Marketing for Social Impact

One for the World

TikTok or TikNot?

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Marketing for Social Impact

1. Brand strategy is your friend
2. Know your audience
3. Social media works
4. Create and activate

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Brand Strategy

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TJ Mair
@TJMair
Every activist across the world feels dumb now that we know that all it takes is @KendallJenner and a Pepsi to fix things.

BRAND STRATEGY

- OFTW Brand Attributes
- Canva Brand Kit
- OFTW HQ

Educational

Approachable

Passionate

Grounded

Dynamic

Hopeful

Trustworthy

Marketing Best Practices

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KNOW YOUR AUDIENCE: MBA STUDENT SURVEY FINDINGS, AUG 2025

Top donation motivators

- Moral responsibility
- Joy of helping
- Supporting a positive cause
- Making an impact

Top 3 motivating messages

1. Benefiting children
2. Feeling good about donating
3. Having confidence that donations are well and effectively used

Donation de-motivators

Financial situation

Lack of information

Mistrust

Not having a current cause to support

Guilt and moral misalignment with a job

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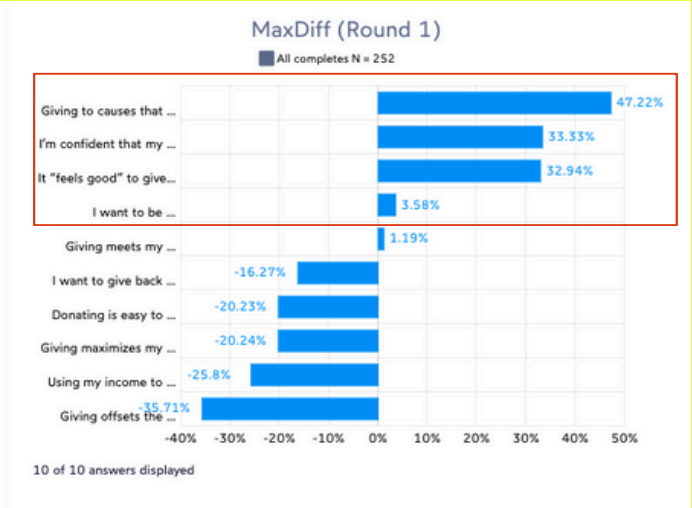

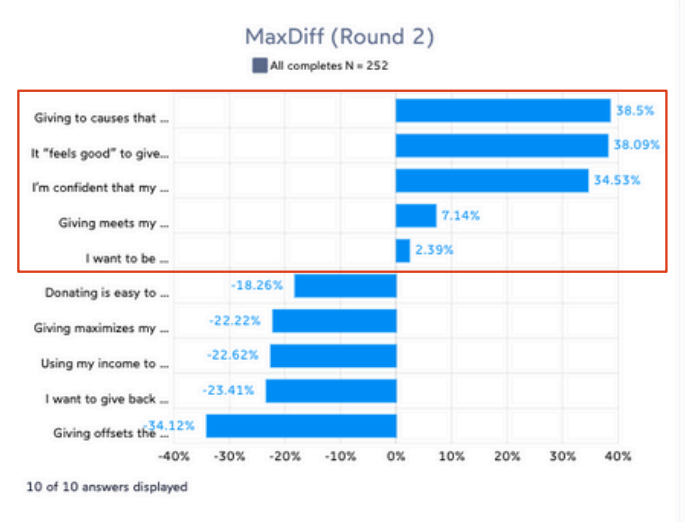

KNOW YOUR AUDIENCE

Most motivating messages when deciding to donate

Tier 1

- "Giving to **causes that affect children** are important to me."
- "I'm confident that my **donations are used well**."
- "It **'feels good' to give effectively**"

Tier 2

- "I want to be **connected to morally aligned people"**
- "Giving **meets my ethical and moral standards**"

Question: When deciding to donate to charity, which of these statements would motivate you most (and least) to donate?

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SOCIAL MEDIA WORKS!

