

CHAPTER 2: SITUATION ANALYSIS

Situation Analysis: ((background))

According to United Cerebral Palsy of West Alabama's website (UCPWA, 2013), the organization was started in 1962 as United Cerebral Palsy (UCP) of Tuscaloosa, which belonged to UCP of Birmingham. UCP of Tuscaloosa split from Birmingham in 1972 with the hopes of narrowing its mission to West Alabama. After making the change from UCP of Tuscaloosa to UCPWA in the 1980s, the organization was prepared to provide services such as early intervention and respite services to the community. UCPWA established its current location with the help of Think Foundation, which provided the organization with a Northport city grant in the 1990s (UCPWA, 2013). This also marked the beginning of two programs offered: Adult Day Habilitation and Camp Sunshine. Former Executive Director, Toni Franklin supported services that offered care in private homes. In 2000, these services were provided hourly, ranging from personal to residential. In 2010, UCPWA created Camp HOPE (Helping Others Progress Equally), which caters to students with or without disabilities. In February, UCPWA hired Erin Treadwell, Development Coordinator, to maintain and advance communication efforts.

In its mission statement UCPWA states, 'UCPWA seeks to provide possibilities for those with disabilities by creating an environment that encourages independence, enables opportunities and inspires people to better themselves and their quality of life.' In the future, UCPWA hopes to expand its services and reach a greater audience through increased awareness.

Key publics for UCPWA are important to its survival because they have similar goals and will help to advocate for the organization's future. Followers and friends of UCPWA, specifically on social media platforms, serve as key publics because they promote the message and spread the mission of the organization faster than any other outlet. Other key publics include corporations that support UCPWA, such as BF Goodrich and Walter Energy (UCPWA, 2013). These corporations help UCPWA promote its cause through events and fundraisers, which also brings positive awareness to the sponsor.

UCPWA is lacking media coverage, but it does utilize traditional media outlets to provide the public with information. West Alabama's local news channels include FOX 6 WRBC, ABC 33/40, NBC WAFF-TV and CBS 42 WIAT. The Tuscaloosa News is also a main outlet for locals. UCPWA benefits from these forms of media due to its ability to reach the public as a trustworthy source. Social media outlets such as Facebook and Twitter are also utilized, with followers and friends sharing information produced by UCPWA. Other social media outlets used by UCPWA include YouTube, WordPress and Tumblr. In addition, the organization sends e-newsletters to 50 individuals and traditional newsletters to 50-100 individuals every quarter.

UCPWA provides news releases to The Tuscaloosa News and local television stations. UCPWA's website currently boasts its recently revamped design along with one news release, which was published for the West Alabama State Fair. Upcoming events have been publicized on Facebook and Twitter to increase visibility and reach a broader audience. Emphasis on public relations began recently, which would explain the lack of a strong presence on social media platforms.

UCPWA's advertising and public relations program is still in the early stages of development. The website features useful information about the organization, including the most recent newsletter. Development Coordinator Erin Treadwell was hired in February as the first step in increasing communication efforts and audience outreach. Since then, UCPWA has maintained a presence in the media, but needs to expand in order to achieve its goal of increased fundraising.



CHAPTER 2: SITUATION ANALYSIS

((Public Relations Audit))

Internal Environment

UCPWA's adult and children's services are in high demand, but a significant amount of demands cannot be met due to the lack of space in its current location. UCPWA is unlike other nonprofits in that it offers an 'after school' program for parents who have to work late. Other nonprofits like UCPWA do not offer programs that extend later in the day. UCPWA is in need of more donors so the organization can fund a relocation or expansion. This would allow UCPWA to serve more participants for its programs. UCPWA would also like to create a consistent volunteer program, preferring those who can make a commitment to regularly volunteer. The organization is more than happy to host volunteers from organizations affiliated with The University of Alabama or other community organizations for volunteer hours.

Consistent publicity and promotion would be an ideal opportunity for UCPWA to raise awareness, but the lack of money makes this outlet difficult to pursue. The organization has used social media to attract people to UCPWA fundraisers, but only creates new posts once or twice before the event. The recent addition of Erin Treadwell to the UCPWA team helped the organization focus on public relations, social media and marketing efforts. Erin has helped UCPWA tremendously by creating a social media presence and many more things to put UCPWA in the public eye to attract donors (Treadwell).

Public Perception

Tuscaloosa County residents have an overall positive perception of United Cerebral Palsy of West Alabama, although 65 percent have not heard of UCPWA. When speaking with residents of Tuscaloosa County, they claimed they were familiar with past events hosted by UCPWA, such as the Fright Fest and the West Alabama State Fair. HomeGrown PR hopes to increase awareness in Tuscaloosa County about what UCPWA has to offer.

CHAPTER 2: SITUATION ANALYSIS

External Environment

Current donors, UCPWA staff and the families of children who attend UCPWA programs are the current supporters that will help UCPWA reach its objectives. UCPWA also receives many grants from supporters that help run programs (UCPWA 2013). UCPWA receives grants from United Way of West Alabama that support the day and evening programs, and it also receives a grant from the Alabama Department Prevention of Abuse and Neglect, which offers 'quarterly stipends' to parents to purchase respite services. UCPWA receives the 'Childcare Enhancement Grant' that provides instruction on child development in childcare settings' through a partnership with Alabama Department of Human Resources and UCP Huntsville. Potential supporters include future donors and volunteers (2013 UCPWA Annual Report).

Eagles Wings, United Way, United Cerebral Palsy of Birmingham (UCPB) and the Arc are UCPWA's main competitors for donors. UCPB provides services for more than 3,000 children and adults in Birmingham and 10 surrounding counties. UCPB is in competition with UCPWA for donor money because of the short distance from each other. If UCPB has the funds and location for better services, donors are more willing to donate to its continuing success rather than donating to UCPWA (UCPB, 2013).

Eagles Wings is a nonprofit located in Tuscaloosa that provides day habilitation services for adults with disabilities. This organization recently purchased 96 acres of land to build homes for residential care for adults with disabilities. Eagles Wings accounts for the majority of day habilitation services in Tuscaloosa. It has the space and funding to accommodate more adults than UCPWA. Eagles Wings solely offers services during the day, unlike UCPWA, which offers day services and after-hours programs. Families often use Eagles Wings during the day and use UCPWA for after-hours programs. Eagles Wings Partners include Jim Walters Resources, Inc. Mercedes - Benz US International, Inc., CFM Engineering and Consulting Group, Jones Properties, LLC, Tuscaloosa Homebuilders Association, Alabama Power Company and AL.com (Eagles Wings, 2013).

United Way is a very large and influential nonprofit that works to improve the quality of life for West Alabama residents. It creates programs and opportunities to further education, income and financial stability and health. As of October 1, 2013, United Way raised \$3 million dollars for the West Alabama area. Donors that do not have a personal connection to UCPWA are likely to donate to United Way to better the well being of the West Alabama as a whole (United Way, 2013).

The Arc of Tuscaloosa County is a nonprofit that provides services to adults with intellectual disabilities that live in Tuscaloosa. Although this particular chapter only has a Facebook page, it stems from the Arc of Alabama, which supports all 29 Alabama chapters. This nonprofit is another opportunity for UCPWA to lose donors due to similar services offered by the Arc (Arc Facebook).

