As a nonprofit, student-led media organization, we have a strong relationship with our student body and surrounding community in which we count on our audience for support and they count on us for a reliable news source. Being fully student-led facilitates trust and fellowship as many of our readers are classmates, friends, and colleagues with the faces behind the Daily. This relationship generates strong brand loyalty in which our audience is devoted to our organization and feels a sense of community supporting us.

Suite 450 provides affordable marketing, advertising, and public relations services to local businesses near the University of Minnesota. Our employees are trained to professional standards and have a different outlook on the audience many local businesses near the University seek because we are that audience. Suite 450 knows the college audience because we take classes with them, hang out on the weekends with them, and follow them on social media. We want to give our clients the ability to peer into the reality of the college market and know that our services will appeal to them.

**WHO ARE WE?**

**WHO IS OUR AUDIENCE?**

- 42% are located in Minnesota
- 55-64: 12.1%
- 45-54: 14.7%
- 35-44: 18.1%
- 25-34: 29.4%
- 65+: 9.1%

**Device Used**

- Desktop: 33.4%
- Tablet: 3.7%

**Gender**

- Female: 48%
- Male: 52%

**Most Used Social Medias:**

- Instagram, Facebook, Twitter, LinkedIn

- 72% obtain Bachelor degrees
### Consumer Style
Looking to make life easier, expanding horizons, social spender, looking to save money.

### Location
On campus and off-campus housing areas such as, Dinkytown, Marcy-holmes, Stadium Village, & Como.

### Spending
50% of student readers have a monthly disposable income of less than $200, low spending threshold.

- 80% of students only spend $0-50 of monthly disposable income on campus.
- A little over 50% of students spend $10-250 off campus each month

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**“The Student”**
Age 18-23 | Gen Z

Managing their busy and curious lifestyle as a student, always looking to try new things, explore new brands, businesses and areas.
“The 20-Something MSP Professional”
Age 23-29 | Millennials

Status
Establishing themselves professionally and socially, leaving them impressionable to try new brands.

Location
Off campus but resides in and supports communities tightly surrounding U of M

Consumer Style
Cautious, global, charitable, information hungry

Spending
More recreational income but still lower spending threshold

“Established Alumni”
Age 30+ | Gen X, Y, Baby Boomers

Status
Established in career, location, and life.

Location
Bordering MSP communities and suburbs

Consumer Style
Tries new businesses recreationally and obtains extra income to explore/indulge

Spending
Motivation to treat themselves and give to causes/businesses they resonate with
Gopher Athletics wanted to rebrand their spirit initiative, We Are Minnesota, to promote participation and inclusiveness within the campus community. Our team worked to find their brand’s identity and presented our research findings to their organization. WAM is now known as Ski-U-Crew after our team listened to the ideas and opinions of the campus community and analyzed their responses to create a brand that holds the U of M spirit.
SURVEYS
Our ten-question survey had a mission of drawing information about the individual’s Gopher Sports attendance habits and their feelings, feedback, and ideas in regards to the student section/spirit initiative rebranding. Information was also collected for the chance to win the Starbucks Gift Card incentive.

LISTENING SESSIONS
The listening sessions posed questions to probe discussion based around topics such as knowledge of and associations with the Rooter’s Club, student section experiences, gameday traditions, and highlights of football gameday experiences.

POST-IT NOTE ACTIVITY
As a part of our listening session approach, to initiate conversation, our session members were asked various brainstorming questions regarding their experiences and associations with Gopher Sports and Gopher Football. These individuals were then asked which sticky note answers from that activity they “liked.”

RESULTS & CONCLUSION
We recommended that Gopher Athletics change “We Are Minnesota” to “Ski-U-Crew” based on the data and insights collected. Throughout the presentation to Gopher Athletics, we demonstrated that in order to increase brand awareness for WAM, they must choose a name that is associated with UMN sports and resonates with the campus community.

Gopher Athletics went with our name change recommendation and WAM is now known as “Ski-U-Crew!”

INSIGHTS
• The demographics surveyed were unaware of the name “We Are ...Minnesota” or that the brand had any association with Gopher Sports.
• A brand name that students can identify with will promote participation and engagement within the campus community.
• The name proposed for the rebrand resonates with the university’s “Ski-U-Mah” brand.
• We took audience feedback and testimonials into consideration.
Due to the impacts of the COVID-19 pandemic, The Minnesota Daily needed support from its community to continue at full-functioning levels. The Daily’s work provides the UMN community with a platform for discussion and debate — something our staff believes is especially important during times of need.
We used our Instagram, Facebook, Twitter, and LinkedIn to promote the fundraiser. A promotion post would include a graphic highlighting either the progress we have made, specific deadlines that are approaching, or encouraging words to increase donations among our audience. We found that after each post our donations would increase and concluded that these small social media reminders were a big help in reaching our goal.

Along with social posts, we collaborated with our multimedia department to create a video to be sent out thanking our donors. The video included many faces at the Daily and had to be recorded remotely due to COVID-19 restrictions at the time, which in turn reflected remote work-life and gave our donors a look into how we’ve been working during the pandemic. We created an introduction video along with a thank you video once we reached our goal.

We utilized direct targeting of our audience’s loyalty through encouraging donations within our alumni email newsletter, alongside reaching our readers within our general newsletter and email blasts. A letter from our Editor in Chief, acknowledging our mission and need for donations, was additionally implemented in our newsletter to directly speak to our readers in a transparent way.

We utilized online in-house advertisements that were put up on our website to catch readers attention and encourage them to donate to our fundraiser to support independent journalism.

After each of our donors made a donation, we sent personalized letters in the mail and stickers to thank them for supporting the organization. This helps build loyalty with our readers and make them feel important in our community.

On our Minnesota Daily website we added a “donate” button along with a banner advertisement across the top of the webpage to entice readers to donate to our fundraiser.
INSIGHTS

- Consistency in posting on social media is crucial to gaining traction from donors.
- Half of the donations were Alumni and the other half were donations from the general public.
- Each social media post promotion resulted in five to ten donations.
- The average donated price was $75.
- Keeping a consistent creative theme.
- Social copy utilized words that prompt action to make a donation.
- Implementing a variation of graphic copy avoided over saturation while focusing on our theme of community and highlighting the non-profit aspect of our organization.

RESULTS & CONCLUSION

As our first time implementing a fundraiser, this campaign was not only successful in surpassing our monetary goal, but in setting the basis for our fundraising strategy going forward. Our goal of 10,000 was reached and even surpassed with a final result of $10,300 in donations. With this campaign as the beta test for future fundraising campaigns, we have a solid action plan that will be utilized and built off of for future needs.
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