



**WORLDCOM**  
Public Relations Group

## Case Study Summary – Daniels Fund Scholarship Program

### Driving scholarship applications for Daniels Fund

Linhart Public Relations Colorado, USA



# Driving scholarship applications for Daniels Fund

The Daniels Fund, created by visionary business leader Bill Daniels, provides a four-year, annually-renewable, college scholarship. The Daniels Scholarship Program supports graduating high school seniors who demonstrate exceptional character, leadership and a commitment to serving their communities.

In 2015, the Daniels Fund surpassed \$646 million in grants and scholarships awarded since 2000. As of 2015, there are 3,256 Daniels Scholars, 1,613 of whom have graduated with a degree and have entered the workforce.

## Challenge

Although the Daniels Fund received a few thousand applications each year, leaders wanted to increase the number of applications and make sure they were reaching as many high school seniors in their region as possible. The Fund noticed that many applications were started but not completed. To help drive completed applications, the Daniels Fund wanted to provide support for students throughout the application process on social media. Finally, the Daniels Fund wanted to increase applications from male students in all states and from both male and female students in Wyoming.

## Solution

Linhart PR developed 30 custom graphics that supported the campaign objectives and drove clicks to the website. The owned content served as the foundation of the paid Facebook ads which targeted teenagers between the ages of 16-18 living in the Daniels Fund four-state footprint. Linhart PR ran and optimized the ads during the duration of the program with an emphasis on males in all states and high-school seniors in Wyoming.

## Results



**BECOME A DANIELS SCHOLAR**

*A scholarship that's about more than college, it's about the rest of your life.*

**DANIELS SCHOLARSHIP PROGRAM**

**CHARACTER, LEADERSHIP, SERVICE**

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