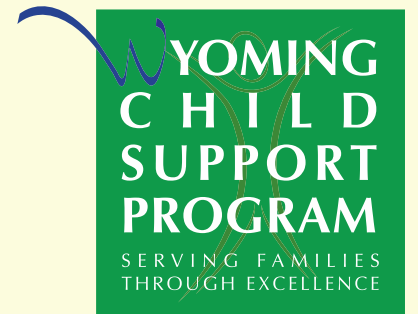
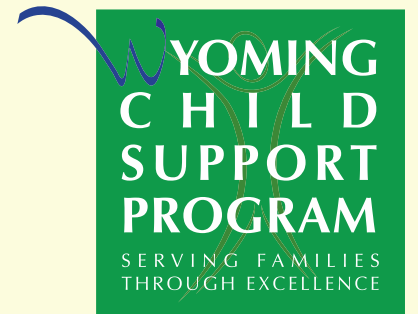


WYOMING CHILD SUPPORT PROGRAM'S OUTREACH INITIATIVES

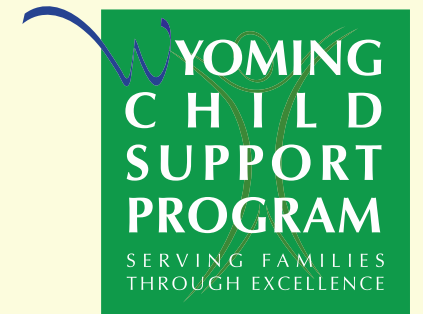
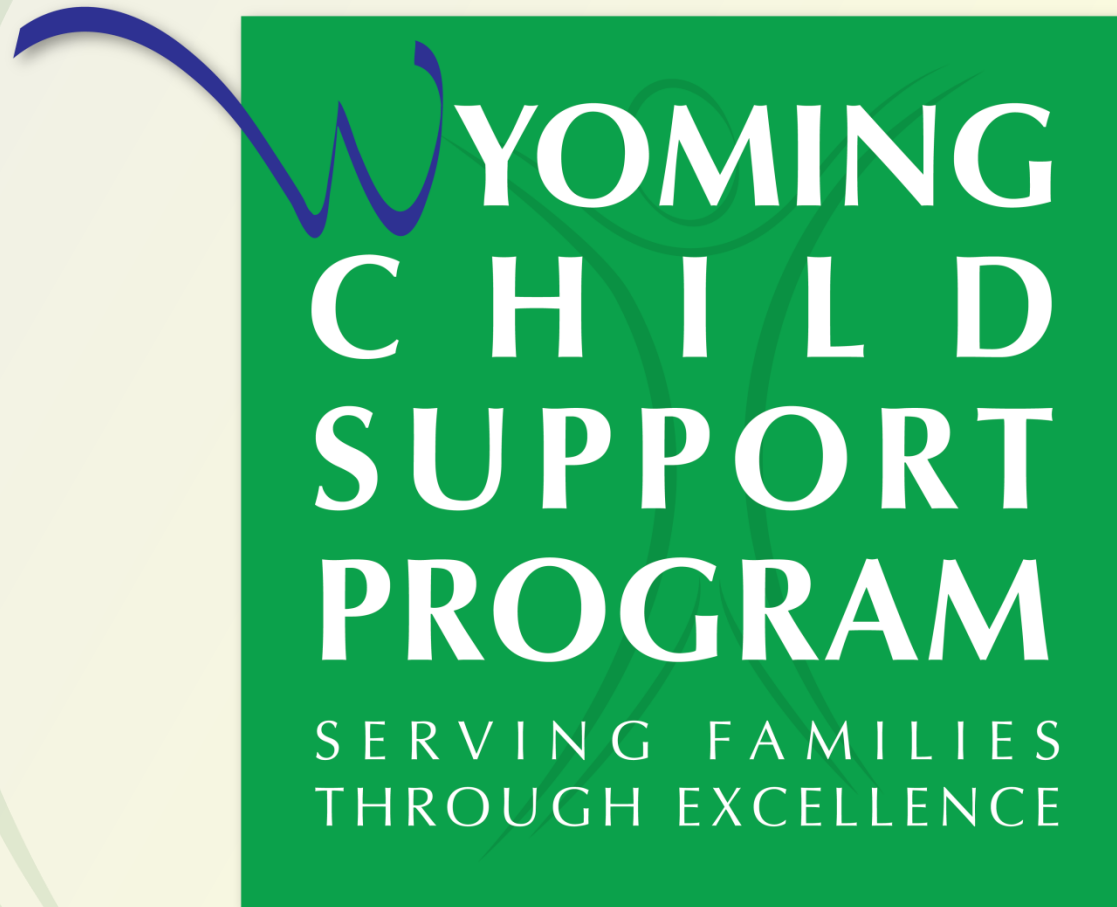


