



Campaign Planbook

CONNECTIONS FOR LIFE

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Belle
PUBLIC RELATIONS

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Executive Summary

Connections for Life, a 12-month re-entry program for women coming from prisons, battered women's shelters and other referral agencies, believes in the power of second chances. The program seeks to empower each woman to achieve economic self-sufficiency, physical well-being and emotional healing. However, the nonprofit organization is unable to provide these services without the financial support of businesses and volunteers in the community. Therefore, Belle Public Relations partnered with Connections for Life in Feb. 2014 to raise funds and donations in order to help sustain the program.

Because of Connections for Life's supportive relationship with First United Methodist Church, we wanted to target other local church congregations to also get involved with the organization. Through research, we found that church congregations in the Baton Rouge area enjoy volunteering in their spare time and strongly believe in the power of forgiveness and second chances. We also wanted to target local businesses because they have the funds and the means to make a positive impact on the organization. Additionally, we wanted to share our messages with college students who may be in need of service hours or involvement with a nonprofit organization for class credit.

We conducted research by distributing a survey among five local churches and from these responses we learned that Connections for Life lacked awareness, as many survey participants were not aware of the program or its mission to help empower women in the community. Recognizing that awareness efforts must take place in order for successful fundraising to occur, Belle Public Relations created a campaign to build Connections for Life's reputation as a nonprofit organization that focuses on helping women fully acclimate to their surrounding communities and achieve independence.

To support our proposed awareness and fundraising efforts, Belle Public Relations planned and executed a fashion show and silent auction event entitled "Fashion for a Cause." The event was held at The Woman's Club of Baton Rouge on April 25, 2014 from 6:30-8:00 p.m. and attendance totaled approximately 100 people. Several educational efforts took place at the event including a ten-minute informational video about Connections for Life, a presentation of facts regarding incarceration rates in Louisiana and live testimonies from women whose lives have been changed by the program. Between ticket sales, sponsorships and donation items we raised \$XXXXX and awareness of the organization increased by XXXX percent.

Introduction

CLIENT OVERVIEW

Connections for Life is a nonprofit organization located in Baton Rouge. The organization provides a twelve-step re-entry and transitional housing program for women coming from prison, treatment facilities, battered women's shelters and other referral agencies. The purpose of this re-entry program is to help women learn how to be proactive in improving their lives and the lives of their children ("About the Program," 2012).

MISSION

The mission of Connections for Life is to foster the development of a healthy lifestyle pattern for single, indigent women who are in transition from dependence to independence. To accomplish this, Connections for Life offers services in the area of need, including After Care (a support group), substance abuse meetings, assistance in finding housing and employment, education and individual counseling ("Our Mission," 2012).

HISTORY

Connections for Life was founded in February 2000 as a 501(c)(3) nonprofit organization dedicated to helping women help themselves. The program was established in hopes of empowering women from difficult backgrounds to achieve economic self-sufficiency, physical well-being and emotional healing. Since its inception, Connections for Life has relied on the Baton Rouge community for volunteers and monetary donations in order to provide each program participant with an initially rent-free, fully-furnished apartment, clothing, food, job placement assistance, financial management assistance and access to medical care ("About the Program," 2012).

CULTURE

The environment within the Connections for Life program is very strict. Women are required to get and maintain a job in order to contribute toward their expenses. They also must attend recovery meetings, pass drug screenings, complete volunteer hours and communicate their whereabouts to program staff on a 24/7 basis. Women must apply for entry in the Connections for Life program before their release and are then handpicked by the Connections for Life staff on a needs basis. The program is able to serve approximately 25 participants every year and usually experiences a 55 percent graduation rate. The majority of the women who successfully graduate from the program choose to stay close to the Connections for Life apartments in Gardere in order to best maintain relationships with other women and program staff (K. Stagg, personal communication, February 3, 2014).

