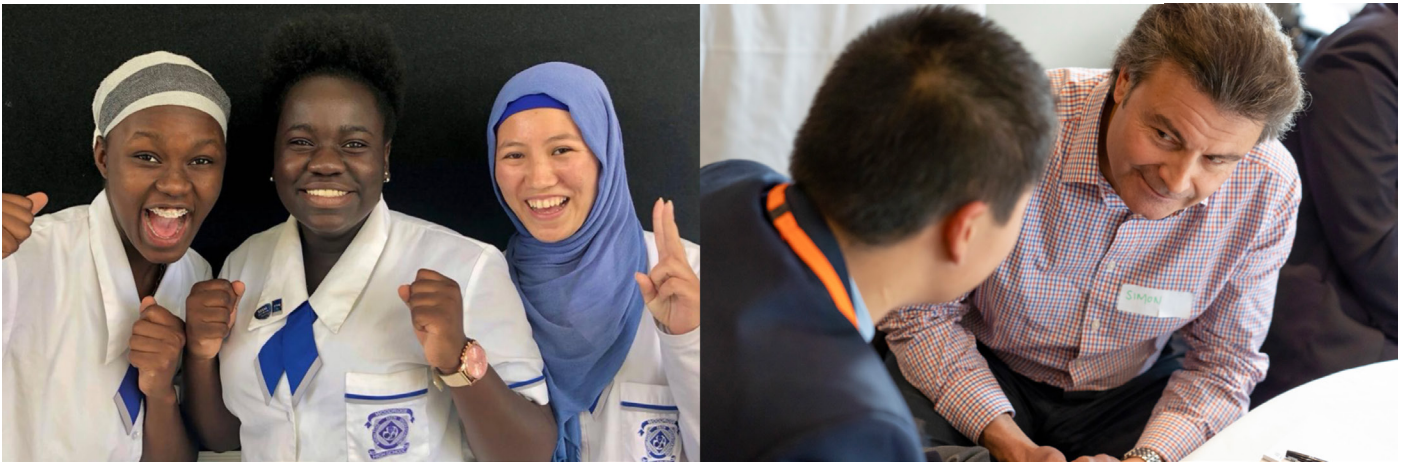


ABCN

Foundation



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APRIL

2024

ABCN FOUNDATION	1
CURRENT COMMUNICATIONS	2
ORGANISATIONAL OBJECTIVES	3
PROPOSED TACTICS	4
TARGET STAKEHOLDERS	5
SWOT ANALYSIS	6
MONITORING AND EVALUATING	7
PROJECT TIMELINE	8
DELIVERABLES	9
DELIVERABLES NOT USED	29
FINAL ANALYSIS	31
REFERENCE LIST	32



ABOUT

The Australian Business and Community Network (ABCN) is a not-for-profit organisation. Founded in 2005, ABCN partners businesses and schools to address educational disparity in our country.

In 2013, ABCN established The ABCN Foundation to award mentoring and financial scholarships to high-potential/high-performing students whose circumstances impact their ability to complete high school and pursue tertiary pathways (ABCN, 2024).

Their mission, 11 years on remains the same - to create mutually beneficial partnerships between businesses and schools to support the development of students' skills, confidence, and aspirations so they can achieve more than they thought was ever possible (ABCN, 2024).

PROGRAM

The Foundation offers a program designed to support scholars from disadvantaged backgrounds by providing them with access to mentoring, work experience opportunities and financial assistance. They achieve this through the provision of a three-year financial and corporate mentoring support scholarship, Accelerate. In 2022, the ABCN Scholarship Foundation awarded a record number of 45 Accelerate scholarships.

PARTNERSHIPS / IMPACT

The ABCN Foundation collaborates with a wide range of businesses including KPMG, TAL and PVH, schools, government agencies and community groups to achieve their mission. These partnerships enable the Foundation to leverage resources and expertise from various sectors to support the Accelerate program. The ABCN Foundation aims to make a positive impact to the lives of young Australians who are faced with socio-economic challenges by empowering them to reach their full potential.

“TOGETHER, WE WILL ENABLE THE NEXT GENERATION OF STUDENTS TO BE EMPOWERED FOR TOMORROW”

ABCN Foundation

CURRENT COMMUNICATIONS

END OF FINANCIAL YEAR (EOFY) APPEAL

The ABCN Foundation's current communications plan is focused on their End-of-Financial-Year (EOFY) Appeal. The appeal provides an opportunity for individuals and businesses to maximise their impact through charitable giving. It is the center of the ABCN Foundation's communications plan and has been successful in reaching students and acquiring businesses/mentors to support the Foundation. However, leveraging social media consistently throughout the year is required to keep members engaged. The challenges for the ABCN Foundation are:

CHALLENGES

The ABCN Foundation has placed too much reliance on the EOFY Appeal to attract business support. Leveraging social media platforms like LinkedIn, Instagram and Facebook with consistent posts is necessary to keep members engaged year-round.

The ABCN Foundation's messaging across their communication channels doesn't have a clear target audience. The current messaging has a strong focus on the retelling of events, but lacks a consistent call-to-action to incentivise business leaders to support through mentorship and financial assistance.

SUGGESTIONS

To overcome this, the ABCN Foundation must adapt their messaging to include calls to action to strike a chord with new business leaders. This will require messaging centered on both student and mentor testimonies and the positive impact the relationship has had on both parties.

In addition, the ABCN Foundation's communication plan targets the existing followers of the ABCN through LinkedIn, Instagram, Facebook and Electronic Direct Mail (EDM's). It is recommended these channels be expanded to include a community Facebook page, to target current and past students, providing a space of open communication as part of a wider group of ABCN scholars and alumni.

