

Giving Tuesday Campaign: *“Detective Cody’s Case of the Missing Donation Box”*

Marketing Plan

- Narrative Arc: Three-part mockumentary-style detective series starring “Detective Cody,” portrayed by a CSUSB student volunteer.
- Crowdfunding Integration: 12 student-centered projects positioned as investigative “case files.”
- Investigation Kit Distribution: Branded kits containing clue cards, Detective Cody sticker, notepad, pen, magnifying glass, and a sealed evidence bag with a tuft of blue fur.
- Gamified Giving Journey: Donors follow clues, unlock project case files, and track progress through leaderboards framed as “cases solved.”

On-Campus Activations:

- Investigation Kit Cookie Pop-Up (week prior to Giving Day)
 - December 2 Detective Fair with project tabling, photo booth, snacks, leaderboard display, and donation stations
 - Concentration Goal: Drive majority of participation within 24-hour Giving Day window.
 - Primary Goal: \$150,000 and 750 donors.
-

Campaign Timeline & Narrative Integration

4 Weeks Out – Investigation Kit Pop-Up (Early November)

Purpose: Generate curiosity and physical immersion.

- On-campus cookie pop-up distributing investigation kits
- Investigation kits mailed to key alumni leaders and foundation board members
- QR “evidence tags” linking to project case files
- Social: Unboxing posts and “Cody on the Case” teasers

Email:



- Save-the-Date message introducing mystery
 - Tease missing donation box
-

3 Weeks Out – Teaser Phase

Purpose: Build anticipation and awareness.

- Animated “missing box” alerts
- Mugshot-style project graphics introducing suspects
- Polls: “Who took the box?”

Email:

- “Something is Missing at CSUSB...”
-

2 Weeks Out – Project Spotlight Phase

Purpose: Strengthen emotional connection.

- Mini case files highlighting scholarships, athletics, pantry, student programs
 - Encouragement of kit selfies and clue-sharing
 - Peer-to-peer ambassador outreach activated
-

1 Week Out – Clue #1 + Video 1

Video 1: Breaking News Announcement

- \$50,000 missing
- Scholarships and programs “at risk”

Email:

- Clue #1 + QR unlock

Social:

- Poll engagement
 - Case file reveals
-

Engagement Week – Clue #2 + Video 2

Video 2: Detective Cody Investigates

- Campus witness testimonies
- Fur evidence revealed
- Suspicion shifts toward Cody

Email:

- Clue #2 with urgency build

Social:

- “Which lead should Cody follow?”
 - Progress meters framed as “case progress”
-

Giving Day – December 2

Clue #3 + Video 3 + Detective Fair

Video 3: Case Closed

- Cody admits misplacing donation box
- Call to action: Give Today

On-Campus Detective Fair:

- Project tabling booths
- Detective scavenger-hunt card
- Photo booth with props
- Detective themed giveaways
- Live leaderboard screen
- Donation stations



Email Cadence:

- Early morning launch
- Midday leaderboard update
- Afternoon urgency push
- Evening final call

Social:

- Live event coverage
 - Case solved celebration
-

Post-Giving Day – Gratitude Phase

Thank You Video:

- Short Thank you message from Cody with pre-liminary campaign results

Email & Social:

- “Case Solved — Thank You”
 - Impact highlights
-

Strategic Marketing Drivers

- Narrative continuity across digital and physical touchpoints
 - Segmented outreach to approximately 69,000 records
 - Reduced solicitation volume to sharpen targeting
 - Gamified donor journey from teaser to celebration
 - Leaderboards framed as “cases solved”
 - Campus-wide participation from university police, faculty, staff, students, alumni leaders
-

Measurement Framework

- Dollar total raised



- Donor participation
- Alumni participation growth
- Concentration within 24-hour window
- Social reach and engagement
- Peer-to-peer ambassador participation