

Campaign Plan



Executive Summary

Creative Alliance PR's (CAPR) key goals for this campaign are to generate awareness and understanding of the Lubbock Transition Center (LTC) and the services it provides. CAPR believes accomplishing these goals will lead to an increase in the number of monetary donations made to the organization. Our campaign, "Lead. Teach. Change." is designed with the purpose of promoting LTC throughout the Lubbock community by communicating the organization's mission. To us, the campaign theme expresses LTC leading youth in a positive direction, teaching them life skills, and helping them change their lives. CAPR will promote the organization to our target publics by partnering with local businesses, increasing the amount of earned media LTC receives, and growing its social media presence. We also plan to help LTC strengthen its relationships with community members, media members, and potential donors. Some ways CAPR plans to do this include creating a monthly newsletter, developing relationships with local religious leaders, and hosting a quarterly open house at the transition center.

After conducting research, CAPR discovered awareness of LTC in the Lubbock community is relatively low. We also found that our key publics prefer to be reached by social media, direct mail, email and newsletters. This campaign promotes "Lead. Teach. Change." to target publics through both nontraditional and traditional media. This campaign will generate awareness and understanding of LTC among potential donors and sponsors, which will help generate more donations and sponsorships.

Introduction

Creative Alliance PR has designed the campaign "Lead. Teach. Change." to focus on increasing awareness and asserting a better understanding of LTC and the services it provides. CAPR's campaign is also organized to increase the number of donations to the organization. The campaign plan offers proposals to enhance the Facebook page, connect with current donors, attract new donors, establish a relationship with members of the local media, and gain sponsorships for LTC events and facility needs. Strategies and tactics suggested in the campaign plan are based off our initial research and data collected from current donors and sponsors.

Target Publics

Primary

Religiously Affiliated Lubbock Residents: Religiously affiliated Lubbock residents are the primary focus of CAPR's campaign because we found them to be the most active audience. Our campaign will focus on increasing religiously affiliated Lubbock residents' awareness of services LTC provides. According to our research, Lubbock residents who attend religious services are more likely to donate to a nonprofit charity or organization. In order to reach this audience, CAPR will highlight LTC's religious affiliation on social media, and work to develop and maintain relationships with leaders of local religious congregations and organizations.

Affluent Lubbock Residents: Another primary public for our campaign includes affluent Lubbock residents. According to our research, affluent individuals were also more likely to donate to a nonprofit organization. In our research we found that 88 percent of our affluent respondents made donations because they believe in the organization's mission and 68 percent of affluent residents donate to help those in need. Because of this, CAPR plans to highlight LTC's mission on all materials to appeal to this audience. For this campaign, CAPR defines affluent individuals as those with an annual income of \$60,000 or more. To influence and engage with this public, CAPR suggests partnering with businesses and attending events frequented by these Lubbock residents to increase the level of awareness. When residents see a local business alongside an organization, they see the relationship and are more likely to donate as well.

Local Businesses: CAPR views local businesses as a critical element of this campaign. We suggest LTC collaborate with local businesses to gain more awareness in the community, especially through sponsorships of LTC. CAPR interviewed the Marketing Director of Reagor Dykes Auto Group, Joe Landin and found that the company decided to sponsor the Men's Field of Dreams Breakfast after they toured and saw the transition center with their own eyes. We believe other local businesses could potentially become sponsors immediately after seeing the organization in action. Based on our research, businesses that sponsor organizations tend to sponsor a wide variety of organizations to ensure they are visible to an extensive assemblage of audiences.

Secondary

LTC Staff: LTC facilitators will be one of our secondary audiences. All of the tactics we have created are to be executed by employees and interns. CAPR recommends that LTC hire two unpaid interns to help accomplish these tactics. It is important that the campaign plan be clearly communicated to all staff and interns to ensure all team members have the same goals and are

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able do their jobs accordingly. CAPR interviewed the BCFS Executive Vice President of Community and International Operations, Ben Delgado and learned how BCFS corporate assist with promotional items for LTC. For any event, LTC can send the information to corporate BCFS and they provide the printing of the marketing materials.

LTC Volunteers: “Lead. Teach. Change.” includes tactics that rely on volunteers sharing LTC’s mission and inviting their friends and family to participate in the organization’s events. Because volunteers will be active in spreading awareness of the organization, they also need to understand the goals of, and their roles in, the campaign.

Local Media: The local media are beneficial resource because they have the ability to communicate LTC’s messages to large segments of our target audiences, which will help create awareness among these key publics. Developing stronger relationships with local media will assist in increasing news coverage of LTC. Local media are always looking for stories and events to cover, LTC can help provide information to write about.

