**Real Help. Real Hope. Real Heart.**

A Proposal to Expand Midtown Family Therapy’s Client Base and Business

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**Executive Summary**

This proposal will cover our advanced situation analysis, including the strengths, opportunities, weaknesses and threats in regard to Midtown Family Therapy’s performance, processes, products and services, and people. After these points have been addressed we will go over the statement of purpose, or the reason for our proposal. We will discuss the target audience, and then, the most important part of the proposal, the plan that will make this all a reality. We will also address the timetable and budget for the plan, and have prepared a business plan to go along with our public relations and marketing plan.

**Advance Situation Analysis: Public Relations/Marketing Standpoint**

Strengths:

* Performance- Overall growth on par for new business
* Processes- Clear, concise, honest website
* Products/Services- Specialized treatment, mentor program
* People- Contacts through various organizations

Weaknesses:

* Performance- Low client base
* Processes- Against social media, website needs improvement
* Products/Services- Differing goals/aspirations among staff
* People- Not enough community presence

Opportunities:

* Performance- Increase client base
* Processes- Improve website, utilize social media
* Products/Services- Q & A online, quizzes/questionnaires, etc. online
* People- More community involvement

Threats:

* Performance- More established, competing businesses with large client base
* Processes- Other website competition, businesses who utilize social media
* Products/Services- Therapists that are more efficient communicators in the community
* People- Other therapists with more community involvement

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**Statement of Purpose**

This proposal presents a plan to increase awareness and referrals and grow the practice to each of the therapist’s desired level.

**Target Audience**

Primary Audience – Middle to upper level socioeconomic status individuals living in the greater Tulsa area.

Secondary Audience – Healthcare professionals and members of charitable organizations.

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**Overall Plan to Reach Goal or Aspiration**

*Aspiration: Increase clientele and grow business.*

Objectives:

I. Increase unique hits on website by 30 percent between June 2011 and June 2012.

A. Strategy: Update and improve business website.

1. Tactics: Update logo, fix grammatical errors, implement blog, be more extensive in personal information and embed links so that potential clients can better understand mental health issues.

B. Strategy: Implement Twitter that is linked to a blog on the website.

1. Tactics: Link website to Twitter and Twitter to website to increase traffic.

II. Increase networking in order to increase referrals by 30 percent between June 2011 and June 2012.

A. Strategy: Become involved in charities and community organizations.

1. Tactic: Network with individuals within charities and community organizations to promote Midtown Family Therapy’s visibility and increase the potential of a larger clientele.

B. Strategy: Be more involved with other professionals in the community.

1. Tactics: Take other professionals to lunch in order to gain more networking contacts and attend events within the community for charities and other organizations.

III. Be featured in the Tulsa World.

A. Strategy: Promote newsworthy information about Midtown Family Therapy.

1. Submit a press release that features Midtown Family Therapy as a new local business, Midtown Family Therapy’s involvement in a charity organization or fundraiser, or a specific event like Mental Health Month.

2. Tactic: Blog consistently, promote real, hands-on therapy and increase community involvement.

IV. Increase social media presence by 30 percent as measured by Social Mention between June 2011 and June 2012.

A. Strategy: Consistently utilize website blog and Twitter.

1. Tactic: Midtown Family Therapy should tweet five times a week. The tweets should be pre-written two weeks before posting. One blog, that is industry related, should be posted on the website once a week by rotating authors.

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V. Increase awareness of Midtown Family Therapy among target audience

A. Strategy: Attain television news spot as an expert or a featured story.

1. Tactics: Send press release and follow-up with phone call.

B. Strategy: Blog and utilize Twitter and be involved in the community through charities and other organizations.

1. Tactics: Blog weekly with blogs that cover industry topics, such as hands-on, real therapy. Also include links to industry-related topics and inspirational articles . Attend community events to increase visibility.

