



RAISE the AGE | NY

Awareness Campaign

Amanda DeRoo, Kevin Huggins, Katelyn Lugo, Stephanie Rathbun

Agenda

- ❖ Strategy Overview
- ❖ Value Proposition
- ❖ Objectives
- ❖ Media
- ❖ Target Market
- ❖ Messaging
- ❖ Creative
- ❖ Campaign Schedule/Budget
- ❖ Feedback
- ❖ Implementation

Executive Summary

Rochester Teen Court has faced lack of public acceptance of the benefits of the program.

The enclosed marketing plan offers the client solutions on how to increase awareness of Teen Court in the community and the upcoming Raise the Age law.

Campaign Strategy Overview

- ❖ Create an **informational and inspiring content marketing campaign** to reach the Rochester community.
- ❖ Take advantage of the **relevance and timeliness of the Raise the Age law** going into effect in order to promote Rochester Teen Court.
- ❖ Capitalize on the **benefits of Rochester Teen Court** in comparison to juvenile and criminal court systems.
- ❖ Publish informational content about Raise the Age and Teen Court via online tactics.

Value Proposition

- ❖ Rochester Teen Court **offers teens a second chance** after committing their first offense, which leads to brighter futures.
- ❖ This court is unique because it is made up **entirely of teenagers**.
- ❖ This system **reduces recidivism** when compared to the adult court system, and teens become productive members in a **safer society**.



Objectives

- ❖ Increase awareness and support for Teen Court in the Rochester community
- ❖ Educate the community on Raise the Age NY

How? Content!

- ❖ A content campaign focused on Raise the Age law and the benefits of Teen Court
- ❖ Convince the public that Teen Court is the best option.



Media Mix

Social media, infographics, and emails



Target Market

- ❖ A35-64, parents, grandparents, and guardians of teens
- ❖ School principals, teachers, school counselors
- ❖ Community leaders/influencers

Why the caretakers?

- ❖ Teens do not care about Teen Court until they are arrested
- ❖ Guardians are always looking out for child's wellbeing

	Facebook	Instagram	Twitter
30-49	78%	40%	27%
50-64	65%	21%	19%

Target Profile - Facebook/Instagram



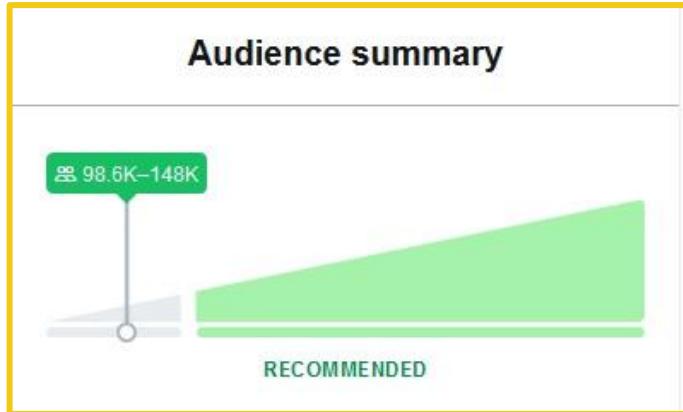
- ❖ Grandparents in Rochester, NY: 45,000 people
- ❖ Parents of teens in Rochester, NY: 24,000 people
- ❖ Teachers, school counselors, principals in Rochester, NY: 66,000 people



Target Profile - Twitter



- ❖ Grandparents and parents in Rochester, NY: 98,000 - 148,000 people
- ❖ Teachers, school counselors, principals in Rochester, NY: 6,400 - 9,600 people



Messaging



Teen Court

- ❖ Educational information about the program
- ❖ Emotional and inspiring stories, testimonials

[Link to content calendar](#)

Raise the Age

- ❖ Educational information about the law
- ❖ Emotional facts about the negative effects of teens in adult prisons and why the law is important

