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APPENDIX A: REFERENCE LIST

- http://www.stageoflife.com/StageHighSchool/OtherResources/Statistics_on_High_School_Students_and_Teenagers.aspx
- http://www.civicyouth.org/PopUps/FactSheets/FS07_High_School_Volunteering.pdf
- http://www.ucpwa.org/uploads/media_items/ucpwa-march-2012-highlights-services.original.pdf
- <http://nces.ed.gov/pubs2004/2004365.pdf>
- <http://www.oncampusresearch.org/PDF/Surveys/SeptemberSurveyResults.pdf>
- http://www.laymca.org/development/Teen_Spending_Report.pdf
- <http://www.clarkecountyjhs.schoolinsites.com/?PageName=LatestNews&Section=DistrictNews&ItemID=56793&ISrc=District&Itype=News&IFrom=D&SID=294>
- <http://high-schools.com/alabama/tuscaloosa.html>
- file:///Users/student/Documents/Enrollment_at_a_glance_201340.pdf



APPENDIX B: DEMOGRAPHICS AND MEDIA OUTLETS FOR ASSIGNED GEOGRAPHIC AREA

High School Students in Tuscaloosa County:

Central High School
Total Enrollment - 623

Central High School Students by Gender:
Male - 301 (48%)
Female - 322 (52%)

Central High School Students by Ethnicity:
American Indian - 0 (0%)
Asian - 4 (1%)
Black - 613 (98%)
Hispanic - 1 (0%)
White - 5 (1%)

Hillcrest High School
Hillcrest High School Enrollment:
Total Enrollment - 1207

Hillcrest High School Students by Gender:
Male - 596 (49%)
Female - 606 (50%)

Hillcrest High School Students by Ethnicity:
American Indian - 0 (0%)
Asian - 14 (1%)
Black - 364 (30%)
Hispanic - 10 (1%)
White - 814 (67%)

Northridge High School
Northridge High School Enrollment:
Total Enrollment - 1097

Northridge High School Students by Gender:
Male - 493 (45%)
Female - 604 (55%)

Northridge High School Students by Ethnicity:
American Indian - 0 (0%)
Asian - 26 (2%)
Black - 604 (55%)
Hispanic - 11 (1%)
White - 456 (42%)

Media Outlets Television

WBIQ - PBS 10 TV
Alabama Public Television
WCFT ABC 33/40 TV
ABC network stations serving Tuscaloosa, Birmingham, and Anniston/Gadsden.
WBRC - FOX 6 TV
Birmingham Fox station with Tuscaloosa bureau.
WIAT - CBS 42 TV
Birmingham CBS station with Tuscaloosa bureau.
WTTO - CW 21 TV
Birmingham CW station with Tuscaloosa bureau.
WVTM - NBC 13 TV
Birmingham NBC station with Tuscaloosa bureau.
WVUA - TV7
Tuscaloosa's only local TV station.

Radio

WRAX
The X at 100.5 FM
WBEI
B101.7 FM
WDGM
Oldies 99.1 FM
WMBV
91.9 FM Religious
WACT
The Tusk 1420 AM
WNPT
Catfish Country 102.9 FM
WFFN
95.3 The Bear
WQZZ
Q104.3 FM Oldies
WRTR
Rock 105.5 FM
WTBC
Talk Radio AM 1230
WTSK

790 AM Gospel
WTUG
92.9 FM
WTXT
98.1 FM
WUAL 91.5
Alabama Public Radio originating on University of Alabama Campus.
WVUA
New Rock 90.7 FM
WWPG
Praise 1280 AM
WZBQ
94.1 FM

Newspapers

Tuscaloosa News
Crimson White
Planet Weekly



APPENDIX C: PRIMARY RESEARCH INSTRUMENT: QUESTIONNAIRE

Default Question Block

Informed Consent Statement

To the Participant:

You have been invited to participate in a research project conducted by a senior-level public relations class at the University of Alabama on behalf of United Cerebral Palsy of West Alabama (UCPWA).

Your participation in this study is voluntary. You may decline to participate without penalty, and if you decide to participate, you may withdraw from the study at anytime without penalty. If you withdraw before data collection is completed, your data will be returned to you or destroyed. Your complete identity will remain confidential and anonymous. No reference will be made in oral or written reports which could link participants to the study. The questionnaire will take approximately 15-20 minutes.

You must be 19 years of age to participate in this study. If you have any questions at any time about the study or the procedures, you may contact the supervising researcher, Dr. Kenon A. Brown, by mail at 414E Reese Phifer Hall, P.O. Box 870172, Tuscaloosa, AL 35487, or by email at kenonabrown@gmail.com. If you have questions about your rights as a participant, contact the Office of Research Compliance at (205) 348-8461.

Have you ever heard of United Cerebral Palsy of West Alabama (UCPWA)?

- Yes
 No

If you answered "yes" to the above question about UCPWA, what is your general perception of the organization?

- Very Negative Negative Somewhat Negative Neutral Somewhat Positive Positive Very Positive
-

If you have heard of UCPWA, how have you received information about the organization(s)?

- | | |
|--|--|
| <input type="checkbox"/> Websites | <input type="checkbox"/> Magazines and Trade Publications |
| <input type="checkbox"/> Social Networking (Facebook, Twitter, etc.) | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Local Television News | <input type="checkbox"/> Friends, Peers and Family Members |
| <input type="checkbox"/> National Television News | <input type="checkbox"/> Promotional Materials (flyers, posters, etc.) |
| <input type="checkbox"/> Local Newspapers | <input type="checkbox"/> Email |
| <input type="checkbox"/> National Newspapers | <input type="checkbox"/> Blogs and Message Boards |

How often do you donate to nonprofit organizations in Tuscaloosa County?

- Never Once a Year or Less Several Times a Year Once a Month 2-3 Times a Month Once a Week More than Once a Week
-

How likely are you to donate to nonprofit organizations that you are not familiar with?

- Very Unlikely Unlikely Somewhat Unlikely Undecided Somewhat Likely Likely Very Likely
-



APPENDIX C: PRIMARY RESEARCH INSTRUMENT: QUESTIONNAIRE

If you donate money to nonprofit organizations, what are your preferred methods of donation? (Choose up to 3)

- | | |
|---|--|
| <input type="checkbox"/> Online (including Click-to-Donate) | <input type="checkbox"/> Direct Solicitation (being approached in public) |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Electronic Funds Transfer (automatic deduction from paycheck) |
| <input type="checkbox"/> Text Messaging (Text-to-Donate) | <input type="checkbox"/> Special Events (fundraisers, auctions, etc.) |
| <input type="checkbox"/> Point-of-Sale Solicitation (after completing a purchase) | <input type="checkbox"/> Call-In Donations |
| <input type="checkbox"/> Through Religious Organizations | |

From the following options, what would most likely encourage you to donate to a nonprofit? (Choose up to 3)

- | | |
|--|--|
| <input type="checkbox"/> Your money being matched | <input type="checkbox"/> Celebrity or prominent figure's endorsement |
| <input type="checkbox"/> The sense of accomplishment or pride | <input type="checkbox"/> Knowing what other donors are donating/competition among donors |
| <input type="checkbox"/> A gift in exchange for a donation | <input type="checkbox"/> Deductions on taxes |
| <input type="checkbox"/> Having a personal connection to the cause | <input type="checkbox"/> Seasonal and holiday donation |
| <input type="checkbox"/> Sponsoring a participant involved with programs | <input type="checkbox"/> Course credit |
| <input type="checkbox"/> Receiving news coverage/news announcements | <input type="checkbox"/> Other (please specify) <input type="text"/> |

How would you prefer to be contacted by a nonprofit organization for fundraising purposes?