Donors will be hesitant to donate to UCPWA not only due to lack of knowledge of the organization, but because of current economic standings as well. When the government shutdown occurred, hundreds of thousands of people were out of a paycheck, and grant money was being withheld (Neergaard, Fram, Lederman, Pickler, Borenstein, Taylor). The United States has begun to recover, but many people are still dealing with losing that paycheck. The importance a nonprofit has to an individual and how well it is known will be pertinent in gaining donor money. Being more informative to the public and creating a connection with individuals in Tuscaloosa County is the best way for UCPWA to gain donors and followers.



CHAPTER 2: SITUATION ANALYSIS

Situation Analysis: ((public relations audit))

Target Market Analysis

The estimated population of Tuscaloosa County is 198,596 persons. More than 50 percent of the Tuscaloosa County population is female. The majority of persons are Caucasian, and more than 110,000 persons are 25-years-old and over. The median household income is \$43,538, and the average household income is \$57,208. The majority of residents have at least a high school degree, with many having obtained a college degree as well.

Tuscaloosa County is a rising location for many conferences and events because of the hospitality offered to visitors. Tuscaloosa County has one of Alabama's lowest unemployment rates and one of the most stable economies in the south. Small businesses are key to the economic success of the county and are currently thriving. The unemployment rate is below seven percent and less than the national unemployment rate. Around 20 percent of persons are living below the poverty level. West Alabama is known for its many universities and colleges and is called the Capstone of Education. Tuscaloosa, home to The University of Alabama, is the most populated city in Tuscaloosa County. To see the full demographic charts, see page B-1 in the appendix.

The attitudes of people living in Tuscaloosa County have changed over the past few years. In 2011, Tuscaloosa County residents voted to legalize alcohol sales on Sundays. According to The Tuscaloosa News, the churches had been against this decision in previous years, but attitudes have shifted. Residents are still very religious and attend church, yet the nightlife is becoming more popular. People in Tuscaloosa County are going to bars to watch sports games or having an alcoholic drink with brunch, since Sunday alcohol sales are now legal.

There are several media outlets reaching Tuscaloosa County. These local media outlets include newspapers, radio stations, magazines and television stations. These outlets also have websites. When targeting our main audience, Die-Hard Tuscaloosans (DHTs), the local media outlets will be a better way to deliver our messages. To see a list of media outlets in the area, view page B-1 in the appendix.

CHAPTER 2: SITUATION ANALYSIS

Situation Analysis: ((public relations audit))

Problem/Opportunity Analysis

Problem: Though UCPWA offers excellent programs and services to the community, building restrictions are forcing the organization to turn away potential candidates.



Opportunity: With additions to the current building, UCPWA has the opportunity to expand programs and have a higher occupancy level.

Problem: Due to the lack of staff in the public relations sector, UCPWA has been unable to effectively raise awareness of its organization.



Opportunity: By enhancing the current internship program, there will be more people to help prevent any efforts from slipping through the cracks.

Problem: While our target audience is aware of UCPWA, they do not have a personal connection to the organization



Opportunity: By creating a personal connection between UCPWA and the community of Tuscaloosa County, more residents will want to donate to the organization.

Problem: UCPWA holds many fundraising events, yet there is a lack of consistent donors.

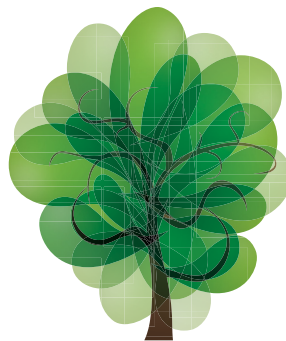


Opportunity: By creating an event that draws attention in the local community, potential donors will see and offer to give annual funding.

Problem: UCPWA lacks a consistent volunteer base and currently has only one consistent volunteer.



Opportunity: Create a sustainable volunteer program with local high schools, which gives students the opportunity to earn community service hours.



HomeGrown
public relations



CHAPTER 3: CAMPAIGN FOCUS

((PROBLEM STATEMENT))

Due to low awareness of United Cerebral Palsy of West Alabama, there is a lack of funding and consistent volunteers.

((GOALS))

Increase awareness and establish a positive perception of United Cerebral Palsy of West Alabama in Tuscaloosa County.

Create sustaining fundraising and volunteer initiatives for United Cerebral Palsy of West Alabama in Tuscaloosa County.

((THEMES))

HomeGrown PR wants to utilize the theme of community to create a sense of belonging and encourage a connection between DHTs and UCPWA.

((KEY MESSAGES))

HomeGrown PR has realized that DHTs are not donating to UCPWA because they have no personal connection to the organization. The team wants to address this problem by creating key messages, showing DHTs that they can relate to UCPWA.

The team is using engaging phrases related to events—such as, "Fall for UCPWA," "Harvest your community" and "Crawfish for a cause" with the hopes of creating the feeling that DHTs and UCPWA are a part of one community. The DHTs will establish a personal connection and become annual donors to UCPWA.



The back-drop used for the #FallForUCPWA hashtag competition



Kids having a blast decorating pumpkins at the Fall for UCPWA festival

CHAPTER 3: CAMPAIGN FOCUS

Audience Profile of Die Hard Tuscaloosans ((Personality: Attitude, Beliefs and Opinions))

Die Hard Tuscaloosans (DHTs) are individuals within Tuscaloosa County that are deeply involved in local activities. This audience is predominantly Caucasian, with the majority of them being between the ages of 19 and 34, according to the audience data sheet from our survey.

In analyzing our survey results, we found that DHTs are involved in the community through buying local produce, supporting local businesses (M=6.67*), local music (M=6.33), local sports teams (M=5.83) and community events (M=6.27). DHTs feel strongly about being active in the community (M=5.92).

DHTs need to feel like they are connected to an organization in order to embrace it. DHTs like to donate, but tend to only donate to organizations they are familiar with. They also need to believe the money they donate is going toward a good cause. With this audience being younger, they like to attend social events, concerts, athletic events and contests. In regards to how DHTs feel about individuals with disabilities, this audience understands the cost of disability services and acknowledges those with disabilities as equals. In addition, DHTs are comfortable interacting with individuals with disabilities.

*(*Scores out of 7; higher score means DHTs agreed with statement)*

PR Situation

Fifty percent of DHTs have heard of UCPWA. When asked how they heard of the organization, 27 percent said that they heard about it from friends, peers or family members. The DHTs surveyed also said they perceive the organization as somewhat positive.

Sixty-three percent of DHTs donate at least once a year. Seventy-four percent of DHTs said they donate to an organization because they have a personal connection with it. Forty-three percent said they donate because they feel a sense of accomplishment afterward, and 40 percent said it was because their money would be matched. Fifty-five percent of DHTs prefer to attend special events when donating. Of the DHTs who like to attend special events, 68 percent prefer to attend social events, 63 percent prefer to attend concerts and 57 percent prefer to attend athletic events. In addition to attending special events, 41 percent of DHTs like to donate online.

Sixty-four percent of DHTs are likely to volunteer for a nonprofit organization in Tuscaloosa County. Thirty-five percent volunteer less than once a month, 38 percent volunteer more than once a month and 26 percent never volunteer. When asked what encourages them to volunteer, 75 percent of DHTs replied that it was a personal connection to the cause, 59 percent cited a sense of accomplishment, and 28 percent said it was because they enjoyed social participation. DHTs were asked about their comfort level in working with those with disabilities, and replied that they were very comfortable with it (M=6*).

*(*Scores are out of 7; higher score means DHTs use media more frequently)*

Relationship With UCPWA

The DHTs that have heard of UCPWA perceived the organization as somewhat positive (M=5.5), per survey results. There is currently no consistent interaction between DHTs and UCPWA, although it recently hired a development coordinator to increase UCPWA's presence within Tuscaloosa County.

