

I AM Dress for Success Worcester: A Video Campaign

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DRESS FOR SUCCESS[®]
WORCESTER



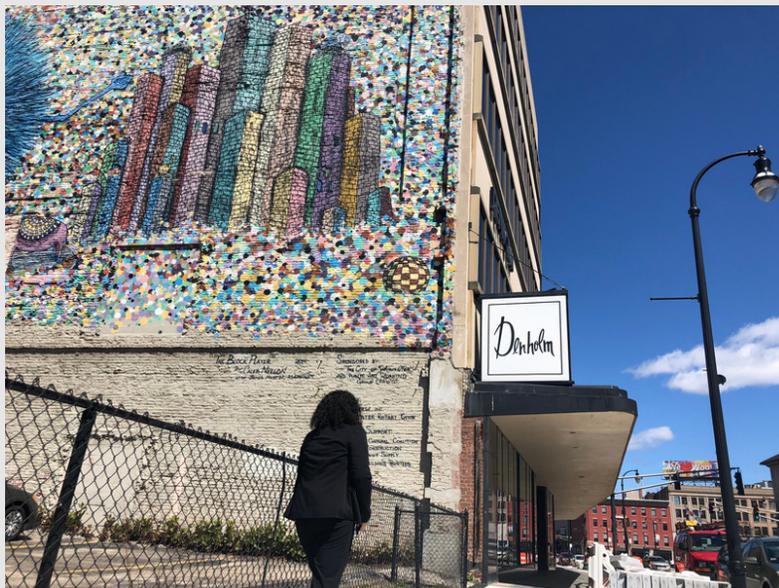
WPI

Worcester Community
Project Center

Introduction



MassBenchmarks (2019) data shows the Massachusetts economy is strong and nearly operating at full capacity. The annual growth rate for the 2017-2018 year was 3.1% in Massachusetts, as compared to 2.9% in the United States (2019). However not everyone is experiencing the benefits of the thriving Massachusetts economy. The Bureau of Labor Statistics (2019) reports 3.5%, or approximately 91,000 Massachusetts women over the age of 16, were unemployed in 2018, compared to 3.3% of the general population. The unemployment in the State is at a record



low, yet unemployment among Black and African American women (5.6%) and Latina women (4.6%) remains higher than White women (2019).

Women face a number of obstacles when seeking and retaining employment including: wage gaps, lack of flexibility, lack of training, and life changes. A 15 year study by The Institute for Women's Policy Research found that when including part time employment, women only earn 49 cents to a man's dollar (Rose, 2018). Additionally, as primary caregivers, most women need flexibility within their work schedule, and potentially on short notice (Obstacles Facing Low-Income Women, 1999). If a parent, child, or spouse is sick, the woman of the family will likely want, and need, to be there. However, some employers do not enable this flexibility, particularly for women in low wage jobs (Obstacles Facing Low-Income Women, 1999). When women cycle out of the workforce, they miss out on job experience and training which causes

them to miss out on employment advancement (Mincer, 1991). Lastly, life altering changes, such as death of a spouse, divorce, or downsizing of a company, cause women to leave their jobs and make it increasingly difficult for them to return to the workforce (J. Lachapelle, Personal Communication, March 18, 2019).

Dress for Success is a non-profit organization that helps women overcome employment related challenges. The organization provides women with professional clothing for job interviews and offer educational and support programs to help women build confidence and secure and retain employment. Their mission is to “empower women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and in life” (Dress for Success, 2019). Dress for Success (2019) is located in more than 150 cities worldwide, including

Worcester, Massachusetts. This year, the Worcester office will celebrate their 10th anniversary. The organization would like to educate the community that they have more to offer than just professional clothing.



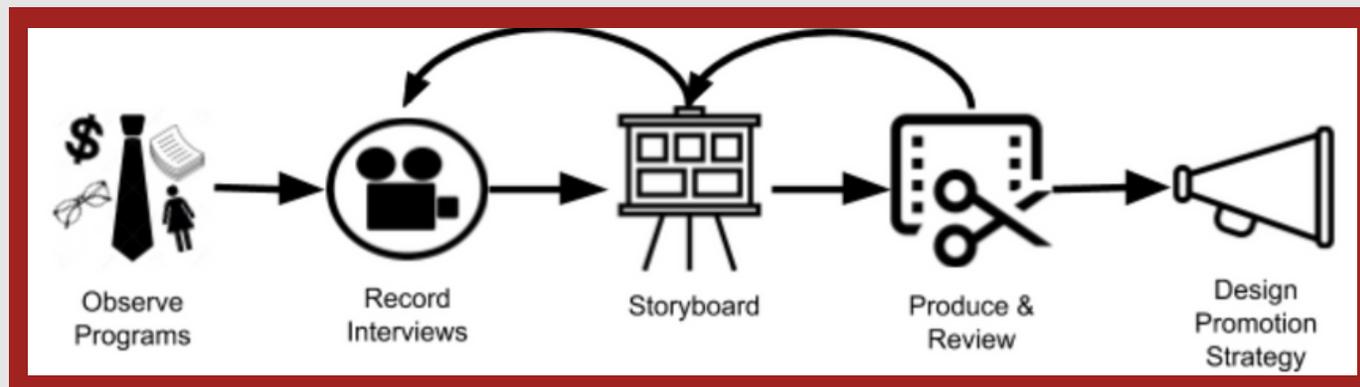
Anh Vu Sawyer, Executive Director of the Southeast Asian Coalition, shows off her power pose