ORGANISATIONAL OBJECTIVES

PROPOSED OBJECTIVES

The proposed objectives for the ABCN foundation are:

1. Increase donations, mentors and partnerships to address limited resources and expand support for the ABCN Foundation's scholarship program (Accelerate)
2. Enhance engagement with EDM's to effectively communicate achievements and initiatives, ensuring stakeholders are informed and involved in the foundation's activities
3. Establish a platform for student interaction and communication through the creation of a Facebook group, fostering connections and support among scholars and stakeholders alike.
4. Improve visibility and outreach through diversifying communication channels to attract new audiences, engage potential mentors and donors, and amplify the importance of the ABCN Foundation scholarship programs. This will involve leveraging short-form social media videos on Instagram and Facebook, utilising storytelling techniques to convey impact.

PROPOSED TACTICS

PROPOSED TACTICS

We propose the following tactics to achieve the ABCN Foundation's objectives:

01 FACEBOOK COMMUNITY

An ABCN Facebook community page will serve as a space for past and current scholars to communicate, fostering lifelong connections. In the future we hope the page will become a valuable resource for mentors, donors, and supporters to learn more about ABCN's initiatives through informative posting and interaction. Information about the Facebook page will also be shared at the student summit and alumni will be notified in an email to attract engagement.

02 ELECTRONIC DIRECT MAIL (EDM'S)

Electronic Direct Mail (EDM) campaigns will be used to keep stakeholders informed about recent achievements and initiatives in a refreshing and digestible format. The emails will serve to educate subscribers about the impact of the ABCN Foundation's program, increasing engagement across various platforms. EDMs will feature concise updates, visuals and a call-to-action to encourage recipients to get more involved.

03 SHORT-FORM SOCIAL MEDIA VIDEOS

Two short-form videos between 60-90 seconds will be designed for Instagram, Facebook, and LinkedIn. The videos will consist of interview snippets from past ABCN scholars to showcase the impact the program has on student development. The short-form videos will show scholars sponsored by companies such as PVH or Tal, to inspire other business leaders to partner with the Foundation. Through collaborative efforts, strategic tagging and storytelling, the videos will attract new audiences and encourage engagement with the ABCN Foundation.

TARGET STAKEHOLDERS

BENEFICIARIES AND COMMUNITY MEMBERS

This group includes students who are part of the program, families, educational institutions and local communities. Ongoing interaction between students and alumni should be encouraged to build strong connections and foster a sense of community even after the end of the program.

DONORS AND SPONSORS

This group consists of individuals who donate money, time or resources. This includes corporations and philanthropic organisations including trusts. Companies are the primary entities involved in the network, as they fund and mentor scholarship students. There is a need for more active involvement to sustain growth and to ensure the program remains sustainable. Businesses that work alongside the ABCN Foundation supply mentors who will be guiding the scholarship students. Since there is a high demand for mentorships, it is important to leverage this to engage and generate active interest among potential mentors.

PARTNERS AND ORGANISATIONS

This group includes government entities, academic institutions and not-for-profit organisations. The ABCN Foundation should showcase more of the scholars' accomplishments to attract schools to introduce the program to students.

SWOT ANALYSIS



S

STRENGTHS

- The Foundation has strong ties with renowned organisations, including KPMG, CBA and Adobe.
- Successful mentorship program with measurable outcomes
- High demand for the scholarship program. A record number of 45 scholarships were awarded to students in 2022 (ABCN, 2023)
- Steady engagement on the LinkedIn page



W

WEAKNESSES

- EDM engagement is not successful due to low readership and open rate
- Low engagement on social media channels, especially for Instagram and Facebook
- Unpredictable funding hinders the Foundation's ability to carry out new initiatives to expand its reach



O

OPPORTUNITIES

- Embracing technology will enhance the Foundation's efficiency in program delivery
- Rise in corporations being involved in activities that are socially responsible
- Utilise compelling stories of scholars to showcase mentorship accomplishment



T

THREATS

- Mentor/donor exhaustion could result in fewer donations
- Competitive environment for publicity and contributions in the not-for-profit sector
- Economic downturns or cuts to funding could impact donations and affect program quality

MONITORING AND EVALUATING

To manage the success of the campaign, the content from each platform will be tracked during the launch time and compared to past postings. This will be monitored and evaluated through the metrics on each platform for example LinkedIn. The measurements will give an indication of the assets success and can be altered if needed.

FACEBOOK COMMUNITY

We would like to see over 100 members interacting with the page within the first month of implementation, plus another 50 during the summit event where posters of the community group will be displayed around the venue. We also expect to see over 50 alumni members engaging once the email is sent, notifying them about the Facebook launch.

ELECTRONIC DIRECT MAIL (EDM'S)

We would like to see click-through rate increase by 30% once the revamped EDM's are shared with ABCN subscribers. This feature will be measured through the websites click metrics.

SHORT-FORM SOCIAL MEDIA VIDEOS

Once the videos have been posted to social media, we expect 1000 views and 50 engagements in terms of shares, likes and comments across all channels (Instagram, Facebook, and LinkedIn). This will also be measured through the metrics of engagement and reach on each site so the ABCN can adjust accordingly.

