

ALONG COMES HOPE

Faces of Hope Campaign

Proposal by:
Katie Hardisty
Camila Gonzalez
Katelyn Biddle



Table of Contents

Executive Summary	3
Organization Analysis	4-5
Situation Analysis	6
Goals and Objectives	7
Target Audience	8
Strategies and Tactics	9
Timeline	10
Budget	11
Measurement Plan	12
Sample Communication	13-16



Executive Summary

As a team, we plan to help our client, Along Comes Hope, publicize its release of its Faces of Hope Calendar. Social media presence and visibility within the San Luis Obispo community and surrounding areas are important to the success of this campaign. The social media platforms that we plan to focus heavily on are Facebook, Instagram, and Twitter.

Our team will aim to create an organized and event-centric social media campaign for Along Comes Hope, including Facebook, Instagram, and Twitter media writings and pictures. The posts will utilize the graphic works of the upcoming calendar release to generate visibility.

As a team we know that reaching families with children who are survivors of cancer is important, but we also want to reach businesses who have a connection or resonate to the message that Along Comes Hope spreads.

The sponsorships on each month in the calendar are important and are a focus when we create our posts. We want to create a connection with businesses so that they want to be a sponsor for the Faces of Hope calendar.

Our social media message needs to be consistent throughout all social platforms and needs to send the message of hope to our client's continued and potential followers. Our teams goal is by showcasing one survivor each day and giving background into their life it will help our target audience gravitate towards each and every one of their stories.

Through our social media presence, we are confident that we will reach Along Comes Hope's target audience and generate excitement and hope for the Faces of Hope calendar launch.



Organization Analysis

Background

Along Comes Hope is a non-profit company that began in 2013. It has been a resource for families who have a child with cancer who need assistance with financial help and emotional support. ACH's mission is to provide resources for families and children.

ACH has been successful in bringing hope to families with children battling cancer. This organization is able to be a resource to these families with the help of its generous donors.

Throughout the history of this non-profit the same message has been spread: To inspire HOPE and healing by keeping families together, when it matters the most.

Potential problems facing this organization are a lack of donors making it difficult to be a financial support system for families in need, competition with larger and more well-known non-profits, and an inconsistent message for the campaign.

Industry Information

Along Comes Hope falls under the nonprofit industry, which are organizations dedicated to furthering a particular social cause or advocating for a shared point of view. Along Comes Hope particularly focuses on inspiring hope and financial assistance to survivors of Cancer and their families. This narrows down their industry into a more specific cause that is found in a lot of nonprofits, geared towards helping cancer survivors.

In order to make nonprofit organizations succeed and reach their monetary goal, there are certain steps that are recommended, or in other words, trends. Nonprofits reach their goals by obtaining donations, and they therefore must be creative and strategic in order to make this happen. Humanizing their specific market is extremely important, since it improves engagement with their audience and donors. It provides a way to connect to their emotions, and create awareness of the cause. Secondly, another major trend seen in nonprofits is simplifying donations by smart use of mobile technology. Using social media, easy software on the website, and prominent donation sites such as Kickstarter, allows for users to easily find a way to donate and to not be driven away by technical difficulties. Thirdly, having a charismatic spokesperson and using fresh perspectives in the campaign is crucial. Having someone on the frontline, especially if they're easy to connect to, passionate about the cause, and charismatic is a good way to draw people in. Fresh perspectives are extremely important as well, such as teaming up with a sports team, different groups inside college campuses, etc.

The main competitors found inside this industry are other nonprofits themselves, especially if they're advocating for a similar cause. Other cancer-related nonprofits diminish the odds of donors donating to your specific organization, because more options mean more competition. While in this specific industry competitors don't necessarily mean something negative since you are fighting for the same cause, they do pose a threat to your specific organization. Additionally, the plethora of nonprofits that emerge every year means that you must stay fresh, creative, and very aware in order to remain relevant and successful.



