Dedicated to the development of thriving communities and a more just world, Creative Generation works to inspire, connect, and amplify the work of young creatives who catalyze social transformation, and those who are committed to cultivating their creative capabilities.

The Campaign for a Creative Generation is dedicated to inspiring, connecting, and amplifying the work of young creatives and those dedicated to their creative development.

After a four-month pilot, the Campaign officially launched in January 1, 2020 utilizing a multi-pronged communication strategy utilizing web-based platforms, e-newsletters, and social media. Check out a sample newsletter here.

The typical audience for a Campaign newsletter, social media post, or other communication works in the fields of arts and culture, education/youth development, and/or activism. Usually self-designated as an educator within a school or small non-profit, a smaller division of a large institution, or works as a teaching artist & independent contractor.

Connecting to important news, unique opportunities, or relevant research is of the utmost importance to subscribers. They value connecting to others, celebrating successes, or thinking critically about current practices.

On-the-go info, usually read on a mobile device, is most consumable. Positivity and succinctness is vitally important. 1-click to action steps are best.
We offer two advertising packages, listed below, or we can customize a package tailored to your needs.

**BASIC — $75/month**
- Link + 25 words in our weekly newsletter
- 1 Facebook post
- 1 Instagram Grid post
- 1 Tweet

**DELUXE — $250/month**
- Banner image + link in our newsletter
- 2 Facebook posts
- 1 Instagram Grid post
- 2 Instagram story shares
- 2 Tweets

**GEOGRAPHICAL DISTRIBUTION OF SITE USERS**
- USA: 76.1%
- Australia: 2.6%
- UK: 2.2%
- Asia: 3.9%
- Africa: 2.9%
- Canada: 2.9%
- New Zealand: 3.7%
- Europe: 3.4%*
- South America: 2.4%

*does not include UK users

**WEBSITE STATISTICS**
- Avg Unique Visitors: 28,600/month
- Avg Page Views: 46,100/month
- Avg Viewer Time: 2 mins, 40 secs

**FACEBOOK STATISTICS**
- Facebook Daily Views: 841
- Average Facebook Post Reach: 14,007
- Average Facebook Post Engagement: 2,709

**INSTAGRAM STATISTICS**
- Avg Monthly Impressions: 1,045
- Avg Interactions: 73

**EMAIL SUBSCRIBER STATISTICS**
- Total subscribers: 15,235
- Open rate: 35.4%
- Click-through rate: 7.6%

**EMAIL**
info@creative-generation.org!

**READY TO TAKE THE NEXT STEP?**