Communication Habits

When it comes to news media consumption, this audience prefers to use websites (M=6.42*), social networking (M=6.06), friends/peers/family (M=6.3), local newspapers (M=4.76) and radio (M=6.04). DHTs find local newspapers (M=3.47) and radio (M=3.37) credible, though social networks (M=2.5) were considered only somewhat credible. In social media consumption, 83 percent were found to use Facebook, 62 percent were found to use Twitter, and 49 percent were found to use Instagram. Sixty-four percent follow nonprofits on Facebook, and 40 percent do so on Twitter.

*(*Scores are out of 7; higher score means DHTs use media more frequently)*



CHAPTER 3: CAMPAIGN FOCUS

Audience Profile of High School Students ((Personality: Attitudes, Beliefs and Opinions))

High school students can be defined as students in grades 9 through 12 ranging from 13 to 19 years of age. In connection with volunteering, the majority of high school students prefer to volunteer during the summer (stageoflife.com). At Northridge and Hillcrest High Schools, officials acknowledged that students are not required to have a certain number of hours of community service to receive a high school diploma, but are encouraged to participate in volunteer opportunities.

PR Situation

According to Stageoflife.com, about 15 million people across the country are considered high school students, and 26 percent volunteer. When asked how they became volunteers, 39 percent said they approached the organization, and 43 percent said they were asked to volunteer (civicyouth.org). Of those asked to volunteer, 63 percent were asked by someone in the organization, and 20 percent were asked by a relative. Seventy-five percent prefer to volunteer during the summer, and Fifty-six percent will not have summer jobs, providing students with plenty of time to volunteer. According to the National Center for Education Statistics, 80 percent of high school students participate in extracurricular activities, ranging from sports and performance arts, to honor societies and professional clubs. These statistics also showed that 15 percent of high school students participate in service/volunteer clubs (NCIS.ed.gov). When volunteering, 29 percent prefer to aid in fundraising efforts, and 23 percent would prefer physical labor (civicyouth).

Relationship with UCPWA

High school students only have a relationship with UCPWA through programs provided by the Tuscaloosa County School system (ucpwa.org). UCPWA offers a training program for schools within Tuscaloosa County called Childcare Enhancement with a Purpose (CCEP). CCEP is a state-wide training project that provides onsite training and ongoing technical assistance to care providers, leading to the successful inclusion of individuals of all abilities. Hillcrest High School and Northridge High School have an established relationship with UCPWA.

Communication Habits

Sixty-nine percent of high school students use their own computer to get online, and 27 percent use their phone. Eighty-one percent use social media sites to receive news and other information. According to mashable.com, the three most popular social media sites used by high school students are: Facebook (94 %), Twitter (26 %) and Instagram (11 %). The majority of high school students receive news through Twitter. Vine has recently become popular with this audience, though there are no concrete statistics on its popularity due to the site's recent emergence.

CHAPTER 3: CAMPAIGN FOCUS

Audience Profile of College Students at The University of Alabama (Personality: Attitudes, Beliefs and Opinions)

Given the results of the survey, college students can be described as intelligent individuals who are more informed about what is going on around them. This audience tends to be outgoing, technologically inclined and flexible on certain perceptions. The flexibility of this group is evident in the “gauging” questions we asked, where college students responded that they frequently attended events (M=5.8*) and were only slightly influenced by peers and friends (M=4.85).

From the results of the survey, it was found that college students prefer to donate at special events or online. The survey also showed that the events college students like to attend include concerts, social events and athletic events. College students agree that there needs to be a personal connection to the organization or a sense of accomplishment in order to donate. Survey data also revealed that United Way is the most popular nonprofit organization that college students tend to donate to. College students prefer to volunteer their time rather than donate to a nonprofit, which was evident in the survey data gathered from this group. Many students are required by a class to volunteer, which may explain why they prefer that over donating. In conclusion, college students volunteer because they have a personal connection to the organization, they gain a sense of accomplishment, they are active in the community, or they earn course credit.

(*Scores out of 7; higher score means college students agreed with statement)

PR Situation

Thirty-eight percent of surveyed participants are considered college students. Twenty-eight percent of surveyed college students have heard of UCPWA, with over half hearing about the organization from a friend, peer or family member. When asked about their perception of the organization, most said that it was somewhat positive.

Forty percent of college students surveyed volunteer less than once a month, and 36 percent volunteer once or more a month. Sixty-six percent of college students are likely to volunteer in Tuscaloosa County. Thirty-nine percent are required to log volunteer hours for a class or an organization. When asked what would encourage them to volunteer, 80 percent said that it would be a personal connection to the cause, 59 percent said it would be the sense of accomplishment gained, and 32 percent said it would be for course credit.

Thirty percent of college students surveyed said they donate to nonprofit organizations. Only 24 percent of college students are willing to donate to a nonprofit they are unfamiliar with, with the rest being either undecided or somewhat likely to donate. Sixty percent of college students prefer to donate at a special event, 38 percent prefer to donate online, and 27 percent prefer to donate at point-of-sale. In relation to special events, 76 percent like to attend concerts, 68 percent like to attend social events, and 59 percent prefer to attend athletic events. In addition, college students were asked how much they enjoy community events, and respondents replied with positive results (M=5.69). Thirty-six percent of college students donate \$1-\$25 annually, 18 percent donate \$26-\$50 annually, and 20 percent donate \$51-\$100 annually.

Relationship with UCPWA

Treadwell has informed us that UCPWA has internships and volunteer opportunities available to college students. Currently, there is one intern and very few consistent volunteers at the organization. Given the youth of the PR program, there has not been much interaction with college students.

Communication Habits

Most college students receive news through websites (M=6.5*), social networking (M=6.5), friends, peers or family members (M=6.3), radio (M=5.1) and email (M=5.5), all of which they find highly credible. While college students do not read newspapers as much as they visit social networks, they do find newspapers more credible. Many students consume media from a variety of platforms: Facebook (92 %), Twitter (75 %), YouTube (68 %), Instagram (65 %) and Pinterest (58 %). When asked if they follow nonprofits on social media, 68 percent said they do on Facebook and 47 percent said they do on Twitter.

(*Scores out of 7; higher score means college students use medium more regularly.)

Go to page D-2 of the appendix



CHAPTER 4: THE FALL FOR UCPWA CAMPAIGN

SHORT-TERM CAMPAIGN: "FALL FOR UCPWA FESTIVAL"

Introduction

The HomeGrown PR Team focused on increasing awareness and public perception of United Cerebral Palsy of West Alabama, as well as creating a sustainable fundraising event to embrace the Tuscaloosa County community. The team utilized mass media and promotional materials to reach Die-Hard Tuscaloosans and promote the Fall for UCPWA Festival. These materials included: a news release that was published by The Crimson White and AL.com, awareness and event fliers distributed throughout Tuscaloosa County, and social media efforts. Facebook, Twitter and Instagram were the primary platforms. These were measured with reports from Facebook Insights and HootSuite Analytics. An appearance on Great Day Tuscaloosa also contributed to event promotions.

The Fall for UCPWA Festival was held on the Midtown Village Green, Sunday, October 27, from 2 to 6 p.m. It featured local products from farmers and markets, a baked goods and refreshments sale, pumpkin decorating for kids, and musical entertainment by CBDB, Admiral Snackbar and The Junkyard Kings. The bands graciously donated their time and talent for a good cause. People were encouraged to use the hashtag "Fall for UCPWA" in a hashtag competition for the chance to win various gift cards donated by local businesses.