PROJECT TIMELINE

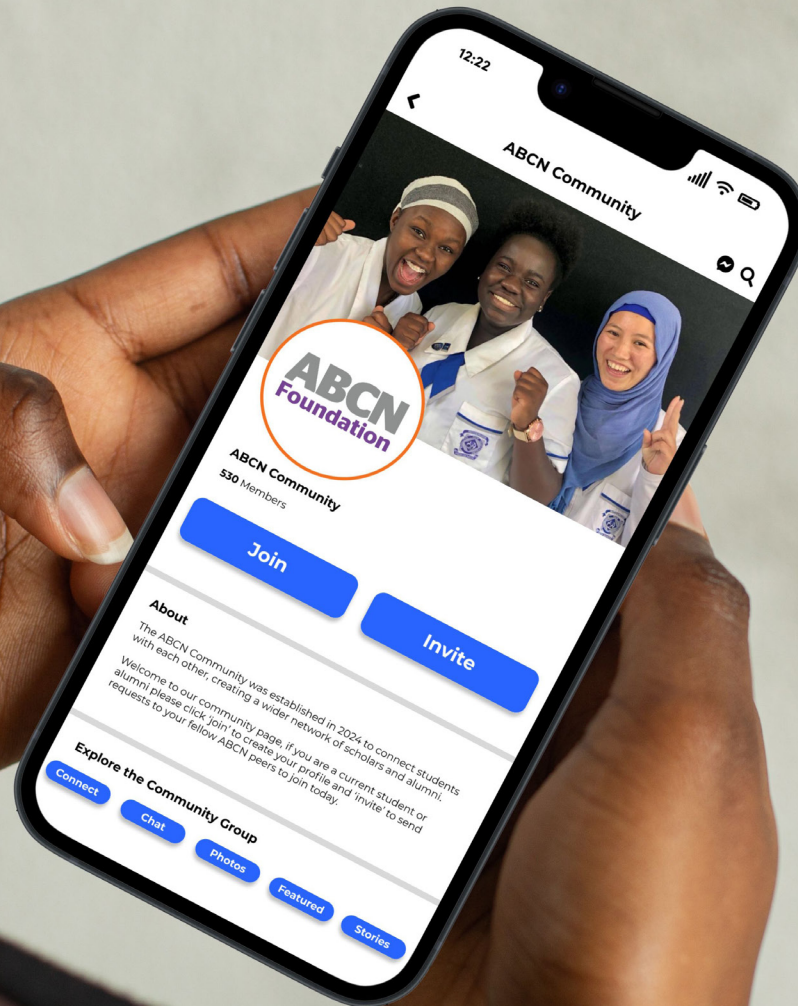
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DELIVERABLES

01 FACEBOOK COMMUNITY

02 EDM REVAMP

03 SCHOLAR INTERVIEWS



01 FACEBOOK COMMUNITY

ABCN

FACEBOOK STRATEGY

WHY A FACEBOOK COMMUNITY IS IMPORTANT

The Facebook community launch is an important step to building a wider network of scholars, especially for students from low socio-economic backgrounds. The community group will allow ABCN Accelerate members to feel a sense of belonging and support that they may not experience at home.

Young adults from low socio-economic backgrounds often face challenges in education success, including financial instability, limited access to resources and positive role models. The Facebook community will serve as a space where current scholars have 24/7 access to motivation and information through the features we have designed. The inclusion of ABCN alumni on the platform will increase tailored mentorship for students. Alumni who have navigated the program and transitioned into higher education can offer valuable advice to scholars through the 'connect', 'chat' and 'story' features. The “big sister” approach provides practical guidance, while showcasing to current students what is achievable through mentorship and perseverance.

SECURITY

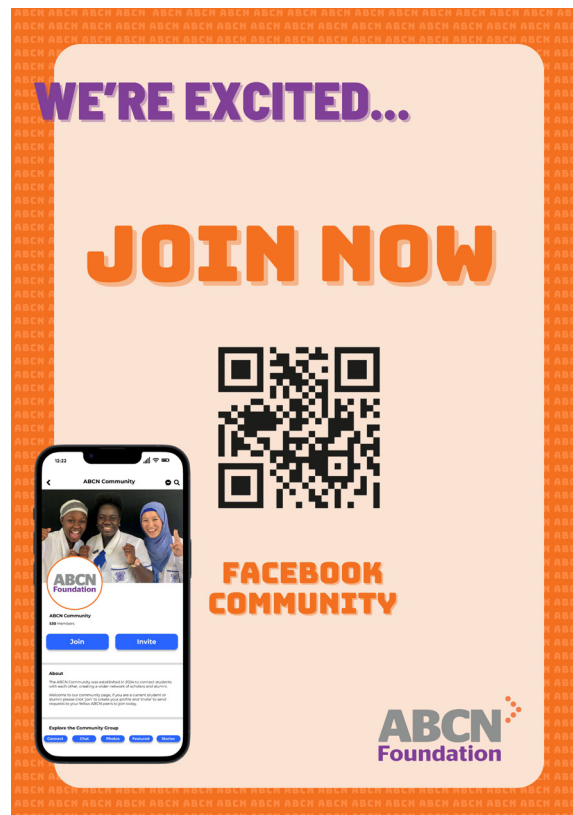
We recommend the ABCN communications lead monitor the page to ensure all members are respected while engaging with one another. By facilitating interactions between current scholars and alumni, the Facebook community group will create a wider network of support and connections to extend the foundation's vision of building a thriving community of individuals who have gone through the Accelerate program.

FOR THE FUTURE

To grow the Facebook page, we recommend the inclusion of mentors and business leaders on the platform to share their knowledge. We see this as an opportunity for members to have access to mentors from a range of industries to assist their ongoing professional and personal development. The following pages outline how we are planning to target both current students and alumni to join the group.

HOW TO: ENGAGE STUDENTS

We have chosen to focus on engaging students (from year 10 to tertiary education) attending the summit, taking advantage of the occasion where ABCN scholars will be gathered. We have designed a series of posters featuring the primary colours of the ABCN Foundation - purple, orange and grey to be placed around the event space, to boost interest around the ABCN Facebook community. When designing the posters, it was important to incorporate strong visuals and engaging text to grab the attention of scholars walking by, making them want to scan the QR code and join the network (Red17, 2023). The following page shows what the posters would look like at the summit.

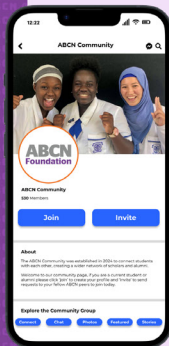


WE'RE EXCITED...

JOIN NOW



FACEBOOK
COMMUNITY



ABCN
Foundation

WE'RE EXCITED...

JOIN NOW



FACEBOOK
COMMUNITY



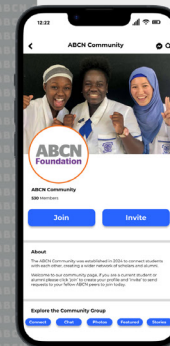
ABCN
Foundation

WE'RE EXCITED...