Why? Strategic Plan Goal & Outcomes

- Branding & Uniformity
- Education of Program Services
- Increase Caseload
- Partner Outreach

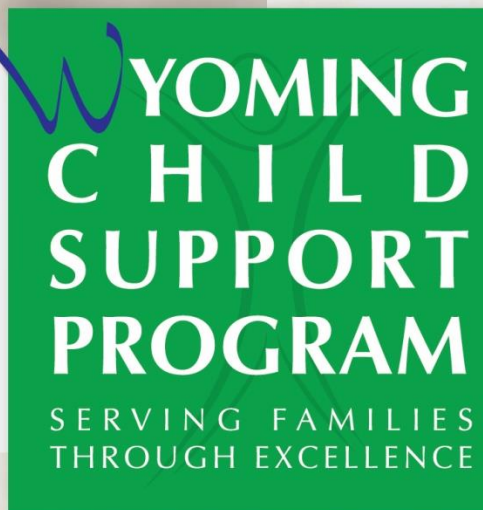


Where did we start? Logo Creation





***Has life changed?
We can help.***



***Growing Our Outreach
Making a Connection***



2016 Commercial



DFSWEB.WYO.GOV
307.777.6948

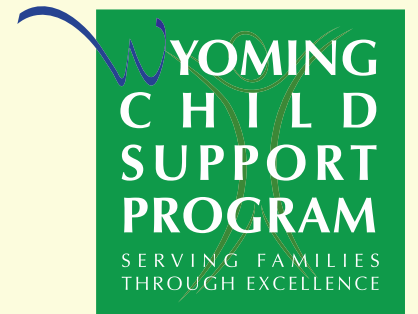
YouTube

159,000 Views

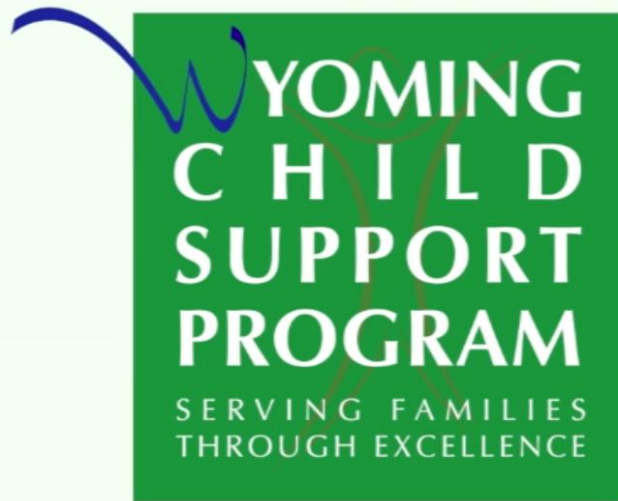
<https://youtu.be/reMaJ5olxZw>

Facebook

4,000+ Views

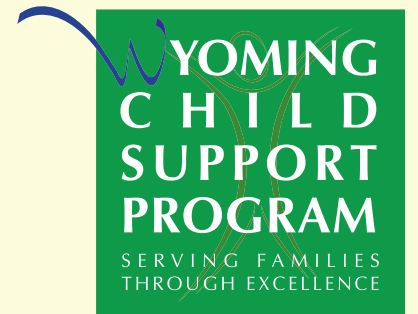


2017 Commercial



DFSWEB.WYO.GOV
307.777.6948

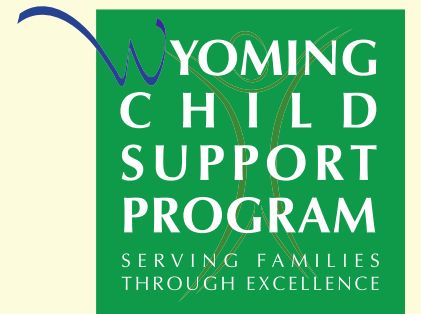
Facebook
5,200+ Views
(posted 12/22/2017)