HomeGrown PR successfully collected data from attendees during and after the event, which reflected research of DHTs. We chose to target this audience during the campaign based on their willingness to support local businesses and markets, as well as nonprofit organizations. DHTs are also more likely to attend community events and be actively involved in the community. We realized the importance of establishing a relationship between DHTs and the community. Our overall goal was to create the personal connection. This is



Die-Hard Tuscaloosans enjoying the live music during the Fall for UCPWA Festival

CHAPTER 4: THE FALL FOR UCPWA CAMPAIGN

SHORT-TERM CAMPAIGN: "FALL FOR UCPWA FESTIVAL"

Short-Term Timetable-2013

Aug. 27: HomeGrown PR formed and held an initial client interview with Erin Treadwell of UCPWA

Aug. 27-Sept. 3: Secondary research was conducted by HomeGrown PR on its target audience of Die-Hard Tuscaloosans (DHTs)

Sept. 3: Secondary Research Report completed

Sept. 5: Survey questionnaire created to gain primary research

Sept. 9-Sept. 23: Primary research collection of DHTs in Tuscaloosa County

Sept. 23-Oct. 8: Short-term campaign planning

Oct. 8: HomeGrown PR prepared tangible campaign materials

Oct. 10-Oct. 17: Contacted vendors, sponsors and others participating at the fall festival and ensured all details were planned

Oct. 18: Promotional Campaign launched via social media, an event microsite on Wix and fliers throughout Tuscaloosa County

Oct. 18: Pitched news release to local news outlets

Oct. 18-Nov. 12: Constant evaluation and monitoring of campaign and evaluation

Oct. 22-Oct. 24: Began long-term campaign plans

Oct. 27: Fall for UCPWA Festival on the Midtown Village Green from 2-6 p.m.

Nov. 12: End of short-term campaign

Nov. 12-Nov. 26: Worked on final plans book and final evaluation on short-term campaign

Nov. 26: Final plans book completed

Dec. 3: Presentation of final campaign

fall for **UCPWA**



A local Tuscaloosa family having a great time at the Fall for UCPWA Festival

CHAPTER 4: THE FALL FOR UCPWA CAMPAIGN

((Objective 1)): To increase awareness of services and programs offered by United Cerebral Palsy of West Alabama among Die-Hard Tuscaloosans by 20 percent by Nov. 12, 2013.

STRATEGY 1:

Used promotional materials to create and implement a campaign to improve DHTs' perception and awareness. A large number of DHTs obtain their news media from radio (M=6.04) and local newspapers (M=4.76). DHTs find radio (M=3.37) and local newspapers (M=3.47) credible. A very large amount of DHTs support locally-owned businesses (M=6.67), attend local community events (M=6.27) and are actively involved in the community (M=5.92). Distributed 50 awareness fliers throughout Tuscaloosa County, including farmers markets and local businesses, and emailed 25 fliers to teachers and organizations affiliated with The University of Alabama

Tactic 1: Designed and created a flier to distribute at farmers markets, local hotspots and areas of high traffic. Go to page E-1 of the appendix to see the informational flier.

STRATEGY 2:

Increased communication efforts through the use of online platforms. DHTs most commonly use Facebook (83.8%), Twitter (62.6%) and YouTube (55.6%). DHTs consume a very large amount of their news from social networking (M=6.06) and find social networking somewhat credible (M=2.47).

Tactic 1: Improved Facebook content and management. (E-2)



Tactic 2: Improved Twitter content and management. (E-2)



Local Tuscaloosans enjoying the live music during the Fall for UCPWA Festival



Sign-in and survey table with baked goods for the Fall for UCPWA Festival

CHAPTER 4: THE FALL FOR UCPWA CAMPAIGN

((Objective 2)): To raise \$1,000 from DHTs through a newly-established annual community fundraising event by Nov. 12, 2013.

STRATEGY:

Created and implemented a fall festival fundraiser to reach out to DHTs. Collaborated with Gigi's Cupcakes, Ingram Farms, P & P Produce, Jim 'N Nicks, Kobe, Which Wich and Edible Arrangements to donate or sell items such as: food, refreshments, promotional material and gift cards. Reserved the Midtown Village Green by contacting the portfolio marketing manager of Cypress Equities. Contacted manager of CBDB who collaborated with The Junkyard Kings and Admiral Snackbar for musical entertainment.

Encouraged vendors from Homegrown Alabama and Makers Market to sell products and donate 20 percent to UCPWA. These vendors included Sara Ann's, Simply Red Designs, Tiki Bath Soaps, RTR Cornhole Boards and Three Blind Hogs. Contacted ABZ Rent-All for tents, tables and chairs, and Buffalo Rock for discounted banners. Distributed about 150 fliers around the UA campus, Midtown Village, local restaurants, churches and other areas of high traffic. Pitched a news release to AL.com and The Crimson White. Appeared on local talk show, Great Day Tuscaloosa.

DHTs said they highly enjoy attending local community events (M=6.27), support locally-owned businesses (M=6.67) and are actively involved in the community (M=5.92). DHTs most commonly use Facebook (83.8%) and Twitter (62.6%). A large number of DHTs consume their news media from radio (M=6.04) and local newspapers (M=4.76). DHTs find these media outlets, radio (M=3.37) and local newspapers (M=3.47) credible.

Tactic 1: Created and distributed event fliers at farmers markets, local hotspots and areas of high traffic. To see the event fliers, view page E-1 of the appendix.

Tactic 2: Sent out news releases to be published by The Crimson White and AL.com. To see the news release, view page E-3 of the appendix.

Tactic 3: Built a microsite to promote the fall festival. See page E-5 in the appendix to view the site.

Tactic 4: Created an event page on UCPWA's Facebook and used this to promote the festival.

Tactic 5: Utilized Twitter and hashtag #FallforUCPWA to promote the festival. (E-2)

Tactic 6: Created an Instagram account to post photos from the festival.

Tactic 7: Appeared on Great Day Tuscaloosa to promote the festival.



CHAPTER 4: THE FALL FOR UCPWA CAMPAIGN

((Evaluation))

Evaluation of the short-term campaign was an overall success based on the data collected from various sources. We used Twitter to start the trend, "FallforUCPWA." This allowed HomeGrown PR to monitor the usage of our key message. The hashtag was very successful and an effective way to measure awareness for UCPWA and the fall festival. We also created an event on Facebook to promote the festival. According to Facebook Insights, HomeGrown PR was responsible for the most traffic to UCPWA's Facebook account. This included posts and the event page, which was seen by 918 people due to strategic messaging and time management. We also used HootSuite Analytics, which provided an overall report for Facebook and Twitter from October 18 to October 28. According to this report, UCPWA gained six followers on Twitter from October 21 to October 23.

There was no way to determine if our group is responsible for the increase, but we are confident that the hashtag and retweets had a large impact. For example, high profile accounts such as CBDB and Midtown Village, each with over 1,000 followers, retweeted UCPWA tweets. These retweets increased viewership and appealed to different audiences. The HootSuite report for Facebook was positive as well. Between the dates of October 18 and October 28, there was an 18.6 percent increase in total likes (166), the daily average of new likes increased from three to 33, the amount of people talking about UCPWA increased 485.7 percent (41 people), and the weekly total reach increased 6,035.8 percent (4,111).

