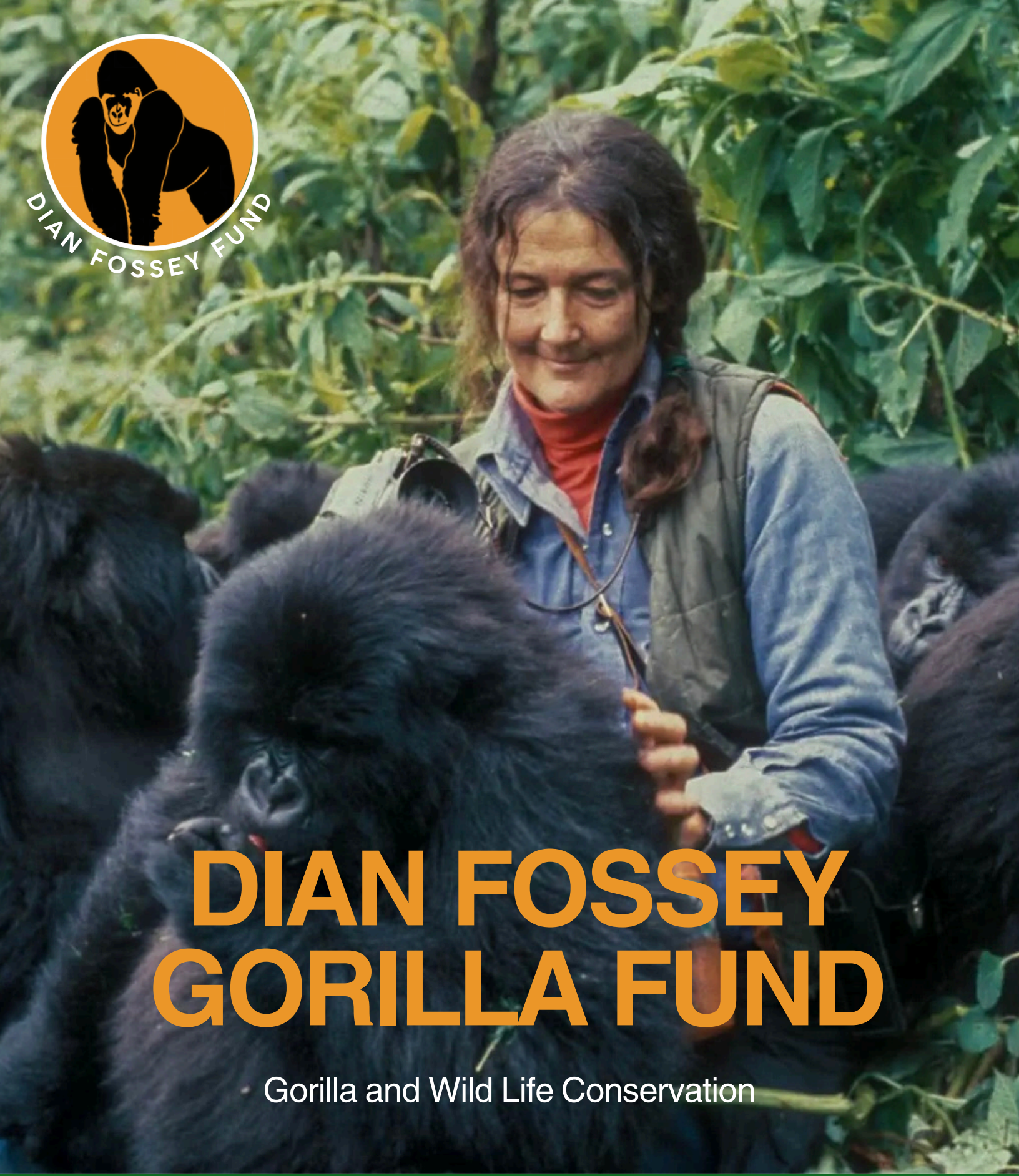

DIAN FOSSEY GORILLA FUND

Gorilla and Wild Life Conservation

August 2026- August 2027
MKTG 384- Integrated Marketing Communications
Spring 2026 | James Madison University | Dr Kelly Naletelich
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MESS-C Marketing

SALES PROMOTION

INTRODUCTION

The sales promotion section is purposefully created to foster a sense of urgency, strengthen emotional ties, and inspire significant donor action through experiences that complement the campaign's theme, A Future Worth Protecting. This strategy emphasizes immersive, mission-driven experiences that inspire audiences to feel directly linked to gorilla conservation and the local people affected by the Fund's work, as opposed to standard transactional advertisements. The campaign uses time-sensitive incentives, symbolic giving, and storytelling to turn passive awareness into active support and enduring relationships with donors. This strategy mirrors the objective of charity sales marketing, which is to create meaningful experiences that motivate individuals to take immediate action.