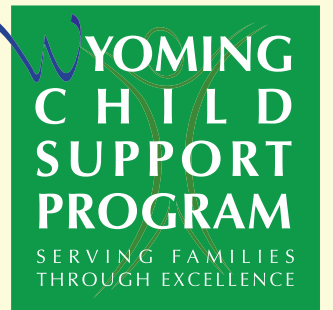
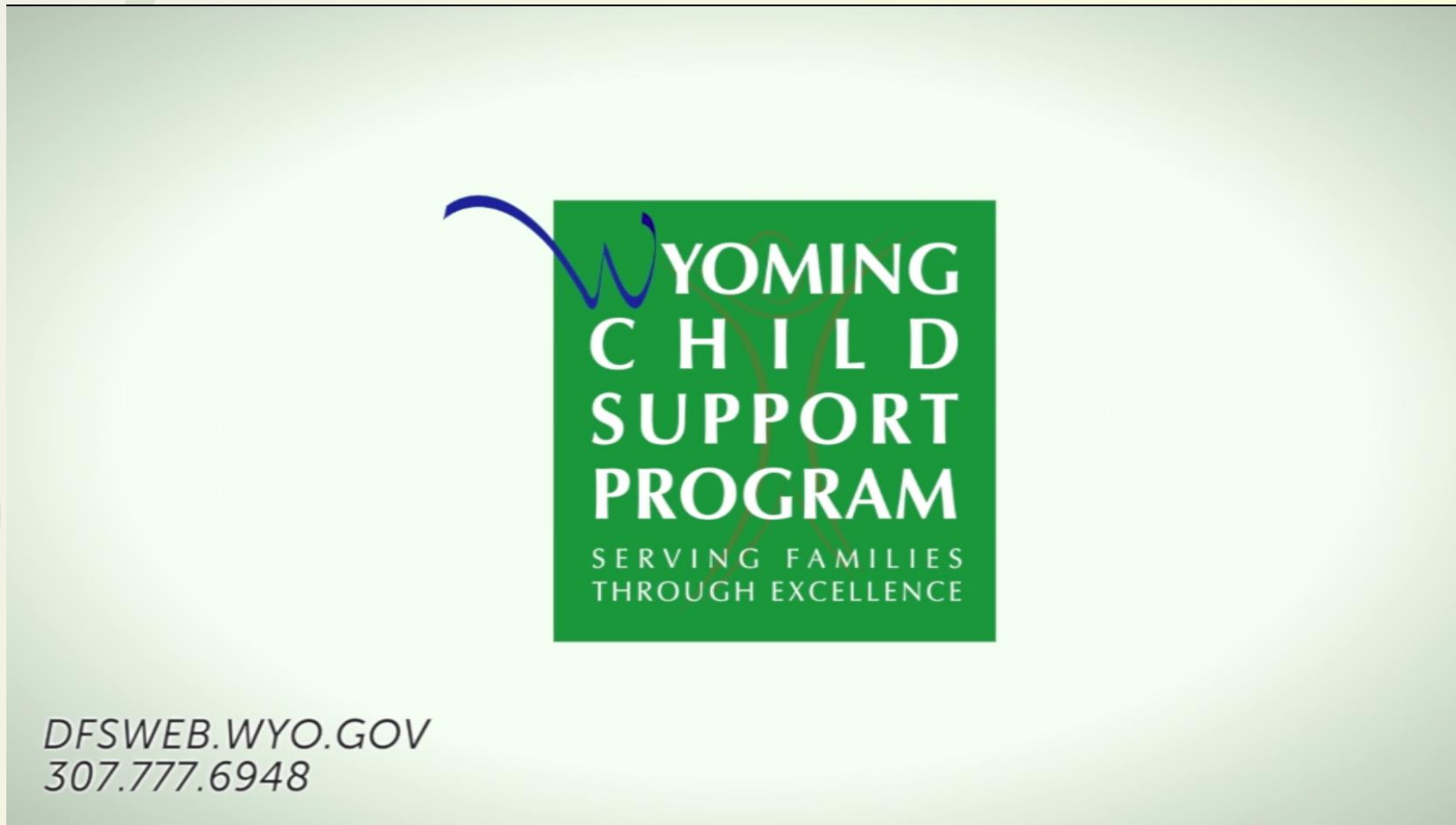
2018 Commercial - Caretaker