As of October 27, the day of our event, likes increased by five. We created a microsite to promote the event, which tracked how many people visited the page. From October 18 to October 27, 100 people visited the microsite. According to Facebook Insights, the microsite contributed to 50 percent of external referrals on October 25. This shows that we reached our goal of linking all social media accounts back to UCPWA. Although this tactic was not as successful, it could be used more effectively in the future with increased referrals and support.

We created an Instagram account for UCPWA, which enhanced our visibility on social media and allowed us to accumulate more "FallforUCPWA" hashtags. Instagram hashtags are used to measure audience activity. UCPWA was tagged in 32 pictures during the festival, and the hashtag was used in each post. The Instagram account was an overall success.

According to Hugacity Alabama, the festival was ranked as one of the top 10 events in Tuscaloosa on that day. HomeGrown PR raised \$309.67 from the festival. Although we lacked in profits, our event was successful based on the awareness measures. One factor we did not consider was the prices of the baked goods and refreshments, and how this would affect our profits. Next time, we would increase the price and variety of goods to reach our goal. We would also include more games and attractions for children. During the event, we were able to survey 60 attendees. We asked how they heard about the event, offering more than one option if applicable. These options were: TV, radio, social media, newspaper, word-of-mouth and other. According to our data, 65 percent of people heard about the event from social media, 45 percent from word-of-mouth, 16.6 percent from Midtown Village and zero percent from newspaper, TV and radio. This concludes that our overall awareness efforts were successful, considering we focused primarily on social media.

In conclusion of our short-term campaign, we created a short, six-question survey to distribute to DHTs. This will allow us to measure the effects of our campaign on the Tuscaloosa County community. After our event, 89.3 percent of DHTs had heard of UCPWA, 69.6 percent would donate and 17.4 percent have already donated to UCPWA. Over 53 percent of surveyed DHTs attended the event and 36.2 percent said they heard about the event, but were unable to attend. According to our data, 28.6 percent of DHTs heard about the event through social media, 1.4 percent on television, 48.6 percent through word-of-mouth, 20 percent saw the flier and 1.43 percent from Midtown Village. HomeGrown PR was able to successfully increase awareness by almost twice the amount of our original objective. From our short-term campaign, DHTs awareness level of UCPWA increased by 39.3 percent. These results confirmed our goal of increasing DHTs' awareness of UCPWA primarily through social media. To see full evaluation results, go to page F-1 in the appendix.



CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Long-Term Campaign))

Introduction:

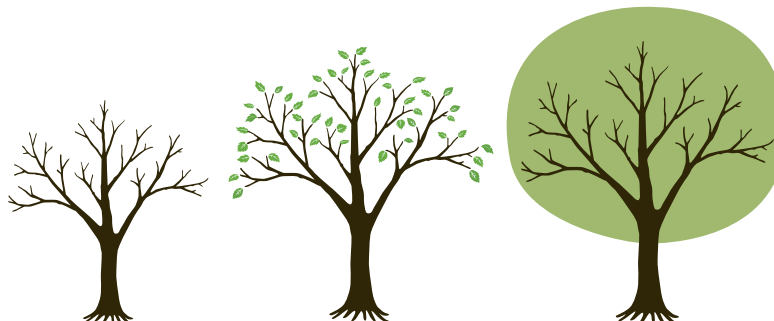
HomeGrown PR invited DHTs to "Fall for UCPWA" with the hopes of transforming this message into a long-term campaign. The success of the festival established an initial, personal connection with the community that will influence future UCPWA events. Our goal is for the festival to become an annual event, benefiting UCPWA each following year. According to the data collected from our short-term, awareness efforts were successful and will be continued into the long-term plans. The overall goal for the long-term campaign is to increase monetary donations from DHTs and college students.

Development Coordinator, Erin Treadwell, expressed concerns about the lack of social media presence. HomeGrown PR's solution to this is the usage of multiple outlets such as Facebook, Twitter and Instagram. These efforts are measured with HootSuite Analytics and Facebook Insights. Social media promotes UCPWA's message as well as internship and volunteer opportunities. The target audience for the internship program is students from The College of Communication and Information Sciences at The University of Alabama. Three opportunities will be available for social media, public relations and telecommunication and film positions. This additional help will allow UCPWA to fully engage with its audience and increase communication efforts.

It is important for UCPWA to establish a consistent volunteer base with high school students. This audience is targeted based on requirements from high schools to volunteer in the community. Partnerships with Northridge High School and Hillcrest High School will facilitate the connection with UCPWA. Representatives will visit each school and schedule meetings to recruit student volunteers. These volunteers will earn service hours through attending UCPWA events such as "beautification days."

It is important to establish and maintain a relationship with University of Alabama students. By partnering with local, community establishments, UCPWA will be able to reach out and establish a connection with students. In the spring, UCPWA will pair up with Rounder's on the Strip to host a crawfish boil, and in the fall, with the Riverwalk Ice Skating Rink to encourage students to support local businesses.

Awareness of programs and services offered by UCPWA will increase as a direct result of outreach toward DHTs, high school students and college students. This rise in awareness will result in an increase in monetary donations and create a personal connection between UCPWA and the community.



CHAPTER 5: LONG TERM CAMPAIGN PLAN

Long-Term Timetable-2014

Social media posts on Twitter and Facebook will be daily. See social media section on pages E-9-10 in the appendix to see examples of posts and tweets. Make sure to include event specific tweets such as those on page E-10 of the appendix.

JANUARY-

Week 1: Create social media calendar

Week 2:

Week 3: Create print feature story

Week 4: Create and post video feature story on YouTube and share on Twitter and Facebook accounts, pitch print feature story to The Crimson White, Tuscaloosa News, AL.com, etc.

FEBRUARY-

Week 1: Create social media calendar, Print feature story published- send link on Twitter and Facebook

Week 2: Monitor print story coverage

Week 3: Create and post video feature story on YouTube

Week 4: Monitor social media coverage

MARCH-

Week 1: Create social media calendar- include #CrawfishforaCause posts, print Crawfish for a Cause fliers

Week 2: Crawfish for a Cause promotion- distribute fliers around town and on the UA campus, create event page on Facebook and start the use of #CrawfishforaCause on UCPWA and Rounder's on the Strip Twitter accounts

Week 3: Create and post video feature story on YouTube, continue with social media promotion for Crawfish for a Cause

Week 4: Crawfish for a Cause promotion

APRIL-

Week 1: Create social media calendar and final week of promotion for Crawfish for a Cause

Week 2: Crawfish for a Cause event at Rounder's on the Strip

Week 3: Create and post video feature story on YouTube

Week 4: Evaluate Crawfish for a Cause Event

MAY-

Week 1: Create social media calendar, awareness objectives complete

Week 2: Evaluate awareness of DHTs and UA college students

Week 3: Create and post video feature story on YouTube

Week 4: Monitor current news coverage

JUNE-

Week 1: Create social media calendar and Initiate contact with Northridge and Hillcrest High Schools about being involved in volunteer initiatives with UCPWA.

Week 2: Get all materials for high school outreach and UA outreach approved

Week 3: Create and post video feature story on YouTube

Week 4: Print fliers and fact sheet for high school students and fliers for UA students.



