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# SCVNGR Hunt

April 18, 2012

Leading Edge



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# **1. Executive Summary**

Dear Stillwater Life Services,

Leading Edge Communications Agency wants to thank you for working with our agency throughout the semester. Leading Edge's goal is to develop a comprehensive plan that leads to a successful Stillwater Life Services event. Over the course of the semester, Leading Edge has communicated with Stillwater Life Services, conducted research and worked with Dr. Meng to develop the most effective event possible.

The title for the event is SCVNGR Hunt. SCVNGR is a free app that can be downloaded to all smartphones. Teams will register with Stillwater Life Services online, at the office or by phone for the event. On the day of the event, each team will open the app to discover the list of challenges for the event. For example, visit McDonalds and take a picture of an ice cream cone. The team completing the most challenges will win.

We chose the SCVNGR Hunt because Stillwater Life Services wanted a fresh idea that would interest students and businesses. Local businesses will be interested to participate by the sales and awareness they will receive. Leading Edge Communications Agency believes through working with each business, Stillwater Life Services will receive future sponsorship consideration for events.

To have a successful campaign, Leading Edge Communications Agency plans to use a variety of means to achieve its goal. Efforts will be made to attain volunteers by visiting Oklahoma State University's Student Life, Greek houses and churches to offer community service hours and internships. Volunteers will setup advertisements for the event, visit businesses to attain sponsorship/participation commitments, produce literature for the event and ensure all logistics of the event are carried out effectively.

Leading Edge Communications Agency is sure that students and the Stillwater community would be interested in playing in an event that is free, for a good cause, and has great prizes. The larger the participation, the more businesses will be in participating as well. Advertisements will reach the OSU campus, Stillwater area and surrounding areas. It will play a large role in the event's success.

Again, we appreciate your vision and hope to assist in achieving your organization's goals.

Thank you,

Bob Clougherty, Katherine Bruce, Lizzy Graves, Meghan Donnelly, Taylor Gibbons

## **2. Situation Analysis**

### **a. Situational Analysis**

#### **Governmental/Legal/Public Policy**

Stillwater Life Services is subjected to the rules and regulations of HIPAA. According to the U.S. Department of Health & Human Services, “The HIPAA Privacy Rule establishes national standards to protect individuals’ medical records and other personal health information and applies to health plans, health care clearinghouses, and those health care providers that conduct certain health care transactions electronically. The Rule requires appropriate safeguards to protect the privacy of personal health information, and sets limits and conditions on the uses and disclosures that may be made of such information without patient authorization” (Privacy Rule). There are currently no state laws that prevent minors’ the access to confidential contraceptive care and this continues to be an issue fought in the Supreme Court. In *Carey vs. Population Services International*, the Supreme Court found that minors are given the right to choose “whether to bear or beget a child” (Minor’s Rights).

On February 15, the Oklahoma State passed a bill titled “personhood,” which states that life begins at conception. This bill proposes a “pro-life” stance and gives embryos and fetuses the same rights and privileges as other citizens. The bill is “modeled after a 1986 Missouri law that was later determined by the U.S. Supreme Court to be constitutional” (Murphy). If the bill is passed, it would have serious effects on reproductive medicine and ban certain forms of bill control (Murphy). The personhood bill could directly affect Stillwater Life Services and the services it provides. The organization provides post-abortion counseling and the bill could potentially ban abortion so there would be an increase in the need for counseling services. Stillwater Life Services also provides free pregnancy testing and could see an increase in the need for this service because many birth controls could be banned. The personhood bill could directly affect Stillwater Life Services if approved by the Oklahoma House of Representatives.

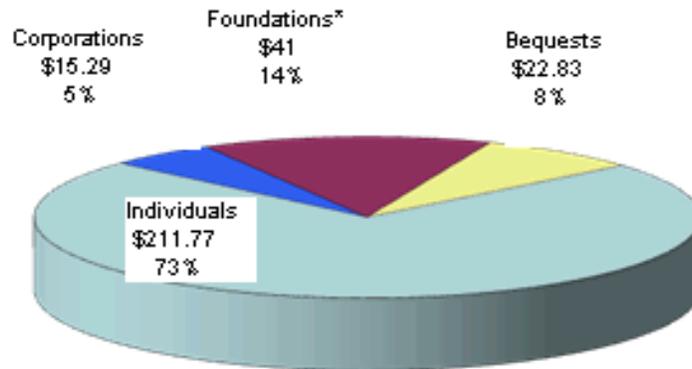
#### **Economic Conditions**

A widely held perception is that corporations and foundations are the biggest sources to tap for grants and donations. The reality is that individuals and bequests contribute four out of five, or 80 percent, of philanthropic dollars. This number rises to 87 percent if you include family foundation giving. Corporations and foundations are easier to target. Their contribution of 5 percent and 14 percent respectively was 19 percent of the total philanthropic dollars in 2010. Individuals are more of a challenge to reach and solicit, but are by far the largest philanthropic resource. Fundraising strategies for parks need to consider all sources and how best to connect park needs with all potential donor sources and their motivations for giving.

According to Giving USA, a report compiled annually by the American Association of Fundraising Counsel, figures on American philanthropy in 2010 showed that:

- Americans gave more than \$290.89 billion to their favorite causes despite the economic conditions. Total giving, when adjusted for inflation, was up 3.8 percent in 2010. This slight increase is reflective of recovering economic confidence.
- The greatest portion of charitable giving, \$211.77 billion, was given by individuals or household donors. Gifts from individuals represented 73 percent of all contributed dollars, a slight increase from 2009 figures.
- Charitable bequests, which are made by individuals, totaled \$22.83 billion or 8 percent of total giving. Charitable bequests rose an estimated 18.8 percent. The sum of gifts by individuals and charitable bequests is \$234.6 billion or 81 percent of total giving.
- Foundations gave \$41 billion, accounting for 13 percent of all philanthropy in the USA.
- Individual, bequest and estimated family foundation giving combined were approximately \$254.10 billion or 87 percent of total giving.
- Corporate giving, which is tied to corporate profits, rose an estimated 10.6 percent to \$15.29 billion. This reflects an increase in corporate in-kind donations. Corporate giving accounted for 5 percent of all charitable giving. (Corporations do invest additional advertising dollars in cause-related marketing as a business expense.)

**2010 CONTRIBUTIONS: \$290.89 BILLION  
BY SOURCE OF CONTRIBUTIONS  
(\$ in billions - All figures are rounded)**

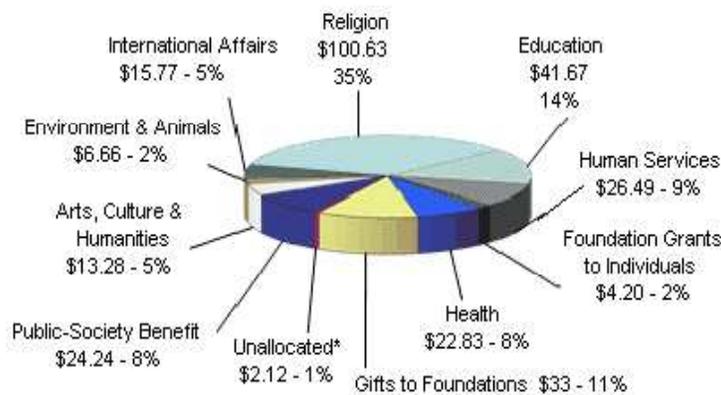


("National park service," 2012)

2010 Contributions By Source of Contribution	
Individuals	\$211.77 billion
Foundations	\$41 billion
Bequests	\$22.83 billion
Corporations	\$15.29 billion

- People give to support what they value and believe in. The giving percentages are relatively constant year to year with minor shifts. We need to think creatively how to tap into as many giving categories that can be related to our parks and programs.
- Giving USA reported that 60 percent of public charities saw decreases in 2010. The exceptions were religion, human services, environment and animal organizations and giving to individuals where giving remained stable.
- Giving to arts, culture and humanities organizations was hit particularly hard by the recession. Giving to these causes, including historical and cultural preservation totaled \$13.28 billion and accounted for 5 percent of all contributions in 2010. In 2009, more than \$12.34 billion donated to arts, culture and humanities organizations and accounted for 4 percent of all contributions. Giving to environment/conservation and animal related causes totaled 2 percent. Both are relatively small percentages of total giving.
- Think how you can also relate parks needs and giving opportunities to the larger giving categories on the Contributions by Charitable Cause pie chart, such as education, human services, health and religion. Parks can support fitness initiatives, youth employment and education programs. In several instances, funds have been raised to restore historic churches in parks.

**2010 CONTRIBUTIONS: \$290.89 BILLION BY TYPE OF RECIPIENT ORGANIZATION**  
 (\$ In billions - All figures are rounded)



("National park service," 2012)

- By 2050, an estimated \$41 trillion will transfer from one generation to the next, with gifts to nonprofit organizations exceeding \$6 trillion.

Source: Giving USA 2010

2010 Contributions By Type of Recipient Organization	
Religion	\$100.63 billion
Education	\$41.67 billion
Gifts to Foundations*	\$33 billion

Human Services	\$26.49 billion
Public-Society Benefit	\$24.24 billion
Health	\$22.83 billion
International Affairs	\$15.77 billion
Arts, Culture & Humanities	\$13.28 billion
Environment & Animals	\$6.66 billion
Foundation Grants to Individuals	\$4.20 billion
Unallocated	\$2.12 billion

\*Estimate developed jointly by Foundation Center and Giving USA

Giving USA also surveyed charitable organizations to find out how gifts changed from the previous year.

Among the report findings:

- Faith-based charities, including churches, received the most charitable gifts in 2010, capturing \$100.63 billion – 35 percent of total contributions in 2010. Religious groups received more than a third of all contributions in the U.S. Faith-based donations increased 0.8 percent from the previous year.
- Charitable giving to colleges, universities and educational organizations accounted for the second largest share of all charitable giving at 14 percent. Educational institutions and organizations received \$41.67 billion in gifts. Charitable giving to the education subsector increased by an estimated 5.2 percent in 2010. This follows a drop of 5.6 percent in 2009.
- Giving to foundations rose slightly in 2010 by an estimated 1.9 percent. The estimate for giving to foundations includes gifts made to independent, community and operating foundations.
- Social or human service charities raised \$27.08 billion in 2009. Giving to social service charities in 2009 increased 2.3 percent following a drop of 5.9 percent in 2008.
- Increased concerns over global warming and the impact the environment has on health motivated donors to give \$6.66 billion to environmental and animal-welfare issues. This is a slight drop from 2009. People are beginning to connect the environment to health-related issues. This has helped garner support and draw new donors for environmental causes. Giving for these organizations was 2 percent of the total estimated giving for 2010.
- Contributions to public society benefit organizations - nonprofit organizations, such as the United Way or Jewish Federation, who collect funds for distribution to a number of other agencies - received \$24.24 billion in donations. This reflects a 6.2 percent increase from 2009.
- Overall giving to health-related organizations, such as hospitals and other health charities, that raise money for research, public awareness and fighting diseases, increased to \$22.83 billion, a modest increase of 1.3 percent in 2010.