JOIN NOW



FACEBOOK
COMMUNITY



ABCN
Foundation

HOW TO: ENGAGE ABCN ALUMNI

While engaging scholars at the summit event, we recommend sending a personalised email to ABCN alumni (past Accelerate scholars) every 3 months to notify them about the Facebook community. The email details some of the exciting features of the page and has a QR code to make joining easy. Getting the ABCN alumni community involved in the platform is key to building a network where scholars feel comfortable sharing their stories and finding connections among like minded individuals. By nurturing this community it will not just boost the worth of our network, but also empower former students to participate in conversations and assist one another. The following page shows what the announcement would look like in an email format.



> **Saved Searches**

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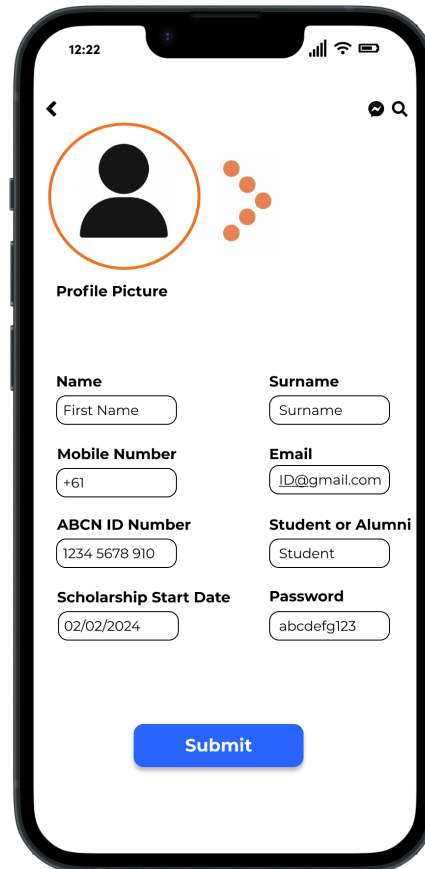
Deborah Tillman
ADAD2000.D 01/01/2004

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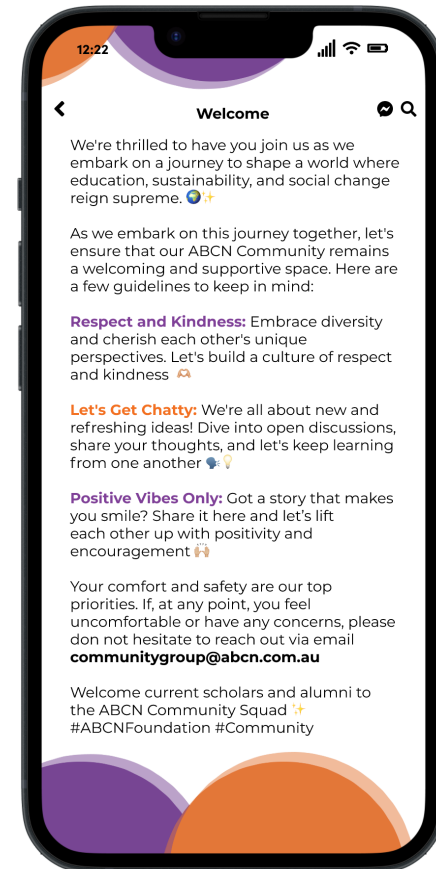
HOW TO: USE THE FACEBOOK PAGE



When scanned or searched for the 'ABCN community' on Facebook this page will appear. It outlines how to join and invite ABCN peers to become members while also linking the key features of the application: Connect, Chat, Photos Featured and Stories.

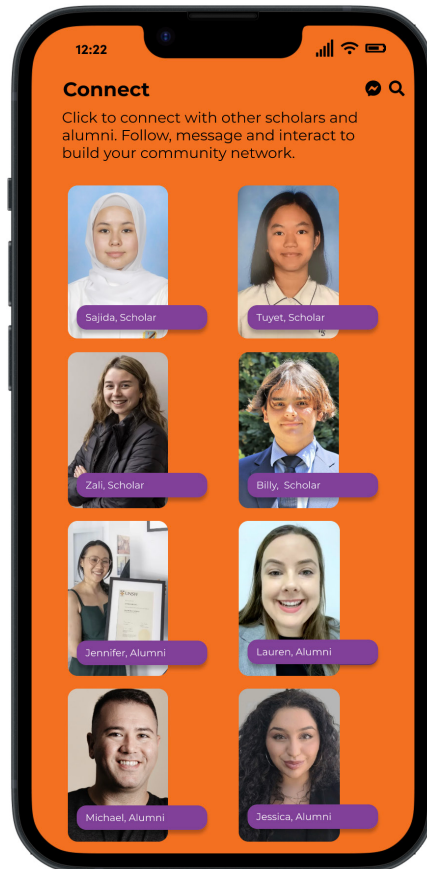


The profile page set-up was put in place to verify that everyone joining the community is a member of the ABCN scholarship program or alumni. We suggest an 'ABCN ID number' is given by the communications lead to members to assist the verification process.

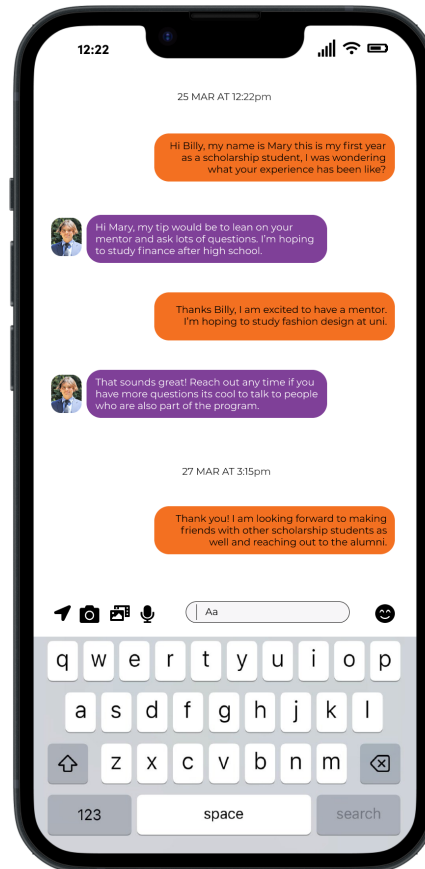


The welcome page outlines what is expected of each ABCN member while engaging with the community Facebook page. There is also a reach out email that students or alumni can contact directly if they feel unsafe. It is important that the email is monitored regularly.

