

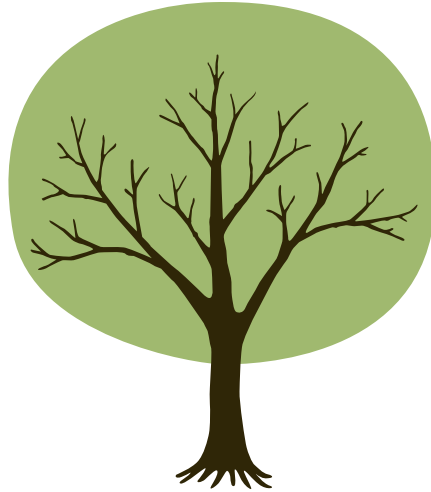


APR 433 Campaigns
The UCPWA Community Integration Campaign



HomeGrown
public relations





**HomeGrown
public relations**

Celeste Blanton
Haley Flanagan
Willie King
Lauren Miller
Betty Shaw

APR 433 Campaigns
Dr. Kenon A. Brown



Life without limits for people with disabilities



Executive Summary:

((situation analysis, problem statement, goals, strategies, objectives and tactics))

United Cerebral Palsy of West Alabama (UCPWA) provides opportunities for people with disabilities to live life without limits. The organization has a wide variety of programs and services to help those with disabilities and their families. With programs to aid all aspects of participants' lives, UCPWA offers invaluable services to the community. UCPWA has a serious problem with its limited recognition within the Tuscaloosa County community. The lack of awareness directly leads to less monetary donations and a smaller volunteer base. Currently, UCPWA has insufficient space to accept new participants and is in dire need of expanding its facilities. The organization does not have the money to expand and as a result, it has to turn away people in need.

HomeGrown Public Relations is working with United Cerebral Palsy of West Alabama to address the overriding issue of a lack of awareness within the community. The HomeGrown team is comprised of five public relations students with different backgrounds. The members of the team are from all over the country and have a wide variety of experience. As current college students living in Tuscaloosa, we believe we are well equipped to handle the current awareness problem.

Our team created a short-term campaign to generate awareness in Tuscaloosa County among those defined as Die-Hard Tuscaloosans (DHTs) or those who live, eat and breathe Tuscaloosa County. To target this audience, HomeGrown PR established the Fall for UCPWA Festival. This festival brought local vendors, businesses, bands and community members together in a fun and engaging atmosphere.

To further expand UCPWA's outreach in Tuscaloosa County, the team focused its long-term campaign efforts on maintaining the relationship with DHTs, and establishing relationships with high school and University of Alabama students. The opportunity to create a volunteer initiative with students is mutually beneficial. UCPWA will have a consistent volunteer base from year to year, and the students will have volunteer activities to put on their resumes. There are many opportunities to partner with local businesses to raise money for UCPWA. Since our target audiences support local businesses and enjoy attending social events, it would be a great way to **bring the community together to support UCPWA.**

The effective outreach toward DHTs, high school students and UA students will increase the awareness of UCPWA in Tuscaloosa County, which will result in a consistent volunteer base and increased monetary donations. With the help of HomeGrown PR, UCPWA can begin to expand its facilities, providing aid to more members of the community. This will allow UCPWA to reach its full potential and provide services for residents of Tuscaloosa County to live their lives without limits.

Haley Flanagan - Haley Flanagan, Agency Director



TABLE OF CONTENTS

HOMEGROWN PUBLIC RELATIONS

CHAPTER 1: INTRODUCTION

TITLE PAGE	1
EXECUTIVE SUMMARY	2
TABLE OF CONTENTS	3,4
INTRODUCTION	5,6
AGENCY PROFILE: HOMEGROWN PR TEAM	7,8

CHAPTER 2: SITUATION ANALYSIS

BACKGROUND INFORMATION	9
PUBLIC RELATIONS AUDIT	10,11
TARGET MARKET ANALYSIS	12
PROBLEM OPPORTUNITY ANALYSIS	13



TABLE OF CONTENTS

HEMGROWN PUBLIC RELATIONS

CHAPTER 3: CAMPAIGN FOCUS

PROBLEM STATEMENT	14
GOALS, THEMES AND KEY MESSAGES	14
AUDIENCE PROFILES	
DIE HARD TUSCALOOSANS	15
HIGH SCHOOL STUDENTS	16
UA COLLEGE STUDENTS	17

CHAPTER 4: SHORT TERM CAMPAIGN PLAN: "FALLING FOR UCPWA"

