



**MORE THAN A  
BRAND:  
MARKETING  
SparkWheel**

# Current Goals

1

## ESTABLISH

Establish brand elements that separate us from the old brand.

2

## MAINTAIN

Maintain trust and sense of familiarity with current stakeholders.

3

## SUPPORT

Provide staff with tools and support to assist with communications.

4

## ELEVATE

Add personality to the brand to increase engagement and depth.

5

## EXPAND

Expand marketing methods to promote SparkWheel to new audiences.

This is where we are now.





# ESTABLISH

As we created the branding for SparkWheel, here are some of the key items that we kept in mind:

- Create a fresh look to set us apart from Communities In Schools and our competitors.
- Add personality and depth to our brand to increase engagement.
- Maintain the trust that established partners have with our organization.

Working with a consultant, SparkWheel was born, with the tagline “Igniting Student Success” to further define both our work and purpose.





# MAINTAIN

It was critical that we maintained trust and sense of familiarity with current stakeholders throughout our rebranding process and first year.

## Consistency is Key

Bringing programs such as FutureNow: Finance from the old brand to the new helped provide security that our services would not stop or be significantly changed.

## Intentional Wording

We have made sure to use intentional words and phrases when talking about SparkWheel so that stakeholders would feel as comfortable as possible with the change in brand.





# SUPPORT

## Training and Guidance

The Communications Department created Elevator Pitch Training, Brand Guidelines, and Media Talking Points to assist staff as they shared information about SparkWheel.

## Templates and One-On-One Help

We created templates for flyers and presentations, launched Office Hours, and worked with every department in the agency to ensure that all communications and marketing needs are being met.

## Custom Merchandise

All clothing, print, and promotional items were rebranded and made available for staff at the beginning of the rebrand. We also provide opportunities for staff to win branded merch from our external store via internal engagement efforts.





# ELEVATE

An analysis was done of our social media impact and compared against organizations with higher-levels of engagement. We used what we learned to adjust our social media strategy and have seen significant results.

## Student Spotlights

We launched Student Spotlights, which showcase SparkWheel students using their own voices and highlighting their strengths and interests.

## Videos, Videos, Videos

From #FunderFriday to highlighting our events, we have ramped up our video creation on all of our platforms, including SparkWheel's TikTok.

## Strategic Engagement

From polls to "What We Are Reading," we have created ways to enhance community engagement while also adding personality to our brand.

SparkWheel  
February 20 · 🌐

🌟 This week's #StudentSpotlight shines on a junior from Anadarko High School, Tavia! 🌟

"For two years, I've had the privilege of being her Student Support Coordinator," says Clarissa Knight. Tavia has been a SparkWheel student since Middle School. She recalls each SSC she's had and appreciates the Anadarko Tribal Team as a whole.

Despite facing unimaginable loss, Tavia remains determined to succeed academically. On December 14, 2023, she tragically lost her dad, AJ, her biggest supporter and best friend. AJ was known by most of the staff, especially those in the office. He is remembered as the dad who always brought Tavia lunch, usually McDonald's. There wasn't anything AJ wouldn't do for his daughter, her friends, and her other siblings. SparkWheel swiftly rallied around Tavia and her family, delivering groceries to offer some comfort during this difficult time. Just ten days later, she lost her aunt, compounding her grief. Despite her immense pain, Tavia returned to school after the holiday break, determined to persevere.

SSC Clarissa says, "I talked with her, and she was surprised I understood the pain. She said, 'How do you know this?' We joked about me being her therapist. I said, 'I'm not a therapist, but I will always be here for you to talk to, vent to, cry in front of. My room is your safe space.'" Clarissa worked with Tavia and her teachers to help her catch up on work. "Tavia is doing well; we know she can do better, and she told me she would do the work and get the grades she knew she could achieve," says Clarissa. Tavia agrees and says, "I have to do good. I have to do it for my dad and my auntie."

Tavia's resilience inspires us all. We couldn't be prouder of Tavia's strength and determination!

Anadarko Public Schools







# ELEVATE

## Facebook

Our Facebook Reach has **increased 29%**  
**or by 31,000 people** compared to this  
time last year.

Our Facebook Engagement Rate  
has **increased by 212%**.



# ELEVATE

## Instagram

Our Instagram Impressions have **more than doubled**, going from 18,985 this time last year, to 38,126.

Our Instagram Reach has **increased by 598%**, going from 3,203 people to 22,358.