HOW TO: USE THE FACEBOOK PAGE



The connect pages features a list of all the students and alumni who have joined the community. Clicking on a profile will take the user to a 'chat' function where they can engage in conversation. This is an important step in building a sense of community for ABCN members.

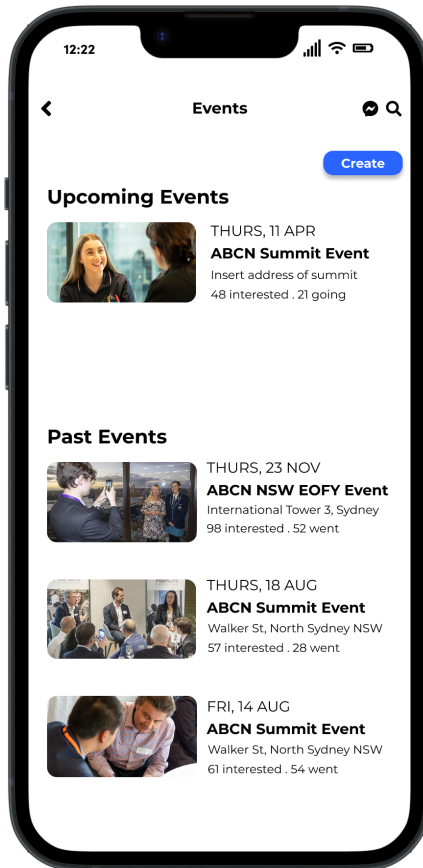


This is a mock conversation between two scholars to show what a virtual conversation could look like. This features focus is to build relationships through sharing/asking for advice and getting to know the goals and ambitions of fellow peers to grow the community network.

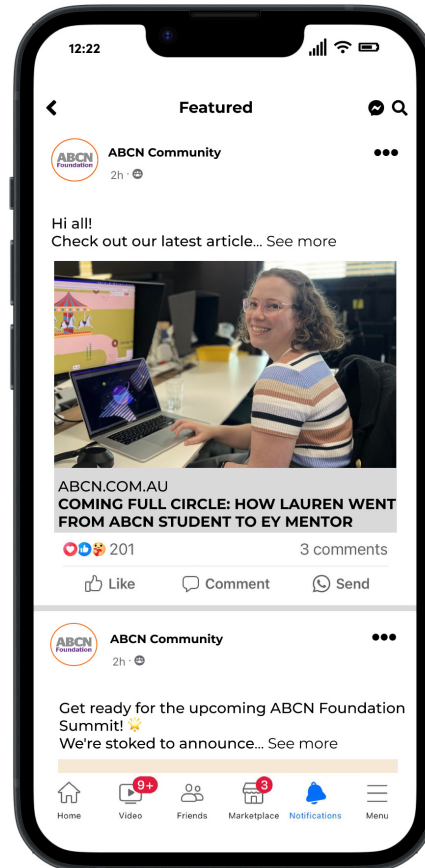


The virtual photo wall gives members the opportunity to share photos of their ABCN experiences, including events, mentor meetings and workshops. People can comment and like the visual posts to prompt a sense of community through sharing.

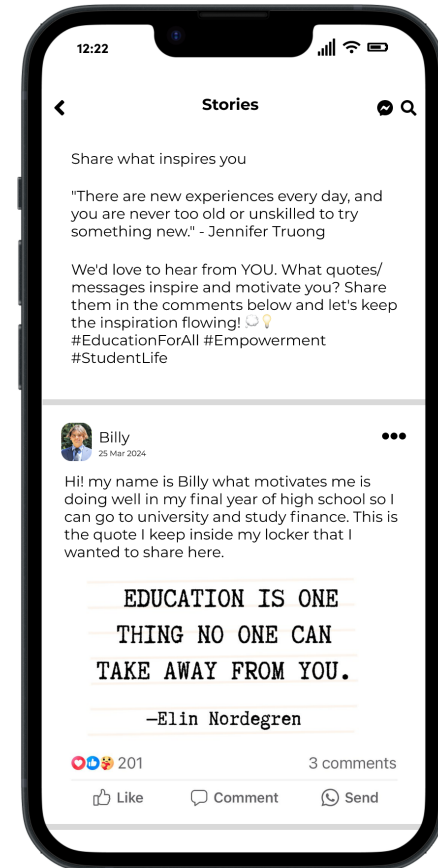
HOW TO: USE THE FACEBOOK PAGE



The events page is a key tool to keep students up to date with important events including - the annual student summit in April. This will allow for regular reminders to pop up on Facebook so scholars can start getting excited as each event nears closer and closer.



The featured page, filters all the Facebook posts from the ABCN Foundation into one section, so students and alumni can keep up to date with what is happening in the community without getting interrupted by other posts. This makes it easier to engage with the ABCN on socials.



The stories feature is an opportunity for members to share and explain moments of inspiration they have leaned on throughout their lives. All members have the opportunity to post personal testimonies as well as like and comment on others, so everyone feels heard.

CONTENT

CALENDAR EXPLANATION

A four-week content calendar has been provided to support planning Facebook community posts to engage students and alumni. The calendar has been designed to encourage student interaction to create a strong sense of community. Each week, two posts will be generated using the following template:

WEEK 1: COMMUNITY BUILDING

The ABCN Foundation will announce their code of conduct to instill behaviour expectations, all members must follow. Students and alumni will be encouraged to introduce themselves and their interests to start engagement. There will also be prompts to help ABCN members reach out to other people using the page.

WEEK 2: INSPIRATIONAL CONTENT

This involves interaction with the 'stories' feature to encourage members to share what inspires them and why, and how other members of the Facebook group can apply it to their lives - prompting the notion of 'sharing' to create a community feeling.

