

Ally House

Campaign Book Fall 2025



Client Account Team



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Advertising

DMTA



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Client Overview



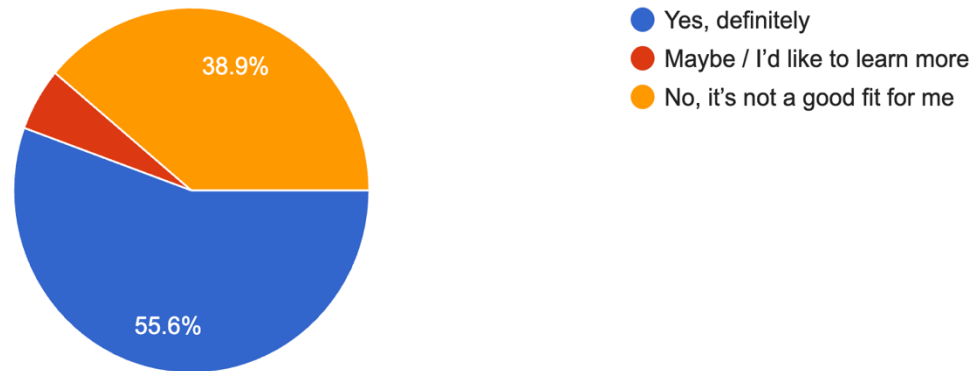
Ally House is Penn State's nationally award-winning Living Learning Community. It is the only gender-inclusive traditional housing on campus. Located in West Halls, Ally House fosters an inclusive, supportive space where LGBTQ+ students and allies can live authentically and build community all four years.

Primary Research

Primary research and a survey conducted for Ally House reveal clear trends in how students make housing decisions. Location is a major factor, with 77.8% of respondents rating it as highly important and proximity to classes emerging as the top priority at 83.3%, followed by living near friends at 61.1%. Preferences for on-campus versus off-campus housing were mixed, with 38.9% saying they only want to live on campus, 33.3% preferring off campus, and 27.8% open to either option. Renovations were not a strong driver overall, with responses clustering around neutral (27.8%). When choosing who to live with, students prioritized shared daily habits and shared community-focused values (both at 61.1%), along with personality compatibility at 55.6%. Students most often learn about housing options through emails and word of mouth (both at 61.1%), while social media (27.8%) and housing fairs (11.1%) played a smaller role. Overall, 55.6% of respondents said they would definitely consider Ally House as a housing option, reinforcing its strong appeal to students who value proximity, compatibility, and a community-driven living experience.

Would you consider Ally House as a housing option for you?

18 responses



Survey Draft

Drafted Questions:

1. How does location play a role in choosing housing?
2. How does living on campus factor into your decisions?
3. Does the renovation of the dorm affect your opinions?
4. Do you prioritize living with people who are similar to you or who you are friends with?
5. How does your level of knowledge on the housing option affect your willingness to live there?
6. How does the support from the university affect your willingness to live in a housing option?
7. Does not having housing over breaks affect your housing preferences?

Press Research

- Ally House is consistently portrayed in the press as a safe, inclusive living space, particularly for LGBTQ+ students.
- Student testimonials emphasize the positive impact of Ally House on comfort, belonging, and community
- Penn State officially recognizes Ally House as part of its Living Learning Communities, reinforcing its credibility and alignment with university values.
- While overall coverage is positive, there are limited press mentions, suggesting an opportunity to increase visibility and storytelling around Ally House.

ALLY HOUSE PRESS RESEARCH <i>Happy Valley Comm</i>	
THE DAILY COLLEGIAN May 29, 2023 Ritamarie Montagna	"Penn State Ally House residents share feelings on having 'safe' living space" This article offers positive testimonies from residents in Ally House, one of which is a transgender student at PSU who went from feeling uncomfortable in a standard dorm to flourishing in the accepting community that is Ally House. The rest of the article gives a positive review of Ally House's inclusive sanctuary besides one comment that critiques the lack of staffing and placement issues.
PENN STATE UNIVERSITY Live On PSU website	Living Learning Communities at PSU When describing the different living communities on campus, Penn State provides a raving description regarding Ally House. The website describes the house as an open, safe and inclusive environment. The description continues to acknowledge Ally House's dedication to fostering an understanding of gender issues
THE DAILY COLLEGIAN Oct. 8, 2021 Colton Lucas	Accomidating Pride: Penn State Students, faculty discuss on-campus living options for LGBTQ students This article offers more inisght into the design of Ally House including where its located and how the application process works. The article proceeds with more students testimoies including a few words from the predisent of Ally House. The rest of the article discusses how the word needs to get out about Ally House because LGBTQ students who are struggling with housing, probably don't know about it.
OVERALL	 Overall, Ally House has a fairly positive review from the press. While most things published are good, there are not many pieces regarding Ally House. Besides a few student testimonies, most things said about Ally House can be perceived as bias, as one is from the University and one is from the president of Ally House. A goal for our team for the rest of the semester is to get more out about Ally House?