Process Summary



The goal of this project was to create marketing materials to help Dress for Success Worcester promote their range of services. We attended the Suiting program, the Workplace Readiness program (I am Successful), the Professional Women's Group, and the Financial Literacy program to obtain a better understanding of the organization. After learning about the organization, we produced six videos that capture the essence of Dress for Success Worcester and promote their range of services. For the videos, we recorded interviews of clients, volunteers, staff, and the executive director of a referral program affiliated with the organization. We chose to record interviews because we wanted to feature personal stories of the women of

Dress for Success Worcester in each video. Personal testimonials were the best way to show how Dress for Success Worcester has impacted the women of the community. We also researched social media and marketing, and developed recommendations of platforms on which Dress for Success Worcester should use the videos. The suggestions will allow our sponsors to use the videos to increase awareness of their programs in the Worcester community. The strategy also aimed to inform the maximum number of people about the organization's mission so that women can better utilize their services. To view a more detailed version of our process, please refer to Appendix E in the Supplementary Materials.



Why a Video Series?



Dress for Success Worcester wants to promote themselves as “more than a suit.” Their Suiting Program is just one of five programs, and the organization goes beyond providing professional clothing. We found that the best way to exhibit Dress for Success Worcester’s range of services was through the use of a video series comprised of six short videos (no longer than a minute and a half). We also found that these videos should live on the Dress for Success website for permanent and easy access, and be posted on Dress for Success Worcester’s social media accounts.



Ann Purdy, Volunteer, and Justina Lachapelle,
Executive Director,
show off their power poses



What Do They Do?

The first of the six videos answers the question: What does Dress for Success Worcester do? The video leaves the viewer knowing that the organization is in fact “more than a suit.” This video can serve as an introduction for the following videos if they are played in series, and also can be used as a general promotional video.



I AM Dress for Success Worcester

*“It’s been like a source of just
encouragement and support
throughout everything”*

-Ariel Lim

The Programs

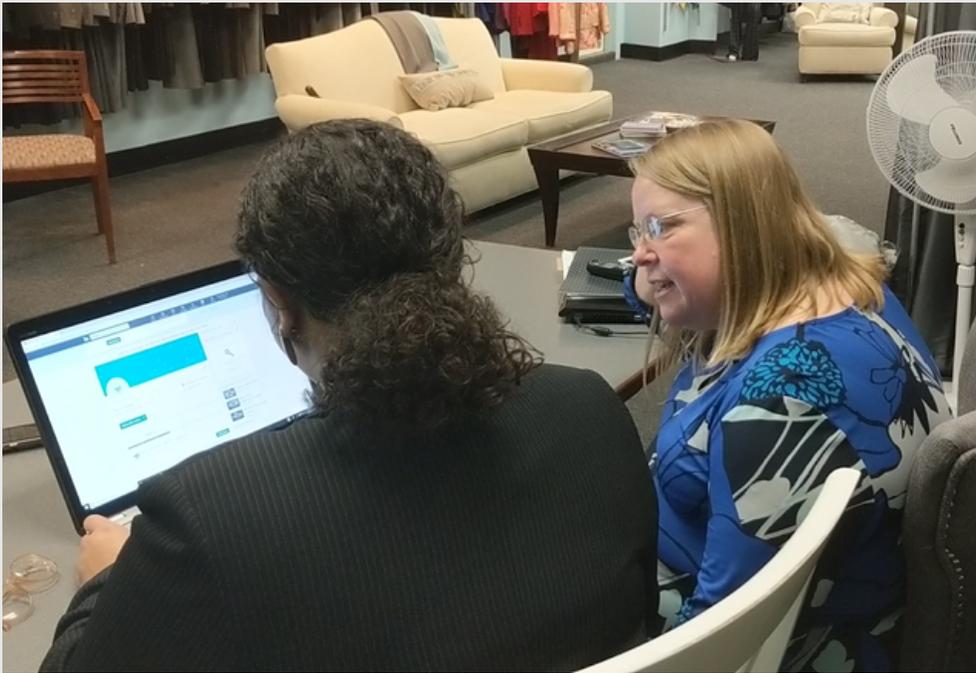
The following five videos correspond with each of Dress for Success Worcester's five programs. The five programs, and video themes are as follows: The Suiting Program, The Financial Literacy Program, The Workplace Readiness Program (I Am Successful Program), The Career Center Program, and The Professional Women's Group. The purpose of each video is to answer the question: What do clients get out of participating in this program? Each of the five program videos leaves the viewer with a sense of what can be gained from participating in that specific program.