- | | |
|--|--|
| <input type="radio"/> Phone | <input type="radio"/> Direct Solicitation (Face-to-Face) |
| <input type="radio"/> Email | <input type="radio"/> Text Message |
| <input type="radio"/> Direct Mail | <input type="radio"/> I do not prefer to be contacted |
| <input type="radio"/> Social Media (Facebook, Twitter, etc.) | |

Which fundraising events are you most likely to participate? (Choose up to 3)

- Concerts
- Contests and Auctions
- Online and Social Media Fundraisers
- Athletic Events (5k runs, tournaments, etc.)
- Door-to-Door and Community Fundraisers (bake sale, cake walk, car wash, etc.)
- Social Events (dinners, bar events, etc.)

How much are you willing to donate to nonprofit organizations annually?

- I don't donate to nonprofits \$1-\$25 \$26-\$50 \$51-\$100 \$101-\$200 \$201-\$500 \$501-\$1,000 more than \$1000
-

If you are a business owner or manager, what are you most likely to donate to nonprofit organizations on behalf of your business?

- Monetary Donations Merchandise Use of Facilities (allowing fundraising in-store) Use of Staff Other (please specify)
-



APPENDIX C: PRIMARY RESEARCH INSTRUMENT: QUESTIONNAIRE

Do you donate to any of the following organizations?

	Yes	No
UCPWA	<input type="radio"/>	<input type="radio"/>
Eagle's Wings	<input type="radio"/>	<input type="radio"/>
The ARC	<input type="radio"/>	<input type="radio"/>
United Way	<input type="radio"/>	<input type="radio"/>
UCP of Greater Birmingham	<input type="radio"/>	<input type="radio"/>
Tuscaloosa RISE Center	<input type="radio"/>	<input type="radio"/>

How likely are you to volunteer for a nonprofit organization in Tuscaloosa County?

Very Unlikely
 Unlikely
 Somewhat Unlikely
 Undecided
 Somewhat Likely
 Likely
 Very Likely

Are you required by any classes or organizations to receive volunteer hours?

Yes
 No

How often do you volunteer for nonprofit organizations in Tuscaloosa County?

Never
 Less than Once a Month
 Once a Month
 2-3 Times a Month
 Once a Week
 2-3 Times a Week
 Daily

From the following options, what would most likely encourage you to volunteer for a nonprofit? (Choose up to 3)

<input type="checkbox"/> The sense of accomplishment or pride	<input type="checkbox"/> Competition among organizations/clubs
<input type="checkbox"/> Having a personal connection to the cause	<input type="checkbox"/> Holiday volunteering
<input type="checkbox"/> Sponsoring a participant involved with programs	<input type="checkbox"/> Course credit
<input type="checkbox"/> Receiving news coverage/news announcements	<input type="checkbox"/> Social participation
<input type="checkbox"/> Celebrity or prominent figure's participation	<input type="checkbox"/> Other (please specify) <input type="text"/>



APPENDIX C: PRIMARY RESEARCH INSTRUMENT: QUESTIONNAIRE

How much do you agree with the following statements?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am influenced by my peers and friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am actively involved in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy attending musical events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy participating in sporting events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy attending sporting events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy attending local community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to support locally-owned businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I attend a local church or religious organization regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consume alcoholic beverages at social events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be more inclined to purchase something if I knew the money supported a good cause	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I attend events for nonprofit organizations that I may not be familiar with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer volunteering with people I know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I see those with disabilities as equals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am comfortable interacting with people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am aware of the cost of disability services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to donate to nonprofit organizations benefiting those with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you use the following sources of news and information?

	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily
Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Networking (Facebook, Twitter, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Television News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Television News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazines and Trade Publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends, Peers and Family Members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional Materials (flyers, posters, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs and Message Boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile and Smartphone Alerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



APPENDIX C: PRIMARY RESEARCH INSTRUMENT: QUESTIONNAIRE

Qualtrics Survey Software

<https://az1.qualtrics.com/ControlPanel/Ajax.php?action=GetSu...>

How credible do you consider the following sources of news and information?

	Not at all Credible	Somewhat Credible	Credible	Very Credible	Extremely Credible
Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Networking (Facebook, Twitter, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Television News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Television News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazines and Trade Publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends, Peers and Family Members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional Materials (flyers, posters, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs and Message Boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile and Smartphone Alerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following social networking sites do you use? (Check all that apply)

- | | |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Foursquare |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Tumblr |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> Reddit | <input type="checkbox"/> Vine |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Google+ |
| <input type="checkbox"/> Instagram | |

Do you follow nonprofit organizations on any of the following social networking sites? (Check all that apply)

- | | |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Foursquare |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Tumblr |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> Reddit | <input type="checkbox"/> Vine |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Google+ |
| <input type="checkbox"/> Instagram | |

To the Participant:

I want to thank you for participating in this study. The information that you provided in this questionnaire will help my students create an awareness and fundraising campaign for United Cerebral Palsy of West Alabama. As stated on the consent form, your participation in this study was voluntary, and your identity will remain confidential and anonymous.

As a reminder, if you have any questions at any time about the study or the procedures, you may contact me by mail at 414E Reese Phifer Hall, Box 870172, Tuscaloosa, AL 35487, or by email at kenonabrown@gmail.com. If you have questions about your rights as a participant, contact the Office of Research Compliance at the University of Alabama at (205) 348-8461. If you wish to withdraw your participation from this study, inform the investigator at any time.

Please provide the following demographic and follow-up information and thank you once again for your participation.



10/30/13 1:14 PM

APPENDIX C: PRIMARY RESEARCH INSTRUMENT: QUESTIONNAIRE

Qualtrics Survey Software

<https://az1.qualtrics.com/ControlPanel/Ajax.php?action=GetSu...>

Kenon A. Brown, Ph.D.
Assistant Professor
Department of Advertising and Public Relations

About United Cerebral Palsy of West Alabama

United Cerebral Palsy of West Alabama (UCPWA) is a nonprofit corporation that supports 16 counties throughout the West Alabama community. Since it began in 1962, UCPWA has been committed to advancing the independence and productivity of individuals with disabilities.

Over the last fifty years, UCPWA has expanded to include a full array of services for individuals with disabilities. At UCPWA, we serve children and adults, providing early intervention training, afternoon programs, therapeutic services, summer programs, respite support services and adult day habilitation.

What is your gender?

- Male
- Female

What is your race/ethnicity?

- White/Caucasian
- African American
- Hispanic
- Asian
- Native American
- Pacific Islander
- Other

How old are you?

- 19 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or over

What is your current marital status?

- Single, never married
- Married
- Divorced
- Separated
- Widowed
- Living w/ partner

If you have kids, do any of them attend a junior high or high school in Tuscaloosa County?

- Yes, I have kids that attend a local junior high school.
- Yes, I have kids that attend a local high school.
- Yes, I have kids that attend a local junior high and a local high school.
- No, I do not have kids that attend a local junior high or high school.

Do you teach or serve in an administrative role at a Tuscaloosa County high school?

- Yes
- No



APPENDIX C: PRIMARY RESEARCH INSTRUMENT: QUESTIONNAIRE

Qualtrics Survey Software

<https://az1.qualtrics.com/ControlPanel/Ajax.php?action=GetSu...>

Do you attend a college or university in Tuscaloosa County (Univ. of Alabama, Shelton State CC or Stillman College)?

- Yes, The University of Alabama
- Yes, Shelton State CC
- Yes, Stillman College
- No

Do you own or manage a business (locally-owned or corporate) in Tuscaloosa County?

- Yes
- No

If you attend church or a religious organization on a regular basis, what is the name of your church?

On behalf of which agency from our PR Campaigns class did you complete this survey?