SWOT Analysis

Strengths

- Has a strong social media presence, very informational
- Plent of visuals and fliers
- Has a lot of different events for people to get involved in, and know Ally House

Weaknesses

- Lack of consistency on social media posting
- Not advertised well, people don't know about it
- Not something that Penn State is pushing out


Opportunities

- Opportunity to get Penn State to push out a flier
- Increase social media usage and visibility
- Brand consistency can help strengthen professionalism

Threats

- People may just opt to live in dorms or get an apartment
- Less amenities shown
- People may rather live with their friends, instead of housing

Target Personas



Target PERSONA

ALLY HOUSE

Name: Nina Jamison
Age: 19
Major: Philosophy
Pronouns: she/her

frustrations

"I'm having a lot of troubles finding groups of people like me."

"Living accommodations downtown are too expensive and inconvenient."

Goals:

- Find a group of people who are inclusive; have similar values
- Affordable housing, on-campus dining
- Positive and active community engagement with others
- Potential leadership opportunities

Hobbies+Interests:

Hanging out with friends, arts and crafts, thrifting, reading, history, baking cookies

Day in the Life:

Nina likes to go to the gym in the mornings, get breakfast and then goes to class. She loves to hang out with friends, and is a part of the World in Conversation program, where she talks to students on a daily about current day issues.

Ally House Solution:

Ally House provides everything that Nina is looking for. From being on campus housing, which includes easily accessible dining, it is the type of community she is looking for. Being transgender, Nina found it difficult to find other people in the LGBTQ+ community, and Ally House helps her become a part of a community. It is very inclusive, very active on campus with a variety of different bonding events, and may even potentially get her a leadership role she is seeking for. Ally House is exactly the spot Nina has been looking for.

TARGET PERSONA

★ ABOUT ME ★

Basic Facts

- Name: Rowan Smith
- Age: 19
- Year: Sophomore
- Major: Psychology

Goals

- Find a group of people that have similar interests
- advocate for policies that she believes in
- Make PSU feel like home!

Hobbies

- Playing Guitar
- Hiking
- Video Games
- Thrifting
- Photography

Frustrations

- unclean spaces
- rude people
- so many options at school, she doesn't know which things will actually suit her














ALLY HOUSE SOLUTION

★ Ally house is a great outlet for Rowan when looking for a place to meet people with similar interests! Ally House can provide Rowan with a sense of sanctuary since she is interested in making such a big school feel smaller. Ally House will feel like a home away from due to all of their community bonding and events.

DAY IN THE LIFE

Rowan starts her day by going to Elixir, her favorite coffee shop downtown, where she likes to plan out her day and check the news. In between classes she likes to find nature filled spots on campus to read her current book. After classes she hangs out with friends. During their hangouts, they typically study, play mario cart, or debate about who has the best music taste. In her downtime she likes making playlists, going on nature walks, or going to the occasional thrift pop-ups around state college.

Target Org Personas

TARGET PERSONA



Organization Name:
LGBTQ+ Student Support

Age: 18-22 year olds

Living Situation: on/off campus

Size: have around 50-100 members

Interests: social justice, community building, mental health

Goals & Motivations: want a supportive community for LGBTQ+ PSU students, an inclusive environment, to educate & build awareness, to advocate for equity on campus

Challenges & Barriers: low awareness & retention, visibility, engagement, cost, location

Communication Preferences: GroupMe, Instagram, email chain, word-of-mouth

Key Messaging: belonging & safety, built-in community, representation, supportive, empowering

Snapshot Summary:

- Looking for a living environment with built-in community and trust
- Barriers include low awareness, cost, and location
- Need to emphasize belonging, safety, trust, and community

Social Media Audit

[@allyhouse.psu](https://www.instagram.com/allyhouse.psu)

Platform Overview

- Instagram is Ally House's primary platform, focused on community, inclusion, and events.