Caretakers: Earned Media Messaging



Parents, Guardians, Grandparents, Teachers, School Counselors, Principals

Audience	Tactics	Objective	Key Message	Calls to Action
A35-64	Facebook Twitter Instagram	Inform guardians about Raise the Age Educate them on the benefits of Teen Court to the local community	Inspire Encourage guardians to learn about the Raise the Age law, and benefits of Teen Court	“Share your own second chance success story” #RocTeenCourt #RaisetheAgeNY

Caretakers: Paid Media Messaging



Parents, Guardians, Grandparents, Teachers, School Counselors, Principals

Audience	Tactics	Objective	Key Message	Calls to Action
A35-64	Facebook Ads Instagram Ads Twitter Sponsored Posts	Inform guardians about Raise the Age Educate them on the benefits of Teen Court to the local community	Inspire Encourage guardians to learn about the Raise the Age law, benefits of teen court	“Learn how Raise the Age and Teen Court can allow troubled Rochester teens a second chance at success.”

Caretakers: Owned Media Messaging



Parents, Guardians, Grandparents, Teachers, School Counselors, Principals

Audience	Tactics	Objective	Key Message	Calls to Action
A35-64	Blog Facebook Posts Twitter Posts Instagram Posts	Inform guardians about Raise the Age Educate them on the benefits of Teen Court to the local community	Inspire Encourage guardians to learn about the Raise the Age law, benefits of teen court	<ul style="list-style-type: none">• Subscribe to our blog to...• Follow us on Twitter to...• Like us on Facebook to...• Follow us on Instagram to... Learn how Raise the Age will affect the Rochester community Read success stories of Teen Court giving Rochester teens a second chance at a bright future

Community Leaders & Influencers



Owned Media Messaging

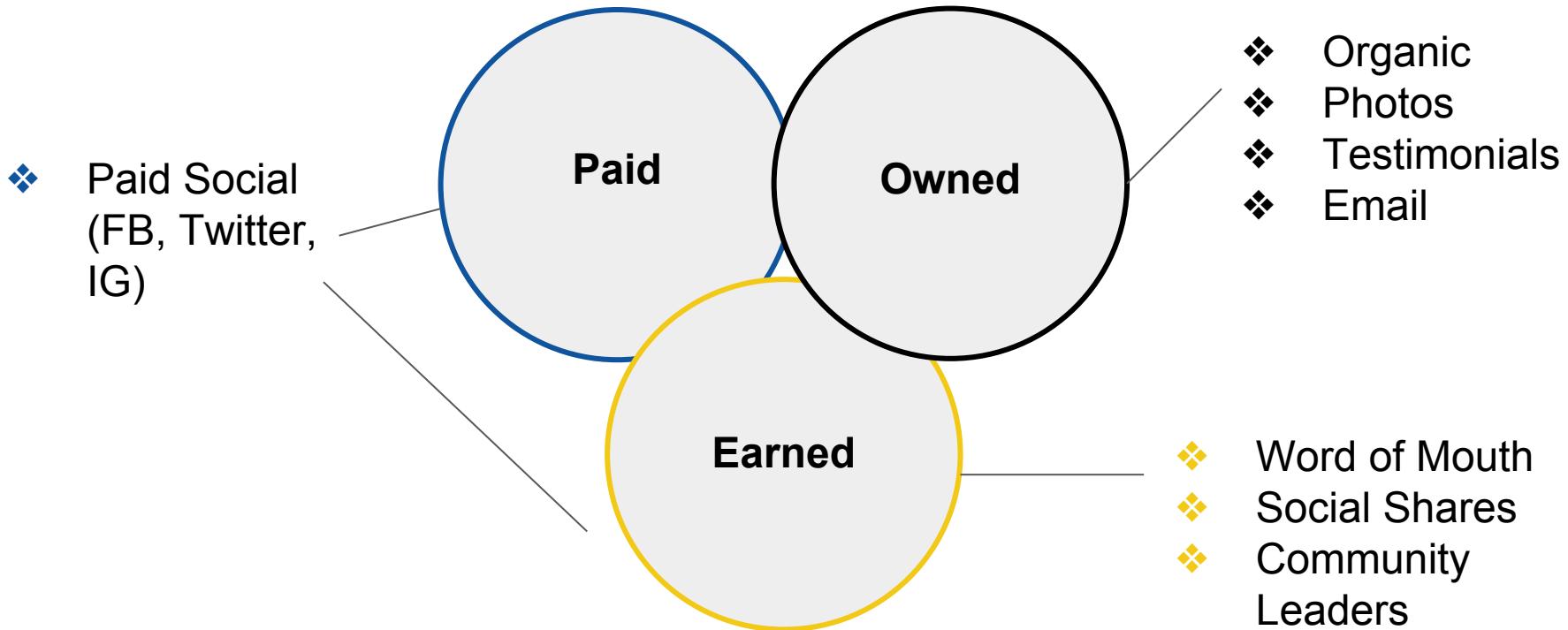
Audience	Tactics	Objective	Key Message	Calls to Action
A21-64	Email Marketing	Inform leaders about Raise the Age Educate them on the benefits of Teen Court to the local community	Inspire Encourage community leaders and influencers to learn about the Raise the Age law, benefits of teen court	“Sign up for monthly updates on Rochester Teen Court and Raise the Age”