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Theme

The theme of our campaign plan is “Lead. Teach. Change.” CAPR aims to increase the overall awareness of LTC, the youth it serves, and the services it offers. “Lead. Teach. Change.” represents LTC’s central role in helping foster youth in their transition out of the foster care system, by leading, teaching and changing the lives of foster youth. This campaign focuses on educating the local community about the issues involved with transitioning out of the foster care system and how the local community can get involved. By supporting the organization, Lubbock residents can feel involved in cultivating and improving the lives of local youth and young adults.

Key and Supporting Messages

Key Message

Our primary message throughout the campaign will present instances where LTC leads, teaches and changes the youths that frequently attend the center. To assure that youth are given the attention and resources necessary, Lubbock residents must be mindful of LTC’s services. CAPR’s key message will communicate “Lead. Teach. Change.” as an empowering statement to make Lubbock residents more aware of the center and the youth it serves.

Religiously Affiliated Lubbock Residents

Our second message will be tailored toward religiously affiliated Lubbock residents. These publics are defined as the audience that attends a religious service on a regular basis. By clearly creating a message with a religious tone, there is a greater chance to capture their attention.

The messages will be on the information cards we send to all churches when LTC speaks at different churches in Lubbock. Messages such as “God calls us to serve,” “this is what He calls us to do,” and “it is our religious duty to serve those who cannot help their situation,” will engage and motivate target audiences to donate to LTC. We will distribute the messages in LTC’s monthly e-bulletin and quarterly direct mail newsletter. We will also use the messages in our invitations to pastors to speak at churches.

Affluent Lubbock Residents

We also want to appeal to Lubbock residents who have the means to contribute to LTC. In order to reach our objective of LTC gaining 30 new donors, we will approach potential donors with an emphasis of how important they are to the organization’s success. They help shape the image and future of LTC; without them it would be impossible for LTC to fully serve its mission and grow.

Goals, Objectives, Strategies, and Tactics

Goal 1: Awareness: Increase overall awareness of LTC and its services within the Lubbock community.

Objective 1: Raise awareness of LTC among affluent Lubbock residents from 13 percent to 20 percent by Dec. 31, 2015.

Strategy 1: Encourage current donors and volunteers to share LTC’s mission with their friends, coworkers and family. According to a survey done by Blackbaud, Inc., an organization that supports nonprofits, 50 percent of respondents answered, “a friend or family member asked me to participate,” as a reason for contributing to a nonprofit (12).

- **Tactic 1:** After an online donation is made, allow the donor the ability to share their contribution with friends and followers through their social media accounts.
- **Tactic 2:** Create social media content that asks followers to engage with the post. The post should ask users to like or comment on the photo to show support for LTC. Examples of these posts are prompting users to comment with their own personal thoughts and stories.

- **Tactic 3:** Distribute t-shirts with LTC's logo to donors by mail after a \$25 donation has been made.
- **Tactic 4:** Distribute magnets with LTC's logo to donors by mail after a \$25 donation has been made.

Strategy 2: Partner with local businesses that are frequented by affluent residents. CAPR believes partnering with these businesses will increase LTC's visibility among affluent citizens in the local community. After making a donation to LTC, the business will help spread the name of LTC throughout the community by name mentions in their sponsorship.

- **Tactic 1:** Work with local businesses, such as Market Street and Stella's, to procure sponsorships of LTC's facility. Encourage these businesses to promote this relationship to benefit both parties. For example, ask Market Street or Stella's to cater food for one of LTC's upcoming events and include a banner that showcases the relationship between the center and the businesses. The businesses that sponsor will also be recognized on LTC's Facebook page.

Strategy 3: Procure invitations for LTC members to be involved in events attended by affluent residents. CAPR views these events as providing a captive audience. Since Lubbock residents are already present, they are more likely to listen to LTC's message.

- **Tactic 1:** Approach Texas Tech Athletic Department about providing current LTC members with tickets to attend a basketball game and have their presence, along with the purpose of the organization, announced during a timeout. After the game, LTC should post pictures and a few words thanking the Texas Tech Athletic Department on the LTC Facebook page. Post a thank you status on the center's Facebook page regarding the partnership of LTC and Texas Tech Athletic Department. Also, write a press release to be distributed announcing the partnership between the Texas Tech Athletic Department and LTC. Use Facebook to invite people to attend the basketball game.
- **Tactic 2:** Approach Lubbock Symphony Orchestra about providing volunteers for events (ticket-takers/ushers) and having them announce where the volunteers came from before the event on March 6 or 7.

Evaluation: Measure the amount of awareness of LTC among affluent Lubbock residents by redistributing the same online survey CAPR completed in Oct. 2014. Analyze the survey responses and measure to determine if awareness was increased to 20 percent.