Content & Frequency

- Posting is inconsistent, with heavier use of Stories than feed posts.
- Content is primarily flyers, encouragement posts, and admin-led announcements.

Performance

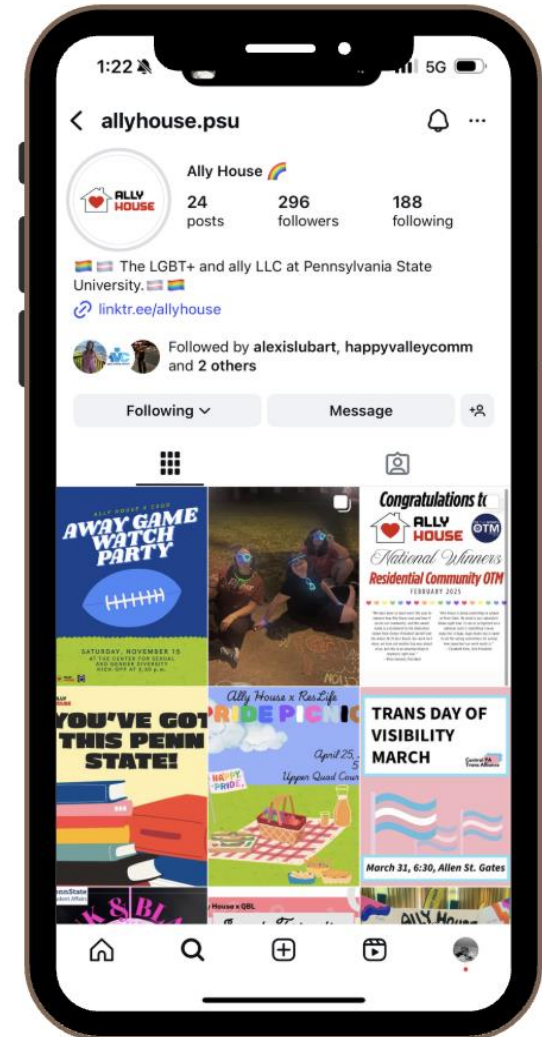
- 283 followers** with an average of **~10 likes per post**.
- Limited comments, shares, and overall engagement.

Visibility

- Reach is mostly limited to the existing Ally House community.

Opportunities

- Increase posting consistency and standardize visuals.
- Expand into reels, resident features, and partnerships to grow reach.



Fact Sheet

Overview

- Ally House provides an open, safe, and inclusive living environment for lesbian, gay, bisexual, transgender, and Ally students. This living environment is a collaboration between the **Center for Sexual and Gender Diversity** and the **Sexuality and Gender Studies minor** that is offered by the College of Liberal Arts.

Location

- Located in West Housing Area at Penn State

Contact

- Jennifer Garvin, Director Ancillary Services, Housing and Food Services 814-865-7501
- Mark Rameker, Senior Director Residence Life 814-863-1710
- Sonya Wilmoth, Director, Center for Sexual and Gender Diversity 814-863-1248

Social Media

- [Instagram](#)

Other Online Placements

- [Penn State Website](#)
- [Living Learning Communities Website](#)



Drivers/Barriers

Drivers:

- Inclusive area, anyone can apply to join
- Provides a sense of community within the living area
- Ability to meet new people
- Allows residents to feel comfortable and safe
- You don't have to live in the housing to go to events and be part of the community




Barriers:

- On-campus housing
 - Some students prefer to live downtown, in an apartment with friends, especially after freshman year
 - In West, unrenovated and can be inconvenient
- Not much information available about Ally House online, not advertised properly
 - Not clear how many floors and people are living there currently
- Mostly student run, not much staff participation/administrative help

