Hanna Community Center

Marketing Communications Plan

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**Executive Summary**

The Hanna Community Center is a not-for-profit organization that provides programs and services for the Hanna neighborhood as well as Tippecanoe County. Many programs and goals of the Hanna Community Center suffer due to the lack of volunteers and monetary resources available to them. Their main focus is to provide a welcoming environment for youth and senior citizens. Youth programs include but are not limited to, after school programs, summer camps, tutoring, and safe haven. Senior activities include a fitness program, nutrition counseling, homecare services, Hanna food pantry, and other health initiatives. The Hanna Community Center’s primary source of funding comes from their annual Ebony and Ivory Ball which is held at the Purdue Memorial Union.

The primary focus of our marketing plan is to create more campus awareness regarding the Hanna Community Center in order to increase volunteers, funding, and support. Because the Ebony and Ivory Ball is the Hanna Community Center’s primary source of funding, it is imperative we help organize and promote the event. Through directly advertising to Purdue University staff and students, we aim to acquire more volunteers for the Hanna Community Center, as well as increase awareness, attendees, and donations for the Ebony and Ivory Ball. In addition to increasing awareness of the Ebony and Ivory Ball, we will condense all of the Hanna Community Center’s brochures into one completed brochure containing all of the center’s information. This will make information more accessible for those interested in the Hanna Community Center.

**Situation Analysis**

**Target Audience:**

The primary target audience is the Purdue Community, with an emphasis on faculty and staff. We plan to interact and invite faculty and staff to attend fundraising events for the Hanna Community Center. We will also market volunteer opportunities at the Hanna Community Center to Purdue University students. We will be focusing on all of the student body, specifically students who are highly interested in volunteering and making a difference in the community.

**Campaign Goals and Objectives:**

The B & G Connections campaign will focus on creating awareness about the Hanna Community Center and their volunteer opportunities for college students. We will also focus on increasing awareness about the annual Ebony and Ivory Ball. Raising awareness of the event will allow the Hanna Community Center to increase the attendance and therefore increase financial support.

Our primary objective for the campaign is to create awareness about the programs and services the Hanna Community Center provides, as well as focusing on attendance and donations for the annual Ebony and Ivory Ball. Previous marketing strategies included the distribution of promotional materials such as flyers and brochures. B &G Connections will re-create these materials into a clear, concise and visually appealing brochure. B & G Connections will also be working with the Hanna Community Center to update their current website. Changes will be made to make information regarding the Hanna Community Center more easily accessible. By updating the website and condensing a multitude of their brochures into one concise brochure, volunteers and prospective donors can easily access information. With an increase in volunteers and donations, the Hanna Community Center can be more successful with its goals to provide programs and services to the Hanna neighborhood and Tippecanoe County.

**Client Goals:**

The Hanna Community Center is a not-for-profit, multi-service organization that serves the Hanna neighborhood and residents of Tippecanoe County. Their mission is “To advance the wellbeing and quality of life of the Hanna community by providing quality programs, services and community interactions for the neighborhood youthful and elderly citizens we serve.” The programs that the Hanna Community Center offers include summer camp, after-school care, safe haven, food pantry, homecare, a wellness center, Hanna’s Community Health Initiative, an internet café, and facility use. In order for the Hanna Community Center to maintain these programs, they rely heavily on volunteers and donations. This year they are hoping to increase tickets sales and donations from the Ebony and Ivory Ball. Last year they had over 400 individuals in attendance and rose over $25,000.

**SWOT Analysis for Hanna Community Center:**

The strengths, weaknesses, opportunities, and threats of the Hanna Community Center were assessed and developed by B&G Connections.