FINANCES

Connections for Life relies on donations in the forms of clothing, household items, money and food in order to achieve its goal of helping women and children rebuild their lives. Connections for Life operates a local thrift store in order to generate revenue for each resident's living and transportation expenses. The organization also operates a food pantry in partnership with the Greater Baton Rouge Food Bank to satisfy some of the unmet food needs within the community ("Food Pantry," 2012). Along with public donations, Connections for Life also receives funding from private donors and sponsorships, such as Huey and Angelina Wilson Foundation, The First United Methodist Church of Baton Rouge and Drift Webdesign ("Special Thanks," 2012).

ECONOMIC AND POLITICAL INFLUENCES

Like most nonprofit organizations, Connections for Life may be influenced by the economy. If the economy is struggling and local families and potential donors are facing fiscal hardships, funding for the program will inevitably decrease. Decreased program funding will also decrease the amount of participants the program is able to support each year, thus lessening its impact on the local community.

Apart from economic influences, Connections for Life is also influenced by politics, as offender reentry is a controversial topic. A common challenge for reentry programs is getting the support of the local community who may believe the program encourages criminals and offenders to relocate to the community in order to obtain program services. The political establishment may fear the presence of increased offenders in the same public buildings and recreational areas as their children (Jordan, Madsen, Melis, Miller & Spenser, 2005). Additionally, it is not an uncommon belief that offenders deserve to be in the unstable state they are in upon their release, and it should be their responsibility to get back on their feet, not the responsibility of the community (Jordan, Madsen, Melis, Miller & Spenser, 2005).

PUBLIC OPINION

The overall public opinion of Connections for Life is positive (K. Stagg, personal communication, February 3, 2014); however, there will always be some publics the organization will struggle to receive support from. For instance, individuals who have been directly harmed, abused or taken advantage of by current or past offenders may never be interested in supporting the second chance that Connections for Life offers. On the other hand, the program receives great support from local prisons, treatment facilities and shelters because women in these places often recognize the program's ability to help redirect and positively shape their lives. Despite the awareness in offender facilities, Connections for Life is relatively small and has yet to establish a well-known presence in the Baton Rouge community. However, the program is moving forward and with the help of continued donors and sponsorships, as well as successful testimonials from past participants, Connections for Life has the potential to expand its positive and encouraging image to the public (K. Stagg, personal communication, February 3, 2014).

Research

ORGANIZATION RESEARCH SWOT ANALYSIS

Strengths

PERFORMANCE

- Connections for Life provides a 12-step re-entry and transitional housing program for women coming from prison, treatment facilities, battered women's shelters and other referral agencies. Our goal is to help the women we serve learn how to be proactive in improving their lives and to go from being dependent to being independent. ("About the Program," 2012)

NICHE

- Connections for Life is the only 12-month program for previously incarcerated women offered in Baton Rouge.
- In the next two years, the nonprofit would like to implement a donation tab on their website. This will allow people to pick and choose different donation options and make the process more efficient.
- Connections for Life is changing its fundraising event this year to raise more money and allow the community to meet the women.

STRUCTURE

- Connections for Life's communication resources are currently limited, but within the next three years, the nonprofit plans to channel its time and money towards a better marketing strategy.
- Karen Stagg is head of public relations for the program and makes all decisions regarding communications.

Opportunities

- To better utilize social media outlets to cover events and provide updates about the women in the program, which will ultimately increase awareness and attract potential donors and volunteers.
- To maintain connections and positive relationships with past program participants in hopes of finding mentors and advocates for current women in the program.
- To improve the physical attraction of the thrift store building (both inside and out), in order to facilitate more donations to the store and increase its popularity within the local community.
- To take advantage of the thrift store's proximity to Louisiana State University by recruiting students in need of service hours to volunteer at the store and develop meaningful relationships with the women who work there.
- To build more relationships with church congregations in the Baton Rouge area to increase awareness and support for the program, as well as expose the women to accepting safe environments available to them upon their release from the program.

Weaknesses

INTERNAL

- Connections for Life does not receive enough exposure in order to attract sufficient sponsors or fundraising to grow the program.
- A lack of social media presence is detrimental toward awareness and community involvement in the program.

EXTERNAL

- Insufficient donations and funding from community members and sponsors hinders the operation and effectiveness of Connections for Life.
- Connections for Life is known in the prison system by word of mouth only, and decreasing numbers of incarcerated women who are knowledgeable about the nonprofit would hurt the program's mission.
- Inadequate marketing efforts to promote the thrift shop contribute to the decline of fundraising and community involvement.

