

Teach. Lead. Change the World.

A Summary of Teach For America's 2015-2016 Recruitment Marketing Campaign

Teach. Lead. Change the World.

Millions of kids growing up in poverty don't have access to an education that will allow them to reach their full potential. This is one of the most critical issues in America today--it limits opportunity for students, families, and entire communities. The "Teach. Lead. Change the World." campaign demonstrates the power that individuals have to make an life-changing impact--for their students and themselves--by committing to teach in high-need communities. We're elevating the teaching profession to show the incredible personal and professional development that teaching delivers to make it desirable for outstanding individuals who want to change the status quo, make our country more equitable, and have a career with impact.

Business Challenge(s) and Campaign Objectives:

Teach For America's primary business objective is to recruit thousands of remarkable graduating college students and career-changing professionals each year to commit to teach for two years in a high-need community, and show kids what is possible when they work hard and dream big. Through that teaching experience, they develop incredible leadership skills and a lifelong advocacy for students and educational equity.

Challenge: Our biggest obstacles to meeting our recruitment goals are that education is not currently a "cause of choice" for our target audience and that the teaching profession is declining in popularity among this population. With this campaign, we sought to demonstrate in a very powerful way that teaching in the corps is the best way to make a positive impact in the world while developing your own potential for success.

Goals and targets: Our goals were to see a 95% increase year-over-year in the following targets: leads captured, registrations to access our application, and submitted applications for the teaching corps. Additional metrics of success include exceeding benchmarks of engagement with our email, social media, video, and website channels.

Insights and Strategy:

We tapped internal and external studies about millennials' career interests, values, and perceptions of the teaching profession and of Teach For America. Data told us that our prospects want a career that is personally fulfilling, helps them do good, and develops them personally and professionally to set them up for a lifetime of success. We also learned that the teaching profession is not viewed favorably, especially among top prospects. To address these insights, we worked with a messaging consultancy to refine our core messages and then tested

early versions of creative with college students and young professionals in an iterative series of focus groups.

Millions of kids growing up in poverty don't have access to an education that will allow them to reach their full potential. This is one of the most critical issues in America today. Our campaign demonstrates the importance of the teaching profession and the unique impact you can make by helping kids in high-need communities reach their potential, to get more remarkable people into the field. By elevating the profession and reinforcing the transformation teachers and students can experience, we're shining a light on this social injustice and empowering more people to get involved in changing the status quo.

Concept/Big Idea:

Our big idea was to tap into what we learned about prospects' desires--which was that they want a career that is personally fulfilling, develops marketable skills, and allows for work-life integration--and connect their aspirations to the idea of teaching. We did this by building a campaign that demonstrates that teaching--especially in a high-need community--is transformational for students, communities, and the teachers themselves. We used several slogans to convey the idea that one can change kids' lives and impact our future, while transforming one's own abilities to lead in ways that no other opportunity can offer. Slogans and content themes include:

- Teach. Lead. Change the World.
- Change and be changed.
- Teach and be taught.
- Challenge and be challenged.
- Awaken kids' potential--and your own.
- Don't just be a leader, create a generation of leaders.

This copy is supplemented with dynamic photography of teachers and students engaging, illustration, and textural treatments to capture what is aesthetically on-trend with our target audience, bringing this powerful duality of impact to life across all channels and media.

Activation/Tactics:

The idea was executed through:

- **Paid media:** we're running search, social and display ads to generate leads and remarket to our existing pipeline of leads and website visitors.
- **Website:** campaign visuals and messages are illustrated on marquees across TFA.org and our site content is designed to give greater depth to our campaign message.
- **Email:** we nurture prospects with targeted email content about our teaching opportunity and the impact they can make.
- **Social media:** TFA's national social platforms are branded with the campaign creative, and we push out campaign images and related content and stories multiple times a week.

- **Print:** recruiters use brochures, posters, one-pagers, handbills, stickers, and other print pieces in interactions with top prospects and as visual marketing across campuses. We also developed a book featuring a variety of alumni profiles to show the diverse paths of impact our alumni have taken after the corps.
- **OOH:** we've utilized the campaign in print and digital out-of-home displays on bus shelters, billboards, movie screens, sporting events, and more.
- **Events:** We run large awareness-building activations, intimate invite-only information sessions, and speaker series featuring teachers, alumni, and supporters. We brand these events with banners, tents, signage, print collateral, and merchandise.
- **Video:** a reality series that follows three teachers gives an inside look at how they are teaching, leading, and changing the world.

Content Strategy:

We communicated these key messages:

1. Educational inequity is a must-solve issue.
2. As a corps member, you will make a meaningful impact on kids and the experience will develop your ability to have a successful and meaningful long-term career in any field.
3. Teachers can't solve it alone--we need alumni working together from every field.

Delivered through these tactics:

- a robust media plan, building awareness through advertising and our networks of teachers, alumni, and supporters
- alumni careers featured in a printed book, social media, and website
- interactive events where people learn about educational inequity and meet teachers, students, and alumni
- Distribution and amplification of images, blog posts, articles, videos, and more through our website, social media channels, local recruitment team campus campaigns, and earned media

Results:

We exceeded all of our 2015-2016 goals for Marketing-driven leads and applicants:

- 150% to goal for new leads
 - Total: 11,463
- 125% to goal for new registrations to view our teaching application
 - Total: 27,400
- 105% to goal for submitted applications to teach in the fall of 2016
 - Total: 10,855