**Strengths:**

* Recognition within the community as leader in community development
* Variety of programs provided by the Hanna Community Center such as summer camp for kids, food pantry, and safe haven for Hanna neighborhood and Tippecanoe County
* Core group of dedicated supporters and/or donors
* Community and student volunteers to help with events and programs

**Weaknesses:**

* Outdated website that is difficult to navigate
* Lack sufficient funds for marketing to large audience
* No presence in social media sites such as Facebook and YouTube
* No database of past or present volunteers, donors, and event attendees
* No email marketing to reach out to community, volunteers, or donors
* Not all programs at the Hanna Community Center are marketed effectively and equally
* Promotional items are only in English in a diverse community

**Opportunities:**

* Reach out to after-school clubs with more programs for children
* Develop more user-friendly website and utilize social media to reach students
* Seek student volunteers and mentors from Purdue University
* Reach out to Purdue University and faculty for support, volunteers, and donations
* Work with neighboring Tippecanoe County cities to improve the overall experience of the organization

**Threats:**

* Competition for donations and volunteers between other organizations such as Big Brothers Big Sisters and Lafayette Adult Resource Academy
* Other community centers in Lafayette that provide similar programs and services including Faith Community Center, McAllister Community Center, Morton Community Center and YMCA

**Marketing Strategy**

The Hanna Community Center is looking to increase attendance and donations at their annual Ebony and Ivory Ball, increase the number of volunteers, and create a condensed brochure that will increase awareness of programs and services that are provided. B&G Connections believes the Hanna Community Center will benefit from targeting Purdue faculty and staff to attend the Ebony and Ivory Ball, and to reach out to students for volunteer work. B&G Connections proposes that Hanna Community Center targets Purdue faculty and staff to increase attendance and donations at the annual Ebony and Ivory Ball. Also, to resolve the need for volunteers B&G Connections suggest the Hanna Community Center targets Purdue students. In addition, we advise combining all of the existing brochures into one clear and concise brochure for easier viewing of information. We recommend using the following advertising strategies to reach the Purdue professional and student community:

* **Press Release:**
	+ We will be sending press releases to the Lafayette *Journal and Courier* and *The Exponent*
		- Both mediums are outlets that are read by the Purdue professional community and will increase awareness of the Ebony and Ivory Ball
		- Students are also readers of the paper and an article in the paper will increase awareness of the center
* **Advertising in The Exponent:**
	+ We will place an Insert Ad in *The Exponent*
		- The ad will contain an invitation to the Ebony and Ivory Ball and will target the Purdue professional community
		- This will bring more attention to the event and also provide information on the Ebony and Ivory Ball
* **Email Purdue Professionals:**
	+ We plan to target Purdue professionals, specifically all faculty/staff such as instructors and professors, by directly sending them invitations to the Ebony and Ivory Ball
		- This will allow us to follow up if there are any questions and we will be able to keep track of who we have made an impression with
* **Flyers:**
	+ Hang up and pass out flyers on campus
		- This will target potential student volunteers
		- It is quick, inexpensive, and an effective way to reach students
		- The flyers will contain a call to action and express needs of the Hanna Community Center for volunteers with their programs and services
* **Brochures:**
	+ We will be combining the Hanna Community Center’s numerous informational brochures into one clear and concise brochure
		- By doing this, all of the programs and services will be centrally located
		- This will make Hanna Community Center’s brochures a more effective informational tool and will better highlight all that the Hanna Community Center has to offer to the Hanna neighborhood and Tippecanoe County
* **Website/Social Media Updates:**
	+ We will be working with the Hanna Community Center to keep their website up-to-date and user-friendly
		- This will allow Purdue students to easily locate volunteer opportunities
		- Information will be easily disseminated to a wider audience
		- It will allow for a more interactive experience for community members, sponsors, and volunteers
* Email marketing newsletters will be sent with updates about the center, upcoming events, and volunteer opportunities. These newsletters will also contain links to their website and social media sites such as Facebook and Twitter
	+ - This will allow the Hanna Community Center to contact individuals
		- Provides a “colorful” and cheap way to market
		- Provides statistics in order to record the approximate amount of people you are reaching out to
	+ See the attached social media timeline in the creative works

**Summary**

B&G Connections believes that we have a great opportunity to work with the Hanna Community Center. The Hanna Community Center has a long history of serving children, elderly and the needy of the Hanna neighborhood and Tippecanoe County. For the Hanna Community Center to continue to provide a high level of service and grow as an organization, they are reliant on volunteers and donors. We believe that we can help raise the number of volunteers and amount of donations to the Hanna Community Center. We aim to accomplish this by increasing awareness of the Hanna Community Center within the Purdue community. We plan to use multiple advertising mediums specifically targeted to our two main demographics; faculty/staff for funding and students for volunteering. Additionally, our plan aims to increase attendance to the Ebony and Ivory Ball among Purdue faculty/staff as a result of our campaign. We believe that with the Hanna Community Center’s reputation and our services, we can provide the appropriate resources in order to achieve and surpass all expectations.

