

READY

TO TURN UP THE

HEAT

**THE VALUE OF BUILDING & KEEPING
AN AUDIENCE AT THE READY**

**Delivering over 1 Million Emails to
Legislators on Behalf of ICUF**

A COMMUNITY ARCHITECT SUCCESS STORY

Independent Colleges & Universities of Florida (ICUF)



COMMUNITYARCHITECT

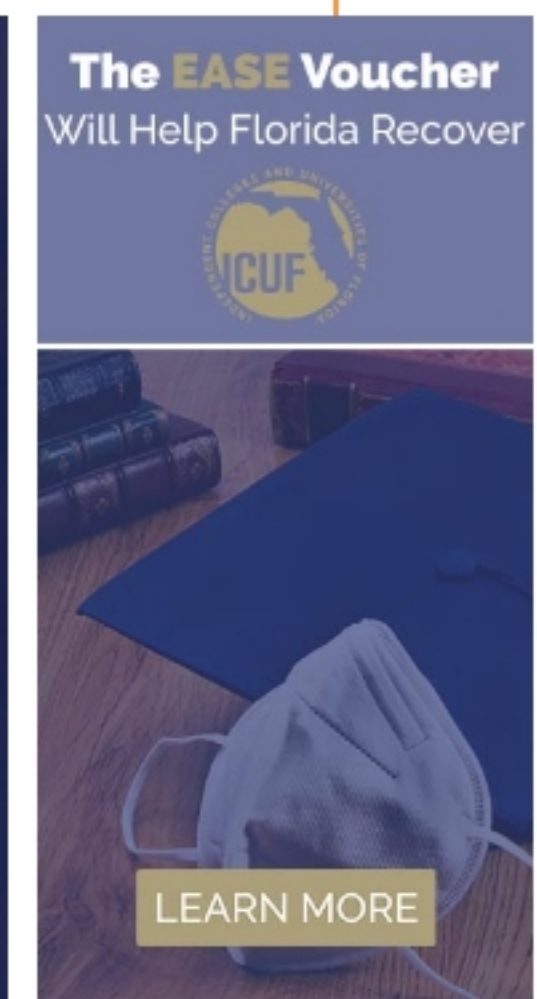
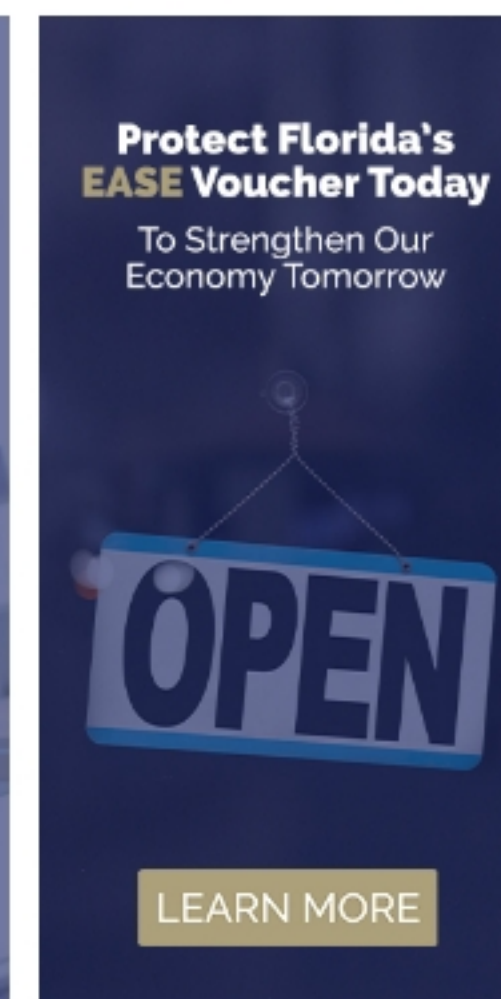
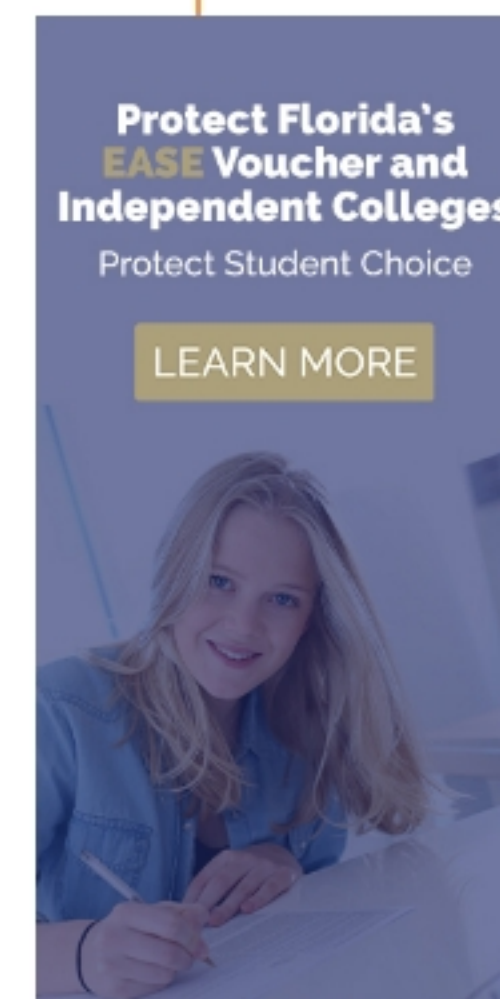
THE EARLY WORK