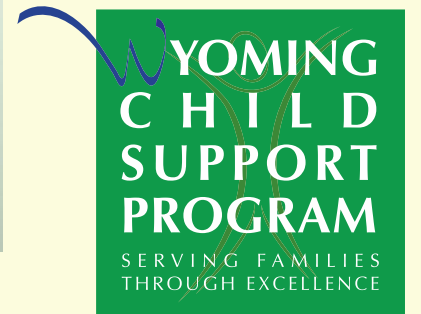
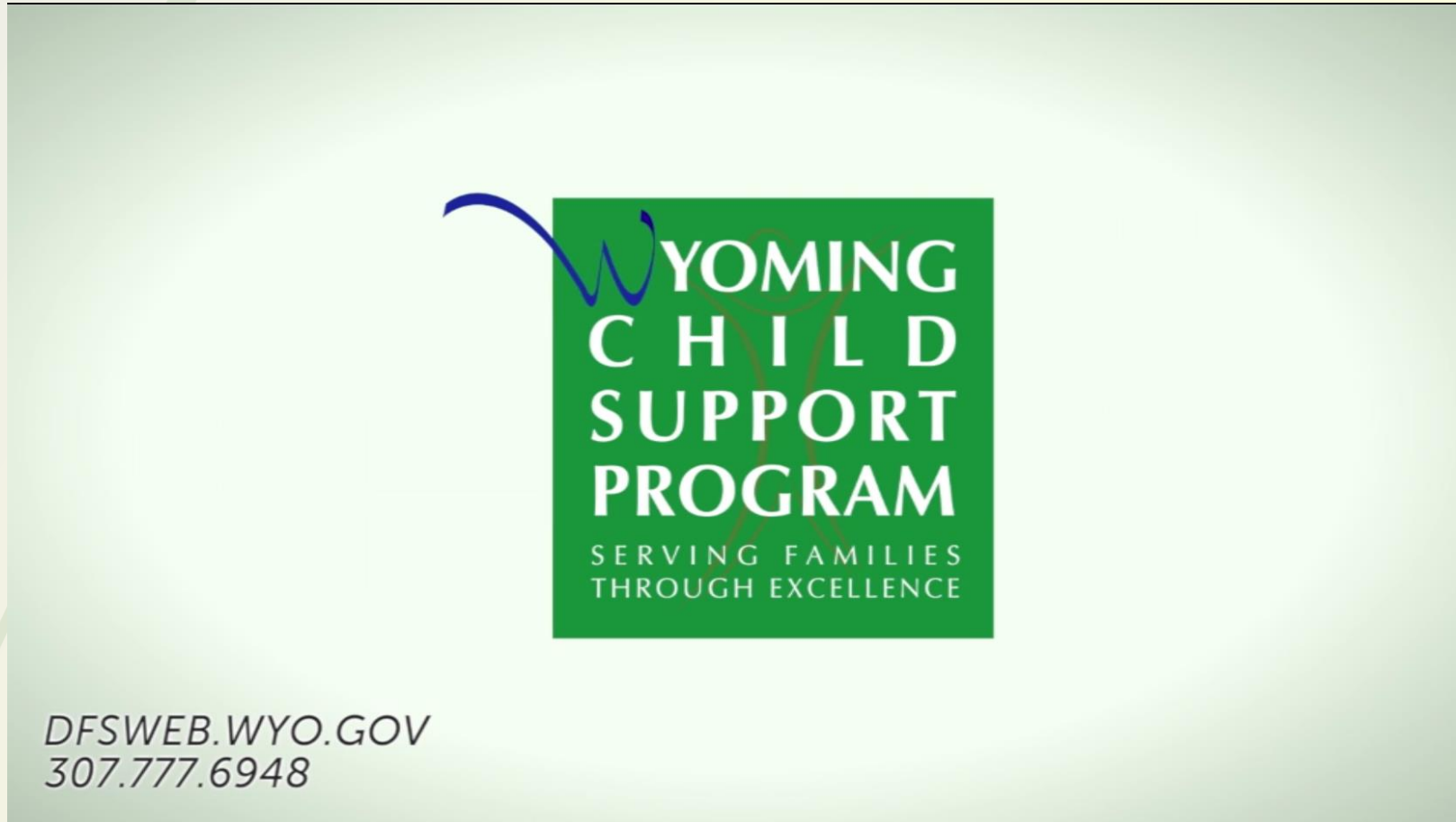
DFSWEB.WYO.GOV
307.777.6948