The Suiting Program

"The suit is a tool to open a door"

-Beth Butler



The Career Center

“Being confident and knowing that you are cared for and you’re respected is half of the battle for women who have to reenter the workforce, and this is one of the best places to be”

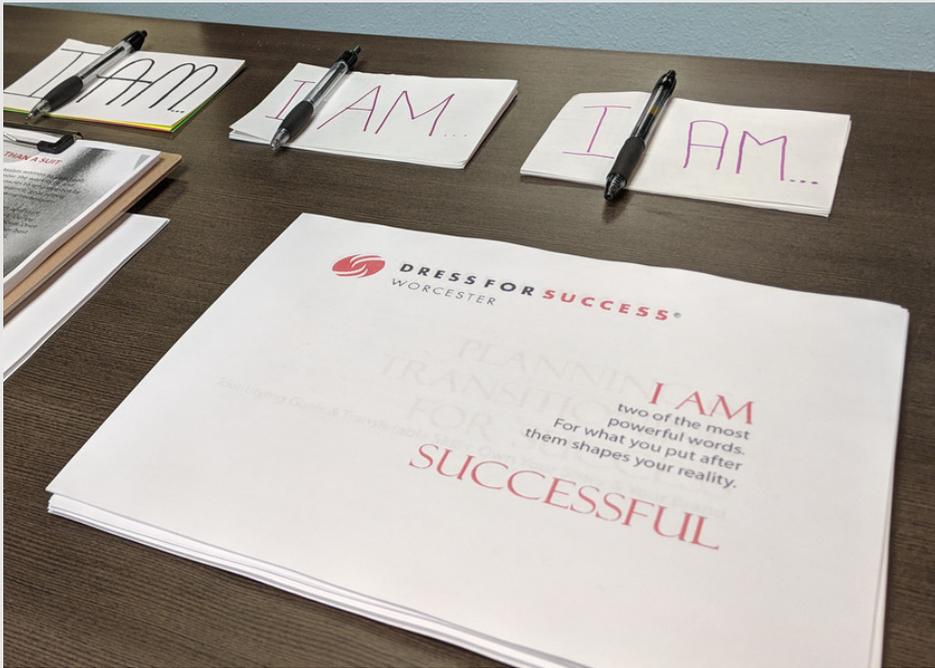
-Anh Vu Sawyer



The Financial Literacy Program

“Yes they left with some tools on money management, but also they left feeling like they had a bond; they’re not alone in this struggle with finances”

-Michelle Ramirez



Workplace Readiness Program "I Am Successful"

"The woman really gets to define who she is for herself. She gets to define what does her future look like?"