- Arts, cultural and humanities giving rose by 5.7 percent, with more than \$13.28 billion being raised for arts, culture and the humanities in 2010. Gifts to arts, culture and humanities organizations were 5 percent of total estimated giving in 2010, a slightly larger share than the 4 percent received in 2009.
- International affairs organizations received \$15.77 billion in 2010, an increase of 15.3 percent compared to 2009. International affairs give 5 percent of total estimated giving.
- In 2010 gifts to foundations totaled \$31 billion, a decrease of 11 percent. Gifts to foundations are 10 percent of total estimated giving. This share was a small decline from 12 percent in 2009.

Charities were able to raise awareness and ultimately contributions by implementing new development strategies that include:

- Build a more compelling case for giving in light of a more competitive fundraising environment. Charities built strong messages around the consequences of not supporting their cause, such as highlighting the loss of education or art programs, the closing of a center, or reductions in services.
- Improve communications with donors through quarterly newsletters and regular email announcements.
- Partner with other organizations to raise visibility and gain a broader audience.
- Improve efforts in getting small annual gifts from members and acknowledging donor gifts within one or two days.
- Increase advocacy work and draw attention to a need or crisis.
- Shift priorities from fundraising for specific groups to fundraising for specific problems or needs.

*In Charitable Giving to Education, Health and Arts: An Analysis of Data Collected in the Center on Philanthropy Panel Study, 2003*, the Center of Philanthropy at Indiana University concluded that beyond income and wealth, the most important indicator of a household's propensity to donate is philanthropic activity for other causes.

"The most important implication for fundraising professionals is that donors who either give or volunteer for one cause may extend their generosity to other causes," according to Campbell & Company who prepared the report. "These donors remain important sources of philanthropic potential for organizations..."

In light of this and increased giving in other sectors, park support organizations should relate park needs in donors' minds in other giving categories beyond environmental. Consider partnering with education, health and other charitable organizations to broaden the audience/potential donor base, diversify income sources and obtain additional funding through private foundations, government agencies and other income. Park support organizations can connect park needs with other charitable causes through a number ways ranging from education initiatives to youth and health programs.

## Non-Cash Contributions

The recently published IRS Spring 2010 Statistics of Income Bulletin provides insight into non-cash giving by donation type, donor age and income for tax year 2007. More than 6.9 million tax returns reported \$52.8 billion in non-cash charitable donations. Of the roughly 18.6 million non-cash donations that were reported:

- Corporate stock represented the largest category of non-cash donations at \$23.7 billion or 44.9 % of all contributions.
- Clothing donations represented the second largest category of non-cash donations at \$7.6 billion followed by land donations at \$4.0 billion. They represent 14.4 percent and 7.7 percent of all non-cash contributions, respectively.
- Taxpayers with annual gross incomes of \$10 million or more gave the most non-cash donations at \$17.6 billion or one-third of all donations. The average donation amount per return of taxpayers in this category was \$2.4 million. Taxpayers with annual gross incomes between \$200,000 and \$500,000 gave \$6.6 billion (12.5 percent of all donations), representing the second largest group to give in terms of dollar value. The overall average donation amount for all taxpayers claiming donations and deductions were just over \$7,600.

Individual Non-Cash Charitable Contributions, 2007		
(Money amounts are in the thousands of dollars)		
Type of Donation	Number of Donations	Amount
<b>All donations</b>	<b>18,599,215</b>	<b>52,827,286</b>
Corporate stock	450,824	237,728,784
Mutual funds	23,395	1,418,878
Other investments	7,639	1,946,378
Real estate	9,932	1,896,978
Land	8,271	4,047,464
Conservation Easement	2,405	1,954,122
Façade Easement	242	222,269
Art and collectibles	108,556	997,996
Food	387,160	98,698
Clothing	11,141,891	7,613,709
Accessories	69,574	103,577
Electronics	580,759	372,087
Household items	4,183,228	3,920,893

Cars	331,979	578,113
Other Vehicles	11,223	116,514
Services	34,183	56,546
Airline tickets/miles	1,851	3,712
Other	1,246,103	3,750,570

Source: Internal Revenue Service, Statistics of Income Bulletin, Spring 2010

*Charitable Giving to Education, Health and Arts: An Analysis of Data Collected in the Center on Philanthropy Panel Study, 2003* analyzed the differences in the personal and household characteristics of donors to the three sectors.

Those who gave to arts, education and health represented 14 percent, 26 percent and 37 percent of the donors to secular charities, respectively.

The report found that 67 percent of households donated \$25 or more to charity in 2002. Households contributed on average \$1,872 each. Among the findings:

- 11 percent of households contributed to religious causes only.
- 21 percent contributed to only secular causes.
- 34 percent contributed to both religious and secular causes.
- Arts donors' contributed on average 2.1 percent of their income to secular causes, one of the highest shares of income for secular giving. The average amount contributed to the arts by donors was \$215.
- Education donors supported, on average, 2.7 other secular causes averaging 1.5 percent of their income. The average amount contributed to education by these donors was \$416.
- Donors to health-related causes support, on average, 2.4 other secular causes. Health donors give amounts to secular causes that average 1.2 percent of their income. The average amount contributed to health organizations by donors is \$298.
- **Charitable donations** are one of the biggest influences on nonprofit organizations. If the economy is doing well than people usually have more money to donate instead of saving the money. The economy can affect charitable donations positively or negatively given the condition of it. The economy is on the rise again in 2012. With this, the amount of charitable donations should rise.
- **Sponsorship**- The economy affects the potential of business sponsors. If the economic conditions are poor, companies are looking to raise capital and may not have the means to sponsor events. The same goes for individuals that sponsor people for races, fundraisers, etc. If the economic conditions are poor people try to save money in more cases than not.

- **Rising costs of healthcare-** Healthcare costs in America are on the rise. Individuals are looking for cheaper healthcare that provides cleanliness, confidentiality and professionalism. If an organization provides free services, an individual will look to them first before a doctor where fees apply.

### Technology

- **Social Media-** Is more popular now than ever. Individuals read and are influenced by what others have said. SLS cannot control misperceptions by others in blogs, Facebook, Twitter, etc. This can affect the organizations reputation tremendously. Furthermore, when an individual posts an item, it is viewable for the world to see through a search of SLS if they use the organizations name. The continuity of flowing information via the Internet, is hard to control and can be detrimental to potential donation, sponsorship and clients.
- **Search Engine Optimization-** The organization could potentially be lowered in the “link rank” on search engines due to a competitor that can pay more.
- **Internet advertising-** The costs for internet advertising is rising annually. A nonprofit organization has a strict budget that restrains them from advertising in all strategic areas. SLS competitors cannot control the costs or the amount of Internet advertising competitors, such as Birth Choice use.

### Resources

**Financial Resources-** The various services and treatments at Stillwater Life Services are free to no cost. Donors and sponsors are the main contributors of finance to Stillwater Life Services for its events and most up to date technology. The clinic also has a strong relationship base with its sponsors and some even make donations monthly, such as Fenton’s Office Mart.

**Human Resources-** The existing staff is rather small for a clinic. Stillwater Life Services has a full-time nurse and an on-call doctor, while the remaining are volunteers. Stillwater Life Services also works with medical, housing, counseling and financial services for recommendations among its patients.

**Physical Resources-** In August of 2011, Stillwater Life Services moved locations to a bigger and new office. This facility provided more space and confidential rooms for clients. The renovated space has also provided area for innovations and technology used by the staff. The location of the clinic is located about 1 mile from the Oklahoma State University campus, which is ideal for college-aged students. Tools and technology within the office help provide safe and effective results for the patients. They use a variety of technologies, including its most common, ultrasound examinations for women to determine an existing pregnancy.

**Intangible Resources-** The general public perception of the facility is positive. The patients can find a safe, confidential and caring environment when entering the facility. Word of mouth among the patients can be an effective way to receive beneficial awareness of Stillwater Life Services. By establishing a positive reputation among the community, the clinic can use this as a growth strategy.

## **Society/Culture**

Stillwater Life Services possesses a unique culture while catering to a diverse society. According to representatives from the nonprofit, they serve a wide variety of clients from every type of socioeconomic background. Because Stillwater Life Services is located in a college town, the majority of its clients are between the ages of 18-24. They also see many people that are in high school and junior high. No parental consent is needed to receive services at SLS, so that aspect is immediately appealing to the younger Stillwater demographic that is seeking help but may be too scared to say anything about it to their family yet. Stillwater Life Services focuses on making sure that its clients are comfortable in a laidback, nonjudgmental atmosphere. The staff is aware that everyone who walks through its doors has a unique story. They know that this could be an awkward and uncomfortable experience for clients, so the staff's goal is to reverse those feelings as much as they can.

One of the greatest struggles of Stillwater Life Services is dealing with the misconceptions that many people have about them. Much of the public does not know exactly what the clinic offers and often ends up jumping to conclusions, leading to negative connotations with its name. Luckily, reputable word of mouth has lately helped shape the public perception into a positive view due to more knowledge about the organization and what they do.

## **News Media**

On August 25, 2007, Justin Smith wrote a story for the Stillwater NewsPress entitled *Stillwater Life Services – Helping people with support during difficult times*. Once again Stillwater Life Services received positive press as a result of strategic communications. The article details the services provided by SLS and that the organization is a nonjudgmental, safe resource to trust. The article displays a religious element that gives an understanding of the atmosphere at SLS. It also offers contact information for those interested in its services. (Smith, Justin, 2007).

The Stillwater NewsPress covered Stillwater Life Services on October 3, 2009 with the article *Stillwater Life Services slates walkathon at Boomer Lake*. The article details the event as well as providing information on the organization. It includes contact information for those who would like to participate in the event. The article promoted an influential fundraising activity that was vital to the continuation of the organization. Communication efforts were successful in this case with an informative article promoting the important event. ("Stillwater life services," 2009).

The Daily O'Collegian has featured Stillwater Life Services in many of its issues. The most recent being an opinion article on March 8, 2011 titled *Yost's claims disingenuous; Stillwater Life Services explicitly anti-abortion* written by Kristen Burkholder. Burkholder responds to Dan Yost's statement that "knowledge is power" but Burkholder claims the Stillwater Life Services is openly anti-abortion on its website. Burkholder says that the clinic provides information about abortions, but states that it will not refer for such services regardless of the woman's decision. Burkholder argues the necessity of organizations like Planned Parenthood. (Burkholder 2011).

## Competition

The primary competitor of Stillwater Life Services is Birth Choice. Birth Choice is a direct and actual competitor because it offers most of the same services Stillwater Life does and free of charge (Birth Choice of Oklahoma, Inc).

### Strengths:

- All of Birth Choice's services are completely free
- Birth Choice offers educational funding
- Birth Choice offers support for young mothers
- Active on social media sites

### Weaknesses:

- Birth Choice does not offer STD/STI testing or treatment
- Birth Choice does not appeal to a young demographic

In regards to image, Birth Choice takes an experienced approach, advocating that it is made up of professionals who can help you make important and unexpected decisions. The organization communicates online with [birthchoice.org](http://birthchoice.org). It also has a Facebook and a Twitter account to promote knowledge and open communication. The staff of Birth Choice is primarily volunteers.

