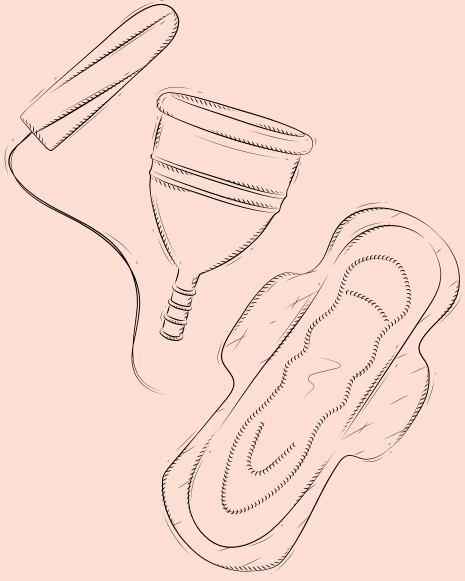
06: Target Audiences

07: Strategies

08: Tactics

09: Budget/Timeline

10: Evaluation/Conclusion

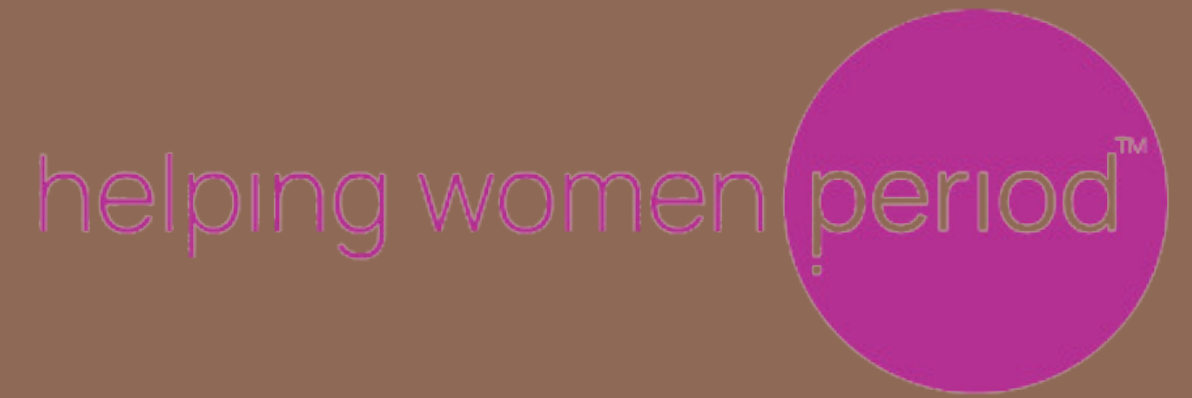


Welcome to the “Building Blocks for Period Equity” Campaign

A campaign geared to generate events and overall funding for Helping Women Period



Secondary Research



Building Leasing

- Currently have four storage units with serious need for expansion that has a loading dock
- The referenced space, while still being an increase in monthly payment, is on the cheaper side when compared to other warehouses

General cost per square foot: \$4-\$15

Details for referenced warehouse:

- \$5.50 per square foot per year
- Does not include utilities

LoopNet

111 W Mount Hope Ave
11,040 - 40,948 SF of Industrial Space Available in Lansing, MI 48910

Industrial Space / Michigan / Lansing / 111 W Mount Hope Ave, Lansing, MI 48910

FEATURES

Clear Height	18'
Drive-In Bays	12
Exterior Dock Doors	8
Standard Parking Spaces	105

ALL AVAILABLE SPACES(2) Display Rental Rate as \$/SF/YR

1st Floor - 111	1st Floor - 125
SIZE 11,040 SF	SIZE 29,908 SF
TERM Negotiable	TERM Negotiable
RENTAL RATE \$5.50 /SF/YR	RENTAL RATE \$5.50 /SF/YR
SPACE USE Industrial	SPACE USE Industrial

Secondary Research

WEBSITE

DONOR SUCCESS

Over 110 charity and business partners listed



Events

Upcoming Events

No Events



Our Partners

Charity Partners

Helping Women Period rely on the expertise of our 150 charity partners throughout Ingham, Clinton, Eaton, Shiawassee, Gratiot, and Calhoun counties to educate and inform us. They tell what their clients need and it is our goal to get it for them quickly, efficiently and economically. If you know of a charity that would benefit from receiving menstrual health products from HWP, please [email us](#).

Events. Helping Women Period. <https://www.helpingwomenperiod.org/events/>

Partners. Helping Women Period. <https://www.helpingwomenperiod.org/partners/>

Primary Research

Survey

The survey addressed fundraising events that would be options for tactics as well as looking into demographics and psychographics for our client.