- Emerald Agency
- Redstone Agency
- Homegrown PR
- N/A



APPENDIX D: AUDIENCE DATA SHEETS

Audience Data Summary – Die Hard Tuscaloosans (DHTs)

Demographic Information

- 99 of the 385 participants (25.7 percent) identified themselves as “Die Hard Tuscaloosans”
- Gender: 35 males (35.4 percent), 62 females (62.6 percent)
- Race: 82 White/Caucasian (82.8 percent), 11 African American (11.1 percent), 4 other (4 percent)
- Age: 42 were 19-24 years (42.4 percent), 22 were 25-34 years (22.2 percent), 33 were 35+ years (33.3 percent)
- Marital Status: 54 were single (54.5 percent), 36 were married (36.4 percent)

Awareness and Perception

- 49 DHTs (49.5 percent) have heard of UCPWA
- How did they receive information about UCPWA? – 27 from friends/peers/family members, 14 from local television news, 11 from social networking, 9 from websites, 8 from radio, 8 from promotional materials
- Those that have heard of UCPWA generally rate the organization somewhat positive (M = 5.47 out of 7, SD = 1.049)

Fundraising Habits

- 40 DHTs (40.4 percent) donate several times a year, 27 (27.3 percent) never donate to nonprofit organizations, 22 (22.2 percent) donate once a year or less
- 33 DHTs (33.3 percent) are very unlikely to donate to a nonprofit that they are not familiar with, 26 (26.3 percent) are unlikely, 12 (12.1 percent) are somewhat unlikely, 24 (24.2 percent) are undecided/somewhat likely
- Preferred methods of donation: Special Events (55, 55.6 percent); Online (41, 41.1 percent); Through Religious Organizations (23, 23.2 percent); Point of Sale Solicitation (17, 17.2 percent); Direct Solicitation (15, 15.2 percent); EFT (15, 15.2 percent)
- What would encourage DHTs to donate? – Personal Connection to Cause (73, 73.7 percent); Sense of Accomplishment/Pride (43, 43.4 percent); Money Being Matched (40, 40.4 percent); Sponsoring Participants involved with Programs (27, 27.3 percent); Tax Deductions (26, 26.3 percent); Seasonal/Holiday Donations (25 “Die Hards”, 25.3 percent)
- Preferred methods of solicitation/contact for fundraising purposes: Email (28, 28.3 percent); Do not prefer to be contacted (23, 23.2 percent); Social Media (19, 19.2 percent); Direct Mail (13, 13.1 percent)
- Preferred Fundraising Events: Social Events (67, 67.7 percent); Concerts (62, 62.6 percent); Athletic Events (57 “Die Hards”, 57.6 percent); Contests/Auctions (30, 30.3 percent)
- Amount Willing to Donate Annually: \$100 or less (51, 51.5 percent); \$101-\$200 (17, 17.2 percent); \$201-\$500 (15, 15.2 percent)
- Biggest competitors: 37 “DHTs” (37.4 percent) donate to United Way; 23 (23.2 percent) donate to Tuscaloosa RISE Center; 18 (18.2 percent) donate to The ARC; 10 (10.1 percent) donate to UCPWA

Volunteer Habits

- 63 “DHTs” (63.7 percent) are likely to volunteer for a nonprofit organization in Tuscaloosa County
- 35 “DHTs” (35.4 percent) volunteer less than once a month; 26 (26.3 percent) never volunteer; 38 (38.4 percent) volunteer once a month or more
- What would encourage “DHTs” to volunteer? – Personal Connection to Cause (74, 74.7 percent); Sense of Accomplishment/Pride (58, 58.6 percent); Social Participation (28, 28.3 percent)

Attitudes, Values and Opinions

(Scores are out of 7; higher score means more “DHTs” agreed with statement)

I am influenced by my peers and friends	M = 4.77, SD = 1.78	I attend events for nonprofit organizations that I may not be familiar with	M = 4.51; SD = 1.68
I am actively involved in my community	M = 5.92, SD = 0.81	I prefer volunteering with people I know	M = 5.71; SD = 1.25
I enjoy attending musical events	M = 6.33, SD = 0.89	I see those with disabilities as equals	M = 6.28; SD = 0.92
I enjoy participating in sporting events	M = 5.83; SD = 1.44	I am comfortable interacting with people with disabilities	M = 6.24; SD = 0.91
I enjoy attending sporting events	M = 6.27; SD = 1.1	I am aware of the cost of disability services	M = 5.29; SD = 1.73
I enjoy attending local community events	M = 6.27; SD = 0.65	I prefer to donate to nonprofit organizations benefiting those with disabilities	M = 5.36; SD = 1.26
I prefer to support locally-owned businesses	M = 6.67; SD = 0.47		
I attend a local church/religious organization regularly	M = 4.92; SD = 2.15		
I consume alcoholic beverages at social events	M = 5.29; SD = 1.9		
I would be inclined to purchase something if I knew the money supported a good cause	M = 6.34; SD = 0.85		





APPENDIX D: AUDIENCE DATA SHEETS

Audience Data Summary – College Students

Demographic Information

- 147 of the 385 participants (38.2 percent) labeled themselves as college students
- Gender: 48 males (32.7 percent), 99 females (67.3 percent)
- Race: 130 White/Caucasian (88.4 percent), 10 African American (6.8 percent), 7 other (4.8 percent)
- Age: 116 were 19-24 years (78.9 percent), 20 were 25-34 years (13.6 percent), 9 were 35+ years (6.1 percent)

Awareness and Perception

- 41 college students (27.9 percent) have heard of UCPWA
- How did they receive information about UCPWA? – 27 students from friends/peers/family members, 11 from local television, 9 from social networking, 8 from radio, 7 from promotional materials, 7 from websites
- Those that have heard of UCPWA generally rate the organization somewhat positive (M = 5.21 out of 7, SD = 1.306)

Fundraising Habits

- 51 students (34.7 percent) never donate to nonprofit organizations, 44 (29.9 percent) donate once a year or less, 40 (27.2 percent) donate several times a year
- 45 students (30.6 percent) are very unlikely to donate to a nonprofit that they are not familiar with, 49 (33.3 percent) are unlikely, 19 (12.9 percent) are somewhat unlikely, 29 (19.7 percent) are undecided/somewhat likely
- Preferred methods of donation: Special Events (87 students, 59.2 percent); Online (56 students, 38.1 percent); Point of Sale Solicitation (39 students, 26.5 percent); Through Religious Organizations (33 students, 22.4 percent); Direct Solicitation (25 students, 17 percent)
- What would encourage students to donate? – Personal Connection to Cause (119 students, 81 percent); Sense of Accomplishment/Pride (69 students, 46.9 percent); Money Being Matched (63 students, 42.9 percent); Sponsoring Participants involved with Programs (43 students, 29.3 percent); Seasonal/Holiday Donations (33 students, 22.4 percent)
- Preferred methods of solicitation/contact for fundraising purposes: Email (49 students, 33.3 percent); Social Media (33 students, 22.4 percent); Do not prefer to be contacted (24 students, 16.3 percent)
- Preferred Fundraising Events: Concerts (112 students, 76.2 percent); Social Events (100 students, 68 percent); Athletic Events (86 students, 58.5 percent)
- Amount Willing to Donate Annually: \$25 or less (53 students, 36.1 percent); \$26-\$50 (26 students, 17.7 percent); \$51-\$100 (30 students, 20.4 percent); \$101-\$200 (21 students, 14.3 percent)
- Biggest competitors: 30 students (20.4 percent) donate to United Way; 20 (13.6 percent) donate to Tuscaloosa RISE Center; 6 (4.1 percent) donate to UCPWA

Volunteer Habits

- 97 students (66 percent) are likely to volunteer for a nonprofit organization in Tuscaloosa County
- 57 students (38.8 percent) are required by classes or organizations to receive volunteer hours
- 35 students (23.8 percent) never volunteer; 59 (40.1 percent) volunteer less than once a month; 53 (36 percent) volunteer once a month or more
- What would encourage students to volunteer? – Personal Connection to Cause (118 students, 80.3 percent); Sense of Accomplishment/Pride (87 students, 59.2 percent); Course Credit (47 students, 32 percent); Social Participation (44 students, 29.9 percent)