Stillwater Life Services competes directly with the Payne County Health Department. The organization is an actual competitor because it offers the same services free or at discounted rates depending on income. The Payne County Health Department offers services discounted or free of charge to low income families (Oklahoma County Health Departments Reference Guide).

### Strengths:

- The Payne County Health Department offers more services than are available at Stillwater Life Services because the latter is so specialized, focusing on sexual concerns rather than general medicine.
- It has a consistent staff rather than vulnerable to volunteer availability

### Weaknesses:

- Costs are not free or discounted if income is above a specified amount.
- Proof of income must be shown to qualify for free services.

Stillwater Life Services competes directly with Oklahoma State University, University Health Services. The organization is an actual competitor because it offers the same services at discounted rates depending on student status. OSU University Health Services offers services to all students enrolled in at least one hour of classes (University health Services).

### Strengths:

- Students may also charge his or her visits and expenses to their personal bursar accounts.

- OSU University Health Services offers more services than are available at Stillwater Life Services because the latter is so specialized, focusing on sexual concerns rather than general medicine.
- It has a consistent staff rather than vulnerable to volunteer availability

Weaknesses:

- Costs are not free.

Other potential direct competitors include Stillwater Women’s Clinic, Warren Clinic, Avalon Women’s Health Center, Stillwater Family Care and other Obstetrical and Gynecological professionals in the area. These businesses offer many more services but do not provide them free of cost.

A potentially indirect competitor is the Stillwater Medical Center (Stillwater Medical). This competitor is indirect because it faces emergencies rather than unplanned pregnancies, sexually transmitted disease testing, etc.

Stillwater Life Services has several competitors that offer the same services, but Birth Choice is the only competitor so specialized. However, they do have specific differences, as mentioned, that separate the two. In regards to other competitors, Stillwater Life Services being so specialized sets it apart in the medical market. It recognized a niche in the market and filled the need.

### Organizational Analysis

#### **Programs and products**

- STD/STI testing and treatment at little to no cost; counseling also provided
- Free pregnancy testing
- Information and peer counseling on all pregnancy options -- this includes information on abortion, adoption, and parenting
- Limited ultrasounds
- Information on STI’s, sexual health, relationships, self-esteem, sexual integrity
- One-on-one mentoring programs for women and men
- Parenting classes
- Post-abortion support
- Referrals for medical, housing, counseling, and financial needs

#### **Programs**

- **Annual walkathon (possibly ending)**- Walk that raises money through sponsored participants. Concessions are donated and become automatic profit for SLS. The money raised for sponsorship from participants is used to fund services at SLS. Tents, banners and numbers for the participants are donated items or items from years past.
- **Annual banquet**- The main fundraiser for SLS. Banquet that major donors and sponsors attend. (costs/profits unsure)

- **Three-on-three basketball tournament (possibly replacing walkathon)-** This is an experiment for SLS and this will mark the first tournament. Sponsorship, participation and food/beverage sales will determine the success of the event. Concessions are donated and become automatic profit for SLS. Money will be raised through participants in the basketball tournament as well (\$15-student, \$20-adult). SLS is also considering charging for attendance to the event.
- **Lights on Stillwater booth-** Booth to spread positive information about the services SLS provides Stillwater. Costs include material information printing and any costs for the booth. Shirts that SLS provided free of costs to individuals that visited the SLS booth are an ad that has longevity. People wearing shirts are a constant ad for SLS.
- **Social media sites-** The social media sites are used to spread information about the services offered by SLS. Furthermore, SLS uses social media to spread information about upcoming events. No costs are included for this program.
- **O'Colly advertising-** Advertising in the O'Colly is to make pregnant women aware of SLS. The ad displays "missed your period- call SLS," with contact information including the phone number and website. The costs are not displayed.
- **Campus campaigns-** This is an event to spread awareness about SLS services. The campus campaign includes chalking, informational talks at residential halls on the Oklahoma State University campus and other informational seminars. No costs included for this program.
- **Yellow page advertising-** Stillwater Life Services pays for search engine optimization to reach potential clients searching for information about STD's or unplanned pregnancy in the Stillwater, Okla. area and refers them to SLS contact information. The costs are unknown.
- **Donor website-** The donor website is used to attract possible donors to SLS. The information on the site includes contact information and how to donate. Costs include one-time cost for building the website. Other costs include search engine optimization fees to direct possible donors to the website.
- **SLS website-** The services/client website is used to attract possible clients. The website gives services information, contact information, frequently asked question link, live chat and an "about us" that gives a brief look at the nonprofits mission. Costs include one-time cost for building the website. Other costs include search engine optimization fees to direct clients to the website.
- **Bar bathroom stall advertising-** SLS uses the bathroom stall advertising to make potential clients aware of SLS services. The costs are unknown.

### Possible Programs

- **Fill My Cup-** This fundraiser would take place during Homecoming Walkaround. Stillwater Life Services would need to acquire a booth on West University where they would sell decorated or themed mugs for \$5 (could find sponsors to help with the productions costs). Customers would then be able to get unlimited hot chocolate from its booth for the rest of the night.

- **Scavenger Hunt-** Participants would sign up in teams to do a citywide scavenger hunt. Points would be earned for carrying out specific tasks and challenges at local businesses. Each business participating would contribute a sum of money to be a sponsor and have its business advertised through the event. To facilitate the event, groups would use the “SCVNGR” app on his or her smart phones. As incentive to participate, the team with the most points at the end of the allotted time period would receive a prize. Prizes could include giving gift certificates from participating businesses.

#### **How client/customer needs are being met**

- **Confidentiality-** SLS is committed to keep all information about patients private. The online chat on the website is not intrusive about information. SLS will not hire college-affiliated individuals for confidentially reasons. The professionals represented within the company are devoted to following HIPPA guidelines.
- **Free services-** Stillwater Life Services provides many of its services for no cost.
- **Low costs services-** Advanced STD testing is provided at reasonable costs when considering competitors costs.
- **Helpful information in time of crisis-** The information provided by the professionals of SLS is invaluable to clients in time of crisis. The client uses this information to make a well-considered determination of what to do next.

#### **Effectiveness of past and current communications**

- Walkathon- 2011: \$29,869.00; 2010: \$27,524.00
- Banquet- 2011: \$105,840.00; 2010: \$70,000
- Internet uses, print advertising, Lights on Stillwater booth- Bring in more than 250 yearly clients with more than 800 visits total

#### **Public perception of organization**

- **Uninformed-** Spread possible false information about the organization through word-of-mouth. False perceptions about the organization or its services can hinder donors from donating and clients using SLS services. Individuals that fall into this category may have personal perceptions that may lead to not using SLS services.
- **Informed-** Individuals that are informed about the organizations mission and its services. These individuals may include past clients, donors and individuals that have researched the organization.

#### **Target Audiences/Markets**

##### **Who are they?**

- **Donors-** SLS sends information to donors to keep them aware of SLS events, news about the organization or donation information. Stillwater Life Services wants to use information directed towards donors to show them how the money is being spent. Donors possibly include former clients or family members of clients, individuals that believe in the organizations mission and want to see SLS succeed. The ages for this category probably include 35-60.

- **Sponsors-** Sponsor information includes how to sponsor, what the money is funding and information pertaining to the event and SLS. The organization wants to attract possible donors through notoriety by using Kicker as the lead advertiser to attract possibly unsure sponsors. The information provided in the sponsorship material details services provided to Stillwater, the organizations mission and event details.
- **Potential clients-** The organization uses social media sites, the organization's website, and strategically advertise to this category to make them aware of the services SLS provides. This category age includes Junior High-aged kids to older adults. The gender includes male and females evenly. The organization heavily advertises toward college-aged individuals other than information in local school guidance offices. The advertising includes bathroom stall advertising at local bars, O'Colly advertising, and Internet advertising through the SLS website and social media sites.
- **Sexually active individuals-** The advertising in bathroom stalls at local bars, advertising in the O'Colly and informational sessions throughout Stillwater are used to attract possible clients to get tested for pregnancy or STD's. This group includes college-aged individuals aged 18-24 or possibly older or younger. However, the advertising through shirts in the community that say "Got Clap?" are used to attract any sexually active individual (no age discrimination) to get tested.
- **Uninformed individuals-** This category can include any demographic. SLS wants to inform these individuals to avoid false perceptions of the organizations services, events or mission. Uninformed individuals have to be informed to avoid hindering of sponsorship, clients and donations.
- **Possible participants for events-** This category can include any member of the community that is interested in participating in SLS events. Attracting participants for the walkathon are key to achieving success for the event. In the walkathon, participants raise money through people or organizations sponsoring them. The 3-on-3-basketball tournament also needs communication to possible participants. Participants in the tournament pay (\$15 for student, \$20 for adult) for participation and raise money through concession sales.

#### **Most influential target audiences**

- **Donors/Sponsors/Event participants-** This category is one of the most influential target audiences for SLS because they provide funding for the organization to operate. The money that is made from these target audiences influences the organization because it determines how many clients SLS can see, size of facility and services provided.
- **Uninformed individuals-** This category is one of the most influential target audiences because they can hinder donations, sponsorship, clients and event participation. Through word of mouth communication, this group could spread falsities about SLS and hurt the organizations reputation.

### Why do they have an impact?

- **Word-of-mouth communication-** This attracts or hinders client referrals, sponsorship and donations. It is key for the organization to have raise awareness about the organization to assure a high reputation and public perception.
- **Fund Organization-** All listed in “Who are they,” in some way lead to the organization raising money or not. Donors, participants in events and sponsors all help fund the organizations operating costs. The rest of the bullets included under the tab determine whether services are used, money is donated or business sponsors the event. The organization wants to present to donors that services are being used and the uninformed potentially spread false information about SLS services. This may lead to services not being used.

### What are their reasons?

- **They believe in the organization’s mission-** Individuals donate money to organizations they have personal connections toward. This may also include past clients that have used services.

### How do they affect the organization?

- **Funding organization-** The donors, sponsors and participants affect Stillwater Life Services through monetary contributions. Sarah told our group that individuals in this category have no say in what services are provided, events SLS will host or Stillwater Life Services business model in general. This category can also affect the organization through positive communications to others about the event. An individual that is donating money to an organization or participating in an organization’s event is going to have a positive and informed perception of the organization.
- **Determine success of sponsorship, donations and event participation-** All categories of target audiences affect the success of sponsorship, donations and event participation. The categories of target audiences used mouth-to-mouth communication to tell others about SLS, false perceptions or a past experience with Stillwater Life Services. If an individual is uninformed, they could have a negative affect on the organization because they can change the minds of others around them about SLS. A positive effect would come from an informed individual that could give true information about SLS. However, true information could lead to a negative effect if the individual’s religious feelings do not fall in line with SLS.
- **Misperceptions-** Misperceptions are a negative affect on the organization. Uninformed individuals about SLS may spread falsities about the organizations, SLS services or any false information about SLS. If a person’s perception about SLS is false and they tell others his or her perception, it hurts the organization. This could potentially hinder services being used, donations and/or sponsorship.
- **Correct information-** Correct information is one of the most affects on the organization. If people know that services are free, confidential and whatever else might be a selling point. The correct information has a better potential of leading to client visits, event participation and donations/sponsorships than false information/misperceptions.