Stewardship: LTC should remain in contact with affluent community members met through LTC events or fundraisers. This will help strengthen the relationship, increase level of awareness, and provide additional opportunities for potential donors for the center. This contact can be in the form of a thank-you note for attending events and making donations, or an e-bulletin sent to the donor with the latest news about LTC and their name listed in the “recent donors” section.

Objective 2: Increase awareness of LTC among religiously affiliated Lubbock residents from 18 percent to 25 percent by Dec. 31, 2015.

Strategy 1: Establish relationships with local religious leaders. CAPR views religious leaders as gatekeepers to religious residents and believes establishing relationships with these leaders is the first step in increasing awareness among religious Lubbock residents.

- **Tactic 1:** Invite leaders from local Lubbock religious congregations and organizations to tour the LTC facility.
- **Tactic 2:** Verbally ask leaders for permission to attend services and speak to congregation. The LTC representative will leave small information cards for the religious leaders to follow up with LTC. Also they will send a follow up email two days later.

Strategy 2: According to our research, 59.7 percent of Lubbock residents are affiliated with a religious congregation. CAPR believes emphasizing that LTC is a faith-based organization will better capture the attention of this target audience.

- **Tactic 1:** Boost posts on Facebook that specifically mention LTC’s religious ties. Boosting a post refers to paying a set price to increase the reach of a specific post.
- **Tactic 2:** Attend religious services and meetings of religious organizations to share LTC’s mission and success stories. Also, LTC will distribute informative cards about the organization for church members to pick up after service at the information desk.

Evaluation: Measure awareness of LTC among religiously affiliated Lubbock residents by redistributing the same online survey created by CAPR in Oct. 2014. Analyzing and measuring survey responses will determine if the level of awareness among this public was increased to 25 percent.

Stewardship: CAPR advises that LTC send thank-you notes to religious leaders thanking them for letting LTC speak. In addition, if the congregation has a Facebook page, LTC should tag the church in a post thanking them for allowing the organization to speak. In the future, LTC should continue to post content anytime the organization works or is involved with religious leaders in order to maintain a visible relationship.

Objective 3: Reach 500 followers on LTC's Facebook page by Dec. 31, 2015.

Strategy 1: Create Facebook content encouraging current page users to share posts on their timelines. Similar to the bandwagon effect, CAPR believes individuals are more likely to be concerned with an organization their friends care about.

- **Tactic 1:** Include inspirational posts or photos about current and past LTC students. Invite current followers to share the posts to show support of the student.
- **Tactic 2:** Post information about upcoming LTC events and how the public can become involved. Ask followers to tag friends in the comments section that they believe would be interested in the event. LTC should use the Facebook events feature to post these on the center's Facebook page.
- **Tactic 3:** Post what kind of donations LTC currently needs (casseroles, clothing, new appliances, etc.) and ask followers to share with friends who they think would be able to help.
- **Tactic 4:** Pay to boost Facebook posts once a month that explain LTC's mission and goals.

Strategy 2: Encourage people to "Follow us on Facebook!" on all promotional materials.

- **Tactic 1:** On all physical and digital marketing materials, remind donors to "Follow us on Facebook!" to receive current updates about events and other details. These materials include newsletters, thank-you letters, donor renewal letters, and the website.

Strategy 3: Build online relationships with partners and sponsors to attract attention from their followers. Interacting with other prominent organizations on social media increases the likelihood that the organization's followers will see LTC's name on their timelines.

- **Tactic 1:** Tag sponsors/partners in posts regarding the event, student or location they sponsored or helped with.
- **Tactic 2:** Following an event, post a status or picture thanking all sponsors

and partners who helped or contributed to the event and tag the organizations or businesses in the post.

Strategy 4: Increase user interaction with the Facebook page. If users interact with the organization on social media, there is a greater chance their friends will see LTC on their timeline.

- **Tactic 1:** Create content that encourages users to comment their thoughts or stories. For example, when posting content about the profit-share night, LTC can ask its Facebook followers to comment and share their experience, such as why they decided to attend the event.
- **Tactic 2:** Encourage users to post questions or thoughts about the organization on LTC's Facebook page. Ask followers to comment on a post of why they decided to donate to LTC.
- **Tactic 3:** Have the intern make a daily effort to respond to fan comments on the page and post photos of what is going on around LTC that day/week.
- **Tactic 4:** Include photos or visuals to majority of the content in order to better engage the LTC Facebook users and gain more page likes.

Evaluation: In order to measure if this objective was reached, LTC should check their Facebook page to see if the number of followers increased to 500 by Dec. 31, 2015.