BUILDING AN AUDIENCE OF SUPPORTERS

Independent Colleges & Universities of Florida (ICUF) worked with Community Architect to identify and build a larger network of grassroots supporters to have at the ready for future activation.

THIS FORESIGHT CREATED A LARGER (AND GROWING) PRO-ICUF ADVOCACY AUDIENCE THAT WAS:

- ✓ **Supportive**
- ✓ **Engaged**
- ✓ **Aware**



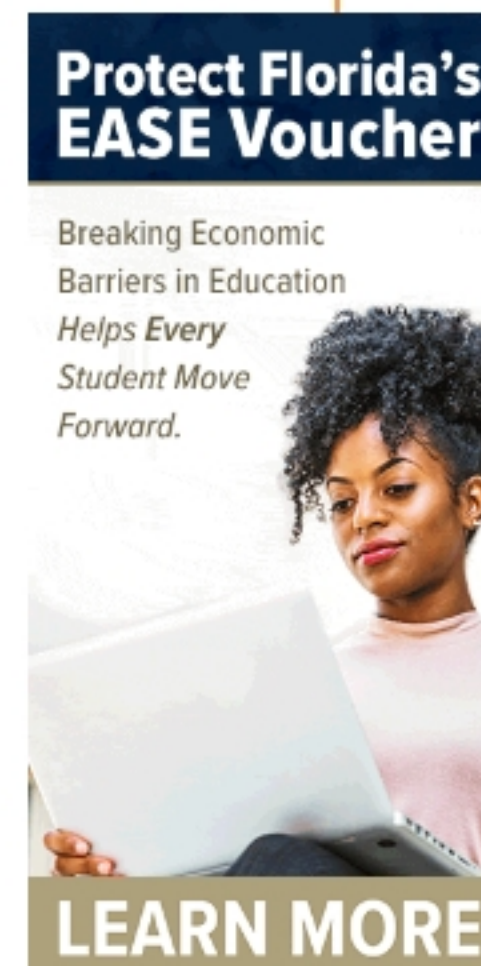
THE EARLY WORK

BUILDING AN AUDIENCE OF SUPPORTERS

INFLUENCER CAMPAIGN

In working to grow their list, ICUF used the budget debate to execute a two-pronged campaign, beginning with an **influencer campaign** that delivered targeted ads to the devices of key legislators and over 24,000 Florida state capitol influencers. Geofarming devices of individuals seen at district offices added another 4,700 influencers to the targeted list.

DIGITAL ADVERTISING



THE EARLY WORK

BUILDING AN AUDIENCE OF SUPPORTERS

GRASSROOTS CAMPAIGN

The second half of the plan to build an audience was a **grassroots campaign** targeting alumni, current students, teachers, and faculty of ICUF schools. The goal was to raise awareness and encourage supporters to contact their legislators in support of ICUF and the EASE grant.