The Gorilla Guardian Adoption Program, virtual donor briefings, community pop-up events, fundraiser screenings, and matching gift campaigns are all part of the campaign. Potential donors can experience immersive environments through VR technology, live educator presentations, and authentic conservation tales from scientists and volunteers in community pop-up events held in busy metropolitan areas like New York City and Washington, D.C.

To encourage donor action, the "Double Your Impact" matching gift campaign promotes urgency by enabling sponsor-matched donations during high-conversion periods such as Earth Month and the holiday giving season. Supporters' contributions are doubled, enhancing perceived value and emotional incentive to donate. Furthermore, the Gorilla Guardian Adoption Program provides symbolic gorilla sponsorships at various donation levels, allowing supporters to receive personalized certificates, gorilla images, exclusive updates, and limited-time premium items such as conservation journals.

The Dian Fossey Gorilla Fund develops a promotional strategy that raises awareness, promotes immediate donations, and fortifies long-term donor loyalty while furthering its conservation and education goals through immersive experiences, individualized giving opportunities, and powerful calls to action.

—“GORILLA GUARDIANS” COMMUNITY POP-UP EXPERIENCE

Objective 1

Increase desire to support the Dian Fossey Gorilla Fund among high-potential donor audiences by communicating how donor contributions directly protect endangered gorillas and support the communities that coexist with them. This objective targets urban and suburban populations in North America and Europe and will be achieved by August 27, 2027.

Strategy 1 : Community Pop-Up

Develop a multi-sensory, in-person pop-up activation in high-traffic urban areas (NYC, Washington, DC) that places audiences inside the world of gorilla conservation. This experience will combine physical installations, digital storytelling, and live expert interaction to emotionally connect attendees to both the gorillas and the local communities impacted by donor support. Running 1–2 times annually between May–August, the event is designed to transform passive awareness into a personal, emotional connection that reinforces the campaign theme “A Future Worth Protecting.”



Tactic 1

Design and build immersive exhibit zones: Create distinct sections including a VR habitat station (360° gorilla environment), a “day in the life” conservation walkthrough, and a community impact gallery featuring before/after visuals, quotes, and real stories from families and children in education programs.

Tactic 2

Execute live programming and storytelling moments: Schedule timed presentations every 30–60 minutes featuring conservation educators, researchers, or trained brand ambassadors delivering structured narratives with emotional hooks and clear calls-to-action.

Tactic 3

Integrate seamless on-site conversion tools: Install QR-enabled signage, mobile donation kiosks, and NFC tap-to-give stations that link directly to a campaign landing page, along with instant sign-ups for email lists and gorilla adoption programs.

VIRTUAL CONSERVATION BRIEFINGS WITH FIELD EXPERTS

Strategy 1 : Conversation Briefings

Launch a quarterly live virtual series that gives donors direct access to conservation biologists, researchers, and community leaders in the field. These sessions are designed to deepen trust and emotional investment by offering transparent, behind-the-scenes insight into how donor contributions are actively making an impact.



Tactic 1

Develop and distribute targeted invitation campaigns: Segment donor lists and send personalized email invitations with RSVP functionality, calendar integration, and preview content (short teaser clips or quotes from speakers) to increase attendance rates.

Tactic 2

Produce high-quality, story-driven presentation content: Combine short-form field videos, data visualizations (population growth, education reach), and first-person testimonials into a structured narrative presentation (problem → action → impact → future need).

Tactic 3

Drive real-time engagement and conversion: Facilitate live Q&A, interactive polls, and chat participation throughout the session, followed by a closing CTA slide with embedded clickable donation links, recurring gift options, and adoption program sign-ups.