## Target Audiences/Markets

### Who are they?

- **Donors**- SLS sends information to donors to keep them aware of its events, news about the organization or donations. Donors include former clients or family members of clients, individuals that believe in the organization's mission to increase success of the clinic. The ages for this category include 35-60.
- **Sponsors**- Sponsor information includes how to sponsor, what the money is funding and information pertaining to the event and SLS. The organization wants to attract donors through notoriety by using kicker as the lead advertiser. The information provided in the sponsorship material includes services provided to Stillwater, the organization's mission and event details.
- **Potential clients**- The organization uses social media sites, the organizations web site, and strategic advertising to increase awareness of the services SLS provides. These target audience range from junior high students to adults in the Stillwater Community. For the STD/STI testing, the genders are comprised evenly of both male and females. The organization increases advertisements toward college-aged individuals directly focused to Oklahoma State University. The advertising includes bathroom stall fliers at local bars, The Daily O'Collegian and the use of its website and social media.
- **Sexually active individuals**- Marketing throughout Stillwater is used to attract possible clients to get tested pregnancy and STD testing. The majority of this target audience includes college students ages 18 to 24. SLS has also used other techniques including controversial shirts saying "Chlamydia is nothing to clap about" written across the front to encourage the community to get tested.
- **Uninformed individuals**- This category can include any demographic. SLS must educate and inform the community to avoid misconceptions of the organization's services, events or mission and increase a positive reputation.
- **Possible participants for events**- This category can include any member of the community interested in participating in SLS events. Increasing numbers of participants at the events will impact its success. During the annual Walkathon, participants raise money through various sponsors and organizations.

### Most influential target audiences

- **Donors/Sponsors/Event participants**- This category is one of the most influential target audiences for SLS because they provide funding for the organization to operate and provide for clients.
- **Clients**- Clients are extremely influential to its success. The clinic pays close attention to its client perception of them. The clinic does not necessarily rely on word of mouth among its target audience because this can be positive or negative whether they are educated on its services or not.
- **Volunteer Board**- SLS is governed by a volunteer board of about 7 or 8 members. This group is most influential over its decision-making process.

### **Why do they have an impact?**

- **Word of Mouth-** Client referrals, sponsorship and donations can impact reputation. It is important for the organization to raise awareness about the clinic to ensure a positive reputation and public perception.
- **Fund Organization-** Donors, sponsors, participants in events fund the organizations operating costs, including the facility, equipment and events.

### **What are their reasons?**

- **They believe in the organization's mission-** Individuals donate money to organizations they find worthy of contributions. Donors and sponsors contribute financially to the clinic because they desire to see progression and improvement in the facility and continue to grow with them. The target audience must believe in its efforts to reach success.

### **How do they affect the organization?**

- **Funds-** The donors, sponsors and participants affect Stillwater Life Services through their monetary contributions. Sarah told our group that individuals in this category have no say in what services are provided, events SLS will host or Stillwater Life Services business model in general. This category can also affect the organization through positive communications to others about the event. An individual that is donating money to an organization or participating in an organization's event is going to have a positive and informed perception of the organization.
- **Success of sponsorship, donations and event participation-** Word of mouth communication is used to tell others about SLS, false perceptions or a past experience with Stillwater Life Services. If an individual is uneducated, they could have a negative effect on the organization. A positive effect would come from an informed individual that could give educated information about SLS.

## **b. Secondary Research**

### **Company**

Stillwater Life Services is an independent, nonprofit clinic located in Stillwater, Okla. catering to those, mainly women, who are experiencing the effects of unplanned pregnancy or unprotected sex. They offer a wide range of services, including:

- Free pregnancy testing
- STD and STI testing and little to no cost
- Peer counseling and information on all pregnancy-related options
- Limited ultrasounds
- Information on STI's, sexual health, self-esteem, relationships and sexual integrity
- One-on-one mentoring programs for women and men
- Parenting classes
- Post-abortion support
- Referrals for medical, housing, counseling and financial needs

All visits that take place at Stillwater Life Services are completely confidential, regardless of age or situation, unless the client signs a consent form agreeing to release their information. All of their services are completely free, with the exception of a small cost when it comes to the STD and STI testing.

Stillwater Life Services strives toward making sure that each person leaves their clinic feeling confident in whatever decision they choose to make in regard to their situation. The staff at Stillwater Life Services believes that “knowledge is your power” and they make informing the client and maintaining transparent communication a priority.

The clinic at Stillwater Life Services recently added a new STD/STI testing and treatment program to their list of services provided to the Stillwater community. This technological advancement has placed Stillwater Life Services one step ahead and has increased the flow of traffic at the clinic. The staff understands that each client is experiencing confusion and uneasiness, so they make it a point to make them feel as comfortable and welcome as possible. The culture at Stillwater Life Services is centered on empowering the client, not breaking them down. The staff makes sure that the client is completely informed about their situation in order to counsel and help them make “healthy choices for the best future possible.”

### **Consumer**

Stillwater Life Services is located about 1 mile from the OSU campus. The majority of their patients and target markets are made up from the college students. A smaller portion of their consumers is comprised of the local high school and Stillwater residents. These consumers make up the millennial generation ranging from ages 18 to 29. Stillwater Life Services is also appealing to this generation because there are no age requirements and a confidentiality policy.

Oklahoma State University currently has about 24,000 students enrolled. This number has been steadily increasing with each freshman class in the past few years. The 2011 class was the largest so far. With the increasing number of target audience, the market and growth for Stillwater Life Services will expand in the years to come.

Stillwater Life Services has two market segments. Their donors and sponsors comprise one specific segment and patients seeking assistance as their other market segment. There is a variety of benefits both of these consumers can gain from Stillwater Life Services. For donors and sponsors, it is the satisfaction of assisting the company financially to further their technologies. The patients can receive a number of services free of charge offered by the clinic including free STD, STI and pregnancy testing.

The main motivation for consumers to visit this clinic is to find answers in a non-judgmental, confidential and free of charge facility. It is for men and women finding resources in a time of crisis. The decision makers include the donors and the staff, but ultimately the men and women make the final decision when dealing with their crisis.

Because the majority of their services are free of charge, the consumer does not purchase the product directly from Stillwater Life Services. The clinic offers information on various forms of birth control and emergency contraceptive and directs patients to where they can locate the prescriptions to local doctors and pharmacies.

Sponsors contribute financially to the organization for various fundraising endeavors including the walkathon, banquet and 3 on 3 basketball tournament. They also contribute to technological advancements in the office facility.

Patients and staff use careful consideration process to determine the next step in their pregnancy or STD/STI infection. Staff works through counseling services to better inform the patients to not think on impulse decisions. Frequency among the patients is simply determined by the patients themselves. They have the option of how often they would like to visit the office and use their services.

Seasonal factors for Stillwater Life Services depend on the current status of the university. Because most of their consumers are students at OSU, time of year can influence how many of their patients are visiting the office in need of services.

Trends to be considered include exposure to the services provided and emergency pregnancies. When more consumers are aware of this clinic, their needs and preferences will be considered more carefully and they are more likely to make appointments with office. The target audience will not necessarily change over time due to the college aged students coming to Stillwater annually and others graduating.

## **Competition**

(Included in Situational Analysis)

## **Current Environment**

Every year in Oklahoma approximately 16,000 new infections of Chlamydia, gonorrhea, and syphilis are contracted. Out of the 16,000 new infections, about 12,000 are men and women between the ages of 15-24. 15-24 year olds make up 75 percent of the total new STD infections contracted every year in the state. The Centers for Disease Control and Preventions estimates that 19 million new infections occur every year, and half of these are contracted by 15-24 year olds. According to the American Social Health Association, one in two sexually active people will contract some form of a sexually transmitted disease by the age of 25. Every Oklahoma County health department provides STD testing, regardless of the patient's age (Ages 15-24).

Stillwater Life Services is subjected to the rules and regulations of HIPAA. According to the U.S. Department of Health & Human Services, "The HIPAA Privacy Rule establishes national standards to protect individuals' medical records and other personal health information and applies to health plans, health care clearinghouses, and those health care providers that conduct certain health care transactions electronically. The Rule requires appropriate safeguards to protect the privacy of personal health information, and sets limits and conditions

on the uses and disclosures that may be made of such information without patient authorization” (Privacy Rule). There are currently no state laws that prevent minors’ the access to confidential contraceptive care and this continues to be an issue fought in the Supreme Court. In *Carey vs. Population Services International*, the Supreme Court found that minors are given the right to choose “whether to bear or beget a child” (Minor’s Rights).

Stillwater Life Services provides an innovative and exclusive service that no other competitors have yet to provide in Stillwater. Stillwater Life Services provides not only STD testing, but also STI testing. A sexually transmitted infection has been defined as “an infection that can be transferred from one person to another through sexual contact. In this context, sexual contact is more than just sexual intercourse and also includes kissing, oral-genital contact, and the use of sexual ‘toys’” (Definition). STI testing is one of the latest developments in STD testing and Stillwater Life Services is one of the few places that offer such a state-of-the-art routine.

### **c. Primary Research and Findings**

#### **Focus Group**

##### **Objective:**

The goal of this research was to investigate and identify attitudes, beliefs and overall opinions of Oklahoma State University undergraduate students about Stillwater Life Services in order to create a successful fundraising event.

Being that this qualitative research, results will be more in depth rather than quantifiable.

##### **Methodology:**

To achieve this objective, Leading Edge conducted a focus group, consisting of OSU students working toward his or her undergraduate degree. Each member of the group invited peers and organization members to participate in the focus group. Leading Edge invited 20 participants with the intention that 12 individuals would attend. The focus group had great attendance with five men and 11 women for a total of 16 participants. There were two designated group members who mediated the discussion and promoted conversation. Meghan Donnelly and Lizzy Graves mediated. The session was filmed by Taylor Gibbons as well as documented by Bob Clougherty and Katherine Bruce taking notes throughout. The focus group took place in room 101 of the Paul Miller Building. It was held Monday, February 27 at 6 p.m. Each participant had a nametag, so everyone could address each person by name. This made for a more comfortable environment. Leading Edge also provided an incentive of pizza and beverages to encourage participation.

##### **Sample:**

Participants ranged from ages 18 to 22 and are attending Oklahoma State University working toward his or her undergraduate degree. The focus group attendees had a gender break up of five men and 11 women for a total of 16 participants. This particular group is appropriate because it is the target audience of Stillwater Life Services, both men and women. We would have preferred a more equal number but are pleased with the number of individuals in

attendance. Additionally, this method is appropriate because the OSU campus is conveniently located for the target audience. The time of the focus group was during dinner, which made the incentive of free pizza more appealing.

### **Key Findings & Implications for Campaign:**

Leading Edge Communications conducted a focus group. The group was made up of 5 boys and 11 girls of diverse backgrounds, ethnicities and sexual orientations.