Creative Requirements

- ❖ **Images:** stock photos of teens, courtrooms
- ❖ **Video:** trim current video into 60 second clips for social media promotion
- ❖ **Infographics** for digital media



Creative Tactics



Paid - Facebook Examples for Raise the Age



Educational

The Center for Youth
Sponsored

Like Page

NY was 1 of only 2 states that didn't recognize what research & science confirmed—prosecuting teens as adults didn't work for them or public safety. This will change when #RaiseTheAgeNY takes effect next month. Learn more about this critical new law: (bitly)

RAISE the AGE | NY

Raise the Age NY
#RaiseTheAgeNY
ROCHESTER CENTER FOR YOUTH

Learn More

20 562 Comments 311 Shares

Like Comment Share

Educational

RAISE the AGE | NY
The Center for Youth
Sponsored

#RaiseTheAgeNY takes effect next month. This is a crucial reform for teens in our justice system and #ROC must be ready. Learn about the new law: (create bitly)

RAISE the AGE | NY

What is MY waiting for?
The majority of states have raised the age of criminal responsibility to 18. A few states still consider 17 as an adult, while only 3 states treat 16-year-olds as adults—referred to as the "adults under 18" states: NY, NC, CT.

How long is temporary?
Age of criminal responsibility in NY is temporarily set at 16, with a provision to raise the age over time.

1940
1961
2007

RAISE the AGE CT

NY & NC Stand Alone
Connecticut's prison system will raise the age of adult criminal responsibility to 18, making NY and NC as the only two states treating teens 16

Raise the Age NY
#RaiseTheAgeNY
Rochester center for youth

Learn More

562 Comments 311 Shares

Like Comment Share

Emotional

The Center for Youth
Sponsored

Like Page

Teens incarcerated in adult prisons are more likely to be re-arrested and suffer physical and emotional abuse. #RaiseTheAgeNY will protect teens and the public's safety when the new law goes into effect next month. Get the facts: (bitly)

Did you know?
AROUND 80% OF YOUTH RELEASED FROM ADULT PRISONS REOFFEND, OFTEN GOING ON TO COMMIT MORE SERIOUS CRIMES.

The Center for Youth
Your issues. Your way.

<http://raisetheageny.com/get-the-facts>

Raise the Age NY

#RAISETHEAGENY

Learn More

562 Comments 311 Shares

Like Comment Share

Paid - Facebook Examples for Teen Court



Educational



Emotional



Paid - Instagram Examples



TC/RTA Emotional

Instagram

The Center for Youth Sponsored



Did you know?

YOUTH IN ADULT JAILS & STATE PRISONS ARE 8X MORE LIKELY TO COMMIT SUICIDE THAN IN A JUVENILE FACILITY.