Attitudes, Values and Opinions

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

I am influenced by my peers and friends	M = 4.85, SD = 1.51	I would be inclined to purchase something if I knew the money supported a good cause	M = 6.04; SD = 1.16
I am actively involved in my community	M = 4.79, SD = 1.43	I attend events for nonprofit organizations that I may not be familiar with	M = 4.03; SD = 1.63
I enjoy attending musical events	M = 5.95, SD = 1.28	I prefer volunteering with people I know	M = 5.68; SD = 1.23
I enjoy participating in sporting events	M = 5.53; SD = 1.62	I see those with disabilities as equals	M = 6.1; SD = 1.19
I enjoy attending sporting events	M = 6.12; SD = 1.14	I am comfortable interacting with people with disabilities	M = 5.87; SD = 1.31
I enjoy attending local community events	M = 5.25; SD = 1.39	I am aware of the cost of disability services	M = 4.92; SD = 1.85
I prefer to support locally-owned businesses	M = 5.69; SD = 1.31	I prefer to donate to nonprofit organizations benefiting those with disabilities	M = 5.1; SD = 1.37
I attend a local church/religious organization regularly	M = 4.23; SD = 2.18		
I consume alcoholic beverages at social events	M = 5.55; SD = 1.75		

APPENDIX D: AUDIENCE DATA SHEETS



Audience Data Summary – College Students (continued)

Media Habits

News Media Consumption
(Scores are out of 7; higher score means students use medium more regularly)

Very Low	Low	Moderate	High	Very High
	National Newspapers (3.65)	Local Television News (4.64)	Radio (5.12)	Websites (6.25)
	Magazines/Trade Publications (3.57)	National Television News (4.82)	Email (5.49)	Social Networking (6.46)
	Blogs/Message Boards (3.5)	Local Newspapers (4.12)		Friends/Peers/Family Members (6.26)
		Promotional Materials (4.01)		
		Mobile/Smartphone Alerts (4.87)		

News Media Credibility
(Scores are out of 5; higher score means students believe medium is more credible)

Not at All Credible	Somewhat Credible	Credible	Very Credible
	Social Networking (2.57)	Websites (3.00)	
	Promotional Materials (2.66)	Local Television News (3.41)	
	Email (2.69)	National Television News (3.57)	
	Blogs/Message Boards (2.17)	Local Newspapers (3.42)	
	Mobile/Smartphone Alerts (2.83)	National Newspapers (3.58)	
		Magazines/Trade Publications (3.03)	
		Radio (3.15)	
		Friends/Peers/Family Members (3.04)	

Social Media Consumption

	# of Students that Use Platform	# of Students that follow nonprofits on Platform
Facebook	135 (91.8%)	98 (66.7%)
Twitter	111 (75.5%)	70 (47.6%)
Pinterest	85 (57.8%)	9 (6.1%)
Reddit	18 (12.2%)	1 (0.7%)
LinkedIn	60 (40.8%)	9 (6.1%)
Instagram	96 (65.3%)	20 (13.6%)
Foursquare	15 (10.2%)	1 (0.7%)
Tumblr	21 (14.3%)	4 (2.7%)
YouTube	101 (68.7%)	9 (6.1%)
Vine	30 (20.4%)	5 (3.4%)
Google+	30 (20.4%)	3 (2%)

APPENDIX E: TACTICS

TACTIC S1:

FALL FOR UCPWA FLIER: created through Adobe Illustrator and distributed via email and in-person



fall for **UCPWA**



**UNITED CEREBRAL PALSY OF
WEST ALABAMA
FALL FESTIVAL**

featuring
LIVE MUSIC BY **cbdb**
AND MORE!
HOMEGROWN ALABAMA PRODUCE AND BAKED GOODS
SUNDAY, OCTOBER 27TH
2-6 P. M.
MIDTOWN VILLAGE

 USE #FALLFORUCPWA FOR A CHANCE TO WIN GIFT CARDS TO LOCAL VENDORS AND A FREE PUMPKIN!



TACTIC S2:

UCPWA INFORMATIONAL AWARENESS FLIER: created through Adobe Illustrator and distributed via email and in-person



fall for **UCPWA**

PHONE: 205-345-3031
1100 UCP PKWY. NORTHPORT, AL 35476
WWW.UCPWA.ORG

FALL FESTIVAL
MIDTOWN VILLAGE OCT. 27-28, 2-6 P. M.



Live life without limits

**UNITED CEREBRAL PALSY OF
WEST ALABAMA**

IS AN AFFILIATE OF UNITED CEREBRAL PALSY. WE ARE DEDICATED TO CREATING A LIFE WITHOUT LIMITS FOR PEOPLE WITH CEREBRAL PALSY AND OTHER DISABILITIES. WE ALSO OFFER AFTER-SCHOOL CARE AND IN-HOME SERVICES.



©UCP_WA
#FALLFORUCPWA 


APPENDIX E: TACTICS



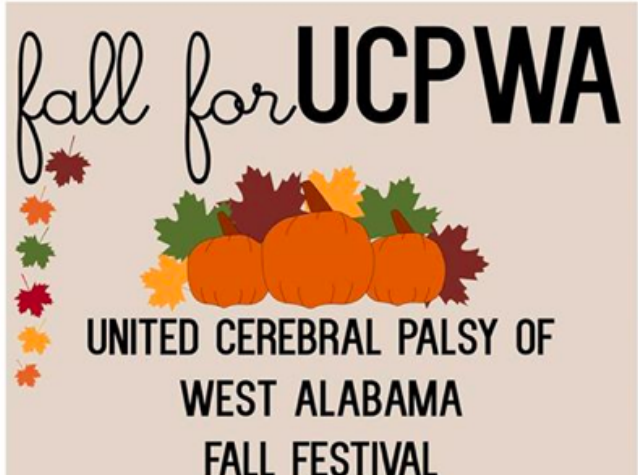
TACTIC S3:
Improve Facebook content and management



TACTIC S4:
Improve Twitter content and management

 **United Cerebral Palsy of West Alabama**
October 23

Join us this SUNDAY on the Midtown Village Green (in between Panera and Barnes & Noble) for our fall festival featuring CBDB, local produce sales and FALL FUN!
#FallforUCPWA



fall for **UCPWA**
UNITED CEREBRAL PALSY OF WEST ALABAMA
FALL FESTIVAL



HomeGrown PR had a blast at #fallforucpwa yesterday! Thanks to everyone who came out to support @ucp_wa in a big way
pic.twitter.com/5WcSUM1z8m

Retweeted by UCPWA



Expand

Reply Retweet Favorite More



UCPWA @UCP_WA

28 Oct

Thanks to everyone for coming out and supporting us yesterday! We hope you continue to #FallforUCPWA

Expand

Reply Retweet Favorite More

featuring
MUSIC BY CBDB,
PRODUCE AND BAKED GOODS
OCTOBER 27TH

APPENDIX E: TACTICS

TACTIC S5: NEWS RELEASE



1100 UCP Pkwy.,
Northport, Ala. 35476

NEWS RELEASE

Oct. 21, 2013
FOR IMMEDIATE RELEASE

Contact Information:
Erin Treadwell, Development Coordinator
Work: (205)-345-3031 ext. 16
Email: development@ucpwa.org

UCPWA TO HOST FALL FESTIVAL AT MIDTOWN VILLAGE GREEN *Raising community awareness of UCPWA*

TUSCALOOSA, Ala. – United Cerebral Palsy of West Alabama, a nonprofit organization located in Northport, Ala., will host a Fall Festival fundraising event featuring snacks, refreshments and live music from 2-6 p.m. on Sunday Oct. 27, 2013.

The event will offer the people of Tuscaloosa a chance to buy pumpkins, enjoy Gigi's cupcakes and other local vendors, listen to live music and more; all while enjoying the setting of the Midtown Village Green. UCPWA is known for its philanthropic efforts in the west Alabama community. The participants of UCPWA want to remind residents of Tuscaloosa County how important community involvement is to their organization by hosting this exciting event. Tuscaloosa's own CBDB will provide live music, and HomeGrown Alabama will provide local produce and refreshments. Local homeade soy candles will also be available for purchase with a portion donated to UCPWA.