Stewardship: It is important to maintain and grow LTC's Facebook page by interacting more personally with its followers. LTC should have an intern manage the social media page to respond to posts and comments in a timely manner to improve and preserve relationships with the Lubbock community. The posts should tag the user who commented, making the comment more personal, and respond to their comments and questions. It would also be beneficial to simply thank users for sharing their thoughts. CAPR believes this engagement will inspire users to interact with the organization's page again.

Objective 4: Earn five stories in local media by Dec. 31, 2015.

Strategy 1: News values are what determine if a journalist writes a story and if an editor will publish it. One popular news value is impact, or the effect a story has on a large group of individuals, such as the foster youth served by LTC.

- **Tactic 1:** Distribute press releases and media kits for stories reporting statistics of the number of youth currently in foster care in Lubbock, the number of youth LTC has affected, how many LTC alumni have graduated college, and other similar details. For example, LTC will produce a press

releases focused on an alumnus of the organization and their personal story and success through LTC.

Strategy 2: Another common news value is proximity, or the locality of an issue. Local media audiences generally care more about organizations that are involved in the local community. Also, in our research, we learned understanding the local impact of an organization is an important factor when a potential donor is deciding to make a contribution.

- **Tactic 1:** Distribute press releases that highlight the work the organization does in Lubbock and surrounding counties. All quotes should specifically mention work with local-area youths. Also, a summary of the effect LTC has had on the community should be included whenever possible.
- **Tactic 2:** Invite local reporters from news stations and newspapers to tour the LTC facility. CAPR believes showing reporters the in-house courtroom, supply rooms, and kitchen will demonstrate the work LTC is doing locally and inspire journalists to cover the organization.

Strategy 3: Another common news value is human interest. Every article does not have to have a major impact on the world, but people like to hear about interesting things that take place every day and have a personal angle. Also, through our research, we learned that donors would prefer to see how an organization spends their donations, which can be demonstrated through human-interest stories about individuals the organization have helped.

- **Tactic 1:** Distribute press releases that show successful LTC alumni as well as some of the youth the organization is currently working with. These press releases should include as many details as possible about how LTC has affected the students and quotes from those students.

Evaluation: Count all media stories in traditional outlets to determine if five stories appeared in local media in 2015.

Stewardship: It is important for LTC to maintain close relationships with the media. Reporters generally appreciate transparency and representatives who are sensitive to their deadlines and are available to the reporter. They also value representatives who do proper research and avoid wasting time by sending stories to the appropriate journalist. LTC can accomplish this by keeping updated media lists that specify what the reporter typically covers and how they prefer to be reached. LTC should also invite media representatives to tour the

facility to receive quality, first-hand information. Also, any local media coverage should be shared on LTC's Facebook page with a post thanking the news source for sharing LTC's mission.

Goal 2: Donations: Increase donations to and sponsorships of LTC.

Objective 1: Increase donations from current donors by 5 percent by Dec. 31, 2015.

Strategy 1: In our initial research, we found that current donors prefer to know how their donation was used. CAPR recommends increasing donor communication to keep donors informed about the organization's events and successes.

- **Tactic 1:** Create a localized newsletter to be distributed quarterly via direct mail.
- **Tactic 2:** Create a brief bulletin to be distributed monthly via email.
- **Tactic 3:** Post about successes, events, organizational successes, and current LTC youth on social media and website.

Strategy 2: Remind the donors of their previous donations.

- **Tactic 1:** Write and distribute a letter to send to donors encouraging them to contribute again, including details about the year's successes. The letter should be distributed via direct mail.
- **Tactic 2:** Social media posts that list specific needs.

Strategy 3: Make renewing the donation simple and convenient.

- **Tactic 1:** Offer convenient automatic payments for donations in increments of \$5 per month through the donor tab on the Facebook page and the monthly e-bulletin. Promote the opportunity through a Facebook post on LTC's page.

Evaluation: Track donations by name, date and amount to measure the difference in donations from current sponsors and donors.

Stewardship: CAPR suggests LTC post Facebook statuses that thank donors who have contributed large amounts, perhaps a minimum of \$500. Donors who contribute at least \$25 will receive an LTC t-shirt and magnet. Also, personal thank-you letters with Kami Jackson's signature should be sent out to any new or current donors each time they make a contribution to LTC. Donor reminders should also be continuously sent out 6 months after a donation is made thanking the individuals for their contribution and how it helped the organization and the youth it serves.

Objective 2: Attract 30 new donors from the Lubbock area by Dec. 31 2015.

Strategy 1: Attract donors' attention to the organization using their interests. For example, in our research, we learned at least one current donor made a donation after attending the Men's Field of Dreams Breakfast. He said one of the main reasons he attended the event was to hear Jimmy Morris speak. Then, after learning more about LTC at the event, he made the decision to donate to LTC.

