



Marketing Campaign Targeting Diverse or Multicultural Audiences (2025-2026)

Category Description

Submit a suite of materials developed for diverse, underserved or non-English-speaking audiences or spotlighting segments of those communities to foster greater understanding and unity.

Submissions will be judged on the demonstration of measurable outcomes aligned with the campaign's objectives, such as increased engagement in a program, enhanced awareness of an issue impacting a minority group, improved customer satisfaction or similar results.

SUPPORTING DOCUMENTATION SUGGESTIONS: Print, video, digital or social media.

iMIS ID
57468

Order #

Name
Chelsea Jarrell

Affiliation (Municipality/Organization)

St. Johns River Water Management District (District)

Email

cmjarrel@sjrwmd.com

Phone

(386) 643-1135

Entry Title

Expanding Opportunity in Environmental Education: The Blue School Grant Campaign

Social Media

<https://www.facebook.com/sjrwmd/> | <https://www.instagram.com/sjrwmd>

Video Link (YouTube or Vimeo)

N/A

Supporting Documentation

SJRWMD_BlueSchoolGrant_PR_Pitch.pdf

SJRWMD_BlueSchoolGrant_MuckRackAnalytics.pdf

SJRWMD_BlueSchoolGrantCampaign_SupportingDocumentation.pdf

SJRWMD_BlueSchoolGrant_RackCard.pdf

What are the goals and objectives of the annual report (include target audience)?

The primary goal of this campaign was to increase awareness of and participation in the Blue School Grant program among schools and educators in historically underrepresented communities within the District. The campaign aimed to reduce barriers to access by ensuring information about the grant reached schools that had not previously engaged or applied with the program.

Key objectives included:

- Expanding geographic and demographic reach of the Blue School Grant program by targeting areas with low or no prior application history as well as areas within the District.
- Increasing the total number of grant applications submitted.
- Strengthen relationships with schools and community partners through a combination of digital, earned media, and in-person outreach.
- Broadening access to environmental education opportunities for students across diverse communities by increasing the number of schools funded through the program.

Describe the supporting documentation submitted with this entry.

The supporting documentation for this application includes marketing and outreach materials developed to increase awareness of the Blue School Grant program. Materials include paid Facebook and Instagram advertisements, earned media coverage, rack cards distributed at community and local government events and meetings, and regionally targeted press releases and media pitches. Documentation also includes a spreadsheet of Blue School Grant data and analytics pulled from Muck Rack, PR software. Together, these materials demonstrate a coordinated, multi-channel approach designed to reach new audiences and remove barriers to participation.

What is new, innovative or creative about this marketing campaign?

This campaign intentionally shifted from a passive awareness approach to a proactive, equity-driven outreach strategy. Rather than relying solely on existing applicant pipelines, the District analyzed prior application data to identify geographic areas that had not previously participated in the Blue School Grant

program. A dedicated social media ad group was then created to specifically target these communities, ensuring the message reached schools that may have lacked awareness, resources, or prior engagement with the District.

The campaign also combined digital outreach with trusted, in-person communication by equipping outreach and legislative affairs staff with rack cards and messaging to share directly at targeted community events. This layered approach, paid digital, earned media, and face-to-face engagement, helped build credibility, increase awareness, and foster inclusion by meeting audiences where they already were, both online and in their communities.

Describe how the marketing campaign was successful (include your evaluation process and metrics).

The success of the campaign was evaluated through application volume, geographic diversity, media reach, and engagement metrics from digital platforms. As a direct result of target outreach strategy, the Blue School Grant program received a record number of 53 applications, representing the highest participation level in the District's history. Notably, applications were received from schools in areas that had not applied in previous years, demonstrating success in reaching new and some underserved audiences.

The paid Facebook and Instagram campaign generated strong engagement in targeted regions with 14,816 clicks, while earned media coverage expanded awareness beyond paid placements with an estimated publicity value of \$436,421. Ultimately, the increased application pool allowed the District to fund multiple schools, expanding the program's impact, and advancing environmental education opportunities to 6,428 students across the District.

Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e., department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.

This submission stands out for its strategic use of limited resources and a lean communications team to achieve meaningful community impact across a large and diverse geographic region. As a regional water management district serving 18 counties and spanning more than 12,283 square miles, the St. Johns River Water Management District must communicate effectively with audiences that vary widely in access, awareness, and educational resources.

This campaign relied on smart targeting, cross-department collaboration, and a mix of paid, earned, and grassroots outreach rather than large-scale advertising. Communications staff worked closely to ensure consistent messaging was used throughout the entirety of the campaign. By focusing on inclusivity, geographic equity, and data-informed decision-making, the campaign expanded access to environmental education funding and strengthened relationships with schools that had not previously engaged with the District. The result was a measurable, positive impact on the community and a more representative participation in the Blue School Grant Program.