### **Findings**

- Our findings are made up of beliefs, how people relate to advertising and similar Planned Parenthood programs.
- College students want a place where they can go that is not related with OSU's University Health Services, low cost and confidential.
- SLS name is confusing. Participants believed it to be a religious group or counseling service.
- Referrals are important for others to use SLS service. If a friend had a good experience they are more likely to use it.
- Many find information about medical establishments via the Internet or from health insurance companies.
- Advertising in O'Colly and the lights on Stillwater booth gives some awareness of SLS (need to define the organization and what they do better).
- SLS should not go over the top with advertising. Participants warned they would not wear "chlamydia is nothing to clap about" t-shirts.
- SLS cannot reassure enough about confidentiality.

### **Trends**

- The biggest trend we saw was our client base audience cares most about confidentiality. If they were dealing with a sexual emergency they would want to go to a place where parents, friends and peers would not know.
- The little to no cost service is important to the client base audience. Participants brought up the fact that they are college students and they don't have money to pay for services.
- Cleanliness was important to our focus group participants too.
- Using figures about STD/STI's in SLS advertising would get the attention of the focus group participants.
- Using confidentiality advertising would make the focus group participants more likely to use services. For example, parents will not get billed from health insurance would make them feel better about using SLS.

### **What jumped out at you?**

- Services being free made many participants skeptical of SLS. They thought services being free would mean it's for poor people. However, some agreed if they went to see the building and it was clean they would use it.

- Confidentiality is by far the most important to our client participants in a sexual emergency. They do not want parents, peers or friends to know.
- Humor in advertising cannot be over the top. The participants of the focus group would not wear a shirt with over the top humor.
- Location at lights on Stillwater is important. One participant noted she would not visit the booth if it were right next to her church's booth.
- Referrals to a medical establishment are important. Our participants noted they would be more likely to visit SLS if their friend told them of a good experience they had.

#### **Why is the information important?**

- The information is important because our focus group participants are potential clients or event participants. It is important to know their attitudes, beliefs and perspectives of SLS before planning events or campaigns that involve this age group.
- It helps us strategically plan events and advertising toward this demographic.
- The information helped us gauge knowledge and awareness of SLS.
- The information gave us a perspective of why or why not to use the service.

#### **How will the information affect your client or the case?**

- Knowledge is power. This focus group gives SLS knowledge about what is important to potential clients. Furthermore, the focus group participants were not very familiar with SLS or its services. This shows SLS needs to do constant advertising to make potential clients aware of them and what they do. Constant advertising is important because every year new students come to the campus and have no knowledge of SLS.
- In the focus group participants were asked about different ways of advertising and were asked about their effectiveness. This can affect the client and the case because it shows what best relates to the audience and what gets their attention.
- The information gained can help formulate the most effective campaign possible to a client or event participant.

#### **Will it influence how you proceed in your planning?**

- It will influence how we raise awareness about SLS. We found it to be important to use figures and a claim for confidentiality.

The information gathered influenced the group by determining how to use humor in advertising, where or where not to set up the booth at lights on Stillwater and what affects this demographic as far as why or why not to use the service.

#### **Survey**

##### **Objective:**

The goal of this research was to measure the awareness and likelihood of use of Stillwater Life Services among Oklahoma State University undergraduate students. We conducted this survey in order to create a successful fundraising event.

This survey measured quantitative statistics among its participants.

**Methodology:**

To achieve this objective, Leading Edge Communications Agency created a survey to be conducted online through kwiksurveys.com. The survey was distributed through social media sites such as Twitter and Facebook, as well as emails to student organizations and peer contacts. We relied on the snowball sampling strategy in the distribution of the survey. This allowed for multiple responses. This survey was available online for about two weeks for our participants to complete.

**Sample:**

Our original plan for our sample seemed to correlate with our results. We also met our goal of 50 participants of the survey and ending up reaching 55 participants. 94.55 percent of our participants were ages 18 to 24. None were under the age of 18 and only 5.45 percent were over the age of 24. We would have liked more men participants for the survey. Only 5.45 percent of the participants were men and the rest were women. 90.91 percent of our participants earned an average income of \$15,000 or less. We also met our goal of reaching OSU undergraduate students. Only two participants of the survey were not students at OSU. We find our results of participants correlate with the target audience of Stillwater Life Services.

**Key Findings and Implications for Campaign**

Leading Edge Communications Agency conducted a survey. We had 55 participants complete the survey, with all but two being undergraduate students at OSU.

We found a variety of important information through our survey about our target audience. The majority of our audience was unaware of Stillwater Life Services. 72.36 percent of our participants had never heard of SLS. This means that SLS should increase awareness of their services as well as motivate clients to come in and explore their opportunities.

The majority of our participants seek medical treatment through local walk-in clinics such as Warren Clinic or the Urgent Care clinic, as well as the University Health Services. Not one of our participants sought treatment from SLS. Some did not even see the doctor, just used over the counter medicine from places like Wal-Mart or Walgreens.

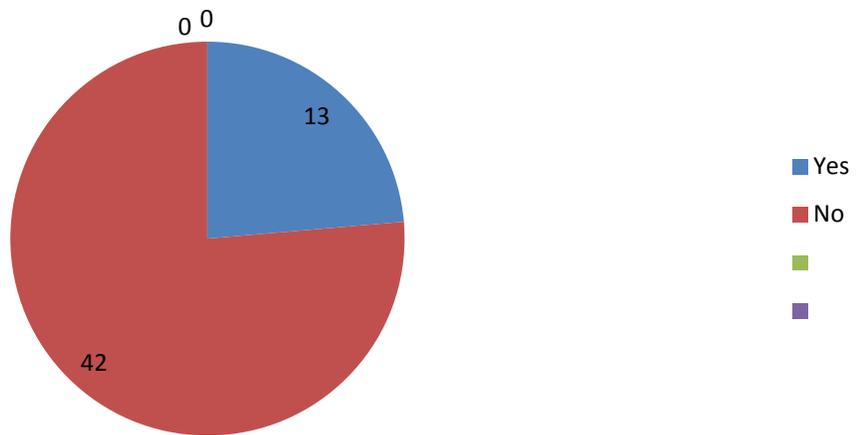
Cleanliness was the most important factor among our participants when asking how they choose a clinic. This had the most responses over cost, convenience and location and confidentiality.

When asking our participants where they would seek treatment in a sexual emergency, not one answered with SLS. We also found it very alarming that 74.55 percent of our survey participants never get tested for STDs or STIs. 29.09 percent of our participants said they were very unlikely to use SLS for their sexual emergencies. The majority of our participants responded with very unlikely when asked if they would consider using the different serviced SLS provides. This included STD and STI testing, pregnancy tests and peer counseling.

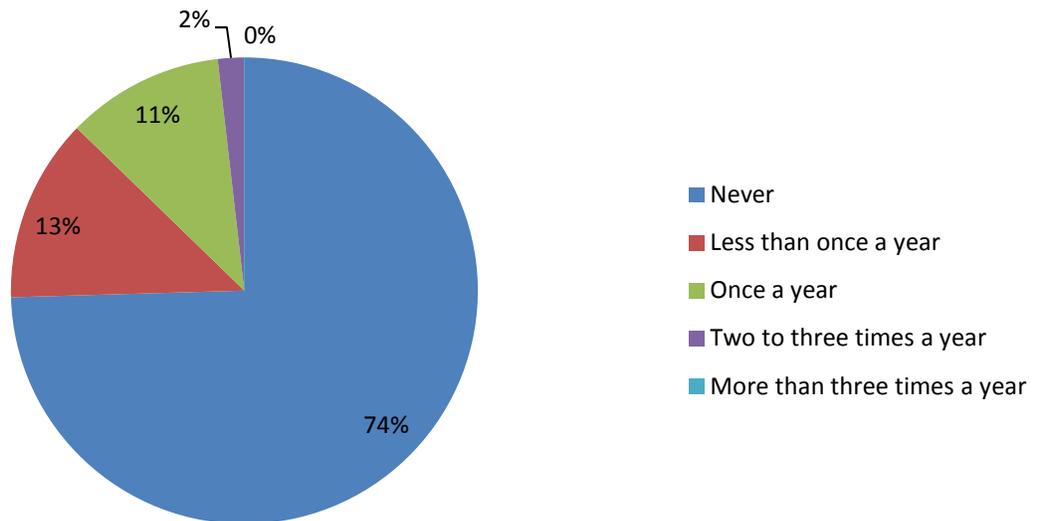
This survey provided us with extremely important information. The majority of the target audience SLS strives to reach is unaware of their organization and services. This is important to advertising and marketing to increase their efforts. This survey also gave us raw data and quantitative information to form statistics of the organization.

This information will assist us to better our client campaign. We now know the first step to any successful event we plan for SLS must start with increasing awareness of the company and what they have to offer the Stillwater Community and their potential clients. We plan to involve the OSU campus in our event and by our results, we can conclude their knowledge is lacking

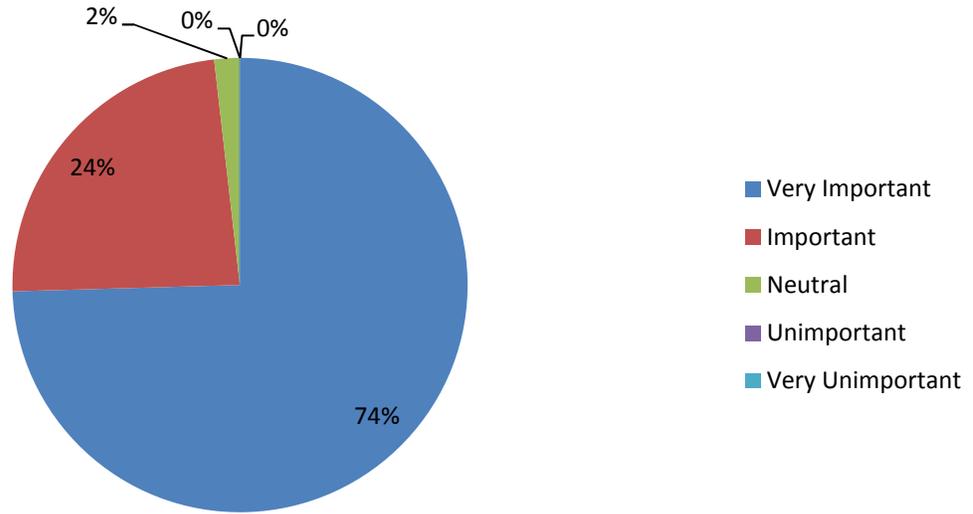
### Have you heard of Stillwater Life Services?