- **Tactic 1:** Host another Field of Dreams Breakfast and invite Tubby Smith, Texas Tech's basketball coach, to speak. Change the event to have a focus on the Texas Tech. LTC should promote the partnership with Tubby Smith on their Facebook page. Also, send an invitation to Tubby Smith to personally invite him to be the guest speaker at the event.
- **Tactic 2:** Profit-share night with businesses to be promoted via social media and emails. Profit-share nights are events hosted by restaurants where the business pledges to donate a certain percentage of the profits from that night to a nonprofit organization. This would be most effective with businesses who allow the organization to be present and spread awareness at the event, such as Chick-fil-a, Joe's Crab Shack, Blue Sky and Canes.

Strategy 2: From our research, we determined that people are more likely to make a donation if they can see where their money is going. For this reason, we believe inviting potential and current donors to the facility would inspire donations.

- **Tactic 1:** Host open house nights and encourage current donors and volunteers to bring family and friends to tour the facility. Post reminders of the event on LTC's Facebook page to attend the open house nights.

Strategy 3: CAPR believes convenience is an important factor when attracting new donors.

- **Tactic 1:** Create a donor tab on LTC's Facebook page to make contributing to the organization easy and convenient.
- **Tactic 2:** Include a link on the monthly email bulletin that readers can click to donate.

Evaluation: Check the donor-tracking sheet to determine if 30 new donors contributed in 2015.

Stewardship: LTC should distribute information on social media and via newsletters with details about events and the youth the organization helps. Donors will appreciate being able to see what their money is being used for. For the same reason, all new donors should receive an invitation to the next event as well as a thank-you note signed by Kami Jackson. Donors of \$200 annually or more will have their name added to the plaque located in LTC's lobby. Donors will be kept on the plaque and always remembered by LTC.

Objective 3: Secure a new corporate sponsor for the 2015 Men’s Field of Dreams Breakfast.

Strategy 1: We believe sponsors are more likely to become involved with an organization if they clearly understand the purpose of the group or event. In our interview with Marketing Director of Reagor Dykes Auto Group, Joe Landin, he said when he first toured LTC, he saw what they believed in and he was passionate in becoming a sponsor with them.

Tactic 1: Create a “sponsor kit” for the organization that can easily be modified for specific events and potential sponsors. This kit would include a cover letter asking for support, fact sheets about LTC and the event to be sponsored, and the different levels of sponsorship available. This kit will also include an invitation for representatives to tour LTC’s facility. CAPR believes this combination will produce a similar effect experienced by Landin when he toured the facility.

Evaluation: Determine at the end of the year if a new corporate sponsor was obtained for the 2015 Men’s Field of Dreams Breakfast.

Stewardship: LTC should provide sufficient signage for the corporate sponsors at the Men’s Field of Dreams Breakfast. Corporate sponsors should also be mentioned in all materials, such as press releases and posters that promote the event. They should also be tagged in all social media posts regarding the event, including a thank-you status posted after the event is concluded.

Objective 4: Secure two new corporate sponsors for LTC’s facility by Dec. 31, 2015.

Strategy 1: We believe sponsors are more likely to become involved with an organization if the purpose of the group or event is clearly outlined, as said by Landin in our research.

- **Tactic 1:** Create a “sponsor kit” for the organization. This kit would include a cover letter asking for support, fact sheets about LTC, and different options for sponsorships and donations (kitchen, refrigerator, closet, etc.)
- **Tactic 2:** Host open house nights and encourage local businesses to tour the facility. Post reminders of the event on LTC’s Facebook page to attend the open house nights and tag the local businesses in the post.

Strategy 2: Nothing is free, so CAPR recommends LTC ensure any potential sponsors are recognized sufficiently to maintain a good relationship with current sponsors.

- **Tactic 1:** Post a “shout out” to the sponsorship on Facebook and tag the organization.

- **Tactic 2:** Write and distribute a press release announcing the sponsorship for an event.
- **Tactic 3:** Have signage with the sponsor name visible to the audience.
- **Tactic 4:** LTC could add the corporate sponsor's logo to the LTC website and social media platforms.
- **Tactic 5:** LTC should name sponsored item/room after the organization, for example: The Market Street Refrigerator.

Evaluation: Count the number of corporate sponsors of LTC's facility on Dec. 31, 2015.

Stewardship: CAPR believes LTC should provide name recognition benefits to its corporate sponsors on multiple platforms. For acknowledgement of sponsors for 2015, sponsors would be added to the lobby plaque in LTC's front room. Having their name on the wall will show them off to anyone who walks through the front doors, creating appreciation.