WEEK 3: SUMMIT WEEK

The Foundation will provide information about the student summit event during the lead up to spark excitement for scholars, this is especially important for those who haven't attended before.

WEEK 4: TESTIMONIAL WEEK

The ABCN Foundation will share scholars' achievements and will encourage members to share photos, comments and posts about their summit experience to the community Facebook page.

By facilitating interactions between current scholars and alumni, the Facebook community will create a wider network of support and connection. The following page shows an example of a mock-up content calendar the ABCN Foundation can follow to generate weekly posts.

CONTENT CALENDAR

Date/ Time	Caption	Post (Photo)	Approved	Status
WEEK 1: COMMUNITY BUILDING				
	🌟 Welcome to the ABCN Foundation Community! 🌟 We're stoked to have you join us as we embark on a journey to shape a world where education, sustainability, and social change reign supreme. 🌍🌱 As we embark on this journey together, let's ensure that our student community remains a welcoming and supportive space for everyone. Here are a few guidelines to keep in mind: 1. Respect and Kindness: Embrace diversity and cherish each other's unique perspectives. Let's build a culture of respect and kindness. 2. Let's Get Chatty: We're all about new and refreshing ideas! Dive into open discussions, share your thoughts, and let's learn from one another 💡💬 3. Positive Vibes Only: Got a story that makes you smile? Share it here and let's lift each other up with positivity and encouragement! Now, let's start things off on a positive note! We want to hear from YOU. Introduce yourself, let us know how you are involved in our community and how you are motivated to support our mission. Your voice matters and we're eager to hear it 🗣️		Mack	Complete
TUESDAY	It's Friday Introduction Time! Hey there, ABCN Community! Let's start off the weekend by getting to know each other a little better. Share your interests, hobbies, or any fun facts about yourself in the comments below! And let's give a warm welcome to our fantastic Community Manager [Mack] and our Administrator [Name]! They're here to support us every step of the way. Drop a greeting to say hi! 🙌 Can't wait to hear from you all! Let's make some connections and spread those positive vibes! 🌟 #FridayIntroduction			
FRIDAY			Mack	In Progress
WEEK 2: INSPIRATIONAL CONTENT				
	Share what inspires you "There are new experiences every day, and you are never too old or unskilled to try something new." -Jennifer Truong We'd love to hear from YOU. What quotes/messages inspire and motivate you? Share them in the comments below and let's keep the inspiration flowing! 💬💡 #EducationForAll #Empowerment #StudentLife	EDUCATION IS ONE THING NO ONE CAN TAKE AWAY FROM YOU. -Elin Nordegren	Mack	Complete
TUESDAY	🌟 Calling all students! Check out our latest post of the impactful causes by the ABCN Foundation. From promoting education and supporting students, we're on a mission to create positive change! Now, we want YOUR input! 💡 Share your thoughts, questions, or ideas about the post in the comments section below 💬🌱		Mack	In Progress
THURSDAY				
WEEK 3: SUMMIT WEEK				
	🌟 Get ready for the upcoming ABCN Foundation Summit! 🌟 We're stoked to announce an exciting line-up of keynote speakers, interactive workshops, and networking opportunities for student like YOU to get involved! 🗣️ Key Speakers: INSERT 🎯 What to Expect: INSERT Mark your calendars and get ready for an unforgettable experience that will leave you motivated and empowered! Stay tuned for more updates and registration details coming soon.			
TUESDAY			Mack	In Progress
	Calling out to all students! 🌟 We want to hear from YOU! Are you planning to attend the upcoming ABCN Foundation Summit? Cast your vote in the poll below and let us know if we'll see you there! [Poll Options] 1. Yes, I'll be there! 2. Interested 3. Unfortunately, I won't be able to make it. Your voice matters, so don't hesitate to share your plans with us! Let's make this summit the best one yet! 🌟		Mack	In Progress
THURSDAY				
WEEK 4: TESTIMONIAL WEEK				
	Hey student squad! 🗣️ Let's chat about the summit! From inspiring speakers to skill building workshops, the ABCN Summit was THE place to be! What were your favourite moments? Share your thoughts and feedback in the comments below and let's keep the conversation going 💬			
TUESDAY			Mack	In Progress
	Let's hear from one of our scholars whose life was changed by the ABCN Foundation! Meet ___, a scholarship recipient who's now pursuing ___ dreams thanks to ABCN Foundation's support. 🌟 ___ story is a testament to the power of education and the impact we can make together. 🌟 "Insert Quote from student" Let's keep the momentum going! Join us in supporting more students like ___. Together, we can make dreams come true! #SupportEducation #ChangeLives"		Mack	In Progress
THURSDAY				



02 EDM
REVAMP

ABCN

EDM STRATEGY

CURRENT STRATEGY

The ABCN's communications plan revolves around the End-of-Financial-Year (EOFY) Appeal that is then promoted on social media to attract donations. This strategy has met success, however, it leaves areas of untapped potential in 'direct' marketing strategies. While 'indirect' marketing is seen as a long-term brand-building tool, it often lacks the immediate impact (Wagner, 2023) required for time-sensitive activations such as mentor recruitment and donation drives - key aspects of the ABCN mission. We recommend shifting the spotlight back to 'direct' strategies including EDM's to re-engage business leaders.

THE REVAMP

The revamp will focus on a call-to-action approach to increase open rates, the newsletter will be sent quarterly to align with the school term. We have designed 3 templates that the ABCN communications lead can follow in the primary colours of the Foundation - purple, orange and grey. Each template has been arranged differently to keep the content fresh, however, the key sentiments shared will remain the same: Phil Gardner, CEO's quarterly report, ABCN news highlights, messages from past scholars and guidelines for how business leaders can get involved.

ADDITIONS

We recommend including scholar highlights, interesting stories and meaningful quotes as well as eye-catching visual to call business leaders to become part of the Foundation. We have added direct links to the ABCN donation drive as well as the mentor recruitment drive. Sharing heartfelt stories and calling upon members to show their support seeks to improve the EDM's click-through rate (CTR). The following slides show the EDM templates with a mock-up of how the content would be presented and shared to stakeholders via email.