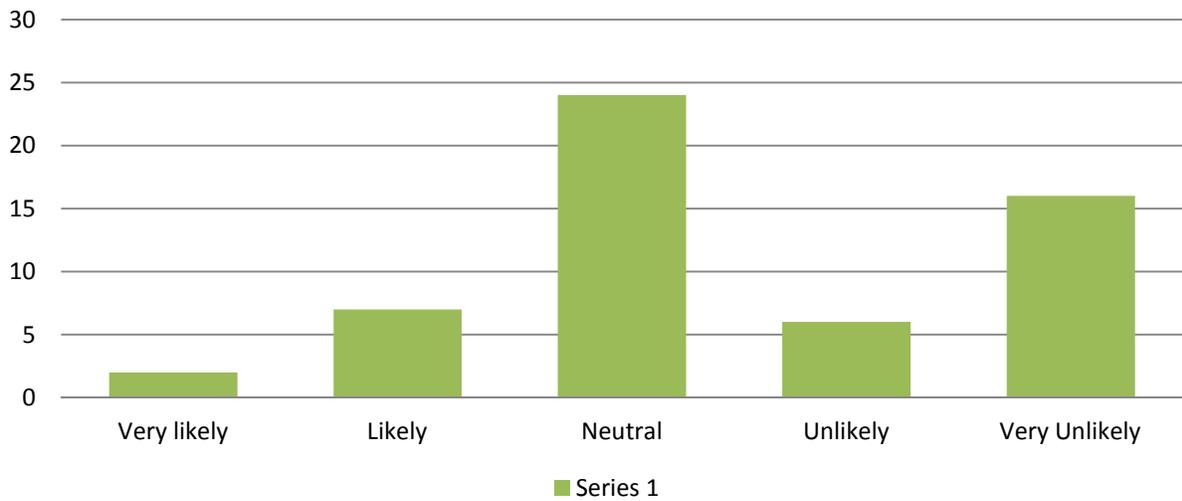
### How frequently do you get tested for STDs/STIs?



### How much does cleanliness affect your decision?



### How likely are you to use Stillwater Life Services for your sexual emergencies?



## **d. SWOT Analysis**

### **Strengths**

- The location of the facility
- The specialized services offered
- Most services are free or available for little to no cost
- Counseling services provided
- Modern and comfortable atmosphere

### **Weaknesses**

- Recognition among target audience
- Limited funding availability and rely heavily on fundraising and donations
- Limited social media engagement and interaction
- Staff is based on volunteer availability

### **Opportunities**

- New events to promote education and fundraising
- Personhood bill would grow client base
- Growth through social media as it expands

### **Threats**

- Negative perception or misperception
- Personhood bill because of limited funding availability
- Economy could limit volunteerism

## **3. Problem Statement**

In order to address the needs of Stillwater Life Services, a scavenger hunt will be held to promote awareness and fundraising among its clients and donors/sponsors.

This problem should be addressed because Stillwater Life Services expressed a fundraising need to maintain current services. Also, primary research shows awareness needs to be improved.

A scavenger hunt would be held on Saturday, September 8, 2012 from 10 a.m. to noon. Students, donors and those in the community would sign up in teams to participate. Each group will have five to seven participants. Each team must have at least one smart phone, and each member must be at least 16 years old with a driver's license. To facilitate the event, groups would use the "SCVNGR" app on his or her smart phones.

Points would be earned for carrying out specific tasks and challenges at local businesses. For example, teams would purchase a chocolate covered strawberry from Rocky Mountain Chocolate Factory and take a picture of it with the app. Small purchases made at local businesses during the event would encourage businesses to get involved. Other challenges

could be going to a video store and renting a DVD. Each business participating would contribute a sum of money to be a sponsor and have its business advertised through the event, using social media sites: Twitter and Facebook.

As incentive to participate, the team with the most points at the end of the allotted time period would receive a prize. Each member of the team would receive a prize. Prizes could include gift certificates from participating businesses, OSU football or basketball tickets, gift baskets, etc. Some challenges we may face would be procuring businesses to participate and individuals to register in teams. Another challenge could be finding sponsors/donors to donate prizes.

## **4. Target Audience Research Report**

### **Overview**

#### **Donors/Sponsors**

Stillwater Life Services is comprised of two main publics. The first is their donors and sponsors. This consists of local Stillwater businesses and organizations that financially contribute to the clinic for advancement in their technologies as well as support their upcoming events. These businesses range in size but are neighboring to the Stillwater area and are known by the community. This public is crucial for Stillwater Life Services to move forward in event planning and improving their facility.

#### **Clients**

The second public is their client and members of the Stillwater community. Their target audience ranges from 18 to 24. The average income of their publics is less than \$15,000 per year and the majorities are students at Oklahoma State University and Stillwater High School. However they do not discriminate on age, gender or income. Anyone can seek assistance through their services. This group is an excellent choice as a target public for this case because as students of OSU ourselves, we can easily reach the student population.

### **Level of Development**

#### **Donor/Sponsors**

The donors and sponsors loyal to contributions of Stillwater Life Services are both active and aware. Some donors such as Fenton's Office Supply, a local business in the Stillwater community, contributes monthly to Stillwater Life Services. The level of involvement of their sponsors is a continuously growing area. Without the help and development of their sponsors and donors, the non-profit organization of Stillwater Life Services would be unable to grow. They must continue to keep this audience aware of upcoming events and needs of the clinic.

#### **Clients**

As far as their client audience goes, they are lacking in potential development. From our results in the survey and focus group, we have concluded that most individuals 18 to 24 in Stillwater

have not heard of their clinic. The majority of this group is not only unaware but also inactive. They have never heard of their services and are therefore not seeking their services. They need to continue to inform the public and raise awareness of their services to develop a more involved public.

### **Attitude toward Topic**

#### **Clients**

Stillwater Life Services recently moved offices in August, so current clients experience a clean and modern environment when being serviced. One of the main focuses of Stillwater Life Services is to provide a friendly and comfortable place for people going through difficult or embarrassing times in their lives. Clients instantly feel put at ease from when they walk through the door to when they leave, making their experience as least awkward as possible. It has been a challenge for Stillwater Life Services to bring in potential clients with means other than through word-of-mouth, though. One of the problems has been that many people have no conception at all of what Stillwater Life Services does. I think that with proper advertising, the client base and publics in general will have more of a conception of the services offered.

#### **Donors**

Donors to the Stillwater Life Services organization understand exactly where their money is going when they decide to give. The staff is very transparent with how they use their donations, which makes donors more likely to give again in the future. Stillwater Life Services has many returning donors, showing that they like how their money is being spent and believe in the image that Stillwater Life Services promotes.

### **Relevant public beliefs and values**

#### **Clients**

Client's and potential client's perception of Stillwater Life Services vary greatly from each other. Clients that have received services from Stillwater Life Services know exactly what they do and what their values are. They understand that it is a nonjudgmental and comfortable environment where they can go for any sexual emergency situation. Potential clients and the rest of the publics, on the other hand, have no perception of what Stillwater Life Services does in general. From our focus group and surveys, we have found out that many people in the area that have not had to deal with any sexual emergencies did not even know that Stillwater Life Services existed. We found that those that had heard the name before but did not know what services they offered usually associated the organization with a religious group, sometimes steering people away from them. Our findings suggest that if the organization had a more descriptive name, one that told more of what they do, then people would be more apt to look into using them for services.

#### **Donors**

Organizations or individuals that donate to Stillwater Life Services have a more complete view and understanding of what exactly the organization does. Most people would not give money

to an organization that they knew nothing about, so these donors clearly have a positive outlook on what Stillwater Life Services is involved in. Donors are good tools for word-of-mouth promotions because they believe in the organization and have a good understanding of its values and culture. Donors value health, awareness and helping people in their time of need, so they are incredibly valuable assets to Stillwater Life Services and all of the services that they provide.

### **Relevant public needs and motives**

#### **Clients**

The needs and motives of Stillwater Life Services' clients touch on every area of Maslow's Hierarchy of Needs. The first being physiological, sex is a primary and basic need for all humans. For clients of Stillwater Life Services', sex is the primary cause anyone would need the organization's services. In this way, the organization's services address one of the most basic needs of its clients.

Secondly, Stillwater Life Services aids its clients in the basic need for safety. The clients are concerned with their body, health, resources and possibly employment. By providing free or little to no cost services, clients' resources are preserved while allowing them the ability to care for their health. If a woman were to learn she was pregnant, it could impact the stability of her employment. With aid from Stillwater Life Services these needs are addressed, and resources are provided.

A deeper need is that of love and belonging, which includes the need for sexual intimacy. This need has motivated many clients' situations. Stillwater Life Services provides counseling and advice without prejudice to help clients make a decision that is best for each individual. Esteem is a critical need that can be deeply impacted by the decisions that lead clients to Stillwater Life Services. Often, clients feel shame and fear when facing sexual emergencies. The organization addresses those needs and provides counseling and support to help clients cope.

Finally, self-actualization is a need that can become jeopardized in a sexual emergency. An unplanned pregnancy or STD can inhibit the ability of an individual to reach his or her potential and be successful. Stillwater Life Services realizes that this is the highest need and critical for any human. Its services provide resources to help clients make the best decision and then move forward after doing so. It is a lasting service rather than a one-time treatment.

#### **Donors/sponsors:**

The needs and motives of Stillwater Life Services donors and sponsors are apparent in the assistance they provide to the organization. They sympathize with the needs of the clients who seek care at Stillwater Life Services.

A basic need is safety, which includes safety of morality. Donors often contribute to an organization due to a sense of moral obligation, whether that is to help those less fortunate or

to help those with a specific problem. Donors fulfill this need in contributing funds to Stillwater Life Services.

Love and belonging is a critical need that donors can fulfill by contributing to an organization and thus feeling like they now belong somewhere. They had offered their resources to help and, in so doing, become a part of something bigger than themselves.

The need of esteem, which includes confidence, self-esteem, achievement, respect of others, etc. is also fulfilled through contributing to the organization. Donors can feel good about themselves, and others respect them for giving when they did not have to. Giving is not only good for the those who receive but also makes the one who gives feel good about themselves. Building that self-esteem and confidence through giving to Stillwater Life Services fulfills the esteem need.

Lastly, self-actualization is a need that giving to Stillwater Life Services provides. Donors have accepted the facts that sexual emergencies are a problem and have resolved to take steps to help those in an unfortunate situation. The need of self-actualization includes acceptance of facts and problem solving. Both of which, donors can fulfill in contributing to Stillwater Life Services.

### **Intercessory Groups/Opinion Leaders**

Family, friends, community, society, etc. could influence both clients and donors of Stillwater Life Services. Most likely to be opinion leaders are family and close friends. They are admired sources who are the support system for clients and donors. Whatever opinion they hold will influence both publics, especially if they all share one unanimous viewpoint. Opposing those one cares for most would be incredibly difficult and rare.

Society also plays a large role in guiding decisions of any kind. Specifically to Stillwater Life Services, clients and donors may both be influenced by the stigma associated with unplanned pregnancies and STD's. This would be an even larger stigma in Oklahoma because it is the Bible Belt of America. It is a traditional area of the country where sexual emergencies are viewed with shame and disappointment. This could be a contributing factor when clients and donors are making their decisions about seeking treatment and distributing contributions.

### **Mental Sophistication**

#### **Donors**

Stillwater Life Services' donors tend to be middle-aged or older and have discretionary income available. Most donors have received a high school education and many have also received some college education. Donors become familiar with Stillwater Life Services before they decide to financially commit to the organization. They do this to make sure that their money is going to support an organization that reinforces their values and that the money is used wisely. Many of Stillwater Life Services' donors are churches and other nonprofit organizations that provide financial support on a monthly basis.

## **Clients**

Stillwater Life Services' clients tend to be between the ages of 18 to 24, even though the organization serves every age and demographic. Many of the clients are high school or college students who are currently in school. This young demographic is not informed about pregnancy and STDs so many turn to Stillwater Life Services for these answers. Stillwater Life Services' clients can be inexperienced with pregnancy and STD testing and rely on the organization for help and consultation.