VII. Secure three speaking events.

A. Strategy: Blog and be involved with community organizations, such as schools, charities, organizations and boards.

1. Tactics: Blog weekly, attend community events and be generally visible within the community.

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**Timetable**

April 21: Send out press release to news stations promoting Mental Health Month in May.

April 28: Have a list of psychiatrists and primary care doctors that each person would like to take to lunch.

May 1: Choose a charity or organization that each person wants to be involved with and start contacting them.

May 15: Have chosen and hired a web designer.

May 25: Have completed six pre-written blogs and five pre-written Twitter posts per person.

June 1: Have new website launched and start posting on blogs and Twitter.

**Three Month Budget**

New website…………………………………………………………………………......$800.00

Weekly lunches………………………………………………………………………….$540.00

New sign with new logo………………………………………………………………...$400.00

TOTAL……………………………………………………………….…………………$1,740.00

Tulsa World Contacts

The Tulsa World was contacted, but, unfortunately, no one was able to be reached. However, press releases sent via email are the best way to spread information about Midtown Family Therapy.

* Tulsa World Contact:
  + Nicole Nascenzi

Health & Medicine Editor

(918) 581-8315 Phone

(918) 581-8353

Nicole.nascenzi@tulsaworld.com

Local News Station Information & Contacts

We were able to make contact with two local news stations: KOTV Channel 6 and KJRH Channel 2. Discussions with the morning, mid-day, and weekend producers provided the following information about potential news interviews, question and answer sessions, and news pieces:

* Both stations preferred receiving information via a press release. The press release could promote:
  + Midtown Family Therapy as a new clinic in the Tulsa area.
  + Midtown Family Therapy’s participation in a local charity event.
  + A yearly event like Mental Heath Month in May.
* Both stations preferred press releases be sent to individual producers (morning, mid-day), as well as the news desk via email:
  + KOTV Channel 6:
    - Morning Producer -- clairedlee@yahoo.com
  + KJRH Channel 2:
    - Mid-Day Producer -- rahal@kjrh.com (Liz Rahal)
    - Weekend Producer -- frakes@kjrh.com (Kylie Frakes)
    - News Desk -- news@kjrh.com
  + KTUL Channel 8:
    - News Desk -- [desk@ktultv.net](mailto:desk@ktultv.net)
* Both stations suggested sending the press release in, at least, 4-6 weeks in advance of desired appearance, or event date.

**SAMPLE PRESS RELEASE**

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FOR IMMEDIATE RELEASE: 4/18/2011

**May is Mental Health Month**

Tulsa, Oklahoma, 4/18/11 – May is Mental Health Month and Midtown Family Therapy wants to increase awareness of common, treatable mental health conditions. Alycia Williams and staff have recently opened their practice and have committed themselves to helping local Tulsans cope with difficult issues affecting their quality of life. Alycia would appreciate any opportunity your organization can offer her so she can spread information and knowledge about Mental Health Month.

Since 1949, May has been Mental Health Month. According to the Mental Health America organization, 1 in 4 Americans live their lives with a treatable mental health condition. Midtown Family Therapy wants to do their part by helping Tulsans work through common mental illnesses that often decrease life satisfaction.

Midtown Family Therapy has three therapists with a combined 35 years of therapy experience. A few of Midtown Family Therapy’s areas of specialization include depression, anxiety, parenting skills, family relationships, divorce, infertility, and infidelity. Midtown Family Therapy prides itself on hands-on therapy that attempts to shatter negative, preconceived notions of what therapy is and how therapists are supposed to act. Midtown Family Therapy’s ultimate goal is helping their clients to fulfill their true potential and live happy, healthy mental lives.

Midtown Family Therapy is looking for an opportunity to share their knowledge and spread awareness and, ultimately, help Tulsans. Alycia and the rest of Midtown Family Therapy are willing to work with your organization to find the best vehicle to spread knowledge, help, and hope, whether that be in the form of an interview, question and answer session, or news piece.