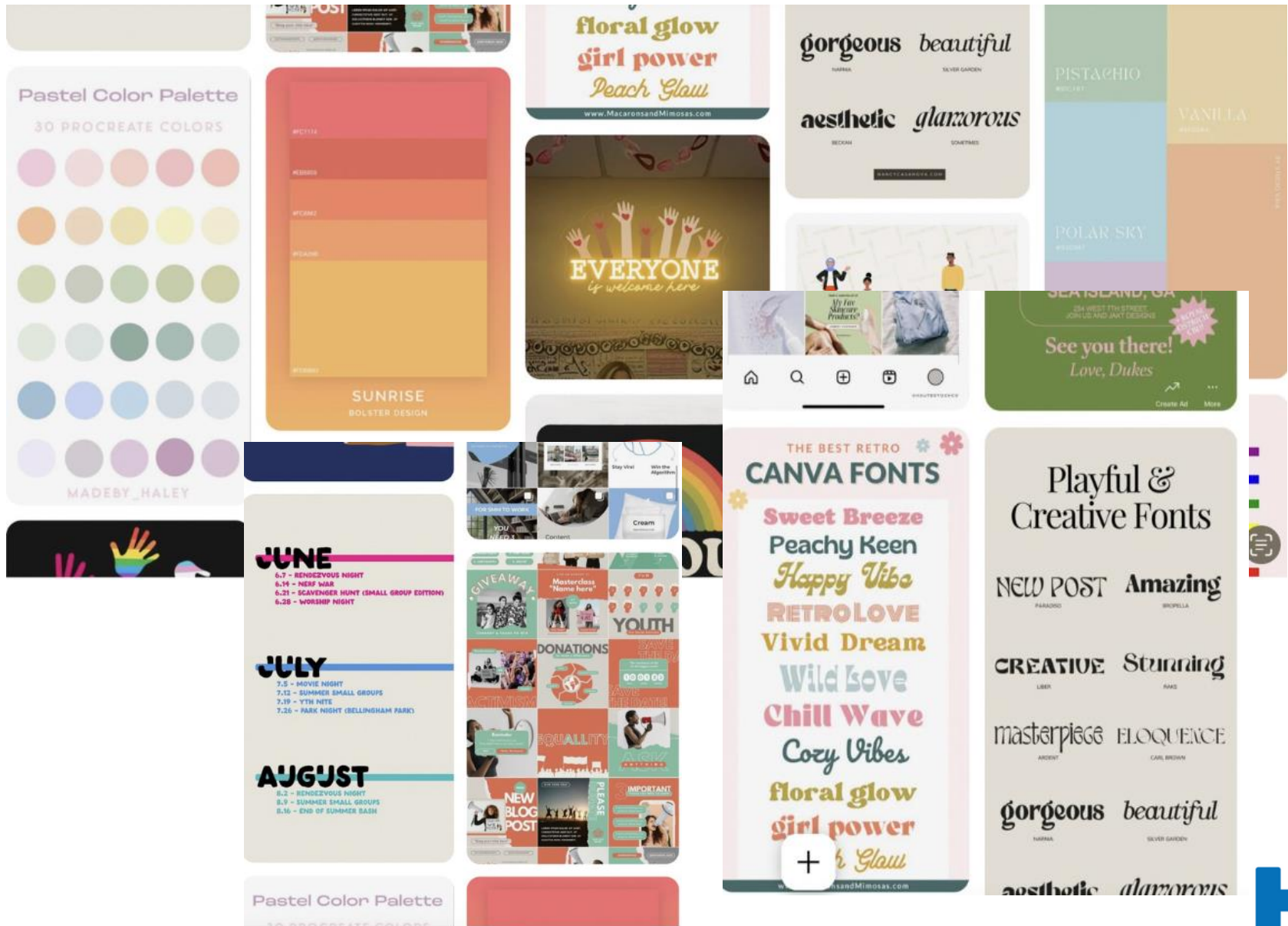
Hypothesis:

If Ally House effectively advertises that they provide an inclusive area (driver), then it can overcome the consumers' hesitation of living in unrenovated, on-campus housing (barrier).