Threats

COMPETITION

- There is a similar program in Baton Rouge called O'Brien House that serves recovering alcoholics and drug addicts and offers residential treatment, outpatient treatment, adult education and prevention programs.

OPPOSITION

- Members of the Baton Rouge community are hesitant to donate because they feel that the women are at fault, so they disagree with the program in general.
- Some members of the community may also feel that women that were incarcerated should hold the responsibility of successfully re-entering the community on their own.

EXTERNAL IMPEDIMENTS

- The location of the thrift store, although convenient, may appear dangerous because of the surrounding neighborhood.
- The stereotype of incarcerated women may influence a potential donor's perception of the participants in the program.

Situation Research

BACKGROUND

The situation that has consistently been prevalent for Connections for Life is a lack of program awareness. Since its start in 2000, the program has slowly reached out to different churches throughout the Baton Rouge area, but there is still a critical need for more community involvement.

In past years, First Methodist Church has sponsored golf tournaments in Baton Rouge to raise awareness and donations for Connections for Life. However, Connections for Life is searching for an alternative fundraising event that will encourage more involvement from the community, especially from local women. Once the community fully understands the impact that this program has on indigent women and children, further action will lead to volunteering and monetary support.

There are a few factors that may be a part of the problem that is facing the nonprofit's lack of local responsiveness. Connections for Life currently use a word-of-mouth approach to reach out to the Baton Rouge community. Because of this, there is a deficiency in up-to-date promotional materials like fliers, website content and social media outlets. Additionally, the Connections for Life office and thrift store are located in an area that is home to lower socioeconomic households, and many monetary donors may be unfamiliar with the program because of this. However, those within the community who are aware of the program may also be hesitant to donate time or money to former prisoners due to the stigma associated with the incarceration process.

CONSEQUENCES

Connections For Life is directly impacted if awareness and donations for the organization are not raised. It is imperative that the community is involved or Connections For Life will not be able to uphold its mission of helping women become independent Baton Rouge citizens. This nonprofit operates solely from outside funding, which makes donations and monetary support crucial to the program. This is an opportunity to educate the public on the organization and the women who are apart of it.

RESOLUTION

A survey was conducted to measure five local church communities willingness to donate to Connections For Life and their awareness of the organization. It was necessary to know this before implementing a communication plan. Connections For Life is committed to gaining awareness in the Baton Rouge area and accepting donations. This is beneficial not only for the program and the women that take part in it, but community itself.

Publics Research

LIMITERS

There is only one limiter for Connections for Life in the Baton Rouge area. The O'Brien House offers a similar rehabilitation program for adult alcoholics and drug addicts in Baton Rouge. Their program includes residential treatment, outpatient treatment, adult education and prevention programs. There are no active opponents of Connections for Life who can stop or slow down the organization.

CUSTOMERS

The primary customers for this program are women who have been released from prison. In order to be selected into the program, Connections for Life requires incarcerated women to fill out an application and go through a series of interviews. Along with the 12-step program, Connections for Life also manages a thrift store. The secondary customers are Baton Rouge locals who volunteer or purchase items from the thrift store. In the past three years, Connections for Life has seen an increase of LSU students who volunteer and donate to the thrift store. Service-learning classes at LSU have partnered with Connections for Life in past and current years. During the next three years, the executive director, Karen Stagg, plans to create partnerships with local businesses and organizations. Stagg is focusing her efforts on long-term relationships.

PRODUCERS

Stagg and four other employees manage and run the program and thrift store. The majority of contributions for the thrift store come from churches and Baton Rouge residents. In order to raise funds, Stagg often speaks at local churches. Occasionally, some women in the program will attend these visits to help promote the organization. Producers have not changed within the last three years, but they are expected to change within the next three years. As mentioned before, Connections for Life wants to create personal relationships with larger businesses and organizations. Stagg wants to preserve her current church relationships, but also target upper-level managers. Money is provided to the organization through donations and fundraising events. Additionally, Stagg puts up money from her personal accounts to help fund the program and pay its employees.