## **Communications Behaviors**

### **Donors**

Donors are communicated with through a variety of channels. A personal communication channel that donors use to become informed about Stillwater Life Services is word-of-mouth. Donors also read about the organization in local newspapers and receive materials and updates about the organization through mail and email.

### **Clients**

Clients use many of the same communication channels as donors do. Word-of-mouth is very powerful and referrals are valued and trusted by clients. Clients also read about the organization in local newspapers and read advertisements in the *Daily O'Collegian* and in a variety of places on campus. Social media's popularity continues to grow and clients rely heavily on advertisements and postings on these social media sites.

## **Personality Preferences**

### **Information Presentation**

#### **Donor/ Sponsor Audience-**

**Facts or Ideas-** This audience is interested in a message that presents facts. The money that is being donated to the organization through this audience can be large or small. Money is important to this audience and they want to be ensured it is being spent well. Presenting a message with facts about how the money is spent reassures the audience their money is being donated to an organization that is in line with their beliefs, ideas, and attitudes. Sarah said that all ideas for events are ran by the board but donor/sponsors have no say in it. Furthermore, presenting a message that expresses an idea calls for feedback, which could potentially lead to this audience feeling the organization is inept in raising money and spending it wisely.

**Certainty or possibility-**The donor/sponsor audience wants a message that deals with certainty. The biggest link between the audience and the organization is money. If SLS were to present a message dealing with fundraising that only expressed possibilities, this audience may not feel their money is spent wisely. This audience needs a clear breakdown of how their money is spent. An example would be, we need to raise "x" amount of dollars so we can do "y." The

example shows a clear concise message that only deals with certainty. Mostly every donor would want to see how his or her money is being spent.

**What is or what might be-** Sponsors and Donors can relate to both what is or what might be. Every company, person or organization knows that people want to know what the company/organization has to offer. However, in a fundraising effort it is necessary to show the donor/sponsor what their money could potentially lead to. For example, SLS wanted to create a STD/STI program and presented this to donors and said this is what your money could potentially lead to. If an organization can present an idea or dream and their donors fall in line with it then they can help it come to fruition.

**Literally or Figuratively-** The donor/sponsor audience wants a message that is presented literally. This audience wants to know what is really going on. They don't prefer a message that can derive many different meanings (figurative). It is important for SLS to present all information in a literal manner. SLS should not use words that can derive another meaning or a symbol that can do the same. SLS needs to speak clearly and concisely to the donor/sponsor audience. SLS should not use any figurative religious material in their advertising to donors because this may lead the donor/sponsor thinking they have religious or political ties that may lead them to steer clear of SLS.

**Depict common sense or a vision-** The donor/sponsor audience will accept a message that depicts a vision but common sense is a more accepted presentation. SLS needs to show donor/sponsors that it has goals or visions in which it would like to achieve but the message presentation cannot revolve around it. The message presentation to donor/sponsor audiences needs to contain more common sense than visions. For example, SLS should express the need to help all in need that seek its services instead of presenting a message saying they want to cure all cases of STDs/STIs.

## **Clients**

**Facts or ideas-** The client audience wants to be presented with facts. An SLS client is usually dealing with some type of sexual emergency, which usually needs to be addressed immediately. A message that deals with services offered, confidentiality of SLS and mostly free services (FACT based) is needed to ensure they use SLS services.

**Certainty or possibility-** Clients only want to see a message that deals with certainty. No possibility can be used in messages directed to clients. The client wants to be reassured with certainty in all messages that no one will know, services will be free and they can have someone that will help them along the way.

**What is or what might be-** Clients are only worried about what is. A client wants to know the services offered at this exact point in time. For example, they want to see a message that deals with services offered right now not a possible service offered in 2 years.

**Give information literally or figuratively-** Message presentation to a client is important. The information provided to a client must be literal. The client has a sexual emergency and they need a clear and concise message that they won't lead them to incorrect perceptions of SLS. Having figurative matter (religious especially) may lead the client to the belief that they will be judged when receiving SLS service.

**Depict common sense or a vision-** The client audience message presentation must only contain common sense. The client is not worried about the organizations vision because they are in a dire emergency.

## **Information Content**

### **Donors/Sponsors**

**Head or Heart information content-** The information content directed to donors/sponsors can be directed at the heart or the mind. The information directed to the heart can deal with how the money will be spent, possible events or programs. The information directed to the heart can deal with success of the organization. For example, the organization can have a segment in the SLS newsletter that tells a story about how they helped a girl deal with her pregnancy and how happy she is now. The organization wants to show this audience that their money is being spent in the right place and a correct balance between heart and mind information content can strike a variety of people in this audience.

**Logic and reason or sentiment-** Donors/ sponsors need to see information content that deals with both logic and reason but also sentiment. There is a reason the donors/sponsors are donating money to this organization and sentiment in information content is a good way or reminding them. However, the organization does not too much sentiment because a lot of donations/sponsorships come from logic or reason. This audience has many various reasons for donating money to SLS that deal with logic or reason (advertising at events, anti abortion feelings, welfare reform reasons, etc.). SLS has to walk a fine line in using logic and reason versus sentiment.

**Seek to convince the mind or touch the emotions-** This audience has various reasons for giving their money to SLS. The information content involving convincing the mind or touching the emotions has to be used strategically. It is good to show success stories to this audience (touching emotions). Donors may have used services or know of friends that used the services so it reminds them of how helpful services are (Can touch minds or emotions). It is important for SLS to strategically use both of these depending on the circumstance. To SLS sponsors, one needs to convince the mind that the event will be successful, their logo will be represented well and the organization is for the good. Touching minds and emotions of donors is important. The donors are predominantly women so it is important to touch their emotions but you also have to convince the mind to ensure them their money is being spent for the better.

**Lead one to analyze or sympathize-** Information content to donors/sponsors needs to lead them to both analyze and sympathize depending on the situation. The information content should lead them to analyze the organization, how the money is spent and how their money is bettering the community. However, they are donating to SLS with the realization that they are helping provide free services for in many cases people that cannot afford them. Presenting information content that shows success stories can lead them to sympathize. Given that many of SLS donors are women it is important to strategically place messages that can lead to analyze or sympathize depending on the situation.

**Focus on things or groups or individuals-** This group will mostly prefer message content that focuses on things such as services, events and publicity. This group wants messages that show how their money is helping the organization better itself.

## **Clients**

**Heart or mind-** Clients want messages that are addressed to the mind given that they are usually dealing with a sexual emergency. They want to be reassured that services are confidential, free and that they are in the best place possible.

**Logic and reason or sentiment-** Clients prefer a messages content to deal with logic and reason not sentiment. A client is dealing with a sexual emergency and they want to be convinced by messages content that SLS is the best place to deal with it.

**Convince the mind or touch the emotions-** It is essential SLS convinces clients minds through information content. Dealing with a sexual emergency is emotional. However, it is essential for SLS to use logic not emotions when trying to reach clients.

**Lead one to analyze or sympathize-** SLS needs to lead clients to analyze the organization, its services and SLS beliefs. The information content should not lead the client to sympathize whatsoever because that does not lead to action. If the client analyzes the organization then that can lead to the client choosing to use SLS services and that is what is needed.

**Focus on things or groups or individuals-** Information content directed to clients needs to deal with things. The things involve services, SLS in general and the SLS vision. Groups or individuals can be left out because a client is dealing with a situation that is entirely personal and involves no one else. However, a message can speak of success stories on a limited basis but mostly needs to stick to things.

## **5. Goals, Objectives, Strategies, and Tactics**

### **Goals**

To raise awareness, funds and willingness from the community to help Stillwater Life Services.

## **Objectives, Strategies and, Tactics**

### **Client Objective 1**

Increase traffic to stillwaterlife.org, The Stillwater Life Services Facebook page and the Stillwater Life Services Twitter page by 20 percent starting August 23, 2012 and ending August 30, 2012.

**Strategy 1:** Include contact information for Stillwaterlife.org website on every promotional items as well as social media sites

**Rationale:** Including contact information in every piece of promotional literature consistently drives information to primary source of information

**Tactic 1:** Reward Facebook users by offering special coupons and giveaways such as pens, t-shirts. Record participants for Facebook interaction to determine viewing. This will start August 23, 2012 and ending August 28, 2012.

**Tactic 2:** Encourage Stillwater community to “like” Stillwater Life Services Facebook or follow on Twitter and receive an incentive from participating scavenger hunt sponsors. We will encourage them by using advertisements in the Daily O’Collegian, direct emailing and posters though out campus and the Stillwater community. This will start August 23, 2012 and end August 28, 2012.

**Strategy 2:** Employ student groups to assist in distribution of promotional items such as brochures, posters and flyers.

**Rationale:** Students will listen more to other students through word-of-mouth and will be able to cover more ground.

**Tactic 1:** Employ Student Life office on OSU campus to email student organizations requesting volunteers by August 23, 2012.

### **Client Objective 2**

Increase OSU student’s awareness of the scavenger hunt by 20 percent by September 1, 2012.

**Strategy 1:** Utilize local news outlets to support event

**Rationale:** Event information will be readily available in all mediums; third-party endorsement increases the event’s credibility.

**Tactic 1:** Purchase advertising space in the Daily O’Collegian for two days prior to the event, September 6-7, 2012. This advertisement will promote the city wide Scavenger Hunt.

**Tactic 2:** Submit press release to local news outlets by August 20, 2012. These outlets include the Stillwater Newspress, The Daily O'Collegian, KOSU radio station.

**Strategy 2:** Utilize tools on campus to promote the event through all mediums.

**Rationale:** Primary research shows that students pay more attention to promotional materials on campus, such as flyers, advertisements in bathroom stalls, etc.

**Tactic 1:** Distribute 500 flyers to students on the OSU campus by August 23, 2012

**Tactic 2:** Purchase A-frames to promote event by August 20, 2012. These will consist of outdoor posters located throughout campus in high traffic areas.

### **Client Objective 3**

Have 75 participants sign up by September 1, 2012

**Strategy 1:** Use hip and modern designs to catch student attention

**Rationale:** Students are more apt to pay attention to what is being advertised

**Tactic 1:** Chalk once a week to promote on the OSU campus starting August 23, 2012. This will be done throughout the OSU campus in high traffic areas. Volunteers we have requested would take part in this effort.

**Tactic 2:** Place brochures and posters in participating businesses and OSU campus starting August 20, 2012.

**Strategy 2:** Incorporate OSU faculty and staff in awareness and promotion of the event.

**Rationale:** By incorporating faculty, staff and students to become aware event, the outcome will be more successful.

**Tactic 1:** Partner with professors to increase participation by 10 percent starting August 23, 2012.

### **Donors and Sponsors Objective 1**

Have 20 businesses commit to participate by September 1, 2012

**Strategy 1:** Employ student organizations to visit businesses to encourage participation.

**Rationale:** Businesses will see the student organizations as being more credible, ultimately resulting in business participation

**Tactic 1:** Have Stillwater Life Services offer an unpaid internship and community service hours by volunteering. Through emails from academic advisers, students would become aware of this opportunity. Recruitment process will begin August 1, 2012. All efforts will be done to promote the event.