[Learn More](#)

416 likes

The Center for Youth Rochester Teen Court and the new Raise the Age NY Law give teens second chances and brighter futures. #RocTeenCourt

RTA Educational

Instagram

The Center for Youth Sponsored

WHAT IS RAISEtheAGE | NY

Phase one:
Starting October 2018, 16 year olds will no longer be automatically charged as adults when committing a crime. They will be sent to courts dedicated to youthful offenders.

We want that court to be Center for Youth's Teen Court.



[Learn More](#)

416 likes

The Center for Youth Raise the Age NY will be coming into effect starting in October for 16 year olds. Stay informed and learn more about the law.

TC Emotional

Instagram

The Center for Youth Sponsored



[Learn More](#)

416 likes

The Center for Youth 'Teen Court saved me from jail time. I learned my lesson and won't do it again.'

Paid - Twitter Examples



TC - Emotional

 **The Center for Youth**
@AdParlorDev

#ROCTeenCourt makes sure that teens' first encounter with the law and justice system is a positive experience. Learn more: (bitly)

4:27 PM - 27 Apr 2018



Rochester Center for Youth
★★★★★ 27 ratings
Category



416 647 ...
Promoted

RTA/TC - Volunteers

 **The Center for Youth** @Center4Youth

The Center for Youth is seeking volunteers! Teens in need of fulfilling volunteer requirements or wanting to learn more about the law can sign up today!

 **Rochester Teen Court**

Does your teen need to fulfill a **volunteer requirement** for school?
or
Does your teen want **more experience** in law processes?

Monroe County youth aged 14-18 can volunteer for **Teen Court** as:
-Teen attorneys
-Jurors

 **Have them sign up today!**

416 647 ...
Promoted

Owned - Infographic Examples



WHAT IS TEEN COURT?

When teens aged 16-18 commit minor offenses and accept responsibility in a traditional court, they can be sent to Rochester Teen Court to have a jury of teens recommend a sentence that fits their crime.

The adult jail system is no place for teens, and Teen Court helps prevent that.



WHAT IS RAISEtheAGE | NY

Phase one:

Starting October 2018, 16 year olds will no longer be automatically charged as adults when committing a crime. They will be sent to courts dedicated to youthful offenders.

We want that court to be Center for Youth's Teen Court.



Owned - Infographic Examples



The infographic features the 'The Center for Youth' logo with the tagline 'Your issues. Your way.' and the 'RAISE the AGE | NY' logo. The background is yellow. Text on the left side reads: 'When phase one of Raise the Age is implemented in October 2018, Center For Youth's Rochester Teen Court needs to be the court that accepts these teens' cases. Teen Court's main objective is to ensure a teen's first encounter with the criminal justice system is his or her last. Let's make it happen.' Below the text is a photograph of two hands, one white and one dark-skinned, clasped together. The background of the infographic has a subtle grid pattern.



The infographic features the 'The Center for Youth' logo with the tagline 'Your issues. Your way.' and the 'Rochester Teen Court' logo. The background is yellow. Text on the left side reads: 'Does your teen need to fulfill a **volunteer requirement** for school? or Does your teen want **more experience** in law processes?' Below this, it says: 'Monroe County youth aged 14-18 can volunteer for **Teen Court** as: -Teen attorneys -Jurors'. At the bottom, there is a blue pen icon and the text 'Have them sign up today!'. The background of the infographic has a subtle grid pattern.

Owned - Infographic Examples



Owned - Email Marketing

- Informative email sent to Rochester community leaders
- Goal is to have them spread the word about Teen Court/Raise the Age

(Insert name),

On April 10, Governor Cuomo signed into law the “Raise the Age” legislation that was included as part of the NYS budget. Thanks to this law, tens of thousands of New York’s youth who are arrested will be treated in an age-appropriate manner, offering them an opportunity to turn their lives around.