2018 Commercial – Parent Receiving Support



2018 Commercial – Parent Paying Support



Facebook

August 2016 Page Likes = 51

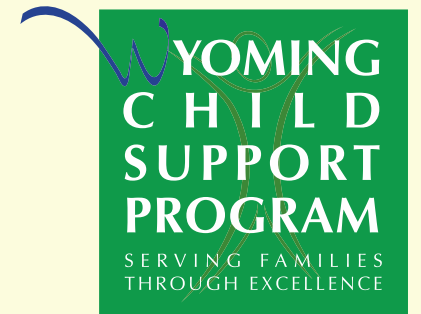
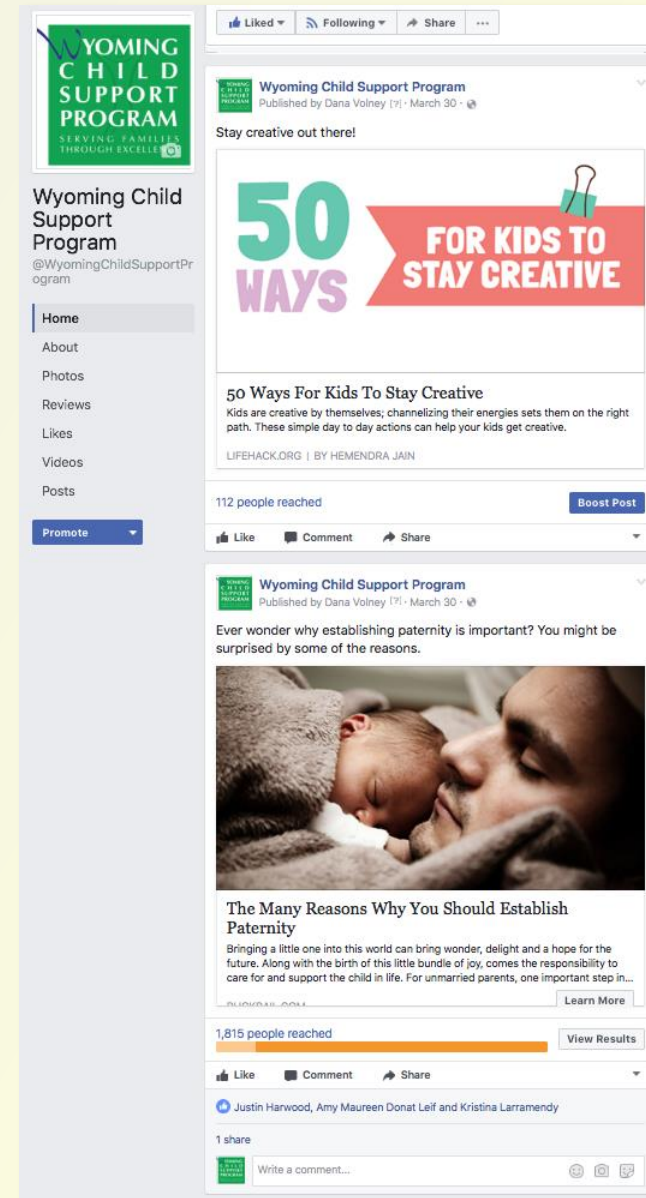
May 2017 Page Likes = 295

Followers = 294

478% Increase in Fans!

Newsfeed Posts Include:

- In-depth informative articles
- Family-fun projects, articles, and memes
- WCSP news, information, and updates



Pitchengine

Each article has handpicked delivery streams targeted at different demographics and WY regions

5,960 Views



Can I still collect child support even if the other parent is in another state?

 Wyoming's Child Support Program | 5960 [Edit](#)



Can I still collect child support even if the other parent is in another state?



The answer is YES. In cases where another parent resides across state lines, the Wyoming Child Support Program will work closely with the other state's Child Support Agency to establish, modify and/or enforce a child support order. This process is called Interstate Child Support.

The Wyoming child Support Program has a broad range of resources available to locate parents who live in other states and then work with that state to provide services. We continue to be able to help you:

- Establish paternity
- Initiate, modify and enforce Child Support Orders
- Collect current and/or unpaid child support

Despite miles between parents, please know that you have options and Wyoming's Child Support Program is here to help.

Don't let distance stop you. The fact that you and the other parent live in different jurisdictions should not stop you from pursuing financial support in raising your child(ren).

Frequently Asked Questions:

Which state decides how to enforce the order? The state where the non-custodial parent is living. Wyoming will work with that state to ensure all needed actions are taking place.