WORLD GORILLA DAY EXPERIENTIAL POP-UP ACTIVATION

Objective 2

Increase interest in learning more about the Dian Fossey Gorilla Fund's conservation research, community education initiatives, and long-term environmental impact among younger digital audiences by 35% by August 27, 2027. This objective focuses on urban and suburban populations in North America and Europe. Interest will be driven through engaging, interactive storytelling across digital platforms, including short-form videos, social media content, newsletters, and live or in-person experiences. Integrated marketing efforts, including social media partnerships and experiential events, will encourage audiences to explore, learn, and stay connected with the mission.

Strategy 1 : Large-Scale Pop-Up

Host an annual, large-scale pop-up activation on September 24 (World Gorilla Day) designed to spark curiosity and deepen understanding of the Dian Fossey Gorilla Fund's work. This event will blend education and experience to move audiences from passive interest to active engagement.



Tactic 1

Secure and optimize a high-traffic venue: Partner with zoos, museums, or public plazas with built-in conservation relevance; coordinate logistics, permits, and foot-traffic flow to maximize visibility and attendance.

Tactic 2

Create interactive and educational installations: Develop looping video displays, touchscreen info stations, and VR experiences that allow attendees to explore conservation efforts, gorilla habitats, and community programs at their own pace.

Tactic 3

Capture and nurture audience data: Set up digital sign-in stations and QR codes to collect emails, track attendance, and retarget visitors post-event with follow-up content, newsletters, and donation opportunities.

FUNDRAISING FILM SCREENING EXPERIENCE

Strategy 2 : Screening Experience

Organize a cinematic fundraising event centered around “A Gorilla Story: Told by David Attenborough” to leverage emotional storytelling as a driver of interest and engagement. This event will position attendees as part of a larger conservation narrative.



Tactic 1

Coordinate event logistics and promotion: Secure screening rights, book a theater venue, and execute a multi-channel promotion plan (email campaigns, social media ads, influencer partnerships, and direct invitations to high-value donors).

Tactic 2

Enhance the viewing experience with live context: Include a pre- or post-film discussion led by a conservation expert or representative, connecting the film’s message directly to the Fund’s real-world efforts and current needs.

Tactic 3

Facilitate immediate and post-event engagement: Provide scannable QR codes, donation links, and pledge cards during the event, followed by a structured email follow-up sequence with additional content and calls-to-action.

MATCHING GIFT CAMPAIGN

Objective 3

Increase qualified donor actions, including new donors, recurring gift sign-ups, and major-gift inquiries from high-potential supporters, by 15% by August 27, 2027, by guiding audiences from campaign storytelling to simplified donation opportunities. This objective focuses on primarily North America and Europe, Urban and suburban populations. For campaign donations, landing pages that explain how contributions directly support regional education initiatives and gorilla conservation will be used. Additionally, using targeted fundraising newsletters that highlight conservation milestones.

Strategy 1 : Large-Scale Pop-Up

A sponsor will match every donation, dollar for dollar, during our limited-time "Double Your Impact" campaign. By demonstrating to supporters that their contribution has an immediate, amplified impact on both gorilla conservation and local community development this clearly relates to the campaign's theme, "A Future Worth Protecting." By focusing on high-potential contributors who are driven by urgency and observable results, this tactic increases the likelihood that they will convert.



Tactic 1

Design a campaign landing page that opens with a short cinematic-style video showing a baby gorilla + a child in a local community. Include a real-time donation match tracker and simple donation buttons to immediately convert emotional engagement into action.

Tactic 2

Launch a 3-part storytelling email series featuring real testimonials from researchers and community members. Each email tells a short story (problem → hope → impact), ending with a bold CTA like “Double your impact today.

Tactic 3

Run short-form video ads (TikTok, IG Reels, YouTube Shorts) using documentary-style footage gorillas, researchers, kids in schools) with quick emotional narration and on-screen text.

GORILLA ADOPTION

Strategy 2 : Adoption Experience

A tiered "Gorilla Guardian" adoption experience will be provided in which contributors receive exclusive digital content (certificate, photo, updates) and a symbolic connection to a gorilla. This connects to "A Future Worth Protecting" by personalizing and emotionalizing the impact, particularly for younger, tech-savvy audiences that wish to feel a direct connection to the cause.



Tactic 1

Create a digital adoption experience page where users scroll through a story (not just a form): gorilla → habitat → local families → impact → adoption. Each section uses real imagery + short captions to reinforce emotional + ethical appeal before asking for the donation.