CHAPTER 5: LONG TERM CAMPAIGN PLAN

JULY-

Week 1: Email school counselors at Northridge and Hillcrest High Schools to gauge initial interest in UCPWA Club

Week 2: Plan out script of speeches UCPWA representatives will make in high school visits and internship promotion visits to UA

Week 3: Create and post video feature story on YouTube

Week 4: Meet with high school counselors to plan dates of speaking engagements and in-school awareness methods

AUGUST-

Week 1: Plan social media calendar- include internship postings, and UCPWA Beautification Day

Week 2: Final planning for high schools and email professors to speak in upper-level classes at UA

Week 3: Create and post video feature story on YouTube and place fliers strategically around high schools and internship fliers around Reese Phifer

Week 4: Set up informational table in cafeteria with UCPWA fact sheets and arrange for UCPWA representatives to speak to high schools and at UA communications club meetings

SEPTEMBER-

Week 1: Create social media calendar, hold interviews for internship positions, UCPWA Beautification Day, in-school high school announcement about UCPWA club and high school awareness objective complete

Week 2: Contact all vendors and sponsors to participate or donate in Fall Festival, hold UCPWA interest meeting, hire three interns and evaluate high school awareness.

Week 3: Create and post video feature story on YouTube, UCPWA Club meeting

Week 4: Intern start date, approve fliers for Fall for UCPWA Festival

OCTOBER-

Week 1: UCPWA Beautification Day and create social media calendar with major emphasis on Fall for UCPWA Festival

Week 2: Pitch all news releases to newspapers, continue with social media promotion

Week 3: Create and post video feature story on YouTube, UCPWA Club meeting and follow up with all participating in fall festival

Week 4: UCPWA Fall Festival

NOVEMBER-

Week 1: Create social media calendar and UCPWA Beautification Day

Week 2: Evaluate Fall for UCPWA Festival

Week 3: Create and post video feature story on YouTube and host a UCPWA Club meeting

Week 4: Objective of 20 volunteers complete- evaluate UCPWA Club and 20 volunteers

DECEMBER-

Week 1: Create social media calendar and UCPWA Beautification Day

Week 2: UCPWA Night at Riverwalk Ice Skating Rink

Week 3: Create and post video feature story on YouTube, UCPWA Club meeting

Week 4: Count total monetary donations received and year-end evaluation



CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Objective 1)): To increase awareness of volunteer programs for UCPWA among selected Tuscaloosa County high school students to 65 percent by September 1, 2014.

STRATEGY:

In order to make high school students aware of volunteer programs offered by UCPWA, HomeGrown PR suggests maintaining the partnership UCPWA has with Northridge High School and Hillcrest High School. Sending an email to the current high school counselors at these high schools will measure the interest the schools have with continuing their relationship with UCPWA.

Once contact is established, meet with the counselors to arrange for a UCPWA representative to speak to classes about the volunteer opportunities with UCPWA. Also, get approval to distribute fliers in heavily populated areas of the school and to set up an information table with UCPWA fact sheets.

Northridge and Hillcrest do not require students to volunteer, but they do encourage students to volunteer within the community. HomeGrown PR suggests UCPWA should establish specific times and locations for students to earn volunteer hours at events such as beautification days or UCPWA fundraising events.



Tactic 1: Plan monthly UCPWA Beautification days that high schools students can volunteer at, and include those dates and locations on any fliers or during any speaking engagements.

Tactic 2: Create and distribute informational fliers in the high schools with UCPWA volunteer opportunities. See page E-14 in the appendix for the informational flier design.

Tactic 3: Meet with high school counselors to arrange for UCPWA representatives to speak on certain dates about the organization and volunteer opportunities. Discuss volunteer opportunities with UCPWA. When discussing volunteer opportunities, include the location, date, time, what needs to be done and how it will benefit the students. Inform students about programs and services by providing a brief overview of the organization.

Tactic 4: Fact sheet distributed at informational table providing information about volunteer programs for UCPWA. See page E-12 in the appendix for the fact sheet to be distributed.

CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Objective 2)): To gain 20 volunteers for UCPWA from selected Tuscaloosa County high schools by November 24, 2013.

STRATEGY:

In order to continue making high school students aware of the opportunities for volunteering that UCPWA, HomeGrown PR suggests the founding of a UCPWA Club. Beginning with students at Northridge and Hillcrest high schools, the UCPWA Club will be established to recruit a consistent amount of student volunteers for various activities. This student-run club will work directly with Treadwell to fulfill the needs of the organization.

Northridge and Hillcrest high schools were chosen because of the relationship already established between UCPWA and the two high schools. An initial email to school counselors will gauge interest in establishing the club. Once initial contact is established, a meeting will be arranged where a representative will discuss the club, including officer positions, logistical information (location, time and date of meetings), volunteer opportunities and benefits for the students involved. If the counselors express interest, after administrative approval, informational fliers will be created and distributed throughout the high schools, and information will be provided during the morning announcements. Representatives from UCPWA will also set up an information table toward the beginning of the school year to provide information to the students interpersonally. Ideally, meetings will be held once a month, beginning in either August or September.

Tactic 1: Email to school counselors introducing the UCPWA club and offering a request for more information. Contact information can be found in page G-1 of the appendix.

Tactic 2: Script for morning announcements (in form of voice-over radio PSA) providing information about the UCPWA club. For a copy of these morning announcements see page E-11 in the appendix.

Tactic 3: Fact sheet distributed at informational table providing information about volunteer programs for UCPWA. See page E-12 in the appendix to see the fact sheet.



Northridge High School
Students



Hillcrest High School

CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Objective 3)): To raise awareness of UCPWA's programs, services and financial needs among Die-Hard Tuscaloosans by 30 percent by May 1, 2014.

STRATEGY:

Because most DHTs commonly use social media to obtain news and information, HomeGrown PR suggests to increase communication efforts about UCPWA's programs, services and financial needs through three social media outlets: Facebook (83.8% of DHTs use Facebook), Twitter (62.6% of DHTs use Twitter) and YouTube (55.6% of DHTs use YouTube).

Social media will be used to raise awareness by reaching DHTs through Twitter, Facebook and YouTube. One to two tweets and posts should be made daily to promote the programs, services and needs. Use shorter, strategic messaging on Twitter and longer, more engaging material on Facebook. The messages on Twitter and Facebook should be energized and exciting. A video should be posted on YouTube at least once per month to provide audiences with a captivating story. The videos will be more emotional and draw at viewers' heartstrings.

HomeGrown PR suggests that UCPWA utilize newspapers to distribute information as well. A significant amount of DHTs receive their news and information from local newspapers, and they also find local newspapers more credible than social media. Local newspapers will be used to raise awareness among DHTs. Pitch human interest stories to news outlets such as AL.com and Tuscaloosa News. Published feature stories will reach out to reader's emotions and show what UCPWA does for the community.

Tactic 1: Use Facebook to engage and interact with DHTs through posts. See page E-9-E10 in the appendix for suggested posts.

Tactic 2: Use Twitter to engage and interact with DHTs through tweets. See page E-9-E-10 in the appendix for suggested tweets.

Tactic 3: Create a feature story highlighting the importance of UCPWA to the Tuscaloosa community and distribute to local newspapers (Tuscaloosa News, AL.com, etc.).

Tactic 4: Create a coordinating digital video based on the feature story for YouTube using equipment rented from the TCF department.

CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Objective 4)): To raise awareness of UCPWA's programs, services and financial needs among University of Alabama students by 40 percent by May 1, 2014.