# ELEVATE

We have ran **19 campaigns** on Meta this fiscal year. Those campaigns had the following outcomes:

**51,887 people reached**

**33,126 impressions**

**2,887 engagements**

**1,245 link clicks**

**294 page likes**



The Anthem Video  
has been viewed  
**20,000** times.





# EXPAND

What we are working on next....

**Google Ad Grant + Accelerator Program**

**Targeted Marketing Personas**

**SO MUCH MORE (REALLY)**





# Google Ad Grant

We have received the Google Ad Grant, which provides **\$10,000 PER MONTH** of free search advertising, indefinitely.

We have partnered with Community Boost to scale our marketing efforts and maximize the impact of the Google Ad Grant.



## Increased Awareness

We will be working side-by-side with the Community Boost Team to learn how to build out campaigns that will put SparkWheel in the top three Ad spots on Google searches.

## Increased ROI

The Accelerator Program has a track record of maximizing the dollars available from the Google Ad Grant and improving return on investment by 3x.

## Staff Development

The Communications Department will be trained by Community Boost on how to improve our SEO with keywords and increase engagement through optimized analytics.

## Increased Giving

We will be taught best practices for creating exceptional user experiences, converting them into online donations and attracting new partners.



# Marketing Personas

Working with Development, Program Operations, and Policy & Government Relations, we created 13 personas for the audiences in which we currently interact with the most often.



**HANNAH JONES**

AGE: 25-34  
GENDER: Female  
ETHNICITY: Mostly White  
LOCATION: In our Network  
TECH PROFILE: Mobile/Desktop

### Facebook Follower

**INTERESTS**

Education, social services, volunteering, students.

**CHALLENGES**

Wants to do more for their community.

**HOW WE HELP**

- Provide opportunities to volunteer and give back, as well as career opportunities.
- Post brightly colored, cheerful success stories with cute kids. focus posts on positivity.
- Provide updates and information about SparkWheel.


**BACKGROUND**

Middle class, able to help others, part of a family with children or in an education based career.

**GOALS**

Learning more about SparkWheel, reading feel-good stories, helping others, staying up to date on SparkWheel.





**ROBERT MATTHEWS**

AGE: 45-70  
GENDER: Male  
ETHNICITY: White  
LOCATION: Rural Kansas  
TECH PROFILE: Desktop

### Legislator

**INTERESTS**

Rural development, business development, education equity, population trends, traditional values, public safety, taxes.

**CHALLENGES**

Lack of resources, population outflow.

**HOW WE HELP**


- We share how SparkWheel utilizes community partners to provide assistance for those with low resources.
- We share how our work encourages residents to stay local and invest in upcoming generations.


**BACKGROUND**

Middle/working-class, local leaders, business owners, retired.

**GOALS**

Stop population outflow from their communities, keep their communities safe, ensure education equity, preserve traditional values.





**SARAH SMITH**

AGE: 25-55  
GENDER: Woman  
ETHNICITY: White  
LOCATION: Kansas  
TECH PROFILE: Mobile/Desktop

### Teacher

**INTERESTS**

Feeling supported in their increasingly challenging job, student academic performance and success, parent engagement.

**CHALLENGES**

Staff turnover, increasing demands to meet needs of students beyond learning, personal burnout, lack of school supplies/materials.

**HOW WE HELP**

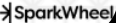
- Provide a program tailored to meet the unique needs and challenges of their communities.
- Provide a "let teachers teach" support focus.
- Support school attendance through ISS and stretch limited budget resources through our collaboratively funded programs.

**BACKGROUND**

Mostly working or middle class.

**GOALS**

Helping students, teaching/learning.



UP NEXT: We will create personas for high-profile, desired audiences.



# Other Projects in the Works...



## Virtual Site Visits

The Communications Department is currently creating Virtual Site Visits at a rural elementary school and an urban high school.



## Season 7 of our Podcast

We will be bringing back our podcast “Letters from the Lunchroom” for its seventh season of sharing the stories of people who connect with us.



## SparkWheel Blog

In the next fiscal year, we will launch the SparkWheel blog where you can expect to find guest writers from partner organizations and thought pieces.



## Annual Engagement Plan

We have already begun working on our engagement plan for FY25, ensuring that new and target audiences are saturated with our marketing efforts.



## Enhanced Media Relations

We will continue building our relationships with media contacts throughout our network and finding new ways to pitch stories to them.