Hashtag Research

ALLY HOUSE	 <p><u>Common Themes</u></p> <ul style="list-style-type: none"> • Mostly surrounding inclusion on campus • Making sure that people are included • Ensuring that Ally House is a community that people can join to meet others • Something that makes people want to be a part of this community 	<p><u>LGBTQ+ Themes</u></p> <ul style="list-style-type: none"> • #AllLoveisLove • #BeKindToAll 	<ul style="list-style-type: none"> • #LGBTQIA+ • #BornThisWay • #PrideAndJoy 	<ul style="list-style-type: none"> • #BeProud • #OutAndProud • #BeYourself 	
		<p><u>PSU Themes</u></p> <ul style="list-style-type: none"> • #WeAreFamily • #FoundOurPlace 	<ul style="list-style-type: none"> • #LearningLivingCommunity • #OnCampusHousing • #LiveAtAllyHousePSU 		
		<p><u>Student Org Themes</u></p> <ul style="list-style-type: none"> • #GetInvolved • #EveryoneFindsTheirPlace • #MakeAKindPlace • #WorkingToIncludeEveryone • #BeAPartofAllyHouse 			HASHTAG RESEARCH

Inspo Post Pinterest Board



Email Template Research

Research and drafted possible email/social media templates for events and partnerships.

Casual Email Template:

Subject: Possible Partnership with Ally House

Hi [name of individual],

Professional Email Template:

Subject: Collaboration Opportunity with Ally House (LLC at Penn State)

Hello [name of individual],

Social Media Message

Hi [name]! My name is [your name] and I am with Ally House (Penn State's LGBTQ+ LLC) and we are currently looking to connect with other student groups for some joint programming this semester. We love what [org/club] has been doing and think you would be a great fit for a collaboration!



LinkedIn Content Strategy

Researched effective LinkedIn content strategies and compiled a document of goals, post ideas, and sample posts for reference.

Ally House LinkedIn Content Strategy

Post Ideas

- Student highlights EX: student of the month, student success story
- Event reminders and recaps
- Room tour (Finding home at Ally House: A look inside our inclusive living-learning community at Penn State)
- "Why I chose Ally House"
- Collaborations with diversity center, other LLC's, LGBTQ clubs
- Education/advocacy posts EX: A post every day in February for LGBTQ history month offering advice and history

Goals

- Increase awareness across Penn State students
- Network with LLC's and LGBTQ organizations from universities across the country
- Gain support from the Penn State administration and the state college area

Sample Post Caption:

Post: Finding home at Ally House: A look inside our inclusive living-learning community at Penn State

Caption:

Take a look inside resident, Rowan's room! 🏠

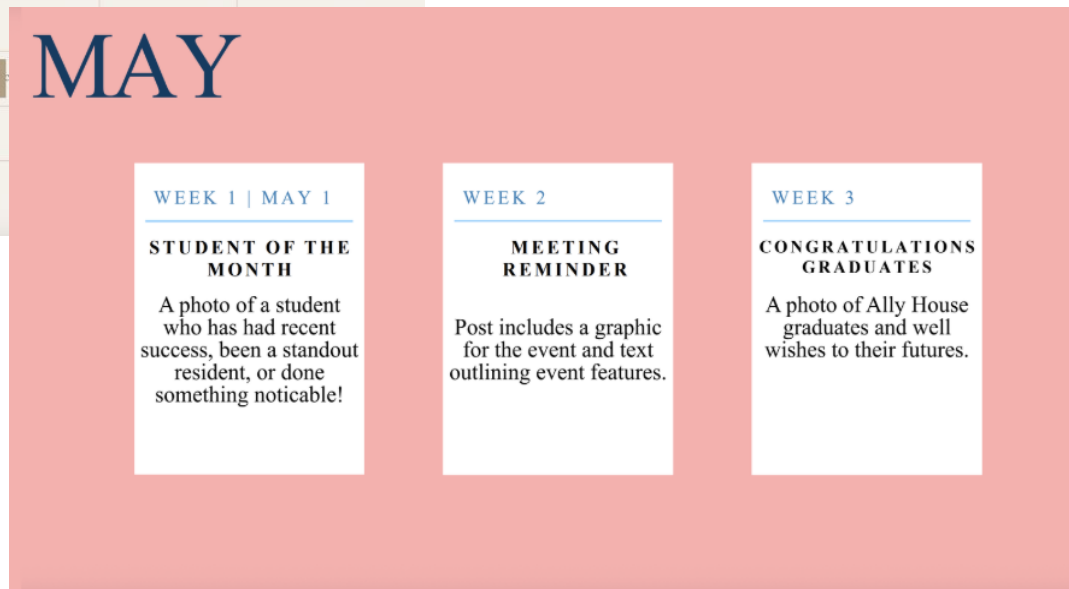
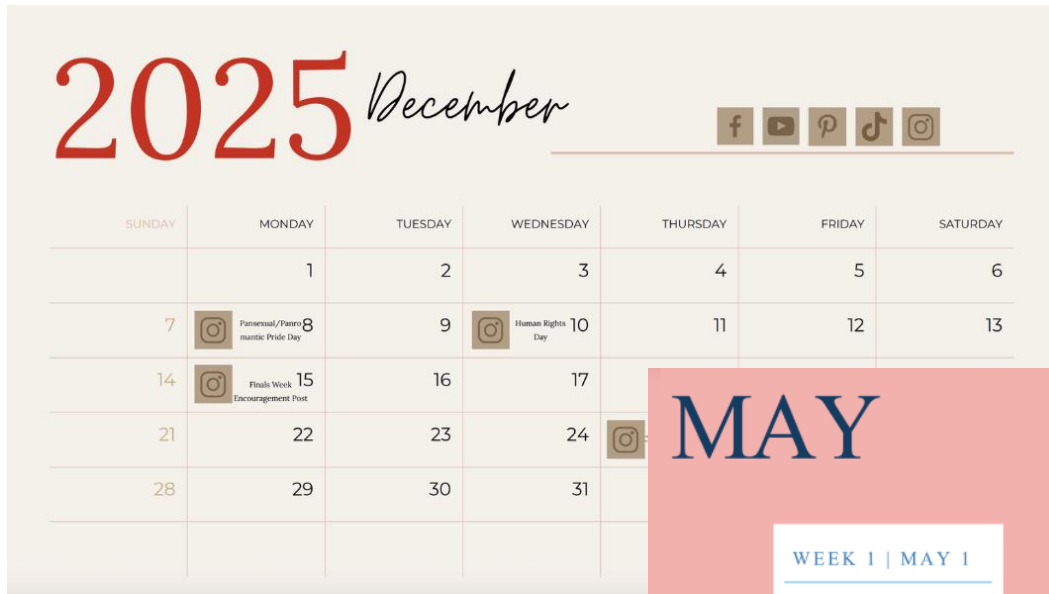
Rowan is a third-year political science major and a first-year resident of Ally House. Rowan's favorite part of their room is their succulents and hanging plants. They enjoy collecting plants from the complementary plants offered in Buckhout lap!

Do you think your room could top Rowan's? Submit a picture for a chance to be featured!

#AllyHousePSU #LivingLearningPSU #PennStateHousing #InclusiveLiving

Content Calendars

Provided Ally House with a series of content calendars for both their Instagram and LinkedIn, extending until the end of the school year.



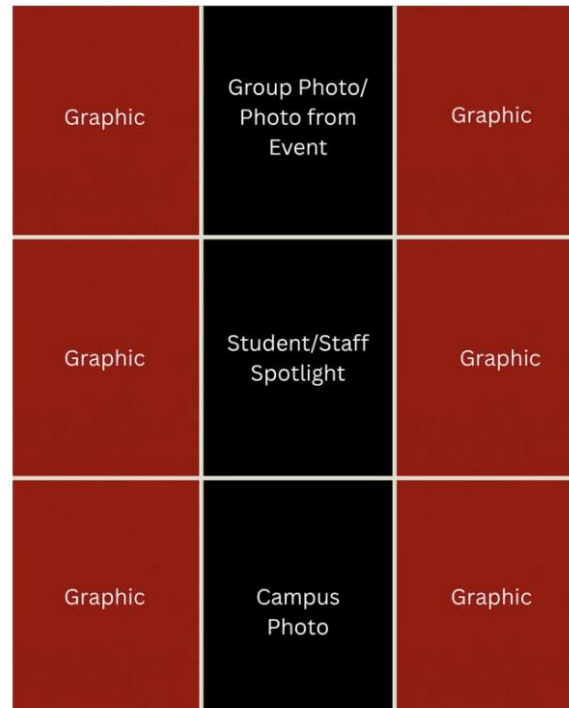
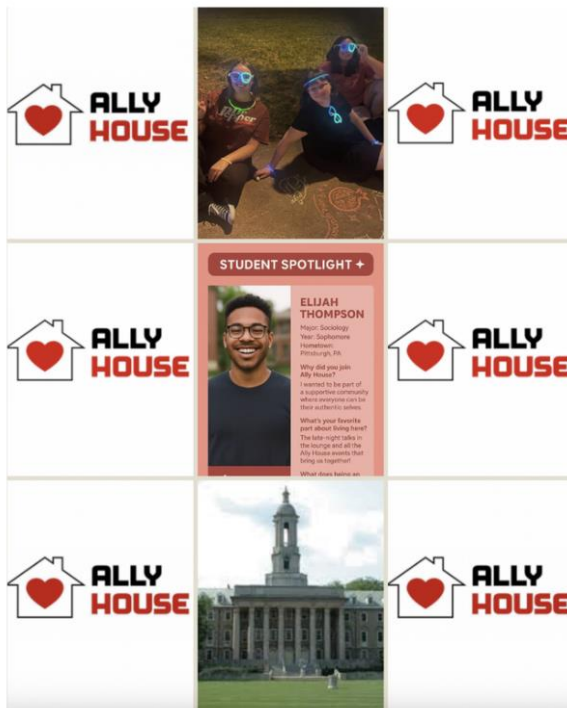
Visual Language