ENABLERS

Connections for Life does not have advertising or marketing agreements at the moment, but does have a website contract with Drift Web Designs. Outlets that are available to use are local television news channels, traditional print media sources and radio broadcast stations. In the last three years, Connections for Life has been shown on TV news stations WAFB and WBRZ, Baton Rouge local newspaper The Advocate, LSU magazine Legacy, First United Methodist Church newsletter, Louisiana United Methodist Conference newspaper and Baton Rouge Area Foundation's Currents magazine. Opinion leaders among customers include patrons of the thrift store, pastors and churchgoers who help to support the organization through donations and volunteering. A colleague for the organization includes the O'Brien house, which offers a rehabilitation program in Baton Rouge. The only regulator for Connections for Life is Stagg who manages all the operations for the organization.

Key Publics

The client's latent audience, the one existent but not yet reached, is the older generation of already established baby boomers willing to donate to their cause (Corbin, 2013).

The client's apathetic audiences, people who are interested and aware of the organization, but have no donated time, money or resources to help further their cause.

The client's aware audience is the millennials in Baton Rouge who are passionate about the cause but do not have the resources nor time to financially support the cause.

The client's active audience consists of sponsors, board members, and donors actively supporting BR Walls such as Raising Cane's Chicken Fingers and Belle of Baton Rouge Casino and Hotel (BR Walls Project, 2013).

Primary Research

Existing research regarding Connections For Life is limited, and comprehensive findings had not been conducted for the organization prior to our agency's involvement. Therefore, the existing information is not necessarily accurate and mostly outdated. Belle Public Relations distributed a survey to three Baton Rouge churches. The information gathered helped to complete the full picture that was needed regarding the public's attitude toward Connections for Life. The survey was used to measure awareness of Connections For Life, attitudes toward the organization and demographics of the participants.

Other factors that were measured in the survey included participants' willingness to donate and volunteer for the organization. It was decided that a survey was the best way to conduct this research because it will help to uncover answers about how the public feels about the organization and it is easy to compare results. The results of the survey helped us to create an official communication plan for Connections For Life.

Survey focus: To measure the awareness, demographics and willingness to donate from members of three Baton Rouge area churches to discover attitudes toward Connections For Life.

Media Research

MEDIA COVERAGE

While the local media often does not report on Connections for Life, various outlets have contributed to media coverage of the program. Local TV news station WAFB and Baton Rouge local newspaper The Advocate are the two main outlets that have produced stories about Connections for Life.

These two outlets are significant in terms of reaching target audiences, yet Connections for Life must extend their coverage and be represented by other various outlets in order to increase community awareness and involvement.

MEDIA CONTACT LIST

Connections for Life has access to multiple media outlets in East Baton Rouge that can be utilized to reach target audiences. The most prominent outlets at the disposal of Connections for Life are local news channels; traditional print media sources and radio broadcast stations. These outlets are significant contributors to the Baton Rouge area news and are consistently circulated throughout the parish. By utilizing these specific outlets, Connections for Life would increase exposure and community awareness while reaching their target audiences and potential sponsors.

TELEVISION

WAFB Channel 9: News director, Robb Hays, rhays@wafb.com, (225) 215-4800
WBRZ Channel 2: Whitney Vann, whitney@wbrz.com, (225)-336-234
WBMG Fox 44: News Room, info@tvbatonrouge.com, (225) 768-9293

PRINT

The Advocate: Managing editor, Fred Kalmbach, fkalmbach@theadvocate.com, (225) 388-0276
Business Report: Editor, Stephanie Riegel, sriegel@businessreport.com, (225) 928-1700
LSU's Legacy Magazine: Managing editor, Morgan Searles, editor@lsulegacymag.com, (225) 578-5643
Baton Rouge Area Foundation: Mukul Verma, mverma@braf.org, 225-381-7116
First United Methodist Church: fumcinfo@firstmethodist.org, (225) 383-4777
Louisiana Conference of the United Methodist Church: Communications director, Betty Backstrom, bettybackstrom@la-umc.org, (225) 490-0309