Timeline

Our campaign is designed to run for a 12-month period from Jan. 1, 2015 to Dec. 31, 2015.

January

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that submit to LTC's page.
- Prepare three Facebook posts per week.
 - One post should encourage users to share the post with their friends.
 - Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month
- Using the compiled list of religious leaders, send invitations to two or three local religious leaders for a tour of LTC each month. Request an RSVP by emailing Jackson.

Week 1

- Send a letter to the Lubbock Symphony Orchestra about providing potential volunteers for their March 6 and 7 concerts.
- Gather and write content for both newsletter and e-bulletin.

Week 2

- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on Jan. 5.
- Send letters to potential LTC facility sponsors.
- Use media lists to distribute press release about LTC's impact in 2014.

Week 3

- Host a monthly tour for religious leaders.
 - Request an opportunity to speak to their organization or congregation.

Week 4

- Send invitations to the media for media tour along with fact sheets about LTC on Jan. 19. Request an RSVP by emailing Jackson.
- Send out first monthly e-bulletin to LTC donors on Jan. 28.

February

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on Feb. 2.

Week 2

- Approach potential Men's Field of Dreams sponsors.
- Send media reminders of tour on Feb. 11.
- Write and send thank-you notes to January donors along with LTC t-shirt and magnet.

Week 3

- Host media tour of LTC facility on Feb. 18.
- Host monthly tour for religious leaders during the afternoon.
 - Request an opportunity to speak to their organization or congregation.

Week 4

- Send out monthly e-bulletin to LTC donors on Feb. 25.

March

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Take pictures of LTC students working at Lubbock Symphony Orchestra events and post them. Make sure to tag the LSO orchestra's Facebook page.
- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on March 2.
- Send e-invites to donors and volunteers for the March open house.

Week 2

- Write and send thank-you notes to February donors along with a LTC t-shirt and magnet.
- Create an event on Facebook for open house night and encourage fans to invite their friends and family.

Week 3

- Post one reminder about the open house on LTC's Facebook page.
- Host monthly tour for religious leaders.
 - Request an opportunity to speak to their organization or congregation.

Weeks 4-5

- Post two reminders about the open house on LTC's Facebook page, one the Monday before and the other the day of the event.
- Host public open house night on March 25.
- Send out quarterly direct mail newsletter to LTC donors on March 24.
- Distribute a press release consistent with the human-interest news value. This can be about LTC alumni.

April

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Distribute a press release highlighting LTC's college PREP program.

Week 2

- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on April 6.
- Write and send thank-you notes to March donors along with LTC t-shirt and magnet.
- Send reminder to local religious leaders about the facility tour on April 8.

Week 3

- Host monthly tour for religious leaders.

- o Request an opportunity to speak to their organization or congregation.

Weeks 4-5

- Invite LTC members and donors to attend a profit-share night for the month of May.
- Send out monthly e-bulletin to LTC donors on April 29.

May

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - o One post should encourage users to share the post with their friends. An other post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Promote profit-share night through email and social media.
- May is National Foster Care Month. Post facts about the Texas foster care system and how LTC has had an impact on the system in Lubbock.
- Create a Facebook post to write on LTC's page about National Foster Care Month and LTC's impact on foster children in Lubbock. Include information about how many LTC students are in college, are about to graduate college, and are about to enter college.

Week 2

- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on May 4.
- Write and send thank-you notes to April donors along with LTC t-shirt and magnet.

Week 3

- Have a profit-share night at a restaurant. LTC volunteers and donors will be invited to attend.
- Host monthly tour for religious leaders.
 - o Request an opportunity to speak to their organization or congregation.

Weeks 4-5

- Write a post on Facebook thanking those who came out to support LTC at the profit-share night. Include information about how much money was raised.
- Send out monthly e-bulletin to LTC donors on May 27.

June

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Send an e-invite to donors and volunteers for the June open house.
- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on June 1.

Week 2

- Create an event on Facebook for open house night and encourage followers to invite their friends and family.
- Write and send thank-you notes to May donors along with LTC t-shirt and magnet.

Week 3

- Post one reminder about the open house and encourage users to invite friends.
- Host monthly tour for religious leaders.
 - Request an opportunity to speak to their organization or congregation.

Week 4

- Post two reminders on LTC's Facebook page about the open house, one the Monday before and one the day of the event.
- Host public open house on June 24.
- Send out quarterly direct mail newsletter to LTC donors on June 23.

July

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on July 6, 2015.
- Promote profit-share night through email to donors and social media.

Week 2

- Write and send thank-you notes to June donors along with LTC t-shirt and magnet.

