



National School Choice Week

The Need

National School Choice Week (NSCW) is a nonprofit organization promoting school choice across the country during a week-long celebration every year. Rules and regulations about school choice vary depending on the state, making the information confusing or overwhelming. NSCW needed a way to organize the disparate policies in an easy-to-digest manner. They also needed a way to gather information on those who might be interested in hosting a NSCW event during the week itself. In conjunction with a new website, NSCW wanted to create awareness around the week-long event through a social media campaign. Finally, NSCW needed a partner to be their technical consultant—to help them manage their email account, make changes to the site, make SEO recommendations, and provide general technical support.

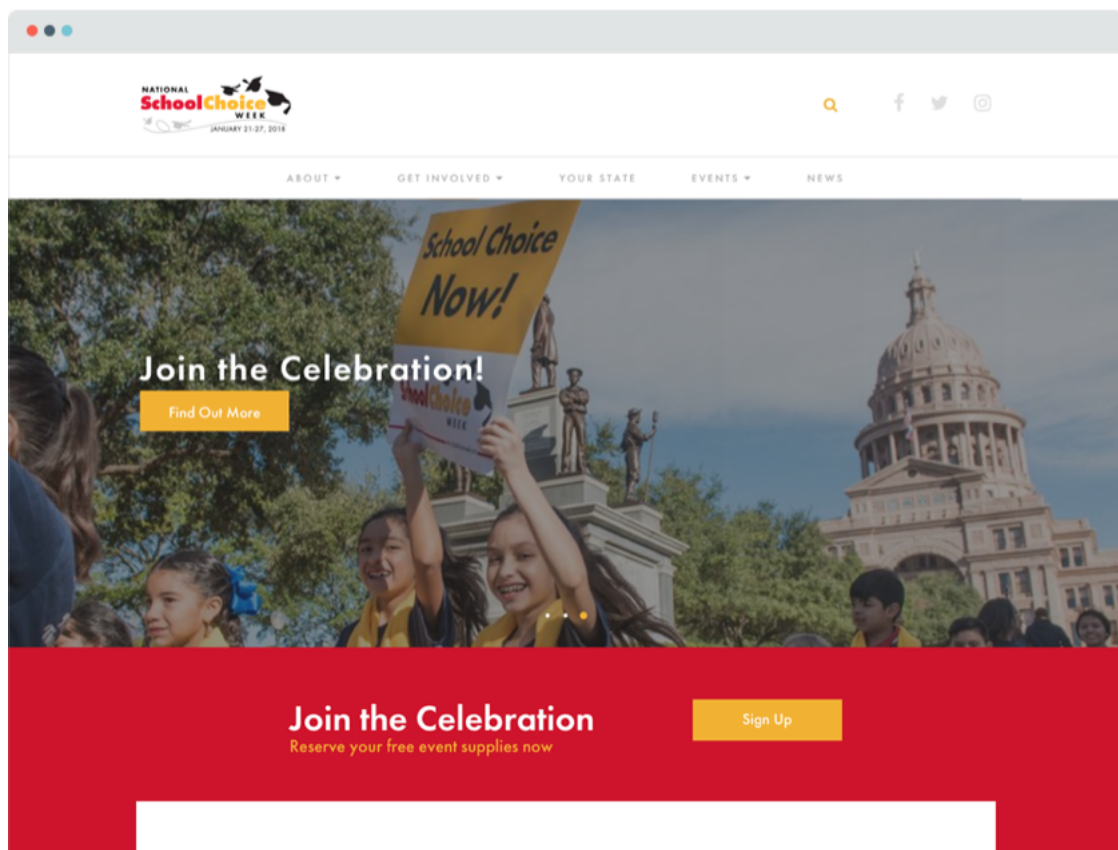
The Solution

Engage was able to provide holistic digital services to NSCW. Whether through offering assistance with email accounts or planning a social media "take over," the Engage team provided tools and services that made us an integral part of NSCW's digital operation. Engage worked with the organization as a help desk, web vendor, social media strategist, and CRM manager to ensure that their message was heard by relevant audiences. Users were brought to the site via targeted social strategy and, once there, connected to the information relevant to them (parents, educators, etc). The funnel then led those who were interested to fill out a form to receive more information. The final step was to channel users' information into National School Choice Week's CRM (Salesforce) through a custom integration.

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