RADIO

Downtown Radio 97.7: Host, Scotty Mac, scotty@downtown977.com, (225) 231-1860
Eagle 98.1: Market manager, Gordy Rush, gordy.rush@gbcradio.com, (225) 388-9898
96.1 The River: Program director, sam@961theriver.com, (225) 231-1860

Description of Key Publics

Connections for Life's key publics are women, families and weekly church attendees across Baton Rouge who may be interested in donating money and/or volunteering for the program. The target audience is churchgoers and members of the volunteering community. However, they may be aware of the program to a degree, but they are indifferent to the program's operations, which cause them to be apathetic. The major expectation of the publics is to be rewarded with a sense of fulfillment for volunteering their time to the organization.

ISSUES

The issues that Connections For Life faces with its key public are awareness and fundraising. The target audience is aware of Connections for Life, but not to the community wide extent that the organization would like to reach eventually. Connections for Life would like to be at the forefront of the Baton Rouge non-profit community. One problem that this key public has related to this issue involves placement of donations. Donors want to know exactly where their money will be going and what it will be assisting with, and right now donors to Connections For Life do not have that kind of knowledge.

ORGANIZATION

Being a nonprofit organization, the main influence that the key public can have on Connections for Life is through donations. Increasing fundraising is one of the goals for Connections for Life this year and bringing in more donations would do that. Connections for Life can affect the key publics by releasing productive members of society after the completion of their program. The key public knows little to nothing about Connections for Life. Because of this, their attitude is of involuntary indifference. The organization is not satisfied with this overall attitude. However, those who are aware and support the organization are loyal, influential and ready to address the public about the non-profit. Connections for Life relies heavily on their key publics to help move the organization forward.

PERCEPTION

blah

OPINION RESEARCH

Connections for Life is well known among a handful of local churches in Baton Rouge, however, many churches and families are unaware of the program and its mission. In general, the key public will often choose another non-profit without the negative stigma associated around it to donate their money or time to. Most followers of Connections for Life's social media are either lurking or casually engaged. Most posts on social media accounts reach key publics, however, not much engagement is made through comments, shares or likes.

COMMUNICATION

The key public is not actively seeking out information on programs that help women regain their footing in the community after a period of incarceration. Some credible sources and opinion leaders for the key public would be community pastors and professionals. The key public often communicates through Facebook, TV news stations and radio stations.

DEMOGRAPHICS/PSYCHOGRAPHICS

The key public of Communications for Life is women, families and churchgoers in the local community. The majority of them are 40 years or older and located in the nicer subdivisions or suburbs of Baton Rouge. They are often members of the middle-to-upper class with disposable incomes who like to donate money and time to the non-profit. The key public is educated, with most having a college degree, spiritual and concerned with helping others in need. The majority of them are Christians who are actively engaged with their churches. They are persuaded by a combination of both past and future appeals that include past successes and visions for the future.

BENEFITS

The main benefits or advantages that Connections for Life offers to its key public are the satisfaction and joy of helping women in need. Through this organization, the women are able to rebuild their lives and become independent. This differs from what other organizations offer because there is more one-on-one engagement and graduates of the program are welcome to return for help at any time.

GO&T

POSITIONING STATEMENT

Connections for Life will be known as an effective organization doing good in the community with all previous negative stigmas surrounding the nonprofit wiped away.

GOAL

To better the reputation for Connections for Life's re-entry program that exists to help women coming from prison, treatment facilities, battered women shelters and other referral agencies achieve independence and reconnect with their children.

OBJECTIVES

Objective 1: Objective for church congregations to have an effect on awareness specifically, to increase awareness about the existence of Connections for Life's re-entry program by 10 percent from February 3, 2014 to April 25, 2014.

Strategy 1: Use traditional and social media directed at local Baton Rouge church congregations to promote Connections for Life's mission of empowering women to become independent members of society.