-Beth Butler



Professional Women's Group

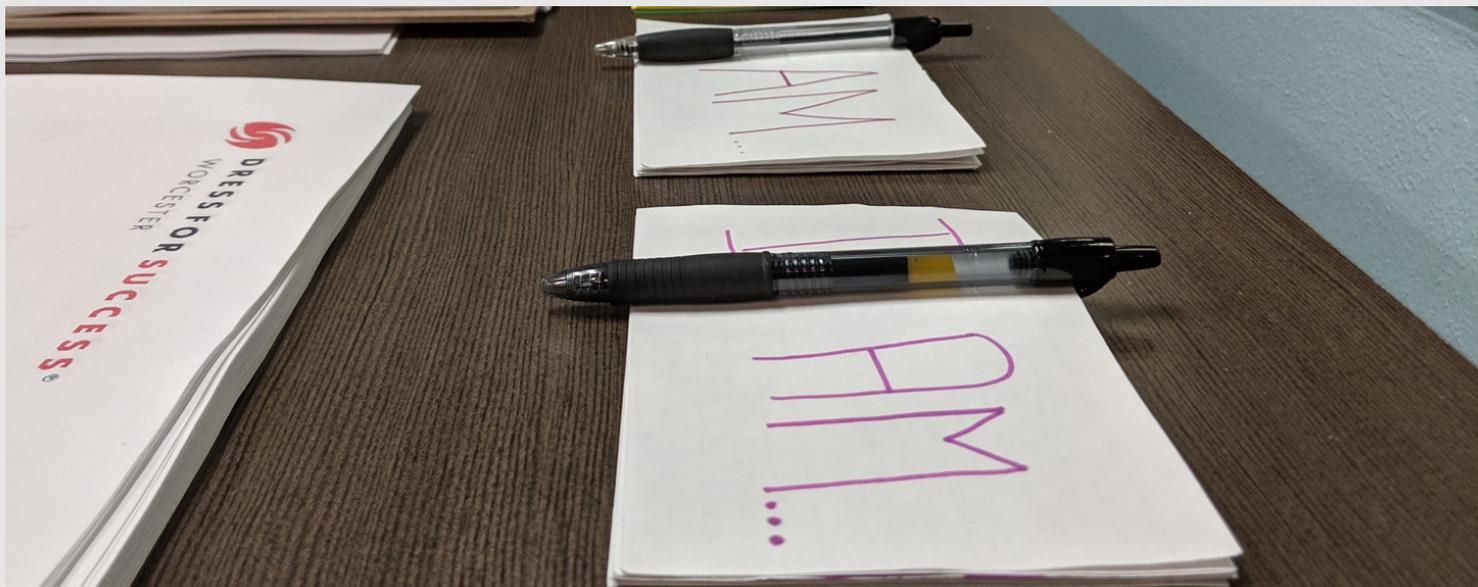
"I love that we've become kind of a family"

-Tracey Whitney

#IAMDFSW

We found that the best way to tie each video with one another is through the use of the “I Am Dress For Success Worcester (#IAMDFSW)” campaign. This was accomplished by ending each video with women saying “I am (name) and I am Dress for Success Worcester.” By using this campaign, even if the videos are not presented together, they can clearly be recognized as part of the series. Additionally, the phrase “I am” is very powerful and illustrates the sense of connection that each woman feels with the organization. Beth Butler

says that “I am” are two of the most powerful words because what follows them sets up how both we and others perceive us (Personal Communication, April 8, 2019). Our sponsors had already begun using the hashtag #IAMDFSW (I am Dress for Success Worcester), so we wanted to expand that into a full campaign with our video series. By using this phrase, and exposing the videos on various platforms, people will begin to link the phrase with the organization and better remember them.



Campaign Summary

1. Have each video live on the Dress for Success Worcester website.
2. Post videos on Facebook, Instagram, and YouTube accounts using hashtags, buzzwords, and key phrases to create organic traffic.
3. Create relationships with new social media ambassadors to share your posts.
4. Email sharing with existing partners, referral agencies, and donors.
5. Use a marketing calendar for outgoing materials.





Strategy 1: We recommend that all six videos live on the Dress for Success Worcester website. On the website, the videos will serve as an engaging supplement to what is already there. The official Dress for Success website is where much of the organization's traffic is. Here, potential clients come to learn about the group, volunteers come to give their time, and donors come to find out how to donate. An organization's website is most commonly used as the first point of contact between them and the outside world. (Campbell, 2017). These videos can be posted all at once. As their purpose is to

provide easily accessible glimpses into the organization, they should all be posted in the same time frame.

On the Dress for Success Worcester website, **the introductory video should live under the "About Us" tab.** The introductory video and a short corresponding description will clearly present the goals, vision, and work of the organization that pulls the viewer in, and pushes them to want to find out more (Soucy, 2018). Currently the page contains photos and excerpts, but a video will add a new dynamic. A video will provide a way to see the mission of Dress for Success in action.

Each of the program videos can be used on the “Client Services” page in conjunction with their corresponding program description.