**Contact Information:**

Midtown Family Therapy – Alycia Williams

1768 South Utica, Tulsa, Oklahoma, 74104

(918) 519-0583

alycia@midtownfamilytherapy.com

www.midtownfamilytherapy.com

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Oklahoma Marriage Initiative (OMI)

The Oklahoma Marriage Initiative (OMI) partners with The United States Department of Human Services to provide quality marriage and family preparation training to Oklahomans.

* OMI provides its partners with a three day training course valued at $600.00 at no cost to the trainee.
* The training focuses on communication skills and various facets of relationship education.
* After the completion of the training and the acceptance of partnership with OMI, partners are required to give back to their local community by providing a total of four free 12 credit hour pre-marital relationship workshops.
  + OMI provides free training materials for its partners for free workshops.
  + Workshops can be held wherever there is available space, including the Midtown Family Therapy location.
  + There can be as many or as few couples as the partner wants at the free workshops.
  + After four workshops have been provided, OMI will continue to provide free training material for any additional free workshops.
  + If no more than four free workshops are wished to be held, partners can choose to advertise their services and accept payment for them.
* Once a partner, there is a possibility for partners to speak at the large yearly one day Forever. For Real. workshop provided by OMI in either Tulsa or Oklahoma City.
* An application for partnership must be submitted to OMI through their website: www.okmarriage.org/
* Contact for OMI:
  + Debbie C. -- (405) 848-2171

Community Organizations

* Crossroads Clubhouse
* *“Crossroads Clubhouse is a community and place for adults who have been diagnosed with a serious mental illness to come and feel appreciated and to continue working toward recovery and independence. Our members come to Crossroads Clubhouse for a variety of reasons including: for support, friendships, social activity, and to volunteer in either our kitchen or clerical units. Crossroads Clubhouse also offers assistance in helping people secure safe and affordable housing, meaningful employment, and educational and wellness opportunities.”*
* Skill specific volunteer opportunities and possible partnership in order to offer free services to individuals within the community who seek recovery, yet may not have other opportunities for treatment.
* Contact for Crossroads Clubhouse:
  + Phone: 918-749-2141,
  + Website: <http://www.crossroadsok.org/>
* Domestic Violence Intervention Services/Call RAPE
* Volunteer opportunities with only four hour monthly minimum.
* Opportunities include, but not limited to:
  + Hospital volunteer for sexual assault victims
  + Crisis line volunteer
  + Family Safety Center volunteer
  + Court volunteer
  + Shelter volunteer
  + Event volunteer
* Contact for Domestic Violence Intervention Services/Call RAPE:
* Phone: 918-585-3163
* Website: http:www.dvis.org/dvis/default.asp
* Tulsa Public Schools
* Various volunteer opportunities with no minimum commitment with one of 88 schools.
* Volunteer opportunities include, but not limited to:
  + Lunch buddy
  + Mentor
  + Paired reading
* Contact for Tulsa Public Schools volunteering:
  + Phone: 918-746-6306
  + Website: <http://www.tulsaschools.org/6_community/volunteer_opportunities_main.asp>

Event Opportunities

* DVIS’ Knock Out Violence
* *“Knock Out Violence” is a fundraiser in which supporters of the Tulsa Drillers and friends of DVIS/Call RAPE can make a pledge for each home run hit by the team this season. The Tulsa Drillers’ success translates into increased funds and awareness for the problem of domestic violence in our community, an issue that affects one in every three Oklahoma women.”*
* 2011 Zarrow Mental Health Symposium, hosted by the Mental Health Association in Tulsa
* *“The 2011 Zarrow Symposium will bring together local, state, and national leaders to focus on state-of-the art research, best practices and model programs aimed at the identification and treatment of trauma across the lifespan, including a special emphasis on veterans and military families.”*
* This event is also a speaking opportunity. The Mental Health Association is offering applications for speakers for this event, which will take place in September 2011.

Blog examples

* Dr. Paul K. Shields blog
  + <http://www.pshieldstherapy.com/PERSONALNOTES.en.html>
* The Tulsa Initiative blog
  + <http://tulsainitiative.wordpress.com>