EDM TEMPLATE #1



EDM

TEMPLATE #2

MESSAGE FROM OUR CEO

ABCN NEWS

ABCN MENTOR INTERVIEW

LINK TO DONATE

VISUAL





PHIL GARDNER - CEO

This year we have had over 9,000 students participate in our mentoring programs, a record for ABCN, and we have seen an improvement in student survey scores

One of the highlights of the year for me is the process we go through during Term 4 to select the Accelerate Scholarship winners, funded by generous donations to the ABCN Scholarship Foundation, and then meeting with the scholars at end-of-year events across the country. We awarded 39 scholarships to recipients from across the country. All 39 are amazing students with a wide range of backgrounds and personal stories to tell, and it is an extremely rewarding aspect of ABCN to be involved with. I really appreciate the support of our donors, and the work of the Foundation Council and the ABCN staff who make it all happen.

During 2023 we worked hard on a new five-year strategy and have placed program quality and impact at the heart of that process to ensure we continue to deepen our impact over decades to come. As a result of that work, we have made several changes to our program content and architecture for this year, and how we present them to schools and member companies.

I am also particularly pleased that we have launched a new program, **Find Your Purpose**, which has been developed in collaboration with independent charity - The Purpose Project. It is a single session three-hour program that targets Year 9-10 students to help them better understand themselves, their values, and their ambitions for life...

[Read more](#)



ABCN welcomes Brett Clark as Chair

[Read more](#)



Meet the Class of 24

[Read more](#)



Celebrating 11 Years of bridging the education gap

[Read more](#)

FROM ABCN STUDENT TO EY MENTOR: LAUREN CISLOWSKI

Lauren works in the Technology Consulting team at EY, specialising in user experience design. But that's not where the story begins...

[Read more about Lauren's story on our website](#)



CLICK HERE TO MAKE A DIFFERENCE!



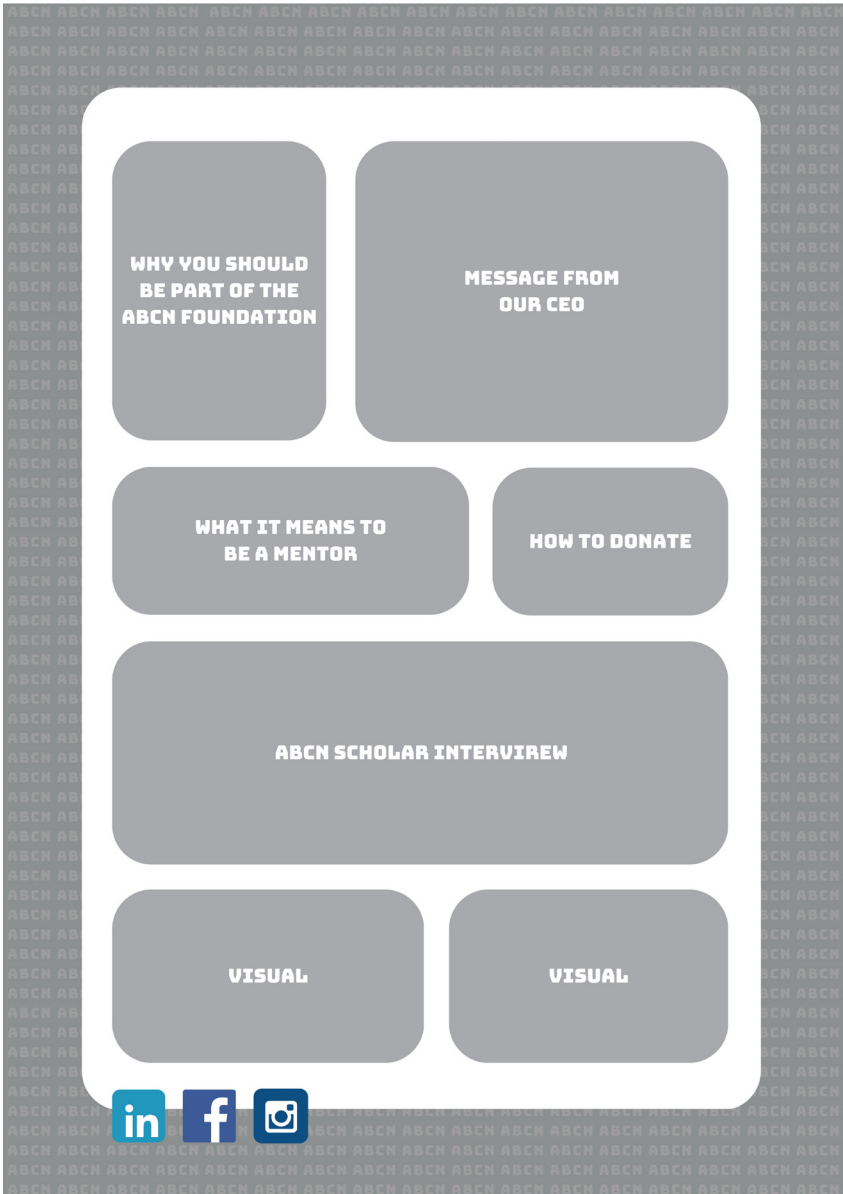




24

EDM

TEMPLATE #3





03 SCHOLAR INTERVIEWS

ABCN

INTERVIEW STRATEGY

FORMAT

The strategy behind this deliverable was to introduce Accelerate scholars through short, sharp video interviews. We interviewed ABCN alumni to showcase their personal experiences with the program and the enduring impact it has had on their lives. The interviews were edited to be between 60 - 90 seconds, to capture the audience's attention and convey each message (Apasrawirote, 2022). The video series will be posted across the ABCN's social media channels featuring two different angles. Video #1 is tailored to attract mentors, while video #2 is aimed at current scholars.