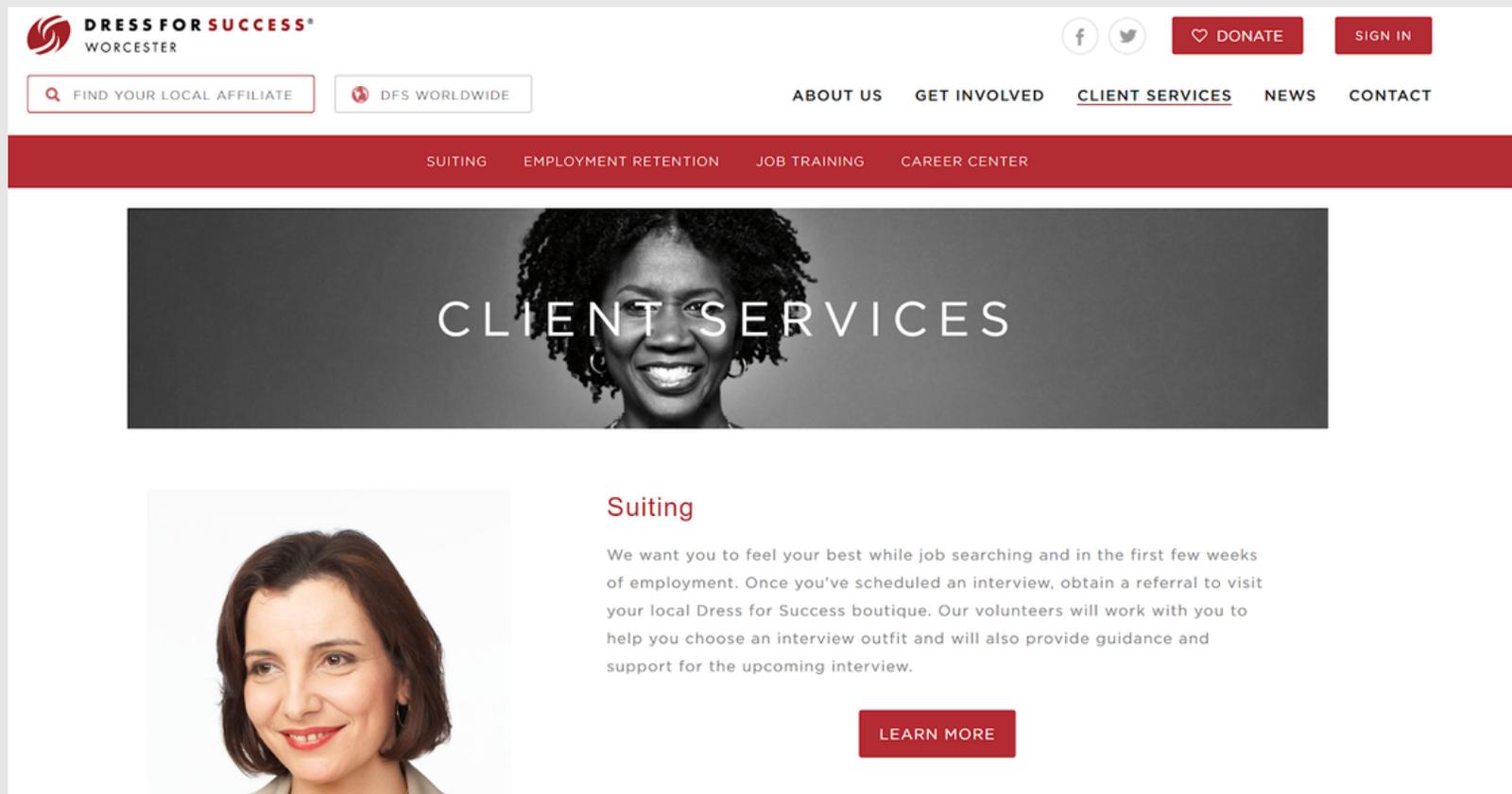
This will allow viewers to read the program description as well as both see and hear testimonies and experiences of women who have already gone through the program.

Posting the videos on the Dress for Success Worcester website provides a space for the videos to permanently stay and be readily

accessible in a few clicks to new or returning people. At the end of the video description, there should be a call to action. This can be anything to prompt the viewer to continue their connection with the organization. Some examples of this include:

“Want to know more about our organization? Join our email newsletter list below.”

“Follow us on [Facebook, Instagram, Twitter] to know more about what we’re doing right now.”



Strategy 2: We also recommend that the videos also be posted on Facebook, Instagram, and YouTube since Dress for Success Worcester currently runs accounts on each. Social media websites are the ultimate platforms for reaching the everyday person. For each social media platform, their username or identifier should be “Dress for Success Worcester” so people who are not as familiar with the organization can easily find them. More than ever, social media platforms are grounds to engage with viewers, and share an organization’s proceedings.

In 2018, 77%, or approximately 253 million people in the United States, had a social media profile on at least one platform (Edison Research, 2019). With so many people actively and regularly using social media, nonprofit organizations can use posts to create lasting relationships with onlookers. Social media is a free, fast, and efficient means of gaining supporters.



Dress for Success Worcester
Today at 2:55pm · 🌐

Ariel Lim
Volunteer

We're excited to share with you all now the first of six videos in the 'I Am' video series! We hope to reintroduce ourselves to existing friends, and foster new relationships with the many women in the Worcester area and beyond!