STRATEGY:

Because most college students commonly use social media to obtain news and information, HomeGrown PR suggests to increase communication efforts about UCPWA's programs, services and financial need through three social media outlets: Facebook (91.8% of college students use Facebook), Twitter (75.5% of college students use Twitter) and YouTube (68.7% of college students use YouTube). Social media will be used to raise awareness by reaching college students through Twitter, Facebook and YouTube. One to two tweets and posts should be made daily to promote the programs services and needs. Use shorter, strategic messaging on Twitter and longer, more engaging material on Facebook. The messages on Twitter and Facebook should be energized and exciting. A video should be posted on YouTube at least once per month to provide audiences with a captivating story. The videos will be more emotional and draw at viewers' heartstrings.

HomeGrown PR suggests that UCPWA utilize newspapers to distribute information as well. A significant amount of college students receive their news and information from local newspapers, and they find local newspapers more credible than social media. Local newspapers will be used to raise awareness among college students. Pitch human interest stories to news outlets such as The Crimson White. Published feature stories will reach out to reader's emotions and show what UCPWA does for the community.

Tactic 1: Use Facebook to engage and interact with college students through posts. See page E-9-E-10 in the appendix for suggested posts.

Tactic 2: Use Twitter to engage and interact with college students through tweets. See page E-9-E-10 in the appendix for suggested tweets.

Tactic 3: Create a feature story highlighting the importance of UCPWA to the Tuscaloosa community and distribute The University of Alabama's student-run paper, The Crimson White.

Tactic 4: Create a coordinating digital video based on the feature story for YouTube using equipment rented from the TCF department.



CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Objective 5)): To recruit three student interns from The University of Alabama's College of Communication and Information Sciences by September 15, 2014.

STRATEGY:

Using the relationship between Treadwell and her former professors at The University of Alabama, send an initial email to professors to inquire about informing their students of UCPWA's internship program. UCPWA lacks an engaging social media presence and according to the Erin Treadwell, a social media intern would be advantageous. It would also be helpful to have an intern with Telecommunications and Film (TCF) experience to create videos for UCPWA's YouTube account. Once initial contact is made, arrange for a UCPWA representative to speak with these classes about the internship positions. In addition to speaking with classes, HomeGrown PR suggests sending initial emails to presidents of organizations within the College of Communication and Information Sciences (CCIS). These organizations have members of the college who are highly involved and have expertise in communications skills.

HomeGrown PR suggests that UCPWA have interns specifically for social media and TCF because DHTs consume a very large amount of their news from social networking (83.8% use Facebook, 62.6% use Twitter and 55.6% use YouTube). Target organizations within the College of Communication and Information Sciences to recruit involved and experienced students.

Tactic 1: Distribute internship information fliers in The College of Communication and Information Sciences building (Reese Phifer). For the flier design, see page E-13 in the appendix.

Tactic 2: Send email to CCIS students through ListServ with internship qualifications and application information.

Tactic 3: Arrange a meeting with CCIS faculty for a UCPWA representative to visit upper level courses to discuss the internship opportunity, and programs and services offered by UCPWA. When discussing the internship opportunity, include details about the internship, the dates of the internship, qualifications and the opportunity to earn class credit. Include a brief overview of the programs and services offered by UCPWA to give students an idea of what UCPWA does.

Tactic 4: Distribute fliers electronically to PRSSA, Capstone Agency, PRCA, AdFed and others for the organizations to pass along to members. See page E-13 in the appendix for the flier design.

Tactic 5: Arrange for a UCPWA representative to speak at organizations' meetings to discuss the internship opportunity, and programs and services offered. When discussing the internship opportunity, include details about the internship, the dates of the internship, qualifications and the opportunity to earn class credit. Include a brief overview of the programs and services offered by UCPWA to give students an idea of what UCPWA does.



CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Objective 6)): To raise \$500 from University of Alabama college students for UCPWA programs and services offered by December 31, 2014.

STRATEGY 1:

During the spring semester, send an initial email to gauge interest in creating a partnership with Rounder's on the Strip. College students prefer to attend special event fundraisers that support the local community, so HomeGrown PR suggests hosting a crawfish boil to raise money for UCPWA. Work with the manager to come up with specific details of the event, and ensure that 20 percent of profits go toward UCPWA. Arrange for Rounder's on the Strip to promote the crawfish boil through its social media accounts and have fliers inside the bar. Follow up with a sit-down meeting after the crawfish boil to gauge the event's success, and discuss plans to make this an annual event.

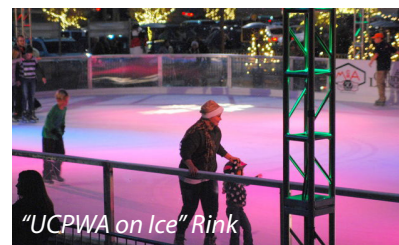
During the winter semester, send an initial email about partnering with the Riverwalk Ice Skating Rink to host a UCPWA night, with all profits benefiting UCPWA. Once a meeting has occurred to discuss specific details of the event (location, dates, crawfish, etc.), arrange for the ice skating rink to promote the event through its social media accounts and have fliers around the venue. After the UCPWA ice skating night occurs, have a meeting to evaluate the event and discuss making this an annual event. College students are very likely to attend and support local community events (M = 5.69'). These events will help to create a personal connection to the cause, which encourages college students to support nonprofits (81%).

Social media will be used to raise awareness by reaching college students through Twitter, Facebook and YouTube. One to two tweets and posts should be made daily to promote the programs, services and needs. Use shorter, strategic messaging on Twitter and longer, more engaging material on Facebook. The messages on Twitter and Facebook should be energized and exciting. Videos should be posted on YouTube at least once per month to provide audiences with a captivating story. The videos will be more emotional and draw at viewers' heartstrings.

Tactic 1: Create and distribute event fliers at local hotspots and around campus. See pages E-7-8 in the appendix for the flier design.

Tactic 2: Create event pages and promotional material for Facebook. For suggested Facebook posts, see pages E-9-10 in the appendix.

Tactic 3: Use #CrawfishforaCause and #UCPWAonIce to promote the event on Twitter. For suggested event tweets, see page E-10 in the appendix.



CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Objective 7)): To raise \$2,500 from Die-Hard Tuscaloosans for UCPWA programs and services by November 3, 2014.

STRATEGY:

Maintain the relationships established during the 2013 fall festival by sending an email or calling contacts to see if they are interested in participating, donating and helping again. Once interest is established, discuss specifics with each contact (contributions, location, time, cost, etc.). This target audience will attend based on its willingness to support local nonprofits. Midtown Village is a popular location among DHTs, so HomeGrown PR suggests you reserve the Midtown Village Green for the fall festival by contacting the portfolio marketing manager at Cypress Equities. Call ABZ Rent-All to reserve tents, tables and chairs for the festival. DHTs are very supportive of the community, so we suggest contacting local Tuscaloosa bands such as CBDB, The Junkyard Kings and Admiral Snackbar via phone or email to perform during the fall festival. These bands have verbally committed to playing at future UCPWA events.

Since DHTs support locally-owned businesses, contact Homegrown Alabama and Makers Market to encourage vendors to set up stands to sell their goods. Makers Market has verbally committed to helping out for future festivals. In the future, we would advise charging each vendor a fee to participate in the fall festival.

Request that high school volunteers in the UCPWA Club make baked goods to be sold at the festival and build a backdrop with the "FallforUCPWA" hashtag for attendees to take pictures with. Maintain pre-existing relationships with Buffalo Rock, P&P Produce and Ingram Farms. Contact Buffalo Rock at least three weeks in advance to ask for donated banners to advertise the event. Call P&P Produce and Ingram Farms to see if they are interested in participating in the fall festival again, and request that they donate 20 percent of their profits to UCPWA.