"We know how important community is to Tuscaloosa residents, so we created a unique event that emphasized that," said Erin Treadwell, development coordinator for UCPWA. "This family-fun community event will help us in our mission to help individuals with disabilities live a life without limits."

-###-

United Cerebral Palsy of West Alabama (UCPWA) is a nonprofit corporation that supports 16 counties throughout the West Alabama community. Since it began in 1962, UCPWA has been committed to advancing the independence and productivity of individuals with disabilities.

Over the last fifty years, UCPWA has expanded to include a full array of services for individuals with disabilities. At UCPWA, we serve children and adults, providing early intervention training, afternoon programs, therapeutic services, summer programs, respite support services and adult day habilitation. For more information about our programs, visit our website at

www.ucpwa.org



APPENDIX E: TACTICS

TACTIC S6:

Send News Release to AL.com to publish



AL.com All Alabama

Set Weather Search Sign in | Join

NEWS BUSINESS SPORTS H.S. SPORTS ENTERTAINMENT LIVING

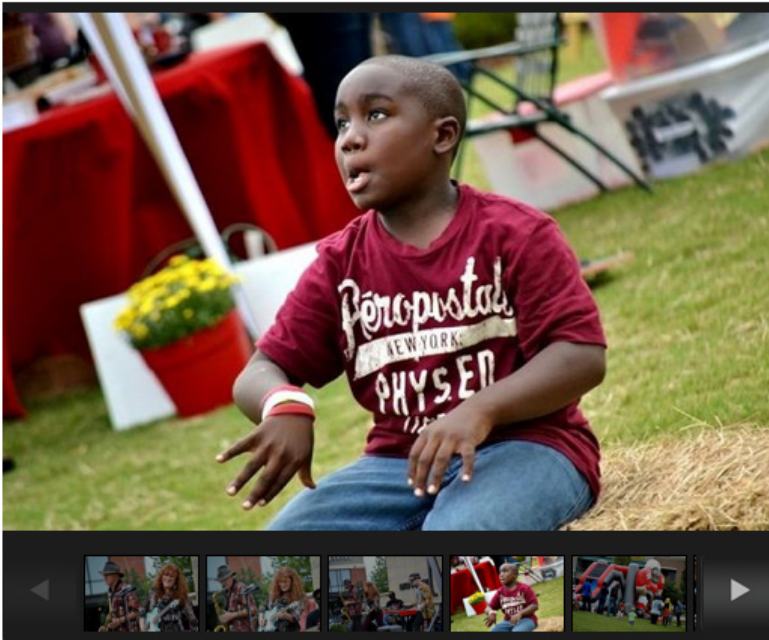
brought to you by: Visit gulf shores and orange beach

Movies | Music | Dining | Arts | Mardi Gras

Travel | Living | Food | Fashion | Health | Good Deals | Celebrations

0 comments

Fall Festival at Midtown Village Green to benefit United Cerebral Palsy of West Alabama



Kids threw footballs and played other games at the festival. (Ben Flanagan/al.com)

[Ben Flanagan | bflanaqa@al.com](mailto:Ben_Flanagan@al.com)



ASHLEY HomeStore

14 PIECE ROOM GROUPS

MIX AND MATCH BEDROOM SETS

STARTING AT \$899

SHOP NOW

Entertainment Listings

Events Music Food Movies

Title

Region

Event Type

Next 7 Days

SEARCH

Alabama Events

APPENDIX E: TACTICS

TACTIC S7:

Create microsite for Fall for UCPWA event

Fall for UCPWA

More

Join us on the Midtown Village Green at our fall festival fundraiser
Oct. 27 2-6p.m.



United Cerebral Palsy of West Alabama (UCPWA) invites the Tuscaloosa County community to join us for a day filled with fall festivities. Bring the whole family and pick the perfect pumpkin to bring home just in time for Halloween!

Come by Sunday to see CBDB play as you paint a pumpkin and enjoy local products from HomeGrown Alabama. All proceeds will go to UCPWA, allowing more participants to access the programs and services. Fall into UCPWA on Sunday, Oct. 27 in the Midtown Village shopping center from 2-6 p.m.



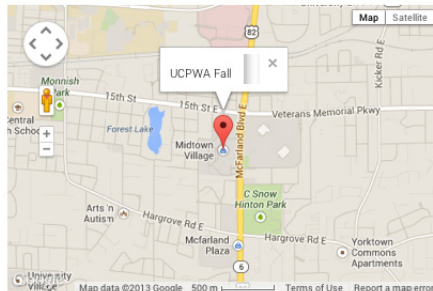
Follow @UCP_WA

FALL FESTIVAL

When
Sunday, Oct. 27, 2-6 p.m.

Where
Midtown Village,
1800 McFarland Blvd Tuscaloosa, AL

Schedule of events:
CBDB 2pm - 3pm
Admiral SnackBar 3:30pm - 4:30 pm
Junkyard Kings 4:45pm - 6pm



APPENDIX E: TACTICS

TACTIC S8:
Fall for UCPWA Festival Social Media plan: Twitter



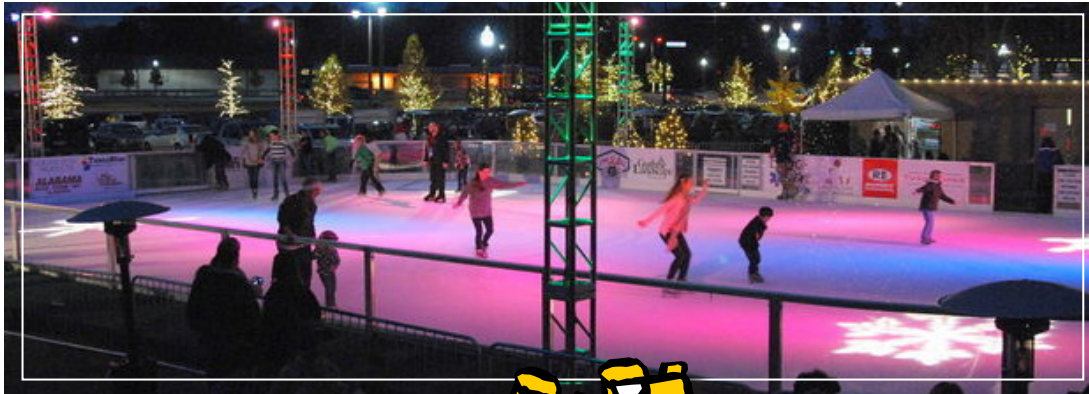
DAY	DATE	TIME	TWEET COPY
MONDAY			
	10/21/2013	11:00 AM	Don't miss Sarah's story on T-News this week!! www.tuscaloosaneews.com #FallforUCPWA
		1:00 PM	Looking for an opportunity to volunteer in the Tuscaloosa area? Visit our website to learn more! Www.ucpwa.org
TUESDAY			
	10/22/2013	11:00 AM	Help UCPWA raise awareness by checking out our Facebook! Www.facebook.com/ucpwa #CharityTuesday #FallforUCPWA
		1:00 PM	#FallforUCPWA this SUNDAY and MONDAY at #PumpkinsforProfit! Visit www.blahblah.com for more info!
WEDNESDAY			
	10/23/2013	11:00 AM	Retweet this to WIN A FREE PUMPKIN! #FallforUCPWA #PumpkinsforProfit
		3:00 PM	We would like to thank team Homegrown PR @BamaAPR for helping the Ttown community #FallforUCPWA!
THURSDAY			
	10/24/2013	2:00 PM	[Retweet T-News article]
			Stop by our pumpkin patch and you'll #FallforUCPWA! 10/27-10/28 Here's how to find us: www.mapquest.com
FRIDAY			
	10/25/2013	11:00 AM	Check out some of our favorite nonprofit organizations! #ff #FollowFriday #FallforUCPWA
		1:00 PM	Retweet this to win our PUMPKIN GIVEAWAY! #FallforUCPWA #PumpkinsforProfit
SATURDAY			
	10/26/2013	2:00 PM	UCPWA provides an array of services for individuals with disabilities. Check us out! Www.ucpwa.org #FallforUCPWA
SUNDAY			
	10/27/2013	2:00 PM	Need a communication internship? We'll give you school credit! Apply now: www.ucpwa.org #FallforUCPWA

APPENDIX E: TACTICS

TACTIC L1:
Rounder's on the Strip
&
UCPWA Spring Crawfish Boil flier

APPENDIX E: TACTICS

TACTIC L2:
Holidays on the River &
"UCPWA On Ice"



Holidays on the River
presents

"UCPWA On Ice"



benefiting
United Cerebral Palsy of
West Alabama



Enjoy ice skating for a good cause!

