

Exhibit A: Sample Data-Strategy Table

Finding	Action
46% of respondents have a college or university with less than 5,000 students and 42% have between 5,000 and 10,000 students.	Segment the market of college students based on school size.
Students are compelled to lead a fundraising campaign to feel good about giving back to the community (32%), for extra credit for a class (23%), and for a chance to put something on a resume (18%)	Students chose options that show they genuinely care about “giving back”. Use this idea throughout marketing promotions.
Majority of respondents said that if their campus raised the most funds for a national fundraiser, the best prize would be a concert with a famous musician on campus (70%)	Attempt to get celebrities to volunteer a concert. At a minimum, a celebrity shout-out online.
The most shocking charity: water statistic was, “This week, 42,000 people will die from diseases related to low quality drinking water and lack of sanitation. 90% of them will be children under the age of five.” (36%)	This statistic is used in the video.
If a non-profit organization created a competition between campuses to raise the most funds, 81% would be interested.	This campaign has potential!
A non-profit organization would contact the Student Activities Office (59%), individual clubs and organizations (18%), or the Community Service Center (15%) in order to get a program started at a college.	Main contact on campuses should go through student activities offices.
The birthday campaign showed the team that more resources were necessary to the end user when trying to solicit donations from friends and family.	Developed a toolkit for easy fundraising
From the research on Mashable.com: Humor and shock are two of the biggest contributors to a video going viral	Use these two ideas in the concept of the video
Charity: water’s culture and previous successful marketing efforts are primarily social media based	Continue to do the marketing through social media outlets.