A large number of DHTs obtain their news media from radio and local newspapers, sources to which they find credible. Local newspapers will be used to raise awareness among DHTs. Pitch human interest stories to news outlets such as AL.com and Tuscaloosa News.

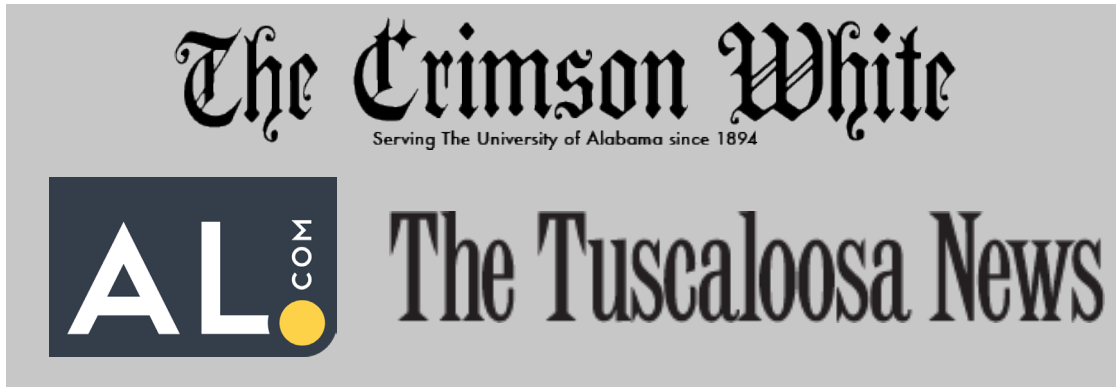
Because many DHTs use social media as a main news source (83.8% of DHTs use Facebook, 65.3% use Instagram and 62.6% of DHTs use Twitter), social media will be used to raise awareness through Twitter, Facebook and YouTube. One to two tweets and posts should be made daily to promote the programs, services and needs. Use shorter, strategic messaging on Twitter and longer, more engaging material on Facebook. The messages on Twitter and Facebook should be energized and exciting. Videos should be posted on YouTube at least once per month to provide audiences with a captivating story. The videos will be more emotional and draw at viewers' heartstrings.

(Scores are out of 7; higher score means more students agreed with statement)



CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Objective 7 (continued))): To raise \$2,500 from Die-Hard Tuscaloosans for UCPWA programs and services by November 3, 2014.



Tactic 1: Distribute a news release to local media outlets (AL.com, Tuscaloosa News, The Crimson White etc.). To view the news release, see page E-3 in the appendix.

Tactic 2: Use Facebook to engage in conversation and promote the event with the hashtag #FallforUCPWA. See pages E-2 and E-9-10 in the appendix to view Facebook posts.

Tactic 3: Use Twitter to engage in conversation and promote the event using the hashtag #fallforUCPWA. Find events tweets on pages E-2 and E-9-10 of the appendix.

Tactic 4: Use Instagram to post photos from the event with the hashtag #FallforUCPWA.

CHAPTER 5: LONG TERM CAMPAIGN PLAN

((Evaluation))

Objective 1: Continually contact the counselors of both high schools to solidify the relationships. It is important to provide fliers throughout the year because there is no way to effectively evaluate the fliers' effects. Monitor the inquiries from high schoolers in response to emails sent by UCPWA staff.

These emails should contain information such as upcoming speakers, UCPWA events or volunteer opportunities.

Objective 2: Maintain records of Hillcrest and Northridge High School students attending weekly meetings and signing up for volunteer events. This will ease the process of tracking awareness and the number of volunteers.

Objective 3: To monitor social media awareness, use programs such as Facebook Insights and HootSuite Analytics for in depth summaries. Access Facebook Insights to track progress of specific posts, likes and shares of UCPWA material such as fliers, programs and volunteer opportunities. Use HootSuite analytics to view an overall report for Facebook and Twitter.

The Twitter report will provide information such as mentions, favorites and outreach. This is important to understanding the audience and how to effectively reach them. The YouTube account should be monitored daily to track views, comments and shares of UCPWA's videos. To monitor news coverage, maintain contact with the reporter and check the news daily to see if there are any mentions of UCPWA. Make sure to keep any media clippings or screenshots of news coverage.

CHAPTER 5: LONG TERM CAMPAIGN PLAN

Evaluation ((continued))

Objective 4: To monitor social media awareness, use programs such as Facebook Insights and HootSuite Analytics for in depth summaries. Access Facebook Insights to track progress of specific posts, likes and shares of UCPWA material such as fliers, programs and volunteer opportunities. Use HootSuite analytics to view an overall report for Facebook and Twitter. The Twitter report will provide information such as mentions, favorites and outreach. This is important to understanding the audience and how to effectively reach them. The YouTube account should be monitored daily to track views, comments and shares of UCPWA's videos. To monitor news coverage, maintain contact with the reporter and check the news daily to see if there are any mentions of UCPWA. Make sure to keep any media clippings or screenshots of news coverage.

Objective 5: It is important to provide fliers throughout the year because there is no way to effectively evaluate the fliers' effects. Following each speaking engagement with the CCIS students, keep records of student inquiries and introductions. This shows interest in the internship program and will likely result in a consistent volunteer base. Track the number of applications and resume submissions, and set a goal to increase submissions the next semester. Access Facebook Insights to monitor the outreach and sharing of UCPWA's internship information material. Use HootSuite Analytics to track Twitter's progress through mentions, favorites and tweets relating to internship information.

CHAPTER 5: LONG TERM CAMPAIGN PLAN

Evaluation ((continued))

Objective 6: To track the results from each event, create a year-long budget sheet solely for fundraising. Enter information such as: profits from each event, where the money is allocated, date of deposit into the bank and whether the event was successful or not. For each event that takes place, access Facebook Insights to track likes, mentions and shares of the event material. Use HootSuite analytics to track mentions, favorites and tweets relating to the event. It is important to provide fliers before the event because there is no way to effectively evaluate the fliers' effects.

Keep an updated list of each news outlet, with a media staff member's information to send news releases to and follow up with after each event. Speak with participants at events to get a general idea of how they feel about the event and UCPWA. Keep records of how each event progressed, if the partnering organization was easy to work with, and how UCPWA could improve upon the event for the next semester/year. Document all communication between each partnering organization worked with, and send follow up with emails about how much money they raised for UCPWA and if they would consider holding the event again in the future.

Objective 7: To track the results from each event, create a year-long budget sheet solely for fundraising. Enter information such as: profits from each event, where the money is allocated, date of deposit into the bank and whether the event was successful or not. For each event that takes place, access Facebook Insights to track likes, mentions and shares of the event material. Use HootSuite analytics to track mentions, favorites and tweets relating to the event. The Instagram account, created by HomeGrown PR, should also be updated. Monitor the hashtags to measure this specific outreach. Keep an updated list of each news outlet, with a media staff member's information to send news releases to and follow up with for each event. Speak with participants at events to get a general idea of how they feel about the event and UCPWA.



THANK YOU TO OUR SUPPORTERS



KOBE
Japanese Steakhouse & Sushi Bar



The Junkyard Kings
Admiral Snackbar
Edible Arrangements
Ingram Farms

Claire Rodgers
Matt Stuart
Nathaniel Graham
ABZ Rent-All

Kristin Chapley (Photography)
Brad Chiri
Sarah Ann's
Buffalo Rock



Life without limits for people with disabilities