Week 3

- Host monthly tour for religious leaders.
 - Request an opportunity to speak to their organization or congregation.
- Send out invitations for Men's Field of Dreams Breakfast via direct mail.
- Have a profit-share night at Chick-fil-A. LTC volunteers and donors will be invited to attend.

Weeks 4-5

- Create a Facebook event for the Men's Field of Dreams Breakfast.
- Write a post on Facebook thanking those who came out to support LTC at the profit-share night at Chick-fil-A. Include information about how much money was raised.
- Send out monthly e-bulletin to LTC donors on July 29.

August

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on Aug. 3.
- Get banner for Men's Field of Dreams Breakfast printed.

Week 2

- Write and send thank-you notes to July donors along with LTC t-shirt and magnet.
- Promote Field of Dreams event coming up by posting a reminder on LTC's Facebook page.

Week 3-4

- Host monthly tour for religious leaders.
 - Request an opportunity to speak to their organization or congregation.
- Send out email reminder to donors and volunteers about Men's Field of Dreams Breakfast.
- Send out monthly e-bulletin to LTC donors on Aug. 26.

September

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.

- o One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.

- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Invite donors and volunteers to the open house via email.
- Create an event on Facebook for the open house night and encourage fans to invite their friends and family.
- Post reminders about Men's Field of Dreams Breakfast on Facebook.

Week 2

- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on Sept. 7.
- Post reminders about Men's Field of Dreams Breakfast on Facebook.
- Write and send thank-you notes to August donors along with LTC t-shirt and magnet.
- Contact Texas Tech Athletics basketball department and ask if they can provide tickets for current LTC members to attend a basketball game and be recognized during a full timeout.
- Have profit-share night at a restaurant. LTC volunteers and donors will be invited to attend.

Week 3

- Host monthly tour for religious leaders.
 - o Request an opportunity to speak to their organization or congregation.
- Host Field of Dreams Breakfast with Tubby Smith.
- Post photos of Field of Dreams Breakfast. Remember to tag and thank sponsors in these posts.

Weeks 4-5

- Write a post on Facebook thanking those who came out to support LTC at the profit-share night. Include information about how much money was raised.
- Send out monthly e-bulletin to LTC donors on Sept. 30.

October

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Send e-invite to donors and volunteers for the October open house.

Week 2

- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on Oct. 5.
- Write and send thank-you notes to September donors along with LTC t-shirt and magnet.
- Get tickets from Texas Tech Athletics for LTC members.

Week 3

- Create an event on Facebook for the open house and encourage fans to invite their friends and family, by tagging friends or inviting them via Facebook.
- Host monthly tour for religious leaders.
 - Request an opportunity to speak to their organization or congregation.

Weeks 4-5

- Post one reminder about open house and encourage users to invite friends.
- Send out quarterly direct mail newsletter to LTC donors on Oct. 20.
- Post two reminders about the open house, one on the Monday before and one the day of the event.
- Host public open house on Oct. 28.

November

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Pay to boost a Facebook post to reach 5,200-14,000 people for three days starting on Nov. 2.
- Send donor thank-you/holiday letters via direct mail.

Week 2

- Write and send thank-you notes to October donors along with LTC t-shirt and magnet.

Week 3

- Host monthly tour for religious leaders.
 - Request an opportunity to speak to their organization or congregation.

Week 4

- Send out monthly e-bulletin to LTC donors on Nov. 25.

December

Ongoing

- Note newsworthy items for potential press releases or social media posts.
- Interact with fans on Facebook by commenting back or liking posts that are submitted to LTC's page.
- Prepare three posts per week.
 - One post should encourage users to share the post with their friends. Another post should highlight an LTC event or student. The third should ask users to share their thoughts in the comments.
- Post what donations LTC currently needs every month.
- Send invitations to two or three local religious leaders for a tour of LTC. Request an RSVP by emailing Jackson.

Week 1

- Distribute a press release about LTC holiday programs.
- Create a donor letter for direct mail regarding year-end tax appeals for current donors.

Week 2

- Pay to boost a Facebook post to reach 5,200-14,000 for three days starting on Dec. 7.
- Write and send thank-you notes to November donors along with LTC t-shirt and magnet.

Week 3

- Host monthly tour for religious leaders.
- Request an opportunity to speak to their organization or congregation.

Week 4-5

- Post photos of LTC holiday decorations and events.
- Send out monthly e-bulletin to LTC donors on Dec. 30.

Campaign Plan

Budget

Creative Alliance PR also developed a budget for this campaign. The \$3,874.95 budget includes all promotional materials and a 10 percent contingency plan. This budget will provide LTC with the necessary materials needed to achieve the plan goals.