Without the network of caring, kind, and compassionate women - from our loving volunteers to our amazing program participants - we wouldn't be able to help the hundreds of women we reach achieve financial freedom! We want to show you who we are and invite, or re-invite for some of you, to join our family at Dress for Success ❤️

To know more about us, like and follow us here on Facebook, Instagram, and our YouTube so you never miss our events or posts! You can also go to our official website to volunteer, donate, and learn about how to get in touch with us 😊

worcester.dressforsuccess.org
[instagram.com/dfsw](https://www.instagram.com/dfsw)
[youtube.com/dressforsuccessworcester](https://www.youtube.com/dressforsuccessworcester)

Like · Comment · Share

👍 120 people like this.

🔗 72 shares

Sample YouTube post

Social media is also an excellent tool for Dress for Success Worcester to use because the organization helps all types of women. Social media is a great way to reach the majority of women since most have at least one account. The women of Dress for Success often say that any woman can find herself in a hard time and may need help getting back on her feet (Personal Communications, 2019, April). Social media is a way to reach the largest possible audience with our video campaign.



Upload status:

Upload complete!

Your video will be live at:
<https://youtu.be/Ahd0tRIRen0>

Video / Audio quality:

Your videos will process faster if you encode into a streamable file format. For more information, visit our [Help Center](#).

PROCESSING DONE

Click "Publish" to make your video live.

Basic info

Translations

Advanced settings

I Am: Dress for Success Worcester

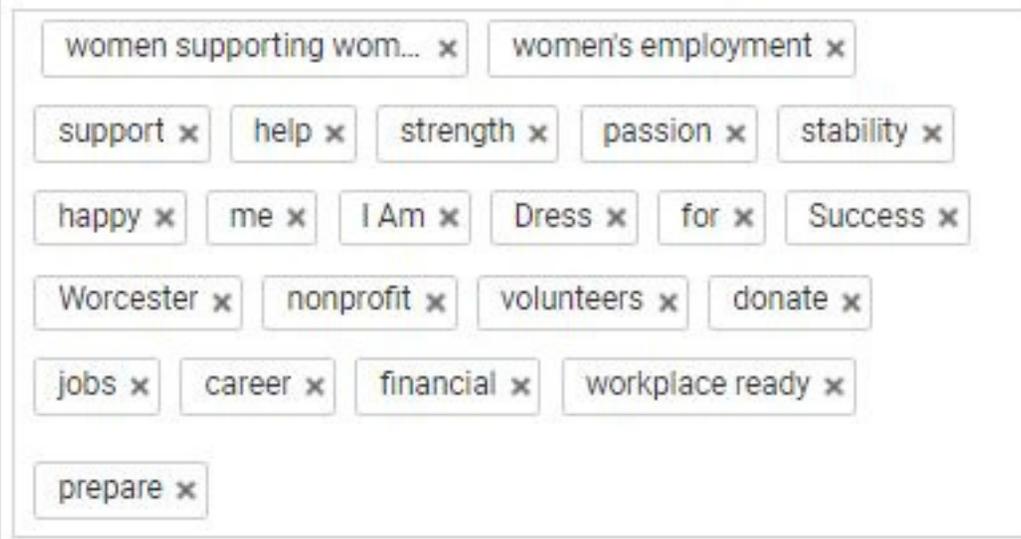
We're excited to share with you all now the first of six videos in the 'I Am' video series! We hope to reintroduce ourselves to existing friends, and foster new relationships with the many women in the Worcester area and beyond!

Dress for Success Worcester aims to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life. The branch offers [suitings](#), financial literacy, workplace readiness, career centered training, and professional women's group programs to help thousands of women in the Greater Worcester area find and retain employment, financial stability, and peace of mind.

Without the network of caring, kind, and compassionate women - from our loving volunteers to our amazing program participants - we wouldn't be able to help the hundreds of women we reach achieve financial freedom! We want to show you who we are and invite, or re-invite for some of you, to join our family at Dress for Success.

Like, comment, share, and subscribe so you never miss our events or posts! You can also go to our official website to volunteer, donate, and learn about how to get in touch with us, or follow us on Facebook and Instagram:
worcester.dressforsuccess.org
[instagram.com/dfsw](https://www.instagram.com/dfsw)
[facebook.com/DressforSuccessWorcester](https://www.facebook.com/DressforSuccessWorcester)

Sample unpublished YouTube post



Use hashtags, buzzwords, and key phrases to create organic traffic to your posts. Buzzwords or keywords in the title, text, and hashtags will allow for the materials to continuously pop up in internet searches. The goal of using these videos is to showcase their range of services to people who may not know what they have to offer.

According to Stacey O'Brien (2019, April 12), using trending hashtags is a great way to maximize exposure (Personal Communication). When the videos are posted on social media, they should use both the organization's hashtag (#IAMDFSW) and current trending hashtags. Their personal hashtag serves as a way for the viewer to easily view other posts from the campaign. These words could bring in both people already in Dress for Success' domain, the women's employment world, and people who are just in the nonprofit world in general and looking to help, or be helped, where they can.