What information about the other parent should I give the child support office? The more you can provide, the better. For instance: full name, birthdate, any current/former addresses, telephone numbers, email addresses, former employers, the other parent's social security number, and any contact information for relatives.

other articles



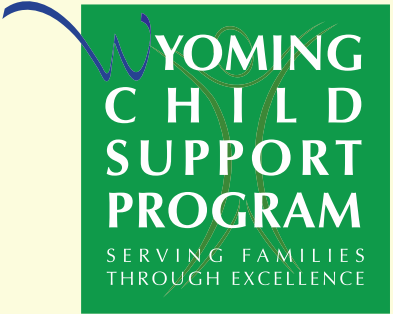
Having trouble keeping up with your child support payments?

 Wyoming's Child Support Program | 3964 [Edit](#)



Apply for and land that next job; Like a Boss

 Wyoming's Child Support Program | 1705 [Edit](#)



YouTube Ads

Distributed through ad exchanges

Target Audience:

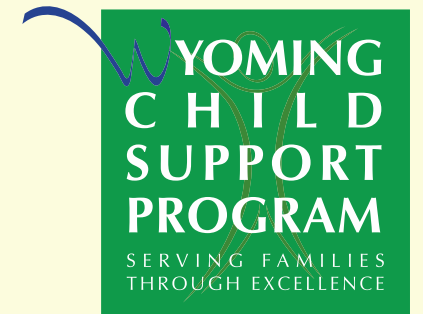
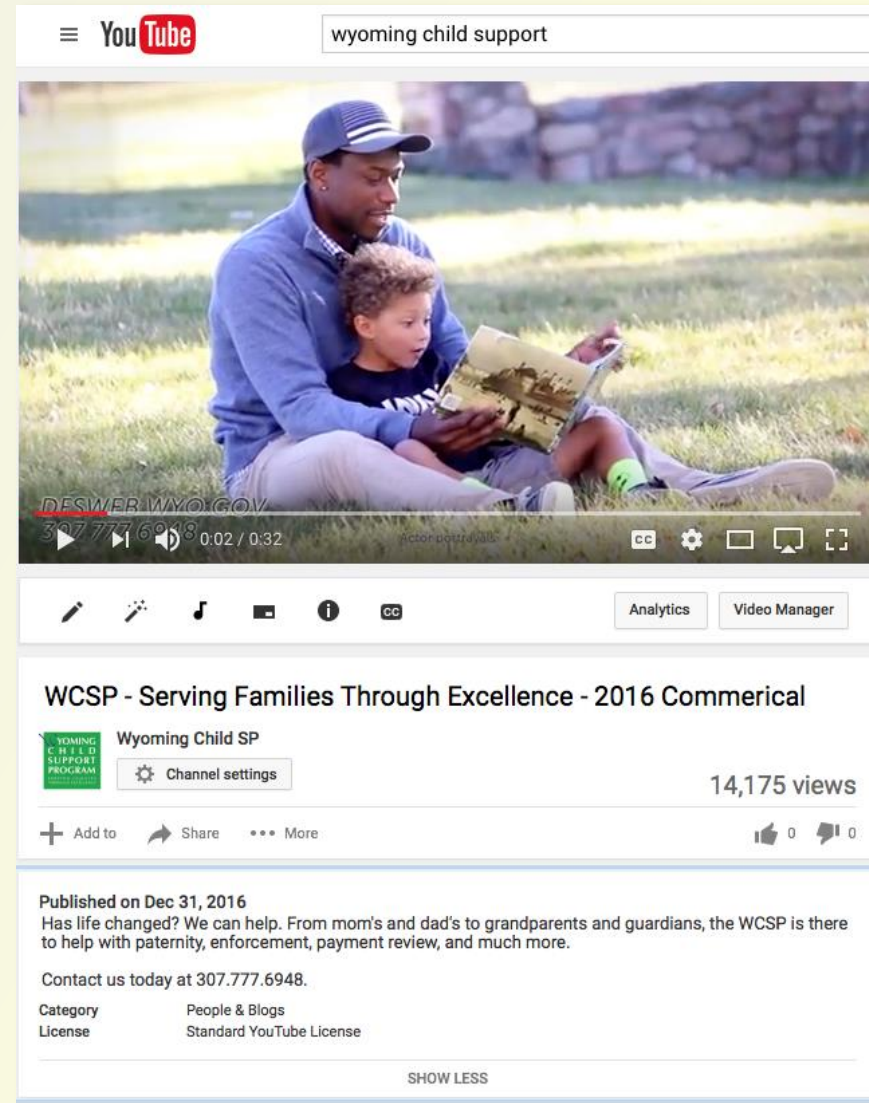
Male & Female 20 – 40 years of age