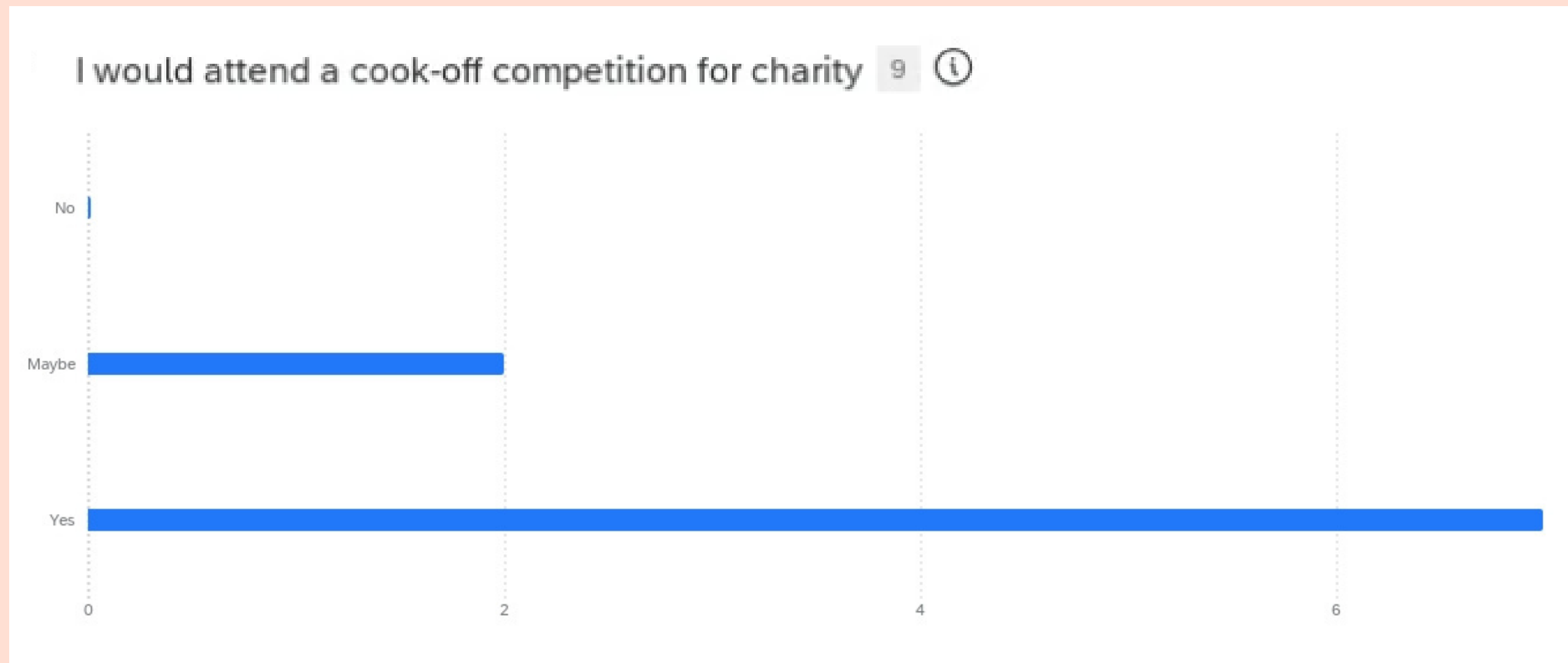


I know what period poverty is. 9 ⓘ

Q10 - I know what period poverty is.	Percentage	Count
Strongly disagree	0%	0
Somewhat disagree	33%	3
Neither agree nor disagree	22%	2
Somewhat agree	22%	2
Strongly agree	22%	2