Tactic 1: Print media - press release sent to local news media outlets containing information about the program and upcoming fundraiser event

Tactic 2: Broadcast media - TV morning news interview with WBRZ to educate audience about the program's mission

Tactic 3: Social media - educational and promotional messages concerning Louisiana incarceration rates and the need for the re-entry program on Facebook, Twitter, Wordpress and YouTube

Objective 2: Objective for potential business sponsors to have an effect on action, specifically to generate donations in the amount of \$6,000 to help fund the living costs of women in the Connections for Life program from February 3, 2014 to April 25, 2014.

Strategy 1: Use print and social media directed at local Baton Rouge businesses to communication the importance of community involvement to the success of the organization, therefore encouraging sponsorships and donations prior to the Fashion for Life fundraising event on April 25, 2014.

Tactic 1: Print media - create and distribute fliers and sponsorship packets to local business owners

Tactic 2: Social media - publically interact with sponsors by engaging in shout outs and cross-promotion messages on Facebook and Twitter.

Implementation

Strategic Approaches

ACTIONS

Belle Public Relations hosted the event Fashion for a Cause to help raise funding and awareness for Connections for Life. Throughout the evening, guests will be treated to a fashion show and silent auction. Local business owners and community members donated money and various clothing, vacation, and novelty items for the event.

COMMUNICATIONS

- Social media
- Fliers
- Donation and sponsorship forms
- Press releases
- Event programs
- Fact sheets
- Talking points
- Banners and signs
- Blog posts
- TV interview with WBRZ
- Informational video

THEME

The theme agreed upon for the fashion show event is “Fashion for a Cause.” Belle Public Relations chose this phrase because we believe this theme represents what the actual event is and what it aims to do. The theme supports the fundraiser is for a nonprofit and proceeds will benefit a worthy cause.

SPOKESPERSON

Keynote speakers at the event include women whose lives were changed while in the re-entry program and Karen Stagg, Connections for Life program director.

MESSAGES

The message for the event is to express the importance of financial donations and community involvement to the success of the Connections for Life women’s re-entry program. Belle Public Relations wants its target audiences to realize the program relies on their support in order to continue rebuilding the lives of women and children in the Baton Rouge community. Specifically, Belle Public Relations wants to convince local business owners and professionals to become a sponsor or donor for the Connections for Life program by making a financial contribution. Also, Belle Public Relations wants to encourage local church congregation members to become volunteers, advocates or donors for Connections for Life to ensure lasting positive impacts on program residents.

STRUCTURE

The structure of the messages throughout the campaign was simple and straightforward. We explained Connection for Life's mission and need for support in person at local businesses and churches as well through social and traditional media outlets.

CONTENT

Belle Public Relations implemented pathos and logos appeals to encourage our target audiences to get involved with Connections for Life. We did this through featuring emotional testimonies from women currently in (or graduated from) the program and providing the audience with a fact sheet about local incarceration rates and re-entry programs.

ELEMENTS

The messages we communicated throughout the campaign included the nonprofit's mission, reliance on community involvement, success stories and information relative to local incarceration rates.

NONVERBAL

Nonverbal communication pieces included fliers, donation forms and a sponsorship package that were distributed among local church congregations and businesses in the Baton Rouge area.

VISUAL

Visual communication pieces included...

nonverbal & visual examples here

CHANNELS

- Advertising

Belle Public Relations did not utilize any form of paid advertising during this campaign. We utilized free forms of advertising, such as social media and word of mouth.

- Marketing

Informational event programs and fact sheets were distributed to each event attendee.

- Controlled

Belle Public Relations sent a news release to Baton Rouge media to promote “Fashion for a Cause.” This channel aimed to provide more information to the public regarding the event and Connections for Life.

Promotional fliers were created and distributed to different Baton Rouge churches and businesses in order to raise awareness about “Fashion for a Cause.” The flier contained details regarding the date, time and place of the event.

Belle Public Relations created a Connections for Life informational video that can be used at all future promotional events. The video not only explains the structure of the re-entry program, but it also features interviews with program participants to give the target audience a greater understanding of the impact Connections for Life has on indigent women and their children.

- Interactive

Following “Fashion for a Cause,” Belle Public Relations sent “thank you” emails to all event attendees, donors and event sponsors. The email also encouraged future action by giving additional information about the program’s needs.

