



THE BORGEN PROJECT

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MEDIA KIT: STAND UP CHICAGO

CAMPAGIN BY ANNA KUELL

Support Global Poverty Legislation With The Borgen Project. Did you know that contacting Congress is both easy and effective? It's not uncommon for a member of Congress to cosponsor a bill after as few as 7 people emailed or called their office in support of the bill, an action that takes as little as 45 seconds.

WHAT?

THE BORGEN PROJECT

We fight extreme poverty.

The Borgen Project fights to end global poverty by building nonpartisan support for life-saving initiatives where they're needed most.

ANNA KUELL

Hi, nice to meet you.

My name is Anna Kuell. I a rising junior at DePaul University studying public relations and advertising. I am spending my summer as an ambassador for The Borgen Project as a PR and Marketing intern.

WHO?

WHY?

THE CAMPAGIN

Stand Up Chicago

My goal is to have 500+ Chicagoans contact Congress in support of global poverty legislation. You have an amazing platform to help make this possible.

ACTION

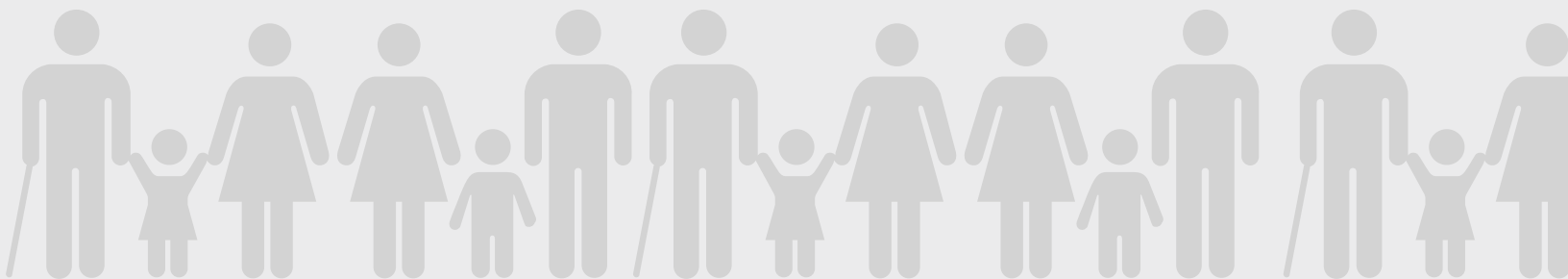
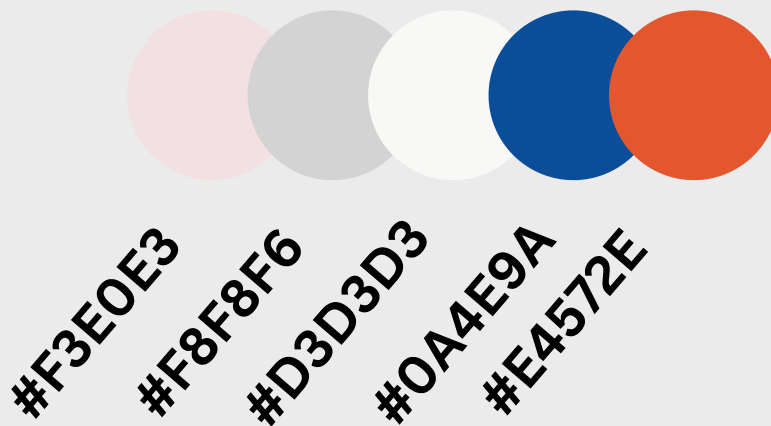
Act Now.

Congressional leaders often support poverty-reduction legislation when as few as 7-10 people in their district contact them in support of it. Not only is contacting your leaders effective, but it is also easy; it takes as little as 45 seconds. Automatically email your three Members of Congress in support of the topic.

HOW?

OBJECTIVES

- **Raise Awareness:** Increase awareness about global poverty issues and The Borgen Project's mission among Chicagoans.
- **Engage Community:** Foster engagement and participation from the target audience.
- **Drive Action:** Motivate Chicagoans to contact Congress regarding global poverty legislation.
- **Build Relationships:** Establish connections with local influencers and organizations to amplify the campaign's reach.
- **Increase Donations:** Encourage donations to support The Borgen Project's initiatives.



TIMELINE

WEEK ONE JULY 8TH - 14TH:
CAMPAIGN LAUNCH AND INITIAL AWARENESS

OBJECTIVE: RAISE AWARENESS ABOUT GLOBAL POVERTY ISSUES AND THE BORGES PROJECT'S MISSION.

WEEK TWO JULY 15TH - 28TH
ENGAGEMENT AND COMMUNITY BUILDING

OBJECTIVE: FOSTER ENGAGEMENT AND PARTICIPATION FROM THE TARGET AUDIENCE.

WEEK THREE JULY 29TH - AUGUST 11TH

DRIVING ACTION AND LEGISLATIVE ADVOCACY

OBJECTIVE: MOTIVATE CHICAGOANS TO CONTACT CONGRESS REGARDING GLOBAL POVERTY LEGISLATION.

WEEK FOUR

AUGUST 12TH - 25TH: BUILDING RELATIONSHIPS AND FUNDRAISING

OBJECTIVE: ESTABLISH CONNECTIONS WITH LOCAL INFLUENCERS AND ORGANIZATIONS, AND INCREASE DONATIONS.

WEEK 5 AUGUST 26TH - 31ST

FINAL PUSH AND EVALUATION

OBJECTIVE: FINAL OUTREACH AND EVALUATION OF CAMPAIGN RESULTS.



PROMOTIONAL CHANNELS AND STRATEGIES

- **Leverage Social Media:** Create engaging posts, stories, and reels highlighting mission, impact stories, and how donations can make a difference.
 - **Partnerships with Local Institutions:** Collaborate with universities, companies, and local organizations to spread awareness and reach target personas.
 - **Personalized Communication:** Tailor messages to resonate with each persona's interests and values, using the channels they prefer.
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#theborgenproject

#standupchicago

#nonprofit

#povertyawareness

#activism

#chicago

#makeadifference

#dontate

#charity

#dogood



ABOUT ME

Hello! I'm Anna, a passionate PR and advertising student. I thrive on creativity, strategic thinking, and effective communication. Whether it's crafting compelling press releases, managing social media campaigns, or organizing events, I'm all in! I am currently a student at DePaul University studying public relations and advertising.

ANNA KUELL

PR + ADVERTISING



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