Examples of Current Trending Hashtags: #motivationalmonday, #beautiful, #happy, #me, #womenempoyermnet, #women#womensupportingwomen



Strategy 3: Creating relationships with social media influencers and organizations with similar missions can open doorways to new and previously unreachable audiences.

Dress for Success Worcester only has two full time employees. Social media is one of the most effective ways to have other people spread their mission and relieve some of the burden from the organization (Thompson, 2014). In general, people tend to trust their friends, friends of friends, and strangers over companies (Simple Texting, 2019). Social media influencers already have larger-than-average followings, and in turn, the trust of the people that follow them. Their names often

become synonymous with the industry they are a part of (Shewan, 2017). Social media influencers can even be a source of original content to continue to share posts and spread the message of the organization.

If there are no social media influencers in mind, many can be found by searching for key/buzzwords or conversations about: employment, job retention, workplace readiness, and the like. Free online third party tools, like 'Topsy' or 'BuzzSumo' come with filters that make it easy to find people with large followings using specific phrases or words (Shewan, 2017) like the ones above.

Other local organizations that hold similar values to Dress for Success Worcester already have a supportive audience of their own. Their audience is already invested in their cause. They trust in the materials they post, and the people they support. So, when organizations share each other's posts, it brings the audience of one organization over to the other. This is another method of creating organic traffic to your posts and pages.

There are many local Worcester groups that support women, women's employment, nonprofits, and the like. These organizations are perfect to reach out to share each other's posts. Some organizations to keep in mind are Women in Development Central MA, the Greater Worcester Community Foundation's Nonprofit Support Center, and the Worcester Idea Lab. The 'share' function is a tool on most social media platforms that makes it easy to have both social media influencers, other organizations established in the industry, and supporters to share and spread your content.



Strategy 4: We recommend sharing the videos with other organizations or people you have existing relationships with through email.

Email is a more intimate way to reach people you already have a relationship with. They are invested in your mission and care about what and how you are doing (Small, 2017). Just as with social media posts, emails should have a

catching title, easy to read body, and include images or videos. Emails should also be sent out regularly to maintain the relationships with people involved with the organization. These emails should be more personal than a regular business email as they are a way to seem more human and less like a company to partners.