VIDEO #1: ATTRACTING MENTORS

The intention of creating this video was to highlight the impact of the Accelerate program for current/potential mentors from the standpoint of ABCN alumni, Andrew Ha. The call-to-action (CTA) approach at the end directs viewers to the mentor sign up page on the ABCN website - this CTA was done intentionally to encourage business leaders to take action, as it reiterates the purpose of the video (Chen, 2018). This is done in the hope of convincing new mentors to get involved.

VIDEO #2: ADVICE TO SCHOLARS

The second video again focuses on Andrew Ha, sharing his experiences and what he has learnt from the program. The content aims to motivate and support current ABCN scholars. We recommend the video be linked to the Facebook community page to encourage past students to share their experiences and prompt the creation of a broader network of ABCN scholars and alumni.

ABCN INTERVIEWS

VIDEO #1: ATTRACTING MENTORS

**70% OF STUDENTS IN
OUR RESEARCH AGREE
THAT THE MOST
MEMORABLE PART
OF THEIR ABCN
EXPERIENCE WAS
HAVING AND WORKING
WITH A MENTOR...**



LINK: [HTTPS://YOUTU.BE/YBOF1S1Z8B4](https://youtu.be/yBOF1S1Z8B4)

VIDEO #2: ADVICE TO SCHOLARS

**WHAT ADVICE DO YOU
HAVE FOR CURRENT
SCHOLARS HAVING
YOURSELF, COMPLETED
THE ACCELERATE
PROGRAM?**



LINK: [HTTPS://YOUTUBE.COM/SHORTS/TVXDOWI1XZQ?FEATURE=SHARE](https://youtube.com/shorts/TVXDOWI1XZQ?feature=share)

DELIVERABLES NOT USED

HOW TO: BECOME A MENTOR

Initially we crafted a post for LinkedIn to provide potential ABCN mentors with a step-by-step guide on how they can become involved. However, after discussing with Mack we realised that the ABCN already has a strong presence on LinkedIn. To align with the brief, Mack preferred us to focus on increasing engagement on social media platforms that needed attention like Instagram. Nonetheless, this post remains valuable and could be used in campaigns to draw in new mentors during times when boosting volunteer participation is crucial.

**BECOME A
PART OF THE
ABCN
FOUNDATION
AS A MENTOR**

**MAJORITY OF OUR
MEMBERS COME
FROM OUR ABCN
MEMBER COMPANY
NETWORK**



**WE OPEN UP OUR
MENTOR
RECRUITMENT
IN NOVEMBER
EACH YEAR**

**TYPICALLY, THE
TIME COMMITMENT
IS AROUND 20
HOURS OVER A
YEAR**

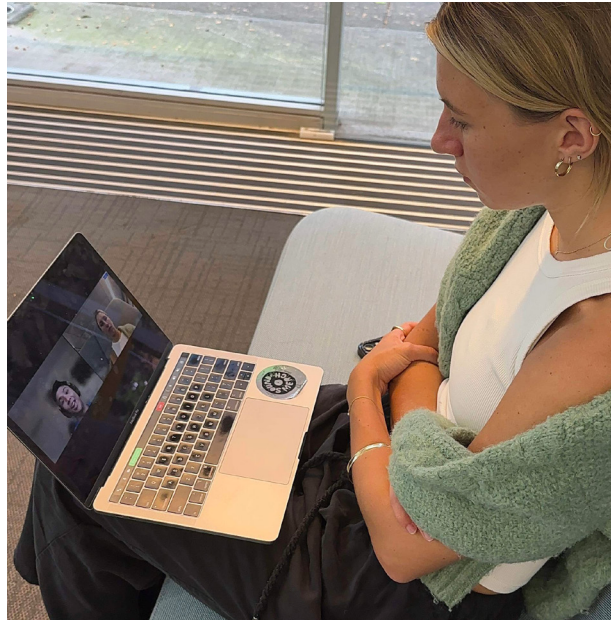


**YOU'LL BE
GROUPED WITH 1+
COLLEAGUES & 4
OR 5 STUDENTS**

DELIVERABLES NOT USED

SCHOLAR INTERVIEW: JOHNNY NGUYEN

We also thought about featuring an interview with Johnny, a current UNSW student who is also a past ABCN Accelerate scholar. Unfortunately, logistical issues prevented us from capturing high quality content for social media usage. Johnny was limited in time which meant we couldn't delve into an in-depth conversation, leading to footage that didn't match our goals of telling stories targeting potential donors and advice current scholars. As a result, we chose not to include the interview in our final deliverables for the ABCN Foundation.



RAW FOOTAGE LINK: [HTTPS://YOUTU.BE/4BE7ITQCVBW](https://youtu.be/4BE7ITQCVBW)

FINAL ANALYSIS

Overall, several key areas met notable success. Our Facebook community strategy and content calendar were aligned with the Foundation's objective of creating a community for existing and past students to build a wider network of scholars. The wireframes we designed have the potential to evolve into a thriving space for all ABCN member. One day we hope to see mentors and business leaders on the platform.

Similarly, our EDM's and interviews reflected strategic alignment with the organisation's goal of exploring new fundraising avenues to attract donors and mentors. Revamping the EDMs will attract engagement and prompt readers to support the ABCN. The interview with Andrew proved fruitful, yielding content for multiple short-form videos. Andrew's experience as an ABCN scholar and his journey of resilience serves as an inspiring testament to the foundation's impact and will be great to see shared online to show people how important the program is.

However, our project encountered challenges in securing interview candidates due to scheduling limitations. Regrettably, our intention to feature a mentor and scholar pair did not come to fruition due to the busy work schedules which did not align with the tight filming/editing timeline. Should the opportunity arise in the future, we recommend pursuing this avenue, as it will showcase the invaluable mentor-mentee relationships fostered within the ABCN community.

Overall, while there were areas of success and room for improvement, our experience with the Foundation was rewarding. Mack worked hard to provide us with the information needed to create the best deliverables. We are proud of what we have given the ABCN Foundation and are excited to see it pop up in their social feeds and newsletter.

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