With Raise the Age coming into effect this year, Teen Court is looking to spread awareness and will need more teen volunteers. Knowing how much of an impact you have in the community, we would greatly appreciate if you could spread the word! You can learn more here:

- <http://raisetheageny.com/about-us>
- <http://centerforyouth.net/program/rochester-teen-court/>

Thanks,
Rochester Center for Youth



Earned

- ❖ Word of mouth
- ❖ Social media shares and tags
- ❖ Community leaders/influencers sharing content with their networks
- ❖ News mentions (shareable)

Campaign Schedule

- ❖ September: Promote **Raise the Age** content
- ❖ October: Promote **Raise the Age and Teen Court** content
- ❖ November: Promote **Raise the Age and Teen Court** content
- ❖ December: Promote **Teen Court** content

	September				October				November				December			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Facebook/Instagram																
Twitter																
Email																

Budget

\$1,220 for four months (\$5 per day for FB/IG and Twitter)

- ❖ Facebook/Instagram: \$650
- ❖ Twitter: \$515
- ❖ Canva: \$55

	September				October				November				December			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Facebook/Instagram																
Twitter																
Email																

Feedback & Measurement

Facebook, Instagram, Twitter

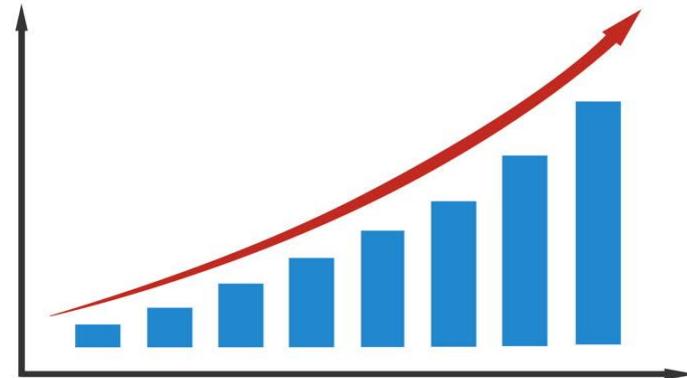
- ❖ Impressions
- ❖ Reach
- ❖ Link clicks
- ❖ Engagement (comments, reactions, shares)

Landing pages

- ❖ Pageviews
- ❖ Time on page

Conversions

- ❖ Donations
- ❖ Volunteers



Implementation - Client

- ❖ **Compile list of emails** for community leaders/influencers (September)
- ❖ **Write four emails** to send to community leaders/influencers (one per month starting in September)
- ❖ **Write three blog posts** (October)
 - One post about why Raise the Age is important for parents/guardians
 - One post about why Raise the Age is important for teachers, school counselors, principals
 - One post about why Raise the Age is important for community leaders/influencers
- ❖ **Contact Aaron Frazier and other Teen Court ambassadors** for testimonials and guest blog posts (October - November)

Implementation - Intern

- ❖ **Listen and monitor social media** for #RaisetheAgeNY and #ROCTeenCourt to retweet and share content (September - December)
- ❖ **Choose stock photos** (September - December)
 - Free resources include Shutterstock or istock
- ❖ **Create infographics** (September - December)
 - Resource: Canva
- ❖ **Write social media posts** for the Center for Youth's Facebook, Instagram, and Twitter accounts (September - December)
 - **Boost Facebook posts** using Facebook Ads Manager
 - **Create Facebook, Instagram, and display ads** using Facebook Ads Manager
 - **Promote tweets** using Twitter Ads
- ❖ **Generate monthly reports** (based on slide 27 - feedback and measurement)

Thank you!

Questions?

Appendix

Slide 17 - Paid Facebook Raise the Age

- Example 1 - Facebook ad to create awareness of Raise the Age NY using a stock Raise the Age NY photo.
- Example 2 - Facebook ad informing audience that Raise the Age NY is coming into law. This ad uses an example infographic.
- Example 3 - Emotional Raise the Age Ad
- The goal for all ads is to drive clicks to the Raise the Age NY Website

Appendix

Slide 18 - Paid Facebook Teen Court

Example 1

- Facebook ad telling the benefits of teen court and using a photo of a teen attorney in court.
- Purpose is to drive our target to the Teen Court Website to learn more

Example 2

- Facebook ad using testimonial and photo from a teen showing how Teen Court gave them a better future after making a mistake.
- This ad's purpose is to drive awareness of Teen Court and traffic to the Teen Court website to learn more.