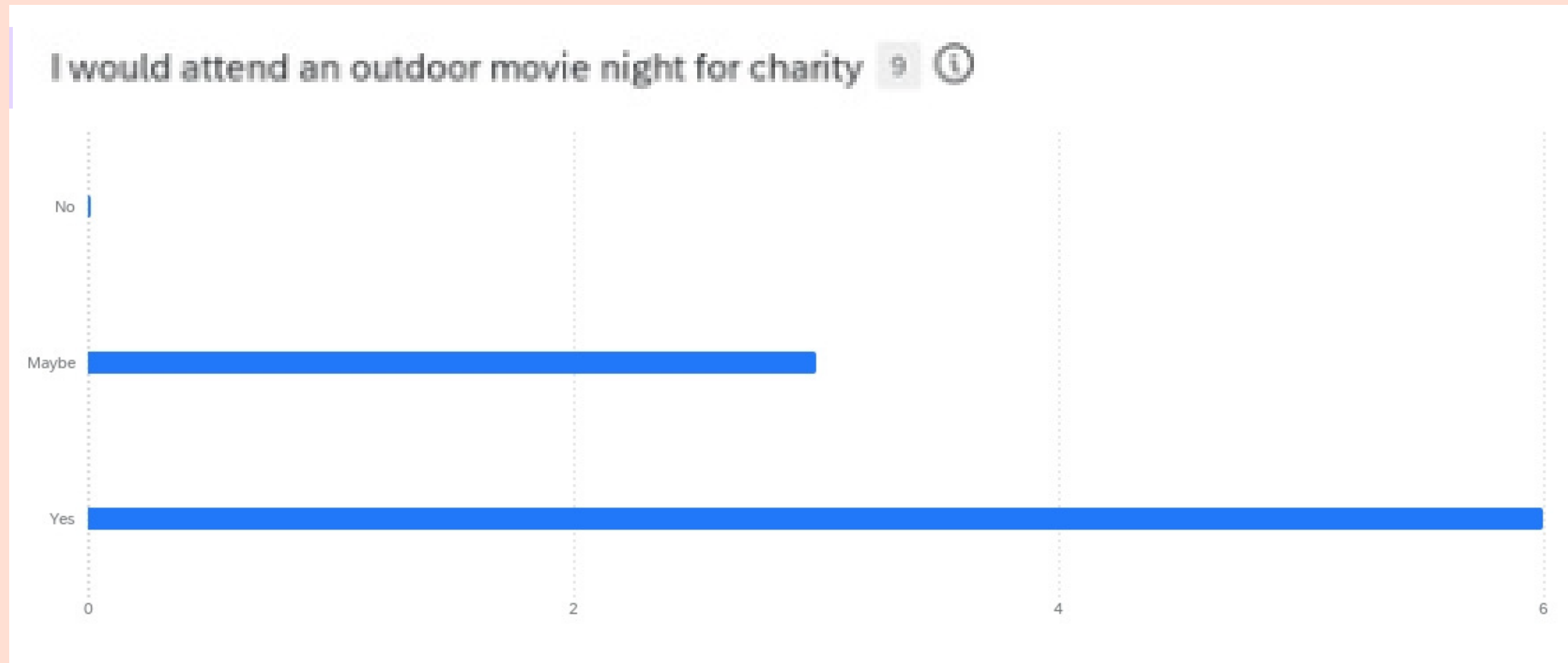
Primary Research

Survey



Primary Research

Survey



Challenges

- #1 Funding for Helping Women Period for their daily operations
- #2 Orchestrating events to raise awareness for needed supplies

Key Publics

Key Public #1

MSU fraternities, sororities and registered student organizations



Key Public #2

Religious organizations participating in fundraising opportunities



Key Public #3

Retired, elderly women looking to support the cause



Campaign Goals

- 1.) Enhance Helping Women Period digital presence**
- 2.) Increase funding to go toward a new building**
- 3.) Increase awareness for period poverty**

Positioning statement: “Helping Women Period is dedicated to providing menstruators with the products they need and deserve through our tireless commitment to menstrual equity.”

Objectives

- Objective #1:** Increase funding for Helping Women Period by 20% from May 2024 to October 2024 in their efforts toward a new building.
- Objective #2:** Increase awareness by 35% on MSU campus, retired elderly women and religious organizations through an online survey first taken in May 2024 and then taken in October 2024.

Strategies

1

Create a stronger digital presence for the HWP email, website, and Instagram

2

Increasing HWP funds through planned events

3

Increase awareness for people to volunteer and help with period poverty through the website

Tactics

Increasing fundraising efforts

Our fundraising ideas:

- Cook-off competition for charity (targeting our older key publics)
 - Reach out to religious organizations through the usage of social media and email to host and collaborate
- MSU charity marathon
 - Reach out to student life on MSU campus to collab and host
- MSU student art auction
 - Reach out to the MSU Department of Art, Art History, and Design

Fundraisers will spread awareness of the organization and build profits for more supplies, more partnerships and on the right path to obtaining a new building with a loading dock.

More Fundraising Ideas with Visuals

Bring back the breakfast!



Join our breakfast!

Location: Lansing
Date: June 7, 2024
Time: 10 a.m. - 12 p.m.



Helping Women Period Fundraiser

\$5

MOVIE NIGHT

MUNN

ICE ARENA

Munn Field Movie TBD	09/13/2024 8-10 p.m.
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Outdoor movie night

- Use HWP email to reach out to MSU campus to host



helping women period™

Win our merch!

Join the MSU sorority and fraternity raffle!

MSU

RAFFLE

August 30, 2024
5-7 p.m.