The River Ice Rink

and

Winter Village

For more information, go to www.holidaysontheriver.com
and follow us on:

#UCPWAonice

@ucpwa



@UCP_WA



APPENDIX E: TACTICS

TACTIC L3: Long-Term Social Media Plan

-Use shorter, strategic messaging for Twitter and longer, engaging messaging for Facebook (take advantage of character count).

-The most popular time to post is between 10 a.m. and 2 p.m. with the exception of Wednesdays at 3 p.m. (the most popular time for Facebook).

-Keep the content positive and engaging. People are more likely to respond to questions, feed back or tweets/posts with links.

-Create hashtag for Twitter (more effective) and Facebook to easily measure outreach and get audience more involved; use for future hashtag competitions.

-Use Facebook Insights and HootSuite Analytics to measure outreach, content favorability and audience preferences.

-Make Facebook event pages for each event and use Facebook Insights to track progress

-Utilize Twitter hashtags for nonprofits such as: #nonprofit, #CharityTuesday, #FollowFriday, #ff

Consistently post/tweet/update Facebook, Twitter, Instagram and YouTube.

-Facebook: 1-2/day

-Twitter: 1-2/day

-Instagram: 1-2/week

-YouTube: 1/month



General Awareness Social Media



Monday:

Twitter: Need a communication internship? We'll give you school credit! Apply now: www.ucpwa.org

Facebook: Would you like to intern with UCPWA? We're accepting applications now! Apply here: www.ucpwa.org

Tuesday:

Twitter: Looking to get involved? UCPWA is the place for YOU! Donate today! www.ucpwa.org

Facebook: YOU can help us create a life without limits for people with cerebral palsy and other disorders. Donate today! www.ucpwa.org

Wednesday:

Twitter: Help UCPWA raise awareness by checking out our Facebook! www.facebook.com/ucpwa

Facebook: Help UCPWA raise awareness by checking out our Twitter! www.twitter.com/ucp_wa

Thursday:

Twitter: Did you know we have an Instagram? Check us out!

Facebook: Check out our Instagram for pictures from our awesome events! Follow us, and you'll get the chance to win prizes!

Friday:

Twitter: Check out some of our favorite nonprofit organizations! #ff #FollowFriday

Facebook: Would you like to learn more about upcoming events? Check out www.ucpwa.org for more info.

Saturday:

Twitter: UCPWA provides an array of services for individuals with disabilities. Check us out! www.ucpwa.org

Facebook: Would you like to learn more about UCPWA's programs and services? Check out our website! www.ucpwa.org

Sunday:

Twitter: Looking for an opportunity to volunteer in the Tuscaloosa area? Visit our website to learn more! www.ucpwa.org

APPENDIX E: TACTICS



#CrawfishforaCause



TACTIC L4: Crawfish for a Cause Social Media Plan

Monday:

Twitter: Join us this SAT, 2-6 PM for a crawfish boil @RoundersUA! #CrawfishforaCause

Facebook: Create event page titled Crawfish for a Cause.

Tuesday:

Twitter: Use #CrawfishforaCause to enter to win free entry to the crawfish boil @RoundersUA!

Facebook: Use #CrawfishforaCause in your own post to enter to win free entry to the crawfish boil this SAT @RoundersUA!

Wednesday:

Twitter: Come support #CrawfishforaCause this SAT! \$10 ALL YOU CAN EAT! All proceeds go toward UCPWA

Facebook: Check out our event page for more info about Crawfish for a Cause! This Saturday, from 2 to 6 PM @RoundersUA! \$10 ALL YOU CAN EAT!

Thursday:

Twitter: Help us raise awareness for UCPWA! Visit our Facebook page to RSVP and learn more about #CrawfishforaCause

Twitter: The winner of our free entry to #CrawfishforaCause is @winner! See you SATURDAY!

Facebook: The winner of our free entry to #CrawfishforaCause is @winner! See you SATURDAY!

Facebook: Help us raise awareness for UCPWA! Visit our Twitter page and use #CrawfishforaCause to win more prizes!

Friday:

Twitter: Join us TOMORROW for #CrawfishforaCause, 2-6 PM @ RoundersUA! All proceeds go toward UCPWA! \$10 ALL YOU CAN EAT

Facebook: Join us TOMORROW for #CrawfishforaCause, 2-6 PM @RoundersUA! All proceeds go toward UCPWA! Visit our website to learn more. www.ucpwa.org

Saturday:

Twitter: Stop by @RoundersUA for #CrawfishforaCause TODAY, 2-6 PM! Check out our Instagram for pictures from the crawfish boil!

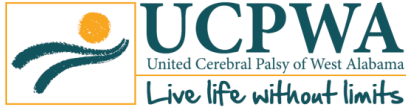
Facebook: Stop by @RoundersUA for #CrawfishforaCause TODAY, 2-6 PM! Check out our Instagram for pictures from the crawfish boil!

Sunday:

Twitter: Thanks for coming out yesterday to support #CrawfishforaCause! Keep updated on our future events by visiting www.ucpwa.org

APPENDIX E: TACTICS

TACTIC L5: UCPWA Club Morning Announcement Script



Fax: 205-345-3035
Phone: 205-345-3031
1100 UCP Parkway, Northport, AL 35476

To: Northridge High School
From: United Cerebral Palsy of West Alabama
RE: United Cerebral Palsy of West Alabama Club
Date: [DATE]

MORNING ANNOUNCEMENT :15

Northridge High School will be starting a new club benefitting the United Cerebral Palsy of West Alabama. Students who are interested in gaining volunteer hours or becoming an officer of the club, please seek out more information from you counselor or the UCPWA information table that will be located in the cafeteria.

MORNING ANNOUNCEMENT :30

Northridge High School will be starting a new club for a chance for all of you to gain volunteer hours for the school year. The club will be focused on the United Cerebral Palsy of West Alabama. They create opportunities for people with disabilities by providing services designed to promote independence, facilitate opportunities and empower people to live a and productive life. Students who are interested in gaining volunteer hours or becoming an officer of the club, please seek out more information from your school counselor or the UCPWA information table that will be located in the cafeteria.



Erin Treadwell
development@ucpwa.org
205-345-3031 (ext. 16)
www.ucpwa.org



APPENDIX E: TACTICS

TACTIC L6: UCPWA Club Fact Sheet



UNITED CEREBRAL PALSY OF WEST ALABAMA FACT SHEET

- UCPWA’s mission is to create opportunities for people with disabilities by providing a full array of services designed to promote independence, facilitate opportunities to exercise rights and empower people to live a quality and productive life.
- UCPWA operates a day habilitation program, hourly support services, evening programs for children and adults, a summer camp, respite and childcare instruction.
- The Adult Day Habilitation program provides members with the skills for basic living and hygiene, participation in music and touch therapy, exercise through a variety of activities, access to classroom computers and discussion of current events.
- The LEAP and PACE programs offer arts and crafts, discussion of current events, field trips in the community, use of the park and time to play games or listen to music.
- You can join UCPWA club and volunteer! Bake treats for the UCPWA Festival or help us run the West Alabama State Fair!
- For more information visit our website, www.ucpwa.org, visit the information table in the cafeteria or talk to your school counselor.