DIGITAL ADVERTISING



The digital advertising campaign features a central website and a side email sign-up form. The website has a dark blue background with a photo of graduates. It includes the ICUF logo, the headline 'Support Student Choice in Higher Education', a sub-headline 'Contact your legislator and ask them to protect the EASE voucher, which helps Florida students pay for tuition at ICUF schools.', a contact form with fields for 'FIRST AND LAST NAME', 'EMAIL', 'ADDRESS', 'CITY', and 'STATE', and a 'NEXT' button. A quote from a graduate is also present: 'Their Future Depends On EASE' followed by 'Choices', 'Education', and 'Opportunity'. The side form has the ICUF logo, the headline 'The EASE Voucher Helps Every Student Move Forward', a list of benefits, and an 'EMAIL NOW' button.

ICUF
INDEPENDENT COLLEGES AND UNIVERSITIES OF FLORIDA

Support Student Choice in Higher Education
Contact your legislator and ask them to protect the EASE voucher, which helps Florida students pay for tuition at ICUF schools.

THEIR FUTURE DEPENDS ON EASE
Choices
Education
Opportunity

FIRST AND LAST NAME
EMAIL
ADDRESS
CITY STATE
NEXT

ICUF
INDEPENDENT COLLEGES AND UNIVERSITIES OF FLORIDA

The **EASE** Voucher Helps Every Student Move Forward

- Increased Access to College
- More Career Options
- Higher Opportunity for Success

EMAIL NOW

WEBSITE



THE HEAT IS ON

ACTIVATING THIS AUDIENCE TO TAKE ACTION

In both 2021 and 2022, Florida's legislature proposed changes to the eligibility standards for EASE grants that would have disqualified students at over half of ICUF's institutions. When these changes were proposed, ICUF was prepared to activate their audience of grassroots supporters to take immediate action on their behalf.

- ✓ **Infrastructure pre-built**
- ✓ **Audience at the ready**
- ✓ **Awareness turns to action**

GRASSROOTS AUDIENCE



How Many
Advanced Degrees
Can **\$1,000,000**
Fund?

How Many
Advanced Degrees
Can **\$1,000,000**
Fund?

Keep the **EASE**
Voucher

Come in WE'RE
OPEN

Move Our
Students
& Our
Economy
FORWARD



Keep the
EASE
Voucher



EASE Funds Students.
Not Institutions.

Keep the
EASE
Voucher

INFLUENCERS



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THE RESULTS

2021 ACTIVATION CAMPAIGN

In the first week alone, 175,416 emails were sent and 4,430 individuals filled out the form to support ICUF and oppose changes to the eligibility standards for the EASE grant.



14.16% Facebook recall rate 2x higher than the “standard of excellence”



Over 291,000 total emails sent to legislators



Over 7,000 forms of support filled out by the community architect-built audience



Influencer campaign click-through rate **6.6x higher** than industry average



Advocacy campaign click-through rate **3.8x higher** than industry average



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THE RESULTS

2022 ACTIVATION CAMPAIGN

Even after a successful 2021 advocacy win, our fight was not over. In 2022, Florida's legislature introduced another proposal that would have again reduced the EASE grant or eliminated it altogether for several ICUF institutions. With our pre-built audience of supporters, we were ready step back in the ring and fight.



15.76% Facebook recall rate 2x higher than the "standard of excellence"



Over 5,500 sign-ups to join our coalition of advocates



880,160 total emails
sent to legislators



Advocacy campaign click-through rate
23x higher than industry average



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KEY TAKEAWAY

THE VALUE OF BUILDING & KEEPING
AN AUDIENCE AT THE READY

Community Architect can help you identify and build an audience of supporters who are engaged and ready to take action on your behalf. Building this audience before you need them will ensure you are able to respond quickly and effectively when an advocacy event arises.

"Majority Strategies helped us develop the audience we needed, allowing us to activate them quickly to support our students and defeat harmful legislation as soon as it was proposed. The number of students, parents, and alumni we were able to engage to contact legislators in a short period of time was remarkable."

ICUF President/CEO Bob Boyd

WHAT ICUF DID RIGHT EARLY

- ✓ **Identified supporters**
- ✓ **Encouraged engagement**
- ✓ **Created the necessary infrastructure**

WHEN NEEDED, THAT AUDIENCE WAS

- ✓ **Aware of the issue**
- ✓ **Supportive of ICUF**
- ✓ **Able to send over 1 million emails to legislators on ICUF's behalf**



BUILD
YOUR AUDIENCE

TODAY



COMMUNITYARCHITECT

DEVELOPING REAL PEOPLE INTO YOUR CHAMPIONS

MAJORITYSTRATEGIES.COM