SWOT Analysis

Strengths

1. Positive impact
2. Informative Website
3. Motivated Organization
4. Focused brand design and Identity

Weaknesses

1. Event Organization
2. Platform consistency
3. Media generation
4. Local presence

Opportunities

1. Philanthropic trends towards helping children
2. Public support for events
3. Celebrity involvement

Threats

1. Large corporate competitors
2. Social media presence and gaining support
3. Competition high with other donation pages for good causes



Situation Analysis

Through secondary research we have found that Along Comes Hope is a non-profit that is reliant on donors to help with financial assistance and committed to helping each and every family and child that needs help during this difficult time in their lives. We also found that ACH is a non-profit that is rated gold by GuideStar, which is an information service that reports on non-profit companies. This means that our client respects the wishes of its donors and donates funds to families the way the donor wishes and is transparent in its operation.

We also found that ACH has a stable social media presence. We saw that with Facebook our client is more inclined to post about the organization on their personal page rather than the organizations page itself due to a follower discrepancy. Since the clients personal page has more followers that is where the organizations posts go out. The issue with this is that there can be an inconsistent message if the posts are hidden between personal posts. Our team's job is to make sure there is a clear message among all platforms whether we post on the organizations page or our clients personal page.

Information regarding past campaigns was not found but the current campaign will be on a national level not just local. We want to reach not only our clients loyal community followers but also followers across the country who may have a special connection to the Faces of Hope campaign. Since we don't have very much information on past campaigns we need to connect with our client and make a plan of how we want to spread the unified message of hope to our target audience. Our target audience for this campaign is families who have a child battling cancer, cancer survivors (young and old), donors, businesses, celebrities who may want to get involved, etc.

Along Comes Hope reaches out to a mix of people who may want to get involved. First, Families who have a child battling cancer will most likely reach out for support both emotionally and financially. Second, Cancer survivors may want to volunteer to talk with these families who feel like they have lost all hope because they feel a connection and know what families go through at this time. Next, businesses and donors go hand in hand and will want to get involved to help these families with the cost of treatment and hospital visit costs. Lastly, celebrities who may have had a family member or friend who had cancer will want to help bring awareness to this non-profit and can be a powerful and influential voice.



Goals and Objectives

The main overarching goals for Along Comes Hope are to raise awareness and hype about the Faces of Hope calendar release, to increase public interest by creating videos that showcase Jenny, ACH's CEO, outlining the campaign, and to raise money and increase the number of donors.

Objective One:

Our objective is to raise awareness about the Faces of Hope calendar through social media platforms. We will do this by creating a 30-day social media plan that will specifically focus on the survivors that are featured in the calendar. We will release a descriptive caption about each of the survivors so our audience can connect with the survivor and our message of hope. We will not give too much away when outlining each survivor, but just enough to increase interest.

Objective Two:

Our objective is to increase public interest by creating videos that showcase Along Comes Hope's CEO and gives the audience background into her life and why this campaign means so much to her. We will shoot footage of Jenny talking about this campaign and what it means to her. By having her give background into her life and her battle with cancer. Having her as a focal point of this campaign is important because she plays a vital role in this non-profit.

Objective Three:

Our objective is to raise money and increase the number of donors for our client. Through our social media posts we hope to reach potential donors who want to get involved with ACH. We are looking for donors who resonate with the survivors we post or the central message of hope we are sending out. By using social media, newsletters, local media, local presence, and overall awareness we will be able to meet our goals and objectives.



Target Audience

Identifying our target audience was a key factor in the success of the Faces of Hope campaign, since there would be no campaign with no audience support. Along Comes Hope's target audience specifically targets donors who might have a relation to cancer by being survivors themselves, by knowing someone who might have been affected by cancer, or by seeking to associate their company by sponsoring this cause. The target audience is composed of an older crowd who has the monetary funds to support the non-profit, has a tie to survivors ACH (might have helped in the past), or simply have a desire to help a cancer non-profit. We specifically focused on the Faces of Hope campaign, which was composed of two main target audiences. The video and social content we produced was targeted to both of these audiences by creating awareness and a personal tie to this cause.