TOTAL EXPENSES \$3,874.95

Promotional Materials

Total \$758.99

- 100 quarterly LTC newsletters (BCFS pays for) \$0
- Box of 250 envelopes from Office Depot \$22.99
- Online press releases and media kits (BCFS pays for) \$0
- 50 t-shirts from California T's \$400
- 100 calendar magnets from Zazzle \$336

Events

Total \$1237.25

Quarterly open house nights (March, June, October, January) \$260.82

- Gourmet cookie trays for 24-30 people from Market Street (four at \$14.99 each) \$59.96
- Cases of 24 water bottles from Market Street (four at \$3.99 each) \$15.96
- Cases of 12 Sprite sodas from Market Street (five at \$4.48 each) \$22.40
- Cases of 12 Coke sodas from Market Street (five at \$4.48 each) \$22.40
- 120 napkins \$0.99
- Two fruit trays at: \$16.99 each for each event (4x2 trays): \$33.98 X 4 \$135.92
- 100 plates \$3.19

Men's Field of Dreams Breakfast (Sept.14, 2015) \$976.43

Facility cost (sponsored).....\$0

Decorations

- Two Simply Elegant Spathiphyllum plants from College Flowers \$85.90
- Banner from Office Depot \$72.99

Food (All prices based on prices at Market Street)

- Six fruit trays \$101.94
- Eight dozen biscuits \$71.92
- Six orders of 36 strips of bacon \$107.94

- Eight orders of four pounds of scrambled eggs \$179.91
- Five bakery pastry platters \$59.95
- Five orders of Peets Joe to Go Or Arriba Flavored Coffee \$79.95
- Four cases of 24 water bottles \$15.96
- 100 meal kits (includes plate, utensils, cup, salt & pepper, and napkin)..... \$200.00

Giveaways

- Three gift cards to Rosa’s Café \$20 each(in-kind donation) \$0
- One \$25 gift card to Target (in-kind donation) \$0
- Three \$50 gift cards to Stella’s (in-kind donation) \$0
- Programs and information on LTC (BCFS pays for) \$0

Sponsor Kit

Total \$134.50

- 50 blue folders from Office Depot \$134.50
- 30 LTC fact sheets (BCFS pays for) \$0
- 30 proposal letters (BCFS pays for) \$0
- Sponsorship levels document (BCFS pays for) \$0

Social Media

Total \$720.00

- Boost one Facebook post a month for three days at \$60 per boost..... \$720

Other Costs

Total \$671.95

- 80 thank-you letters to new and current donors (BCFS pays for) \$0
- 50 donor renewal letters (BCFS pays for) \$0
- 200 stamps at \$.49 each\$98
- 150 Office Depot information cards for churches (five boxes \$14.99 each) \$74.95
- 1 (24"x36") Lobby Plaque - 60 Plates \$499

Internships

- Two unpaid internships \$0

Contingency

Contingency (10%) \$352.26

Budget Contact Information

California T's Screen Printing & Embroidery

1611 University Ave.

Lubbock, TX 79401

(806) 763-1071

http://www.californiat.net/index.php?option=com_content&view=article&id=3&Itemid=112

Office Depot

1611 University Ave

Lubbock, TX 79401

(806) 763-1071

<http://www.officedepot.com/a/products/589014/Office-Depot-Brand-Poly-2-Pocket/>

Market Street

4425 19th Street

Lubbock, TX 79401

(806) 788-2000

<http://www.marketstreetunited.com/rs/catering#storeid=135>

College Flowers

2002 Broadway St.

Lubbock, Tx 79401

(806) 747-2800

http://www.collegeflowersonline.com/lubbock-florist/sympathy-funeral-flowers-87_144677c.asp

Zazzle

408-983-2800

http://www.zazzle.com/custom_2015_calendar_photo_magnet-160690705791745595

PlaqueMaker

866-880-9617

<http://www.plaquemaker.com/s.nl?sc=3&whence=>

Conclusion

The suggestions CAPR makes in this campaign plan are designed to create awareness and understanding of LTC and its services in the Lubbock community. Our research revealed that a large segment of the local community was not aware of LTC at all. After thorough research, our team developed strategies for attracting donors and sponsors for LTC and special events to boost its visibility in the community.

CAPR created a cohesive message for LTC. The slogan, "Lead. Teach. Change." is beneficial for LTC to use when distributing information to all key publics. Executing the plan will increase awareness of LTC in the community, creating donor ship and sponsorship opportunities with local individuals, businesses and organizations. The plan will also strengthen relationships with the local news media and increase the organization's social media presence. By following this campaign, LTC can demonstrate how they "Lead. Teach. Change." in the Lubbock community.