Belle Public Relations utilized Connections for Life’s Twitter page to gain followers and interact with existing followers. Using the hashtag “FashionForACause,”

The “Fashion for a Cause” Facebook event page was also created to promote to all Facebook followers. The page was shared with our target audience

Throughout the campaign, Belle Public Relations published a blog at bellespublicrelations.wordpress.com that detailed the progression and implementation of each public relations stage. This channel gave weekly updates about the campaign and informed the public about Connections for Life.

- Non-media

Belle Public Relations held a fashion show and silent auction in order to raise money for Connections for Life. Throughout the night, programs, fact sheets and contact cards were distributed to event attendees while everyone bid on auction items, ate and enjoyed the show.

COMMUNICATIONS TACTICS

Belle Public Relations created a total of thirteen deliverables during our campaign to help create awareness and raise funds for Connections for Life.

- Survey - A survey aimed at local churches and organizations was created to gauge awareness and knowledge of the Connections for Life program.
- Donation form - We created a donation form to record information from event donors, sponsors and/or patrons.
- Event tickets - An event ticket to provide proof of sell was created to give to all event attendees who purchased a ticket from a member of the campaign team.
- Eventbrite registration page - An Eventbrite registration website page was created for convenience to allow people to buy tickets online.
- Facebook event page - To help increase awareness about the event, remind guests about the event and allow them to share it with their friends, a Facebook event page was created through the Connections for Life Facebook page.
- Promotional flier - The flier was created to help promote the event. We posted the fliers around LSU's campus as well as gave copies to Connections for Life, churches and organizations.
- Press release - We created a press release about the event to provide to local media outlets such as 225 magazine, DIG magazine, inRegister, Baton Rouge Business Report, The Advocate, Times Picayune, WAFB and WBRZ with information to write a potential story.
- Media advisory - The media advisory was sent to the media the press release was sent to before the "Fashion for a Cause" event to remind reporters about the event's details.
- Save the date email blast - We created an email blast through Mailchimp to easily send to potential event supporters to urge them to buy a ticket on our Eventbrite page.
- Event signage - To direct guests during the event, we created event signage to place on the venue's property.
- Talking points - We created talking points for Karen Stagg before her welcome and closing remarks at the event to ensure she covered all aspects she wanted to address.
- Promotional event video - We created the promotional video, which outlines the Connections for Life program and highlights some program members, to be played during the event. Karen Stagg will also use the video on informational talks she gives after the event.
- Event program - The event program was given to event attendees to inform them about the evening's schedule and showcase both sponsors and donors.
- Bid sheet - A silent auction bid sheet was created to describe the auction items and allow event attendees to bid on the item and provide their contact info.

MEDIA SCHEDULE

Two months before "Fashion for a Cause," Belle Public Relations sent a press release and media advisory to local print media; 225 magazine, inRegister, Baton Rouge Business Report, The Advocate, Times Picayune and DIG magazine. Karen Stagg emailed and communicated with WBRZ and WAFB about a morning news segment.

- Karen and Margaret were interviewed Tuesday, March 22 at 6:20 a.m. on WBRZ news channel.
- inRegister interviewed and photographed Karen Stagg for a feature story in nonprofit section of magazine.
- Fashion for a Cause appeared in inRegister's e-newsletter, Avenue Rouge, as the second top story.
- Highlighted on The Advocate's online calendar.
- Highlighted on Houmatoday.com's online calendar.
- Highlighted on eventful.com's event page.
- Featured on WAFB's online event page.
- Featured in The Advocate's party column, Pam's Party Line. Writer, Pam Bordelon attended event and took pictures for column.
- The media advisory was sent to the same print media outlets one week prior to event as a reminder.

REPETITION, FREQUENCY, PATTERN

Belle Public Relations repeated our message multiple times through traditional media outlets as well as social media outlets in the Baton Rouge community. We posted event fliers around the community at local businesses and we sent press releases to local news outlets. We also frequently posted about the Fashion for a Cause event on social media platforms such as Facebook and Twitter throughout the week to gain awareness for the event. The pattern of the message was generally the same for all outlets but was altered depending on whether the outlet was traditional media or social media.

TIMELINE

Evaluation