1. Donors:

Along Comes Hope donors are what keep the non-profit alive. They are essential to meeting the goals and agenda of the organization, which is why they must be identified correctly and from early on. ACH's donors are mainly composed of anyone who might donate to the cause. In order to receive a calendar, the donation minimum is \$25. The next package goes up to \$60, \$110, \$140, \$250 and \$500. These prices target middle age, working men and women between the ages of 40-65. They must have the funds to support a cause like this, or have a tie to cancer. In order for them to know about ACH, they must be located near the Central Coast, or have a connection to someone who's journey with cancer has been affected by the help of ACH by either being a family member, friend, or a cancer survivor themselves.

2. Sponsors:

Sponsors encompass a very important part of ACH's target audience. Their monetary contribution is what drives most of the Faces of Hope calendar fundraising. The only option given to sponsors is a contribution of \$1,000, which gives the sponsor 20 calendars, logo on the ACH website, logo on three key places of the calendar, and the chance to dedicate "In Honor of..." on the calendar. A \$1,000 contribution is not minor, which right away caters to companies who have the funds. These companies might be involved in philanthropic work by seeking to create a positive brand association with their own audiences. Companies involved in the medical field, in event work, or who simply want to improve their brand image might be interested. These are also companies who might be affected by cancer, and who simply want to support the cause. By having the chance to put "In honor of..." on the calendar, they are able to have a more personal impact. Jenny's LinkedIn account was mainly used to target sponsors, due to the corporate following she received when working in pharmaceutical sales. The main video we made was targeted towards this audience by giving information, and being placed in the donation section of the website.



Strategies and Tactics

1. Social Media

We plan to create a document that has scheduled pre-made posts ready to go for each day of the campaign (Nov 16 – Dec 15). Each post will have a picture of the specific cancer survivor of the day with a caption that gives a little bit of background and a fun fact about them.

2. Video for Donation Page

We will create video content for the donation page. The videos will be of ACH's CEO as a way for the target audience to connect to the message of hope and see who is behind the organization. The first video will be a longer video and will be embedded on the donation page for potential donors to watch and get more information about the non-profit. The two following videos will be shorter. One of the videos will be a halfway update post during thanksgiving that will tell our audience to donate and encourage them by reminding them that they will receive calendars if they contribute. The last video will be posted a week before the end of the campaign and it will reinforce that if you donate you will receive a Faces of Hope Calendar. It will also explain to the audience the importance of their donation and how much it helps especially during the holidays.

3. Media Outreach / Press Releases

We plan to help our client with any press releases. We also plan on updating the media contact lists to reduce time spent figuring out who to send media information to.

4. Research

We plan to help our client with any research involving the meaning of hope. Hope is the main message of our client's organization so we will help research the meaning in any way necessary. For example, looking through the bible and literary works and or finding quotes.



Timetable

First contact with our client	September 30
Research on meaning of hope.....	October 5
First meeting with our client	November 7
Create video content	November 11
Campaign launch	November 16
Create social media content	Nov 16 – Dec 15
Campaign finish	December 15



Budget

Materials: \$15 to print & create campaign book.

Production Cost: \$0

Media Cost: \$0

As a PR team, we were not given a budget in this specific campaign with Along Comes Hope.



Measurement Plan

1. For our first objective we can measure how many likes we generate as well as how many new followers we get throughout the campaign. By keeping up with how many likes we receive we can make changes to future posts, whether that be adding hashtags or tagging relevant profiles to our posts.

2. For our second objective we can measure the success of our video by seeing how many views we receive on each of the videos and compare that to how many people are donating and see our ratio.

3. For our third objective we will be able to see how much money we are receiving from donors through the donation page.



Social Media Content

1. November 16th: Intro Post- What is faces of hope calendar?



Caption: Jenny this is where you introduce the calendar, tell everyone how it came about and why it's important. Also direct them to a place to buy it. End it with "meet the faces of hope"

2. November 17th: Trevor



Caption: Meet Trevor, he is 9 years old and was diagnosed with stage 4 high risk neuroblastoma. He is in remission for 2 years now and that is the continued goal!!!! He is in 4th grade and back to school full time now. Trevor is a big gamer and jokester! He loves to build legos, play with Pokeman and play Minecraft.