- **Instagram** is our most engaging platform, followed by LinkedIn
- **LinkedIn** (2,738) and **Instagram** (2,470) make up majority of our followers

MOST ENGAGING POSTS

	INTERACTIONS	CLICKS
One for the World HQ (1fortheworld) INSTAGRAM - 15 AUG 6:01 PM 🌍 Meet Lorenzo, one of our inspiring Community Ambassadors. For his entire adult life, he's been an immigrant, until two weeks ago, when he became a permanent resident of the United Kingdom. 🏡 This milestone gave him the most stability he's ever had. Sadly, in 2025, many can't say the same, as global aid cuts and decisions made far away continue to disrupt lives. That's why Lorenzo began by pledging a small percentage of his income, slowly increasing it over time until he reached 10% of his lifetime income to high-impact nonprofits, extending his newfound stability to others, honoring his privilege, and putting it to work in service of others. 💙 https://www.instagram.com/reel/DNYoyMDKj5O/	51	–
One for the World HQ (1fortheworld) INSTAGRAM - 13 AUG 3:03 PM When you live on less than $2.15 a day, every decision is impossible: housing or food? Education or healthcare? Too often, preventative health gets left behind, and it costs millions of lives each year. If we saw a plane full of children crash every hour, every day, all year... we'd be outraged. But because it's preventable deaths, we've normalized it. It's time to feel the same moral urgency. Take action. Take the 1% pledge. https://www.instagram.com/reel/DNTKrCJhaWV/	31	–
One for the World HQ (1fortheworld) INSTAGRAM - 09 MAY 11:03 PM Thinking about giving back — but not sure where to start? Frank, our Executive Director, shares how you can create real impact even with a busy career in banking or consulting. If you're a young professional, this is your sign to take the first step. Because doing good shouldn't wait until "later." 🏠 You have the tools. ❤️ We have the guidance. 🌍 Together, we can do the most good. https://www.instagram.com/reel/DJc1dLnROMW/	26	–
One for the World LINKEDIN COMPANY PAGE - 09 JUL 2:17 PM Apply to start an MBA chapter with OFTW today! Do you have a way of measuring the ROI of your personal impact? You can set up a One for the World chapter in your MBA program. Apply today! https://1fortheworld.org/volunteer-with-us-1	20	–
One for the World HQ (1fortheworld) INSTAGRAM - 05 MAY 8:00 PM 🎓 Meet Mack Radin, one of our chapter leaders, now graduating from Wharton! Rooted in his Jewish tradition of Avodah Le'olam—"work for the world"—Mack shares why giving effectively is one of the most powerful ways to create change. 💙 💡 "I believe One for the World is a great place to maximize the impact of my dollars." Congrats, Mack — we're so proud of the impact you've made and can't wait to see what's next! 🙌 https://www.instagram.com/reel/DJSNaOjT8k2/	20	–

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SOCIAL MEDIA WORKS!

- **Video** is our top performing type of social media content. 4 out of 5 of the top performing posts include video.

- **Testimonials** featuring donors, chapter leaders, and **informational content** featuring Frank are the most engaging content.

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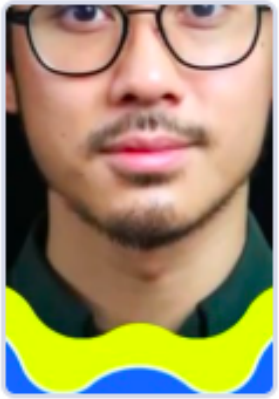

Likes	45
Comments	6

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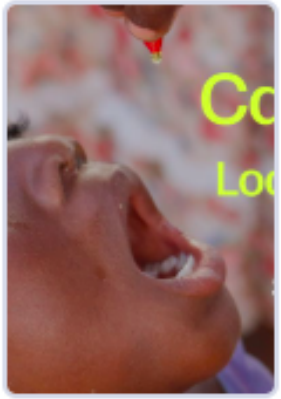
Likes	31
Comments	0

ONE FOR THE WORL

Likes	26
Comments	0

LINKEDIN COMPAN



Likes	19
Comments	1

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Likes	20
Comments	0

Do & Don’t

DO…

- **FRAME** messages in the positive (not the negative)
- **NOTIFY** Daniela of new chapter social media handles
- **TAG** OFTW HQ to amplify chapter content and voices
- **LEVERAGE** OFTW HQ content for local chapter use
- **BE CREATIVE & HAVE FUN!**

DON’T…

- **POST** on social media without tagging OFTW HQ
- **CREATE** off-brand content or marketing materials
- **USE** material with old OFTW logo or branding

McMaster University

DeGroote School of Business

Real Talk: DeGroote Chapter Success

Meghana Srinivasa & Tamilore Oduwole

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Breakout

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BREAKOUT EXERCISE

Brainstorm one chapter event you would host.

- What would it be?
- Why would you host it?
- How would you promote it?
- What would success look like?

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Regroup + Share Out

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Q&A

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