Appendix

Slide 19

- Instagram Examples. The first two examples are used to drive our target to the RTA website.
- The third example is another testimonial example using emotion to lead our target to learn more about Teen Court.
- Instagram is a more visual platform to attract our target eyes, using less text in the description..

Appendix

Slide 20

Twitter Example 1

- Use a shortened version of the Teen Court video (60 seconds) aimed at our targets emotions. Goal is to get clicks to the Teen Court website.

Twitter Example 2

- Ad to get teens to volunteer at the Center for Youth.

Appendix

Slide 8 - Twitter ad targeting for parents and grandparents

▼ Demographics

Define your audience by selecting a combination of characteristics

Select gender

Any gender Male Female

Select age

All ages Age range

35 and up

Select location, language, technology

Target people by location, language, platform, device, carrier, or OS version.

All Rochester, New York

Locations

Rochester NY

▼ Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics.

All Search

Import multiple keywords and follower look-alikes

Recommendations

Keywords

parenting teens

Interests

Dads, Moms

Behaviors

Child rearing high school graduation in ...

Appendix

Slide 8 - Twitter ad targeting for teachers

▼ Demographics

Define your audience by selecting a combination of characteristics.

Select gender

Any gender Male Female

Select age

All ages

Age range

21 and up 

Select location, language, technology

Target people by location, language, platform, device, carrier, or OS version.

All Rochester, New York 

Locations

Rochester NY 

▼ Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics. 

All Search 

Import multiple keywords and follower look-alikes

Recommendations 

Keywords

teacher  teaching 

Interests

Education news and general info 

Appendix - Content Calendar for September

Post	Image/video	Topic	Schedule	Platform	Audience	Minimum Budget	Link to
WEEKS 1 & 2							
NY was 1 of only 2 states that didn't recognize what research & science confirmed—prosecuting teens as adults didn't work for them or public safety. This will change when #RaiseTheAgeNY takes effect next month. Learn more about this critical new law: (bitly)	intern will choose stock photo or create infographic	Raise the Age - Educational	9/1/18 - 9/14/18	Facebook	Parents, grandparents & teachers	\$70	http://raisetheageny.com/about-us
#RaiseTheAgeNY takes effect next month. This is a crucial reform for teens in our justice system and #ROC must be ready. Learn about the new law: (create bitly)	intern will choose stock photo or create infographic	Raise the Age - Educational	9/1/18 - 9/14/18	Twitter	Parents, grandparents & teachers	\$70	http://raisetheageny.com/about-us
Client will write email	n/a	Raise the Age - Educational	Send 9/4/18	Email	Leaders/influencers	free	http://raisetheageny.com/about-us
Weeks 3 & 4							
Teens incarcerated in adult prisons are more likely to be re-arrested and suffer physical and emotional abuse. #RaiseTheAgeNY will protect teens and the public's safety when the new law goes into effect next month. Get the facts: (bitly)	intern will choose stock photo or create infographic	Raise the Age - Emotional	9/15/18 - 9/30/18	Facebook	Parents, grandparents & teachers	\$75	http://raisetheageny.com/get-the-facts
Teens are 36 times more likely to commit suicide in an adult prison than in a juvenile facility. #RaiseTheAgeNY goes into effect next month to keep youth out of adult facilities. Get the facts: (bitly)	intern will choose stock photo or create infographic	Raise the Age - Emotional	9/15/18 - 9/30/18	Twitter	Parents, grandparents & teachers	\$75	http://raisetheageny.com/get-the-facts