Sorority and fraternity raffles

- Use Instagram to DM MSU greek life

Tactics

Increasing digital presence and awareness

- Publish a video of the menstrual petting zoo, including more information about the products to the Helping Women Period website and social media.
- Update the events page on the website to create a more appealing look.
- Posting each of our suggested fundraising events to the Helping Women Period website and social media; taking at least ten pictures during the event to upload afterward.
 - Already doing a great job with this, but with our event ideas and help we can equip high quality, eye attracting and fun images to add to the social media page to draw attention and celebration to the topic of Helping Women Period.
- Spreading informational flyers across MSU campus and downtown East Lansing highlighting the benefits of Helping Women Period.

Deliverables

- ▶ Website reconfiguration
- ▶ End of the month campaign evaluations
- ▶ Increased funds that work toward a new building
- ▶ Media coverage from in-person events
- ▶ Primary research from surveys
- ▶ Event planning
- ▶ Numerous fundraising ideas backed by research

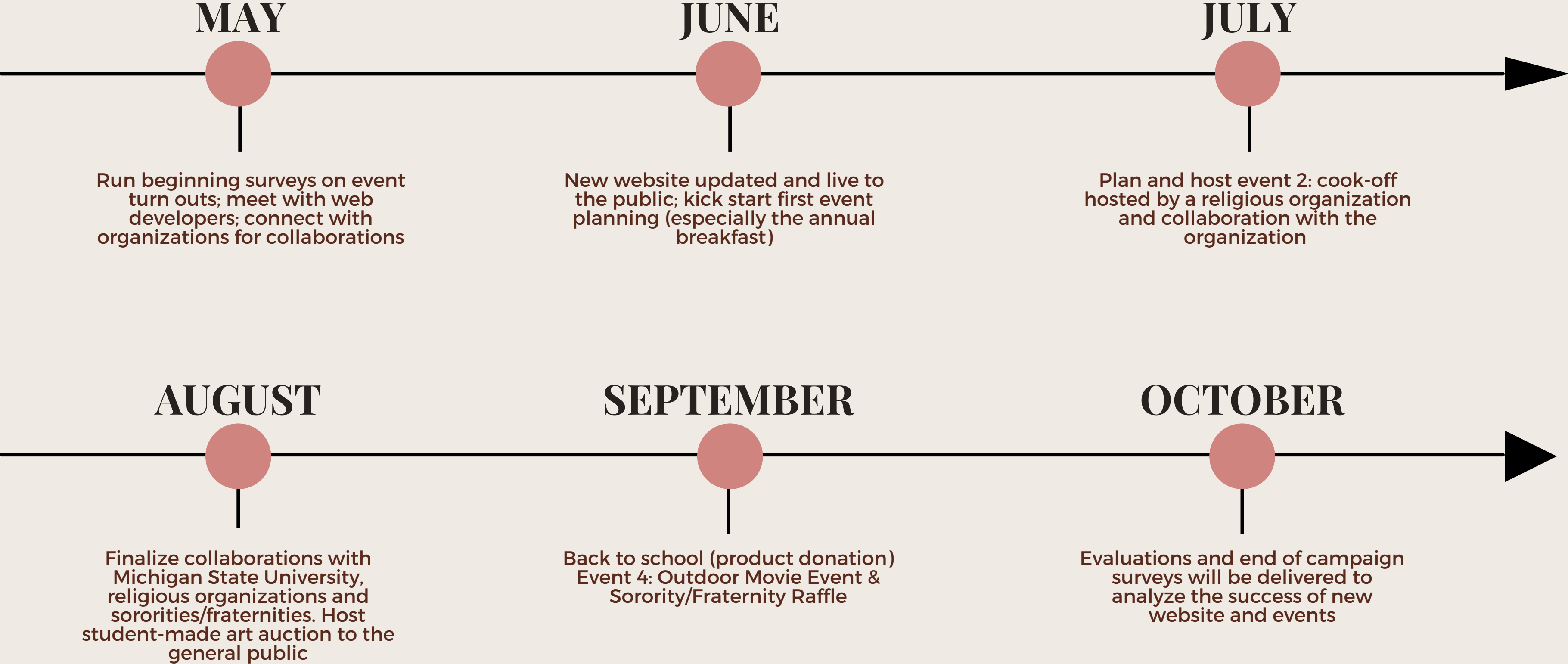
Budget

*This includes all members of the team and all aspects of the campaign for the entire campaign

- 130 hours for our six month campaign (five hours a week)
- The budget necessary would be around \$10,400 for our team to be a beneficial resource from our estimation of time required
- These hours per week estimate is on average, as weeks in which events are occurring will require more time in a week than others
- This would also include the necessary materials for events being hosted as well as workers being hired out

Timeline

May 2024-October 2024



Evaluation

- Tracking income as a result of our events from donors
- Surveys
- Tracking website traffic
- Tracking event engagement on social media



Questions?



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THANK YOU!