Total Impression: 625,102

Views: 149,029*

**this is a combination of both complete and partial views past the required ad view time.*

41.63% View Rate



Radio



30 second Radio Spots

12 Wyoming Radio Stations –
Mixture of Styles

Digital Banner Ads

Mobile & Desktop Delivery

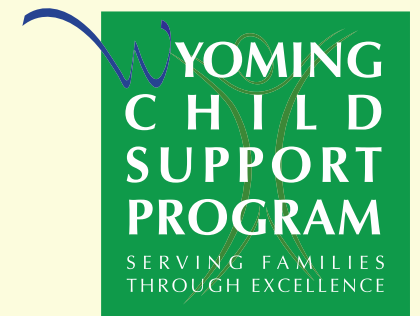
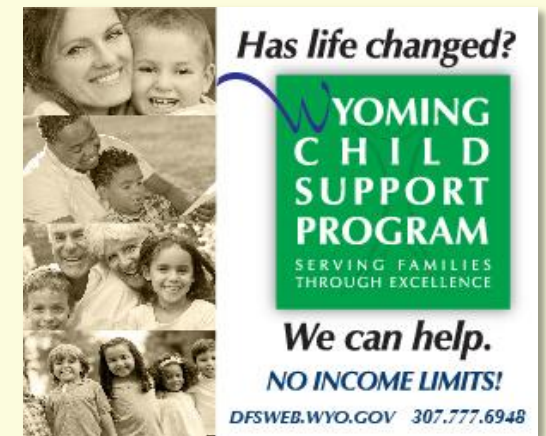
5 different sizes – all the same message

Mobile Prestitial -- 5 month average click-through rate

Campaign – 2.84%

Industry Average – 3.51%

digital banners ads



Movie Theatre



Has life changed?

WYOMING CHILD SUPPORT PROGRAM
SERVING FAMILIES THROUGH EXCELLENCE

We can help.
Paternity • Enforcement • Review and more.

VISIT DFSWEB.WYO.GOV OR CALL 307.777.6948

NO INCOME LIMITS!

TOTAL IMPRESSIONS

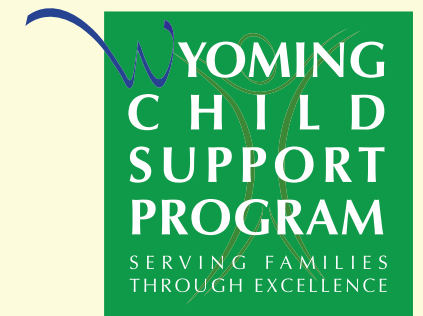
In-Theater: 1,016,667

Aug '16 – Mar '17

Website Ads: 326,793

Aug '16 – Mar '17

Total: 1,343,460



Pandora

February – March 2017 -- All of Wyoming

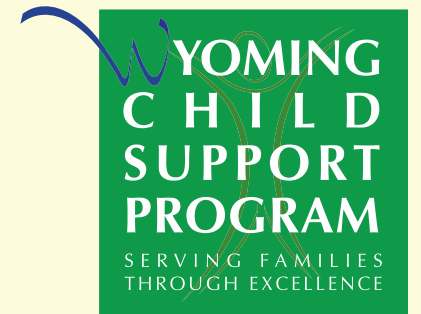


30 second Spot



digital ad

Banner Ad – 168,349 Impressions
Audio Ad – 437,696 Impressions

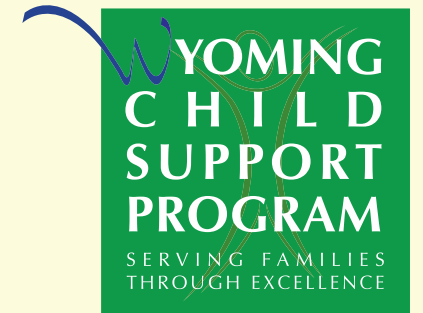


Other Advertising

Convenient Store Restroom Ad
Regional - 40,000 impressions

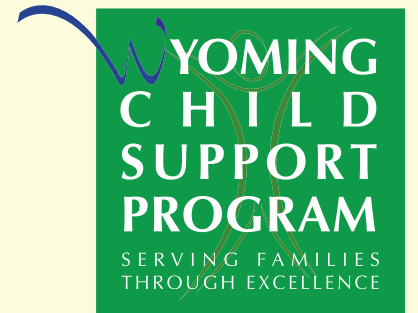


Posters - Statewide



Other Advertising (cont.)