**Focus Group Report**

**BACKGROUND**

Our focus group was held on Thursday, November 18th at 6:00 pm in a room in Beering Hall. Everyone in attendance at the focus group was a student at Purdue University. There were three males with majors in mechanical engineering, communication, and management. There were five females in attendance with majors in civil engineering, retail management, sociology, interior design, and health promotion. All those involved were ages 20-23 years old. We decided to conduct this focus group to get an in-depth understanding of what motivates students to volunteer, and what information, if any, students knew about the Hanna Community Center.

**DURING THE FOCUS GROUP**

**Welcome**

Thank you for making your time available to attend our Focus Group.

For our COM 356 class, Problems in Advertising, we are working in conjunction with a local not for profit organization in order to help market the organization and their upcoming events. We hope to get an in-depth look into why and where students choose to volunteer. We also would like to gain an understanding of what information students know regarding this local not for profit organization.

# Introduce yourself and the co-facilitator

My name is Erica, and I will be conducting this focus group today. I am a fifth year public relations student.

And this is Courtney; she is also a fifth year public relations student at Purdue.

**Ground Rules**

You can help us achieve our goals by providing honest feedback about the questions asked throughout the focus group. Your help is very valuable because you can tell us what aspects are important to students when deciding to volunteer.

**Questions Asked During Focus Group**

1. What factors are important to you when volunteering?
2. What factors affect the amount of time you choose to volunteer?
3. Do you volunteer within the community? Why or Why not?
4. Does the prospect of working with underprivileged children affect where you choose to volunteer?
5. If an organization is located off campus would you still be interested in volunteering?
6. What activities are you involved in on campus?
7. What do you know about the Hanna Community Center?
8. What thoughts come to mind when you hear the Hanna Community Center?
9. What do you know about the Hanna Community Center’s Ebony and Ivory Ball?
10. The Hanna Center, located in Lafayette, is a community center aimed at providing programs and services for youth and seniors. Would you be interested in volunteering here? Why or Why not?
11. If so, how much time would you be willing to volunteer at Hanna Community Center? Why?

**OBSERVATIONS AFTER THE FOCUS GROUP**

During the focus group we were able to identify solid conclusions for each question. The following is a review of the data we observed.

The main factors that were important to students when asked about volunteering were their concern with the amount of time spent volunteering and the organization they were volunteering for. Many students viewed volunteering as a time consuming task. Specifically, Female #3 was very passionate about not for profit organizations and Purdue volunteer programs because they are local and easily accessible. Once this was stated, the rest of the focus group was in accordance that they would be interested in volunteering in these groups because of the convenience of the programs. With that being said, there are many factors that affect the amount of time students choose to volunteer. Many students’ main concern was the amount of school work and other obligations they were committed to. However, in the event they had time to put towards volunteering, their concerns included what type of work they would be doing while volunteering and how much they would be able to contribute to the cause.

When students were asked if they volunteer within the community there was a mixed response. All males in the focus group volunteer within the community organizations on Purdue’s campus. In contrast, only two of the females volunteer their time. The other three females said they do not choose to volunteer regularly because they do not have time. When we asked those who do volunteer why they chose to, they informed us that they were involved in a Greek organization on Purdue’s campus. This led the focus group conversation into a discussion about what activities the students were involved in on campus. Students involved in Greek organizations on campus are required to be involved in at least one outside activity. Some popular organizations students are involved in include: Old Masters, John Purdue Club, Boiler Bytes, College Mentors for Kids, Purdue Student Government, Purdue Athletics and Boiler Gold Rush.

Everyone except for Male #8 agreed that they would be interested in volunteering in an organization located off campus. Also, everyone agreed that the prospect of working with underprivileged children would make volunteering more appealing to them.