APPENDIX E: TACTICS

TACTIC L7: UCPWA Internship Program Flier for College Students

United Cerebral Palsy of West Alabama



UCPWA Internship

Fall Semester
2014

Public Relations, TCF and Social Media Interns Needed

United Cerebral Palsy of West Alabama creates opportunities for people with disabilities by providing a full array of services designed to promote independence, facilitate opportunities to exercise rights and empower people to live a quality and productive life. UCPWA is looking for a Public Relations, TCF and Social Media Intern to assist the organization's communication efforts within the community. For more information, please go to our website, www.ucpwa.org.

APPENDIX E: TACTICS

TACTIC L8: UCPWA Internship Program Flier for high-school students



UCPWA VOLUNTEER NOW!

Join the UCPWA family and help volunteer!

UCPWA creates opportunities for people with disabilities by providing a full array of services designed to promote independence, facilitate opportunities to exercise rights and empower people to live a quality and productive life.



Do you know how
to bake?



Get volunteer
hours here!



Want to help run
the West Alabama
State Fair?



Add being a
UCPWA club officer
to your resume for
college!

UNITED CEREBRAL PALSY OF WEST ALABAMA

1100 UCP Parkway,
Northport, AL 35476

www.ucpwa.org

For more information, ask
your school counselor.



APPENDIX F

EVALUATION RESEARCH INSTRUMENTS SHORT-TERM OBJECTIVES:

Social Media Implementation measurements via HootSuite
Twitter

FaceBook

Oct 18, 2013 - Oct 28, 2013

Oct 18, 2013 - Oct 28, 2013

Profile Summary



@UCP_WA
UCPWA
Northport, AL

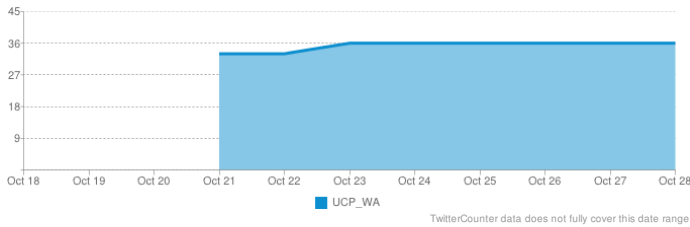
Followers **45**

Following **70**

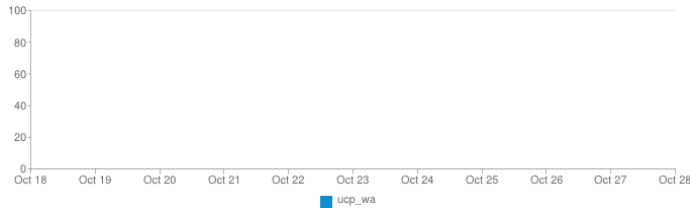
Listed **1**

United Cerebral Palsy of West Alabama is a nonprofit organization dedicated to serving individuals with various disabilities.

Follower Growth



Keyword over time



Snapshot

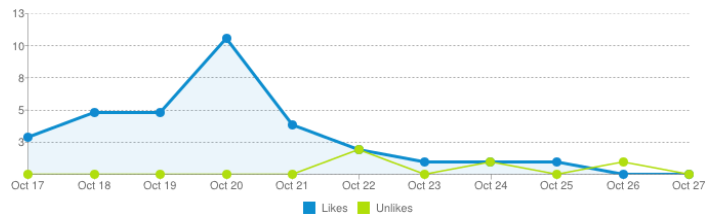
Total Likes ? **166** ↑ 18.6%

New Likes ? **33** 3 (daily avg)

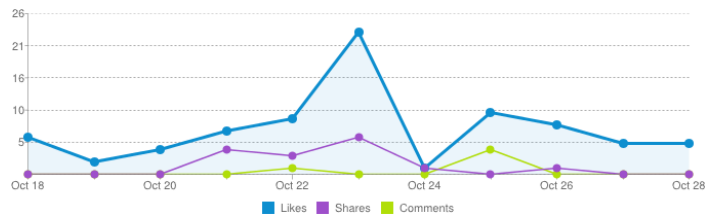
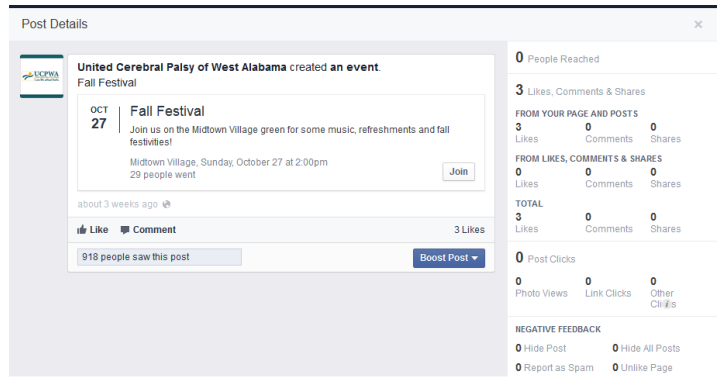
People Talking About This ? **41** ↑ 485.7%

Weekly Total Reach ? **4,111** ↑ 6035.8%

Daily Likes



Daily Post Feedback

United Cerebral Palsy of West Alabama created an event
Fall Festival

OCT 27 **Fall Festival**
Join us on the Midtown Village green for some music, refreshments and fall festivities!
Midtown Village, Sunday, October 27 at 2:00pm
29 people went

about 3 weeks ago

Like Comment 3 Likes

918 people saw this post Boost Post

0 People Reached

3 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

3 Likes 0 Comments 0 Shares

FROM LIKES, COMMENTS & SHARES

0 Likes 0 Comments 0 Shares

TOTAL

3 Likes 0 Comments 0 Shares

0 Post Clicks

0 Photo Views 0 Link Clicks 0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

External Referrers: October 25, 2013

Referrer	Number of Referrals	Percentage of Referrals
fallforucpwa.wix.com	1	50%
charter.net	1	50%



APPENDIX F

FALL FOR UCPWA EVENT SURVEY: During the event

UCPWA FALL FESTIVAL

Name

How did you hear about us?

(Please circle all that apply)

Radio TV Social Media Newspaper Word of Mouth Other:
Radio TV Social Media Newspaper Word of Mouth Other:
Radio TV Social Media Newspaper Word of Mouth Other:

FALL FOR UCPWA EVENT SURVEY: After the event

- 1) Have you heard of UCPWA? Yes No
- 2) Did you attend the UCPWA Fall Festival at Midtown Village?
- Yes No I did not attend, but I heard about the event
- 3) If so, how did you hear about it?
- Social Media Newspaper Television Friend Poster
- 4) Would you donate to UCPWA? : Yes No I already donate to UCPWA.
- 5) Perception of the Fall Festival:
- 1 2 3 4 5 6 7 8 9 10
- 6) Perception of UCPWA:
- 1 2 3 4 5 6 7 8 9 10

((Short-Term Budget))

APPENDIX F

In-Kind Donations:

Local Business Gift Certificate/Food

Donation for Fall Festival

- Jim 'N Nicks Gift Certificate
- Kobe Gift Certificate
- Which Wich Gift Certificate
- Edible Arrangement Gift Certificate
- Gigi's Cupcakes