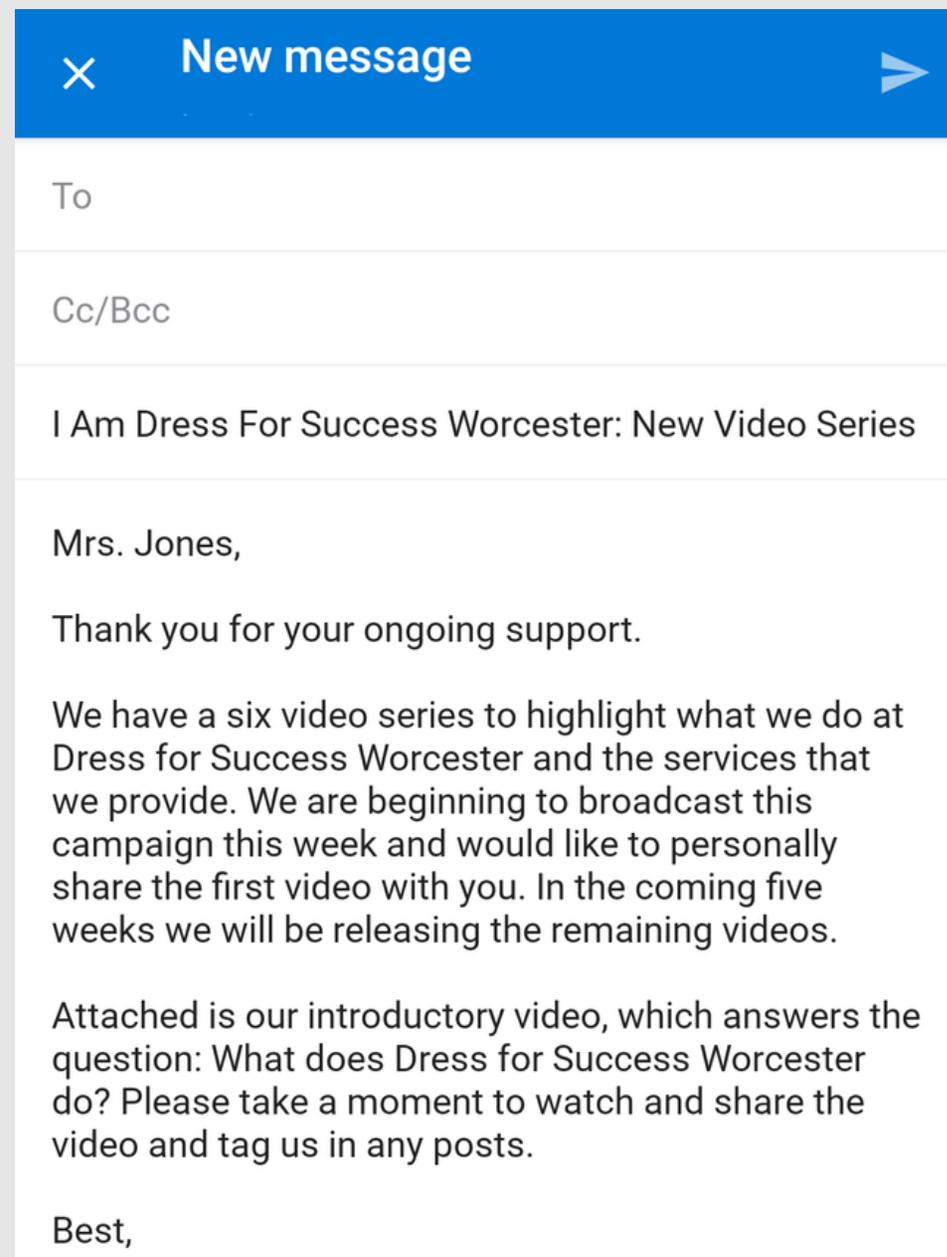


Tracey Whitney
Professional Women's
Group Member

As there are six videos, we recommend sending out an email for each video weekly. This will provide six consecutive weeks of email materials. For the videos created, we suggest first sending the introduction video along with a brief explanation of the “I Am” ideology, then end the email with a call to action. The following program videos can include brief statistics on the successes of the corresponding program.

The text and layout included in these emails should be mobile-friendly. This is where the inclusion of larger fonts, short paragraphs with good spacing in between, photos, and buttons for calls of action will work in your favor (Cole, 2016).

These emails are designed for people who already know and trust Dress for Success Worcester, and the call to action can be anything from invitations to upcoming events, donations, or requests to share posts, pictures, or videos to their social medias (Campbell, 2018). Emails can even be drafted and scheduled to send beforehand, so it is certain they are being sent on time.



Strategy 5: Marketing calendars are the perfect way to keep a track of posts, emails, and any other materials sent out during a campaign. A marketing schedule is useful for keeping track of when and where materials should be sent out over an extended period of time (Network for Good, n.d.). A schedule simplifies the release of materials to make posting easier, and also prevents overwhelming viewers and email recipients with several posts at once. Timely posts on social media will allow for a consistent social

media presence, which is vital to keeping and growing a follower base and support.

We suggest posting or sending one of the six videos weekly for six consecutive weeks on both social media platforms and emails. This schedule should be maintained past the “I Am” videos releasing with posts of pictures and potentially unused footage from interviews. This is where social media influencers, previous and current volunteers, and previous clients’ help can be enlisted to keep consistent with the schedule set.

Week 1				
EMAIL				
DAY OF THE WEEK	MEDIA TYPE	CONTENT TITLE	DESCRIPTION	LINK
Wednesday	Email	I Am Dress for Success Worcester: A New Video Series	Who we are as an organization, promote intro video, thank for support	N/A
FACEBOOK				
DAY OF THE WEEK	MEDIA TYPE	CONTENT TITLE	DESCRIPTION	LINK
Monday	Post & Photo	I Am: Who I Want to Be!	Motivational, you can be who you want to be	
Thursday	Post & Video	I Am: Dress For Success Worcester	Who we are as an organization, promote intro video	
INSTAGRAM				
DAY OF THE WEEK	MEDIA TYPE	CONTENT TITLE	DESCRIPTION	LINK
Monday	Post & Photo	I Am: Whoever I Want to Be!	Motivational, you can be who you want to be	
Thursday	Post & Video	I Am: Dress for Success Worcester	Who we are as an organization, promote intro video	
YOUTUBE				
DAY OF THE WEEK	MEDIA TYPE	CONTENT TITLE	DESCRIPTION	LINK
Thursday	Video	I Am: Dress for Success Worcester	Who we are as an organization, promote other social media	

Overall, using the six videos on the Dress for Success Worcester's website and also their social media accounts will be the best way to increase exposure to Dress for Success Worcester and their range of services. Being able to have their existing supporters and partners, as well as creating new relationships with people and organizations, will only further aid in sharing their message to more people. That way, the knowledge and tools needed, if a woman ever finds herself in need, will be more readily and openly available to help get back on her feet.





Acknowledgements

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