Next, we asked what students were familiar with the Hanna Community Center and their programs and services. A handful of the females in the group knew the basics about the Hanna Community Center because of the Christmas Party the Hanna Center does with Delta Zeta. When asked further if they knew anything about the Ebony and Ivory Ball that the Hanna Center organizes and hosts every year, not one person knew what it was. Other than that, no other members of the focus group had any prior knowledge of what the Hanna Center was. When asked what words come to mind when you hear the words “Hanna Community Center,” the students said things such as: underprivileged children, senior care center and poverty.

After explaining the mission of the Hanna Community Center and their programs and services offered, many of the students said they would be interested in volunteering there. Male #7 answered that providing help to children would be the most rewarding type of volunteer work, however he disclosed that any type of volunteer work is great. The group seemed to be in complete agreement with this statement, adding their opinions about how rewarding working with children would be. When asked about how much time each person would be interested in volunteering at the Hanna Community Center, students disclosed that they would be interested in volunteering on a bi-weekly or weekly basis for a couple of hours.

**THE NEXT STEP**

After reviewing the data we collected during the focus group, we found that many of the original marketing plans we had decided to use would still be highly effective towards the end goal of obtaining more volunteers for the Hanna Community Center. We were able to conclude that the main reason students do not volunteer at the Hanna Community Center is because they are not aware that the organization exists, or the volunteer opportunities they offer to students on campus. In order to combat this problem, we are utilizing our original marketing plan. Our marketing plan stated that we were going to produce flyers to place around campus, as well as insert advertisements in the Purdue *Exponent* newspaper, and initiate a social media marketing strategy.

In addition to our marketing plan, there were a few changes we decided to make. We decided to purchase pins that read “I <3 Hanna Center.” We believe that incorporating something that students can wear will help encourage other students to become involved with the Hanna Community Center with the recognition of the pins all over local area. This will increase awareness around Purdue’s campus as well as the Lafayette area.

Overall, the main objective of the focus group was to identify what could be done to increase student volunteers at the Hanna Community Center. From this focus group we were able to reassure ourselves that are marketing plan was appropriate, as well as come up with other suggestions for the Hanna Community Center in order to reach their goals.

**Creative Execution**













**Social Media Marketing Plan**

**Event Calendar for Hanna Community Center’s Ebony and Ivory Ball**

* Start at the end of December- 1 message per week
* January- 2 messages per week, show pictures from the previous year
* February- Almost everyday/everyday leading up to event
* Follow up messages after event to thank those who came and sponsors

**Late December-**

* Get your formal attire out of storage and dust off that old tux
* Since the holidays are now over and you’re still in the party spirit, why not continue the festivities with Hanna Community Center on February 5, 2011.
* Save the date for Hanna Community Center’s annual Ebony and Ivory Ball on February 5, 2011.

**January-**

* Get your dancing shoes ready and brush up on those dance moves and find a sitter for the kids, the Ebony and Ivory Ball is just around the corner!
* Have you found your date yet, because I found mine! The Ebony and Ivory Ball is only one month away.
* Get excited to join the celebration! Purchase your tickets today at (765) 742-0191 and feel free to check out our website http://www.hannacntr.org/
* For more information about the upcoming charity ball located at the Purdue Memorial Union call (765) 742-0191 or email Info@hannacntr.org
* Talk about the previous year and how much fun it was.
* Its time to get your groove on and raise money for a good cause. The Ebony and Ivory Ball is only 10 days away. Feel free to give us a call if you have any questions at (765) 742-0191.
* Please join us for fine food, dancing, and entertainment at Purdue Memorial Union in support of the Hanna Center.

**February-**

* Looking forward to seeing everyone at the Ebony and Ivory Ball
* Link photos from previous years and have people like on Facebook.
* Can hardly wait to see everyone all dressed up tomorrow for the Ebony and Ivory Ball for Hanna Community Center! Reception is at 6:00 pm and dinner at 7:30 pm.
* Feb 5th- Tonight is the night! See you all at the Ebony and Ivory Ball for the big event! Reception is at 6:00 pm and dinner at 7:30 pm.

**Day after event-**

* Thank you all for making the annual Ebony and Ivory Ball such a success. We couldn’t have done it without our awesome sponsors.

**Later date-**

* Thanks again to our sponsors. We couldn’t have made this possible without your generous donations. (List amount of money raised at the event) We look forward to seeing you all next year.