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Subject: UNC students to tackle nonprofit organization email campaign

UNC STUDENTS TABBED FOR NONPROFIT ORGANIZATION EMAIL CAMPAIGN

Note in the Pocket is enlisting the help of UNC students to reach out to volunteer alumni to garner traction on monthly financial contributions during the holidays.

Raleigh, N.C./Oct. 30, 2024—Note in the Pocket, a Triangle-based nonprofit organization combating clothing insecurity to address educational inequality, has announced a holiday email series targeting current and former volunteers for monthly financial contributions. Four students from UNC’s Hussman School of Journalism and Media are [leading](#) the campaign.

“Our four students specialize in research, graphic design, copywriting and attention to detail. This makes for a perfect marketing team to help us craft a holiday email campaign for outreach to our volunteer database,” Executive Director Dallas Bonavita said.



Halloween email banner (via Note in the Pocket)

The series will be released in three segments around [Halloween](#), Thanksgiving, and the many holidays in late December. Each email will contain a banner (see example above), body graphic, and footer graphic. The body of each email encourages volunteer alumni to commit to a monthly or one-time financial [donation](#). The campaign comes when families in need experience the most stress. By increasing monthly contributions, Note in the Pocket hopes to increase late-year funding and thus relieve some of the pressure these families feel around the holidays.

The Triangle-based nonprofit organization often utilizes email for newsletters, which it produces one to three times a week. The shift in donation strategy has come as Nancy Bono, a 37-year public relations and communication professional, was added to the staff as the Development & Communications Director.

The UNC students will also contribute to Note in the Pocket’s efforts outside the holiday email series. According to Community Relations Coordinator Kristina Isaac, the team of students will research clothing insecurity and needs in each North Carolina county and create example graphics for a social media post about the organization’s yearly [Socks & Undie 5k Rundie](#) in 2025.

About Note in the Pocket

Note in the Pocket is a nonprofit organization that provides clothes to homeless and impoverished children and their families to improve educational and social development. They have clothed close to 55 thousand individuals. The organization [operates](#) donation drop-off

locations in Raleigh, Cary, Durham, Apex and Wake Forest, North Carolina with two operation spaces in Raleigh and Durham. Those looking to make an impact can donate financially on Note in the Pocket's website or donate clothing at a drop-off or operation space location. For more information, please [visit](#) Note in the Pocket.

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