Created a visual language for Ally House to help assist in their creative direction and brand guide.



Instagram Layout

Provided Ally House with a full Instagram layout to help assist and design the aesthetic of the Instagram page.



Instagram Layout Design Ideas:

Graphic:

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

Group Photo/Photo from an Event:

- Could be a photo from the set-up from an event, people attending the event, aftermath(if you created something), or photos of Ally House's members in the LLC

Graphic:

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

Graphic:

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

Student/Staff Spotlight:

- A post highlighting a member of Ally House or staff member
*the first one of these could be introducing the executive board

Graphic:

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

Graphic:

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

Photo of campus:

- Could be a photo of a part of campus or something seasonal

Graphic:

- Could include a flyer for an upcoming event, honoring a date, an encouraging statement/quote, or educational/spreading awareness

Instagram and LinkedIn Posting Checklist

Created a posting checklist for both Instagram and LinkedIn to help ensure posting is efficient and complete.



Ally House Instagram
CHECKLIST

- ☐ Post has a clear motive/message
- ☐ High quality photo/graphic
- ☐ Caption is spell-checked
- ☐ Aligns with IG schedule and IG layout
- ☐ Caption includes hashtags
- ☐ Location is tagged
- ☐ People included in content are tagged
- ☐ Respond to comments
- ☐ Repost on story

NOTES:
Everything that is posted on Ally House socials should align with three main umbrella guidelines

- Clarity
- Quality
- Consistency

LinkedIn Posting Checklist for Ally House

LinkedIn posting differs from Instagram in key ways. LinkedIn is a professional networking platform where content should emphasize leadership, community impact, professional development, and organizational values. Posts should be more formal in tone, focus on achievements and learning outcomes, and highlight how Ally House prepares residents for their careers while fostering an inclusive community.

1. Purpose: Why does this post matter

- ☐ What story or update does this post share?
- ☐ How does it align with Ally House's mission of inclusive housing?
- ☐ What value does it provide to our audience (prospective residents, current residents, alumni, university partners)?
- ☐ Does it showcase leadership, community impact, or resident success

2. Creation: Caption tone, Visuals, Tagging, Hashtags

Caption Tone: Caption Tone:

- ☐ Professional yet warm and welcoming
- ☐ Highlights achievements, learning, or community impact
- ☐ Uses clear, concise language
- ☐ Includes a call-to-action when appropriate (e.g., "Learn more," "Join us," "Connect with us")

Visuals:

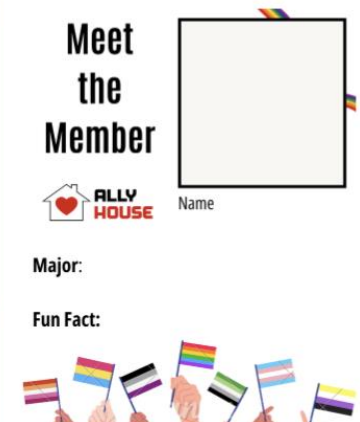
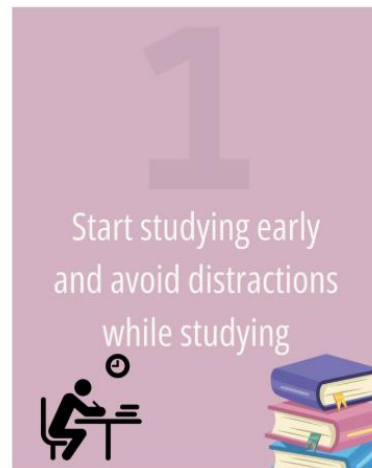
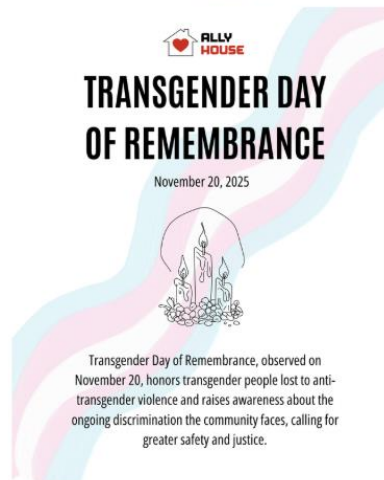
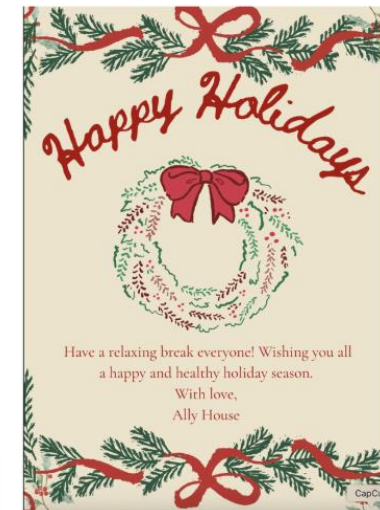
Graphic Creation Story Posts

Created graphic posts for Ally House's Instagram story to promote activities, members, and awareness posts.



Graphic Creation Posts

Created graphic posts for Ally House's Instagram page to promote activities, members, and awareness posts.



Instagram Highlight Covers



House Life



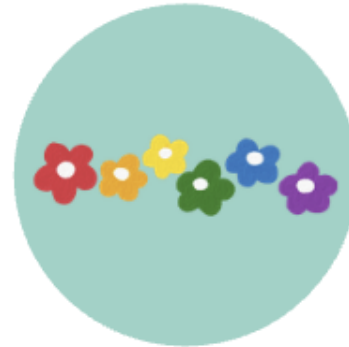
Our Mission



Events



Meet Us



PSU Life

Brand Guidelines

Designed a brand guideline book to assist in brand consistency and to manage the creative direction of Ally House's branding.

TYPEFACE

Antonio and Open Sans Condensed give us strong headers, clean body text, and flexible styling with caps, lowercase, bold, and regular options.



HEADINGS

Aa Bb Cc

ANTONIO BOLD

BODY

Aa Bb Cc

OPEN SANS CONDENSED

PALETTE



Our color palette brings the Ally House personality to life. It's bold, inviting, and designed to keep our visuals consistent across all platforms.



Our palette blends red and pink for energy and warmth, black and gray for balance and clarity, and tan for a soft, grounded touch.

Results

By the conclusion of the campaign, HVC helped Ally House establish a clearer and more unified brand presence while reinforcing its identity as a student-centered living-learning community. The introduction of a cohesive brand system, consistent design elements, and intentional messaging made Ally House more recognizable and easier for students to understand at a glance. Communication surrounding housing, expectations, and day-to-day life strived to become more streamlined, while adaptable social media templates and a planned content calendar created a foundation for engagement. Collectively, these outcomes elevated Ally House's visibility and provided its leadership with practical tools to support long-term recruitment, awareness, and community development.



Transition Plan

As Ally House moves forward, the brand kit, content calendar, and social templates can act as go-to resources for ongoing marketing and communication efforts. Future announcements, recruitment efforts, and digital content should continue to follow the established student-focused voice and visual style to keep messaging consistent across platforms. While timelines, events, and housing cycles may change, the templates and messaging can be easily adjusted without losing the core emphasis on connection and belonging. By using the performance insights, hashtag research, and planning tools developed through the campaign, student leaders can better organize weekly tasks, track engagement, and refine outreach over time, helping Ally House's marketing stay cohesive, flexible, and sustainable.



(12/19/2025)