Appendix - Content Calendar for October

Post	Image/video	Topic	Schedule	Platform	Audience	Minimum Budget	Link to
WEEKS 1 & 2							
Did you know: if your 16- or 17-year-old is arrested the police don't have to call you even though you're the parent? #RaiseTheAgeNY will change that. Learn more:	intern will choose stock photo or create infographic	Raise the Age - Educational	10/1/18 - 10/14/18	Facebook	Parents/grandparents	\$70	new content written by client
Only about one-third of teens returning from adult prisons in New York return to school. #RaiseTheAgeNY can help increase graduation rates. Learn more:	intern will choose stock photo or create infographic	Raise the Age - Educational	10/1/18 - 10/14/18	Facebook	Teachers	\$70	new content written by client
Weeks 3 & 4							
Rochester Teen Court provides education to youth about the judicial process, promotes accountability for those who commit crimes, and reinforces responsibility in society. Learn more: (bitly)	intern will choose stock photo or create infographic	Teen Court - Educational	10/15/18 - 10/30/18	Facebook	Parents/grandparents & Teachers	\$75	http://centerforyouth.net/program/rochester-teen-court/
#ROCTeenCourt makes sure that teens' first encounter with the law and justice system is a positive experience. Learn more: (bitly)	intern will choose stock photo or create infographic	Teen Court - Educational	10/15/18 - 10/31/18	Twitter	Parents/grandparents & Teachers	\$75	http://centerforyouth.net/program/rochester-teen-court/
Client will write email	n/a	Teen Court - Educational	Send 10/23/18	Email	Community leaders/influencers	free	http://centerforyouth.net/program/rochester-teen-court/

Appendix - Content Calendar for November

Post	Image/video	Topic	Schedule	Platform	Audience	Minimum Budget	Link to
Weeks 1-4: ALL MONTH							
#RaiseTheAgeNY has been in effect for over a month now, and Rochester Teen Court has been pivotal to making this new law a success. Read more:	intern will choose stock photo or create infographic	Teen Court/Raise the Age - Educational	11/1/18 - 11/30/18	Facebook	parents, grandparents & teachers	\$150	new content written by client
#ROCTeenCourt sees a spike in teen volunteers since #RaiseTheAgeNY law went into effect. Read more:	intern will choose stock photo or create infographic	Teen Court/Raise the Age - Educational	11/1/18 - 11/30/18	Twitter	parents, grandparents & teachers	\$150	new content written by client
Client will write email	n/a	Teen Court/Raise the Age - Educational	Send 11/13/18	Email	Community leaders/influencers	free	new content written by client
Weeks 1 - 3							
"Rochester Teen Court truly does change lives. It gives countless at-risk youths a second chance to live to their fullest potential and become assets to their community. It has given me the courage, insight, professional network and discipline necessary to become the first of my family not only to attend law school but also to graduate from college." -Aaron F., former teen court defendant	photo provided by Aaron Frazier	Teen Court - Emotional	11/1/18 - 11/14/18	Facebook	parents, grandparents & teachers	\$70	blog post from Aaron Frazier
#ROCTeenCourt truly changes lives. Read how Aaron F. went from defendant to Harvard law school grad: (bitly)	photo provided by Aaron Frazier	Teen Court - Emotional	11/7/18 - 11/21/18	Twitter	parents, grandparents & teachers	\$70	blog post from Aaron Frazier

Appendix - Content Calendar for December

Post	Image/video	Topic	Schedule	Platform	Audience	Minimum Budget	Link to
WEEKS 1 - 2							
Teens impacted by teen court (stories): intern will share content from #ROCTeenCourt and #RaiseTheAgeNY	n/a	Teen Court - Emotional	12/1/18 - 12/15/18	Facebook	parents, grandparents & teachers	\$75	n/a
Teens impacted by teen court (stories): intern will retweet content from #ROCTeenCourt and #RaiseTheAgeNY	n/a	Teen Court - Emotional	12/1/18 - 12/15/18	Twitter	parents, grandparents & teachers	\$75	n/a
Weeks 3 & 4							
[no content during this time - people are too distracted during the holidays]	n/a	n/a	n/a	n/a	n/a	n/a	n/a