Local Farmers Donation for Fall Festival

- Sara Ann's Pumpkin Green Tea
- Ingram Farms Hay Bales
- P&P Produce Pumpkins

Home Depot Donation for Fall Festival

- Decorations, Paint
- Pumpkins

Walmart Donation for Fall Festival

- \$25 Gift Card towards waters
- Decorations, Pumpkins and Paint

Rounder's on the Strip for Crawfish Boil

- Space for event
- Crawfish/Equipment

The River Ice Rink for Ice Skating Event

- Space for event

Midtown Village Donation

- Space for Fall Festival

Buffalo Rock

- Banner for the event

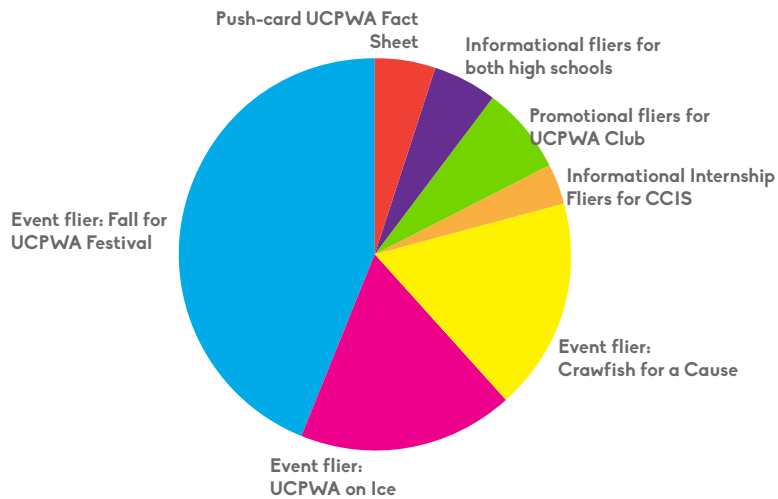
Short Term Budget					
Item	Unit Price	Quantity	Subtotal	Tax	Total
UPS					
omotional Flyers for fall festi	\$0.45	\$30.00	\$13.50	\$1.22	\$14.72
Buffalo Rock					
Banners	\$0.00	\$3.00	\$0.00	\$0.00	\$0.00
Family Dollar					
Candy for Kids	\$16.65	\$1.00	\$16.65	\$1.50	\$17.94
Ingredients for Baked Goods	\$1.00	\$3.00	\$3.00	\$0.27	\$3.27
CBDB Band					
Sound/ Entertainment	\$100.00	\$1.00	\$100.00	\$0.00	\$100.00
ABZ Rental					
Tables	\$7.50	\$3.00	\$24.50	\$2.03	\$24.53
Chairs	\$9.75	\$12.00	\$9.00	\$0.81	\$9.81
Target					
Ingredients for Baked Goods	\$15.45	\$1.00	\$15.45	\$1.39	\$16.84
table clothes	\$3.00	\$4.00	\$12.00	\$1.08	\$13.08
Community Member					
Home Depot					
Background board	\$7.97	\$1.00	\$7.97	\$0.72	\$8.69
Wix					
Microsite for fall festival	\$0.00	\$1.00	\$0.00	\$0.00	\$0.00
Social Media					
Facebook Page	\$0.00	\$1.00	\$0.00	\$0.00	\$0.00
Instagram Profile	\$0.00	\$1.00	\$0.00	\$0.00	\$0.00
Twitter Page	\$0.00	\$1.00	\$0.00	\$0.00	\$0.00
Proposed Budget Subtotal					\$202.07
Proposed Tax (9%)					\$9.02
Proposed Budget Total					\$211.09



APPENDIX F

Long-Term budget:

Long Term Budget					
Item	Unit Price	Quantity	Subtotal	Tax	Total
UPS					
Informational Fliers for both High Schools	\$0.45	30	\$13.50	\$1.21	\$14.71
Push-Card UCPWA Fact Sheet (4 per page)	\$0.45	30	\$13.50	\$1.21	\$14.71
Promotional Flyers for UCPWA Club	\$0.45	40	\$18.00	\$1.62	\$19.62
Informational Internship Fliers for CCIS	\$0.45	20	\$9.00	\$0.81	\$9.81
Event Flier for Crawfish Boil	\$0.45	100	\$45.00	\$4.05	\$49.05
Event Flier for Skating Rink	\$0.45	100	\$45.00	\$4.05	\$49.05
Event Flier for Fall Festival	\$0.45	250	\$112.50	\$10.13	\$122.63
TCF Intern					
Filming Equipment	\$0.00	1	\$0.00	\$0.00	\$0.00
Editing Software	\$0.00	1	\$0.00	\$0.00	\$0.00
Buffalo Rock					
Banners	\$0.00	3	\$0.00	\$0.00	\$0.00
Family Dollar					
Candy for Kids	\$16.65	1	\$16.65	\$1.50	\$17.94
Ingredients for Baked Goods	\$1.00	3	\$3.00	\$0.27	\$3.27
CBDB Band					
Sound/ Entertainment	\$100.00	1	\$100.00	\$0.00	\$100.00
ABZ Rental					
Tables	\$7.50	3	\$24.50	\$2.03	\$24.53
Chairs	\$9.75	12	\$9.00	\$0.81	\$9.81
Target					
Ingredients for Baked Goods	\$15.45	1	\$15.45	\$1.39	\$16.84
table clothes	\$3.00	4	\$12.00	\$1.08	\$13.08
Community Member					
Home Depot					
Background board	\$7.97	1	\$7.97	\$0.72	\$8.69
Wix					
Microsite for Pumpkin Patch Event	\$0.00	1	\$0.00	\$0.00	\$0.00



APPENDIX F

Long-Term budget (continued)

TCF Intern					
Filming Equipment	\$0.00	1	\$0.00	\$0.00	\$0.00
Editing Software	\$0.00	1	\$0.00	\$0.00	\$0.00
ABZ Rental					
Tables	\$7.50	3	\$24.50	\$2.03	\$24.53
Chairs	\$9.75	12	\$9	\$0.81	\$9.81
Family Dollar					
Candy for Kids	\$16.65	1	\$16.65	\$1.50	\$17.94
Ingredients for Baked Goods	\$1	3	\$3	\$0.27	\$3.27
CBDB Band					
Sound/ Entertainment	\$100	1	\$100	\$0	\$100
Target					
Ingredients for Baked Goods	\$15.45	1	\$15.45	\$1.39	\$16.84
table clothes	\$3	4	\$12	\$1.08	\$13.08
Community Member					
Home Depot					
Background board	\$7.97	1	\$7.97	\$0.72	\$8.69
Wix					
Microsite for Pumpkin Patch Event	\$0	1	\$0	\$0	\$0
Social Media					
Facebook Page	\$0	1	\$0	\$0	\$0
Facebook Event Page	\$0	3	\$0	\$0	\$0
Instagram Profile	\$0	1	\$0	\$0	\$0
Twitter Page	\$0	1	\$0	\$0	\$0
YouTube Page	\$0	1	\$0	\$0	\$0

Proposed Budget Subtotal	\$473.74
Proposed Tax (9%)	\$42.64
Proposed Budget Total	\$516.37

APPENDIX G:

CAMPAIGN CONTACT INFORMATION

HILLCREST HIGH SCHOOL CONTACT:

Alison Mays
Phone: (205)-342-2800
Email: amays@tcss.net

NORTHRIDGE HIGH SCHOOL CONTACT:

Principal Dr. Isaac Espy
Phone: (205)-759-3605
Email: iespy@tusc.k12.al.us

MIDTOWN VILLAGE VENUE COORDINATOR:

Sarah Schram
sarah.schram@cypressecurities.com
(214)-561-8806

LOCAL TUSCALOOSA BANDS:

CBDB

The Junkyard Kings
Admiral Snackbar

THE MAKERS MARKET

info@themakersmarketalabama.com
www.themakersmarketalabama.com
(205)-561-6666
401 22nd Ave.
Tuscaloosa, AL 35401

RTR Cornhole Boards

Tracy Ringo
tracyringo@yahoo.com

Three Blind Hogs

Kelsie Vanwyck
kelsievanwyck@gmail.com

INGRAM FARMS

P & P PRODUCE

2000 20th Ave.
Northport, AL
(205)-330-2552

GIGI'S CUPCAKES

(205)-343-0311
1800 McFarland Blvd E.
Tuscaloosa, AL 35404

KOBE STEAKHOUSE

(205)-759-1400
1800 McFarland Blvd E.
Tuscaloosa, AL 35404

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