Tactic 2

Develop shareable “I’m a Gorilla Guardian” social content (auto-generated after donation) that includes the adopter’s name, gorilla image, and campaign tagline.

Tactic 3

Offer a limited-time premium (digital + optional physical) like a conservation field journal or personalized certificate, but frame it as part of the story.

- Promote scarcity with countdown timers across the site and emails.

BUDGET

$4,625 Total Allocated Sales Promotion Budget

Medium & Media Vehicles	Budget ($)	Percentage of Total Sales Promotion Budget	Percentage of Total Budget
Objective 1	**$2,000**	**43%**	**10%**
Social Media Ads	$1,000	22%	5%
Email Marketing	$375	8%	1.875%
Display Ads	$625	14%	3.125%
Objective 2	**$1,275**	**27.6%**	**6.375%**
In-person Events	$1,025	22%	5.125%
Email Marketing	$250	5%	1.25%
Objective 3	**$1,350**	**29%**	**6.75%**
Social Media Ads	$1,250	27%	6.25%
Print Ads	$100	2%	0.5%

SALES PROMOTION & BUDGET RATIONALE

The sales promotion approach for the Dian Fossey Gorilla Fund is intended to support the campaign's entire set of communication objectives, with a focus on enhancing desire and motivating action. Through time-bound incentives and experiential possibilities, sales promotion plays a crucial role in generating urgency, lowering barriers to involvement, and inspiring an instant audience response. This immediately relates to the campaign's main issue, which was noted in the creative brief: although audiences are already concerned about conservation, they are not regularly turning that concern into significant involvement or donations. Therefore, by making the impact of support more concrete, instantaneous, and emotionally engaging, the promotional techniques in this area are purposefully created to convert passive awareness into active engagement.

The chosen marketing strategies, such as community pop-ups, fundraising events, virtual donor briefings, matching gift campaigns, and symbolic adoption programs, are carefully matched with the target audiences' traits and the campaign's theme, "A Future Worth Protecting." The campaign must use storytelling, visuals, and genuine voices to establish an emotional connection, show genuine impact, and strengthen trust, according to the creative brief. Instead of using transactional fundraising requests, each promotional campaign creates immersive, narrative-driven experiences. For instance, through live engagement, visual storytelling, and real-world context, audiences can physically or emotionally experience the purpose through pop-up events and fundraising screenings. According to research, in-person interactions and experience marketing can greatly improve emotional connection and memory recall, increasing the likelihood that viewers will support a cause (Schmitt, 2011). For younger, tech-savvy audiences, who are frequently exposed to large amounts of content and need more meaningful experiences to stand out, this is particularly crucial.

Similarly, incorporating virtual donor briefings conducted by conservation biologists enhances openness and credibility, two important aspects of charitable giving behavior. Research indicates that among the best indicators of donation intent and sustained support are donor trust and perceived organizational efficacy (Bekkers & Wiepking, 2011; Kim & Kim, 2023). These briefings lessen mistrust and strengthen the Dian Fossey Gorilla Fund's credibility as a science-driven and impact-focused organization by giving direct access to experts, real-time data, and first-hand accounts from the field. This strategy helps audiences better grasp how their contributions result in quantifiable consequences, which directly supports the campaign's interest and desire objectives. The action-oriented tactics, like the Gorilla Guardian adoption program and the matching gift campaign, are intended to eliminate obstacles and provide instant incentives for involvement. Because they raise the perceived value of each donation, matching gift campaigns are widely acknowledged as one of the most successful nonprofit fundraising strategies (Karlan & List, 2007). This tactic adds urgency while reiterating the campaign's theme that individual contributions can result in significant change by portraying donations as having a doubling impact within a constrained time frame. This urgency is further reinforced using countdown timers, progress trackers, and deadline-driven messaging, which promote prompt action rather than postponed purpose.

The chosen promotional tactics are also supported from a financial standpoint by their scalability and cost-effectiveness. Several charitable promotional strategies, including matching donation campaigns, digital adoption programs, and virtual events, can be conducted at comparatively low expense while still having a significant impact. For instance, whereas digital adoption programs can be delivered at little cost through online assets, matching efforts primarily require promotional investment rather than funding the match itself. Virtual donor briefings also provide significant interaction at a lower expense than large-scale in- person events. This guarantees that the campaign optimizes return on investment while effectively distributing resources within the larger IMC plan.