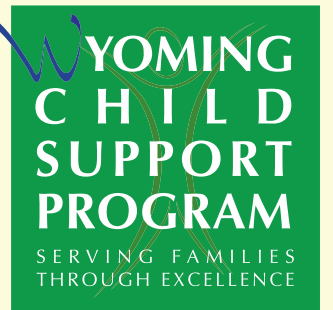
- Digital and content advertising source
- #1 media site in SW Wyoming
- <https://www.sweetwaternow.com/>
- Presence on most social media outlets (Facebook, Twitter, YouTube, Instagram)

The logo for SweetwaterNOW features the word "sweetwater" in a light green, lowercase, sans-serif font. To its right, the word "NOW" is in a dark green, uppercase, sans-serif font. The letter "O" in "NOW" is replaced by a stylized orange flame icon.

Outreach Through Sponsorship

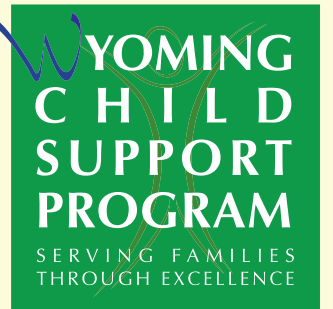


- Offers free open houses as well low cost classes, activities, and summer programs to children and parents.
- Over 30,000 children and adults visit the Science Zone each year.
- As a partner:
 - Logo is featured on all of their materials and on signage at the front desk, and Program mentioned in radio spots.
 - The Program is a featured sponsor of the Science Zone's open houses, activities (e.g. trick-or-treat event), and rotating interactive exhibits. At open houses, Program has a booth and staff present, (i.e. Star Wars Day).
- <http://www.thesciencezone.org/>



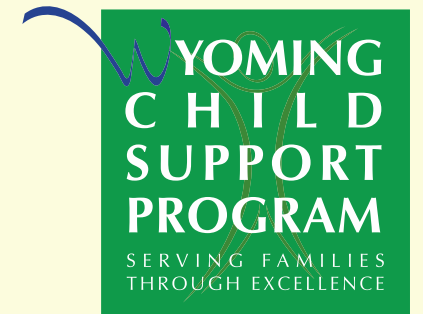
Outreach Utilizing GeoFencing/GeoRecency

- How it works?
 - Geofencing: virtual fence will be established around desired location and your message/ad is delivered to consumers on their smartphones (or tablets) once they enter the fenced location
 - GeoRecency: Serves ads to smartphones (or tablets) after a consumer leaves a fenced location
- *July – August 2018*
 - Impressions: 307,690
 - Engagements: 3,847
 - Site Visits: 213
- Demographics:
 - Male & Female
 - Age Range: 18-34
 - Household Income: \$0-100K
 - Status: Parent/Single and has kids
 - Education: All
- Geo-Fenced Locations:
 - SNAP Offices
 - Wal-marts
 - K-marts
 - Pediatricians/Pediatric dentistry
 - Family law offices
 - Dollar Stores
 - Elementary Schools



Future Focuses

- Enhance data collection & tracking of outcomes
- Refresh posters
- Update Child Support Handbook
- Tool kit for Outreach presentations
 - Standard PowerPoint presentation has been created and can be tailored by each office if necessary (*please contact us if you would like to see this)
- Booth Event Kit (tablecloth w/logo, t-shirts w/logo, tent w/ logo (for outdoor events), banner, line/rack cards
- NON-IVD focus
 - Outreach tool kits for partners (private bar)
- Computers in sister agencies for customers to fill out application



Community Involvement/Awareness



CHILD SUPPORT SERVICES OF WYOMING 1ST ANNUAL PICNIC

COME JOIN US FOR SOME FUN!!
Enter to win prizes!



WHERE: CHILD SUPPORT SERVICES
1771 CENTENNIAL DR.
LARAMIE, WY 82072

LUNCH ON US!!!
WHEN: THIS SATURDAY
AUGUST 26, 2017
11:00 AM TO 2:00 PM

**No state money is being utilized for this project. Donations have been provided by: YoungWilliams, GIM Auto Center, Stryker Pottery, the Knottville, and Wyoming Child Support Program, Dominos, Murdochs, and the Butchers Block.



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