INTRODUCTION	18
SHORT-TERM TIMETABLE	19
OBJECTIVES, STRATEGIES, TACTICS	20-21
EVALUATION	22

CHAPTER 5: LONG TERM CAMPAIGN PLAN

INTRODUCTION	23
LONG TERM TIMETABLE	24-25
OBJECTIVES, STRATEGIES AND TACTICS	26-33
EVALUATION	34-36
THANK YOU TO SUPPORTERS	37
APPENDICES	A-G



CHAPTER 1: INTRODUCTION

OVERVIEW



The HomeGrown PR team was established in 2013 for a public relations campaign class (APR 433) at The University of Alabama. The instructor for this course is Kenon A. Brown, Ph.D. HomeGrown PR partnered with United Cerebral Palsy of West Alabama (UCPWA) to create a campaign to gain awareness and funding for the organization. The campaign consists of two sections: a short-term implementation and a yearlong plan for the 2014 calendar year.

United Cerebral Palsy of West Alabama is located in Northport, Ala. The public relations contact for UCPWA is Erin Treadwell, Development Coordinator, and she can be contacted at:

development@ucpwa.org or (205)-345-3031.



“We wanted to create a sense of community with UCPWA and Tuscaloosa county residents. I think we successfully found a niche for UCPWA.”



Celeste, Betty and Lauren setting up the tent at the Midtown Village Green



Ingram Farms produce cart



Having a great time at the Fall for UCPWA Festival



INTRODUCTION: AGENCY PROFILES



HALEY FLANAGAN
Agency Director

Haley is in charge of the overall implementation and integration of the group. She makes sure everyone is on top of their assigned portions as well as taking the initiative on tasks that were not a part of her agenda.

Haley was raised in Centreville, Va., and headed to The University of Alabama to get experience at one of the top PR programs in the country. Here she was able to become very involved as a PRSSA officer, Capstone Agency Director and one of five students selected to participate in Bateman, the PRSSA National Case Study Competition.

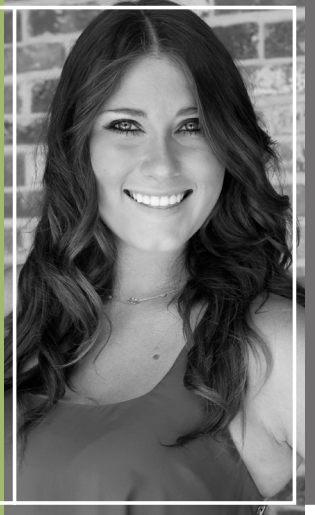
Random fact: Haley is terrified of mascots.

CELESTE BLANTON
Research Director

Celeste is in charge of designing and supervising the agency's secondary research, primary research and evaluation plan. She is also in charge of planning the situation analysis for the campaign report. She was in charge of booking the bands for the event and dealing with local stores for donations.

Celeste was raised in Dallas, TX, where she received a communications internship with a Fortune 500 company. Here, she learned how important PR is to a company and how to effectively utilize research and target markets to create useful campaign plans.

Random fact: Celeste loves the Cowboys and her precious English Bulldog, Bruiser.



"We believe the success of a nonprofit campaign is based on the quality and integrity of the people involved. We've found that with our partners at UCPWA."

-Lauren Miller, Creative Director



INTRODUCTION:

AGENCY PROFILES

LAUREN MILLER *Creative Director*

Lauren is in charge of pulling together the look and feel of the campaign. All visual design elements are created and approved by her knowledge of graphic design. Her attention to detail and meticulous web layouts help shape a modern yet approachable theme for the campaign. She was also in charge of contacting local vendors to set up at the event.

Lauren was raised in Atlanta, Ga., where she gained experience through a creative design internship with a professional sports team. She strongly believes in the importance of graphic design-not only for a PR agency-but for every company and organization.

Random fact: Going to the World Cup in Brazil is at the top of her bucket list



BETTY SHAW *Social Media Specialist*

Betty is responsible for the background of the situation analysis, key messages of the campaign and the social media calendar (including its content and management). She is in charge of coordinating the event venue, setting up local vendors for the event and collecting all the fundraising money.

Betty is from Jacksonville, Fla., where she interned for two nonprofit organizations. These provided her with knowledge of nonprofits and the skills to maintain and increase social media efforts.

Random fact: During her internship in NYC, Betty modeled on New York's morning fashion segment.



WILLIE KING *Audience Profiler*

Willie researched and facilitated the profiles for all three audiences. His duties for this campaign include working on the decorations, as well as promoting the event all over West Alabama. Willie excels in communication, and has many experiences when it comes to relating to different types of individuals.

Willie is from Madison, Ala., where he has lived for most of his life. Prior to living in Alabama, he resided in California, Florida, and the Philippines when his father was in the Air Force.

