



Delivering High School Outreach Nationally

About DistrictWON

High schools are the “heart of the community” across our nation, and DistrictWON leverages this central role to activate impactful grassroots campaigns. By using high schools as the community base, our partnerships drive awareness, engagement, and education throughout each community. We have proudly collaborated with over 11,000 of the nearly 20,000 high schools nationwide.

Why DistrictWON is Different

We offer both digital and onsite opportunities for the government to interact with high school students across the country. Our programs are 100% turnkey, with activation led by school leaders. Our ability to deliver messages through multiple channels including social media and our comprehensive communication process ensure that critical information reaches families and individuals, one community at a time.

CORE COMPETENCIES

- Innovative Branding & Custom Campaigns
- Education, Safety, & Mental Health Programs
- Strategic Multichannel Activation
- Digital Campaign Strategy & Execution
- Grassroots Implementation
- Onsite Event Facilitation & Execution

KEY DIFFERENTIATORS

- 20+ Years of Effective High School Campaigns
- Turnkey Recruitment & Awareness Solutions
- Comprehensive High School Leadership Databases
- Relationships with Thousands of Schools Nationwide
- Nationwide High School Recruitment Access

CONTACT INFORMATION

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DistrictWON

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Status:

Small Business

DUNS: 079847923

UEI: PU9CWN5ZSB85

CAGE: 80MC7

We accept credit cards

NAICS Codes:

541613: Marketing Consulting Services

541810: Advertising Agencies

541820: Public Relations Agencies

541990: All Other Professional Services

541890: Other Services Related to Advertising

541611: Adm. Management and General Marketing Consulting



Federal Campaign: NHTSA Teen Driving Safety Campaign to 5-States

Objective: The National Highway Safety Administration (NHTSA) aimed to maximize awareness, engagement, and education during 'Teen Driver Safety Week' (TDSW). Achieving widespread participation in schools across a 5-state footprint was a challenge. DistrictWON (DW) developed and implemented a comprehensive action plan.

Strategy: DW created a toolkit hub containing resources such as social media content, Public Access (PA) announcements, web banner ads, lesson plans, and more. In the month leading up to TDSW, DW connected with athletic directors, guidance counselors, principals, and superintendents at every school in the footprint to raise awareness of the initiative and provide access to the toolkit. During TDSW, DW communicated "Today's Message" directly to school points of contact to drive participation.

Results: The initiative generated over 6 million impressions throughout the 5-state footprint during TDSW, and the toolkit hub received hundreds of visits. Post-program surveys revealed that schools appreciated DW's role in facilitating communication and education within their communities.



Federal Campaign: United States Military Recruiting

Objective: During a challenging time for consideration by high school students of a career in the military, DistrictWON partnered with multiple military branches to create new relationships and recruiting opportunities at 'hard to access' schools across the country. Recruiters provided lists of their target schools for DistrictWON to connect and gain access.

Results: For these programs, DW reinvented the traditional recruitment visit by transforming it into a Leadership Talk & Team Building Event. These high-profile events attracted large numbers of students, and recruiters frequently left with plans already in place for their next visit.

State Campaign: Sources of Strength OH

Objective: The State of Ohio had a significant grant available for schools to implement a nationally renowned suicide prevention program at no cost. The state needed a partner to drive awareness of this opportunity and engage with schools on its implementation and the positive outcomes being achieved. DistrictWON partnered with the state to deliver regular communications about important dates and events throughout the year and create a monthly newsletter highlighting the program and showcasing its positive results.

Results: DistrictWON leveraged our extensive database of guidance counselors, principals, and superintendents to raise awareness of the opportunity. Hundreds of points of contact were identified at schools statewide to receive the monthly digital publication, SourcesOH Monthly. Each month, DistrictWON conducted interviews with key individuals involved in the program and highlighted various program elements. This newsletter achieved a readership rate of over 90% each month.

State Campaign: Michigan Student Aid Scholarship

Objective: The State of Michigan offers a scholarship fund for high school seniors, providing college or trade school funding for 7 out of every 10 students in the state. Despite the substantial financial support available, awareness among students and schools was low. DistrictWON partnered with the state to enhance communication about the program, targeting one community at a time.

Results: DistrictWON developed a toolkit hub and initiated a pre-campaign outreach program to connect with school leaders statewide. Hundreds of schools and points of contact signed up to receive reminders and share the best information with their seniors and parents. As the program progressed, hundreds of documents were downloaded from the hub. Schools utilized various elements, including social media posts, PA announcements, flyers/posters, cut-and-paste emails, and more.