3. November 18th: Ava



Caption: Meet Ava, she is 11 years old and a sibling to her hero brother Trevor. Ava loves to lift the spirits of all of the kids at the treatment centers undergoing chemo. She brings in arts and crafts to the clinic to help entertain them during their long hours in treatment.

4. November 19th: Alek Watson



Caption: Meet Alek! He is 8 years old, and was diagnosed with Acute Lymphoblastic Leukemia when he was 2 years old. Alek and his family spent many many days in the hospital while in treatment, but now they enjoy their family life far away from hospitals. Alek has been cancer free for 5 years!

5. November 20th: Lindsay



Caption: Meet Lindsay, she was diagnosed with Acute Promyelocytic Leukemia, and has been cancer free for 3 years. When asked what she would hold on to from her experience, she shared "the humor, it is important and ok to laugh because Cancer can be ridiculous and heavy. But, the most important thing to know about my cancer story is that it is a love story."

6. November 21st: Valerie Powell



Caption: Meet Valerie. She was diagnosed with Adenoid Cystic Carcinoma of the Salivary Gland and has been cancer free for 9 months. When asked about her experience, she shares "I woke up from surgery on July 6, 2017, and unexpectedly began my journey with this beast. By the grace of the Lord, my husband K.T. and I have made it through better, stronger, and cancer-free. It's now my plot in life to share my journey of faith in fighting cancer with absolute honesty and perseverance with others facing a similar path ahead."

Video Content

To view video scan QR code below with your camera!



Updated Media Contacts

Contact Group Name:	SLO County/Santa Barbara County Media	Media Outlet
Members:		
Alys Martinez	amartinez@keyt.com	KEYT
Joe Payne	jpayne@santamariasun.com	Santa Maria Sun
Florentin Polmolea	fpolmolea@entravision.com	Entravision
Brian Williams	bwilliams@atascaderonews.com	Atascadero News
Bret Colhouer	bret@tolosapress.com	SLO Tolosa Press
Marga Cooley	mcooley@leecentralcoastnews.com	Santa Maria Times
Richard Gearhart	rgearhart@ksby.com	KSBY
Coastal View / Carpenteria Magazine	news@coastalview.com	Coastal View/ Carpenteria Magazine
Stacy Mitch	Stacey.Mitch@charter.com	Charter Spectrum Networks
Joe Tarica	itarica@thetribunenews.com	The Tribune News
Dave Congalton	dave@920kvec.com	920 KVEC
Charlotte Boechler	cboechler@newspress.com	Santa Barbara News - Press
News Director at KSBY	kmartinez@ksby.com	KSBY
Emily Slater	eslater@leecentralcoastnews.com	Santa Maria Times
George Kiriyaama	georgekiriyaama@kcoy.com	KCOY
Gerrit Hull	glhull61@yahoo.com	Unknown
Tom Bolton	tbolton@noozhawk.com	Noozhawk
Glenn Rabinowitz	grabowitz@pacbiztimes.com	Pacific Coast Business Times
Mike Hodgson	mhodgson@leecentralcoastnews.com	Santa Ynez Valley News
Henry Dubroff	hdubroff@pacbiztimes.com	Pacific Coast Business Times
Janene Scully	jscully@noozhawk.com	Noozhawk
Nick Wilson	nwilson@thetribunenews.com	The Tribune News
Ron Roy	ronroy@edbroadcasters.com	El Dorado Broadcasters
John Palminteri	johnp1250@aol.com	KEYT
Katherine Worsham	kworsham@ksby.com	KSBY
KCSB 91.9	gm@kcsb.org	KCSB 91.9
Keith Carls	keith.carls@kcoy.com	KCOY
KSBY Newsroom	news@ksby.com	KSBY Newsroom
Dick Mason	dick.mason@kprl.com	KPRL 1230AM
Mustang News Editor	editor@mustangnews.net	Mustang News Editor
Mustang News Tips	news@mustangnews.net	Mustang News Tips