**Strategy 2:** Utilize chamber of commerce registered businesses

**Rationale:** The chamber of commerce has a complete list of all of the businesses in Stillwater, including contact information. This allows us to be thorough in our endeavors

**Tactic 1:** Draft a letter to mail directly to promote the event to all businesses on chamber of commerce list requesting participation by August 1, 2012.

**Tactic 2:** Display poster to promote the events in 50 businesses in the Stillwater Community by August 20, 2012.

### **Donors and Sponsors Objective 2**

Raise \$750 through business sponsorships by September 1, 2012.

**Strategy 1:** Incorporate face-to-face sales pitches to business owners for fundraising strategy

**Rationale:** Face-to-face communication builds personal rapport with business owners

**Tactic 1:** Get 15 volunteers to commit to visiting three businesses each to request sponsorship and promote the event. They would secure these volunteers by offering an internship or community service hours. Students would become aware of this opportunity through their academic advisers and direct emailing. This process would begin August 23, 2012.

**Tactic 2:** Develop application for business sponsorship August 1, 2012. All efforts will be done to promote the event.

**Strategy 2:** Utilize social media sites in promoting the event

**Rationale:** Most students, businesses and people in our target audience are engaged in social media, making this one of the best ways to reach out to them

**Tactic 1:** Post 3 status updates or tweets to promote the event weekly until the event on Facebook and Twitter. This would begin August 20, 2012.

### **Donors and Sponsors Objective 3**

Increase Stillwater Life Services total funds by 20 percent through event by Sept. 8, 2012

**Strategy 1:** Build relationships with potential sponsorships

**Rationale:** Creating a positive relationship with potential sponsorships at the beginning can lead to long-term business relationships

**Tactic 1:** Have interns visit their business for face-to-face contact to promote the event by August 23, 2012.

**Strategy 2:** Procure 10 new sponsoring businesses through event

**Rationale:** Breaking into new markets will ensure future fundraising sources and relationships

**Tactic 1:** Send weekly emails to potential businesses to promote the event starting August 23, 2012.

**Tactic 2:** Send 100 brochures to Stillwater business to promote the event by August 1, 2012 in order to spread the word and procure sponsorships.

## **6. Timeline, Budget, and Evaluation**

### **Timeline**

**August 1, 2012:** Offer an unpaid internship and community service hours by volunteering. Send emails from academic advisers to promote opportunity.

**August 1, 2012:** Send 100 brochures and personalized letter to all Stillwater businesses on chamber of commerce list to promote the event in order to spread the word and procure sponsorships and participation.

**August 1, 2012:** Develop application for business sponsorship.

**August 1, 2012:** Purchase 50 t-shirts from Dupree's.

**August 8, 2012:** Register for 30-day free trial of sproutsocial.com.

**August 15, 2012:** Deadline for interns to submit applications.

**August 20, 2012:** Visit Student Life to get permission to chalk around campus.

**August 20, 2012:** Interns are chosen.

**August 20, 2012:** Purchase A-frames to promote event. These will consist of outdoor posters located throughout campus in high traffic areas.

**August 20, 2012:** Submit press release to local news outlets. These outlets include the Stillwater Newspress, The Daily O'Collegian, KOSU radio station.

**August 20, 2012:** Place brochures and posters in participating businesses and OSU campus.

**August 20, 2012:** Post a status update or tweet to promote the event on Facebook and Twitter.

**August 20, 2012:** Visit Greek houses to promote event and community service opportunity through dinner announcements.

**August 21, 2012:** Distribute 250 of 500 flyers to students on the OSU campus.

**August 22, 2012:** Distribute 250 of 500 flyers to students on the OSU campus.

**August 22, 2012:** Purchase O'Colly ads to be ran August 30 and 31 advertising registration deadline.

**August 22, 2012:** Purchase KOSU ads to be ran August 30 and 31 advertising event sponsorship opportunities to local businesses.

**August 22, 2012:** Post a status update or tweet to promote the event on Facebook and Twitter.

**August 23, 2012:** 15 interns/volunteers will visit three businesses each to request sponsorship and promote the event.

**August 23, 2012:** Chalk to promote on the OSU campus. This will be done throughout the OSU campus in high traffic areas. Interns and volunteers we have requested would take part in this effort.

**August 23, 2012:** Partner with professors to increase participation by 10 percent.

**August 23, 2012:** Display poster to promote the events in 50 businesses in the Stillwater Community.

**August 23, 2012:** Send emails to potential businesses to promote the event starting.

**August 23, 2012:** Employ Student Life office on OSU campus to email student organizations requesting volunteers.

**August 23-28, 2012:** Reward Facebook users by offering special coupons and giveaways such as pens, t-shirts. Record participants for Facebook interaction to determine number of views.

**August 23-28, 2012:** Encourage Stillwater community to "like" Stillwater Life Services Facebook or follow on Twitter and receive an incentive from participating scavenger hunt sponsors. We

will encourage them by using advertisements in the Daily O'Collegian, direct emailing and posters though out campus and the Stillwater community.

**August 24, 2012:** Post a status update or tweet to promote the event on Facebook and Twitter.

**August 27, 2012:** Post a status update or tweet to promote the event on Facebook and Twitter.

**August 27, 2012:** Visit Greek houses to promote event and community service opportunity through dinner announcements.

**August 29, 2012:** Post a status update or tweet to promote the event on Facebook and Twitter.

**August 29, 2012:** Purchase advertising space in the Daily O'Collegian to run September 6-7, 2012, the two days prior to the event. This advertisement will promote the city wide Scavenger Hunt.

**August 30, 2012:** Chalk promote on the OSU campus. This will be done throughout the OSU campus in high traffic areas. Interns and volunteers we have requested would take part in this effort.

**August 30, 2012:** Send emails to potential businesses to promote the event starting.

**August 31, 2012:** Post a status update or tweet to promote the event on Facebook and Twitter.

**September 3, 2012:** Post a status update or tweet to promote the event on Facebook and Twitter.

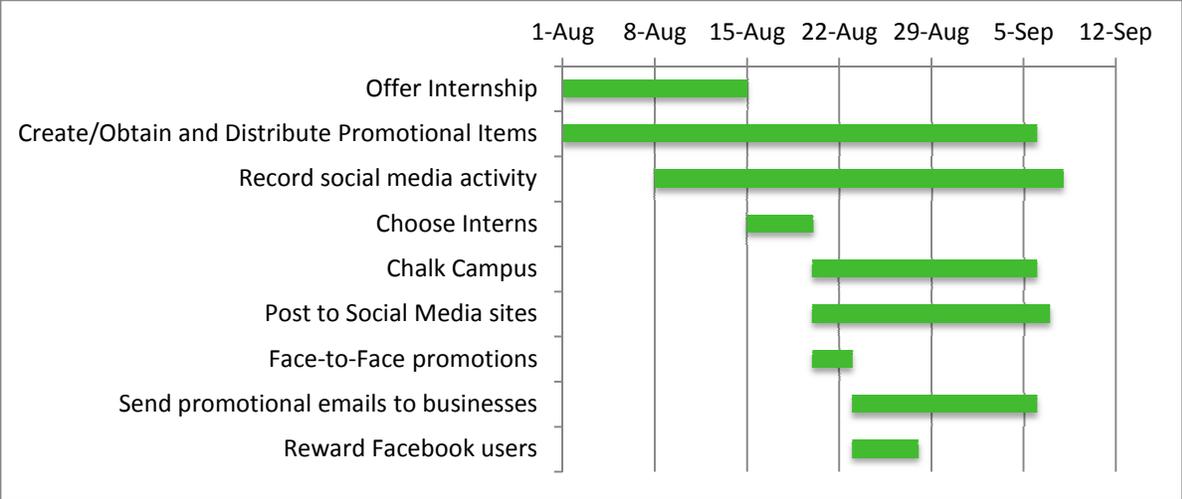
**September 5, 2012:** Post a status update or tweet to promote the event on Facebook and Twitter.

**September 6, 2012:** Chalk to promote on the OSU campus. This will be done throughout the OSU campus in high traffic areas. Interns and volunteers we have requested would take part in this effort.

**September 6, 2012:** Send emails to potential businesses to promote the event starting.

**September 7, 2012:** Post a status update or tweet to promote the event on Facebook and Twitter.

**Date to be determined:** Promote event Lights on Stillwater. Hand out t-shirts.



**Budget**

**Advertising**

4 KOSU mentions quoted by Radio Director	\$180
Color Chalk quoted by walmart.com	\$13.00
4 O'Colly Ads quoted by ocolly.com	\$318.00
2 Color A Frames quoted by Cowboy Copy	\$35.00

**Promotional Items**

100 Color Posters quoted by Cowboy Copy	\$59.00
500 B/W Flyers quoted by PPSP	\$25.00
50 Brochures quoted by Cowboy Copy	\$19.50
100 Postage Stamps quoted by Cowboy Copy	\$45.00

**Prizes/Give Aways**

Football Tickets	Donated
50 Tshirts quoted by Jeff Watkins at Duprees	\$350.00
Pens	In Supply
Gift Cards/Special Coupons	Donated

<b><u>Total</u></b>	<b>\$1,044.50</b>
Total plus Contingency Fee 10 %	<b>\$1,148.95</b>

## Evaluation

**Objective 1:** Increase traffic to stillwaterlife.org, the Stillwater Life Services Facebook page and the Stillwater Life Services Twitter page by 20 percent starting August 23, 2012 and ending August 30, 2012.

*Evaluation:* We will use sproutsocial.com for a free 30-day trial of their services in order to track the amount of traffic on Stillwater Life Services' social media platform pages. We will track the Facebook and Twitter activity from August 8 through September 8, but focus mainly on the week of August 23 through August 30.

If there is a 20 percent increase in social media activity during the week of August 23 through August 30, the goal will be considered met.

**Objective 2:** Increase OSU students' awareness of the scavenger hunt by 20 percent by September 1, 2012.

*Evaluation:* After the registration deadline, a survey will be created in online and hard copy format to be sent out to students to measure the increase, if any, of their awareness of the scavenger hunt.

Questions will include:

- Prior to the start of the semester, were you aware of Stillwater Life Services?
- Have you seen promotions for the Stillwater Life Services Scavenger Hunt?
- If so, how did you first hear about the scavenger hunt event?
- Would you be interested in participating in a citywide scavenger hunt involving businesses in Stillwater?
- What promotion method caught your attention the most?

If there is a 20 percent increase in student awareness of the scavenger hunt by September 1, the goal will be considered met.

**Objective 3:** Have 75 participants sign up by September 1, 2012.

*Evaluation:* If we have 75 individuals registered to participate in the Stillwater Life Services Scavenger Hunt by September 1, 2012, the goal will be considered met.

**Objective 4:** Have 20 businesses commit to participate by September 1, 2012.

*Evaluation:* If we have 20 businesses registered to participate in the scavenger hunt by September 1, 2012, the goal will be considered met.

**Objective 5:** Raise \$750 through business sponsorships by September 1, 2012.

*Evaluation:* If Stillwater businesses donate a total \$750 through sponsorships by September 1, 2012, the goal will be considered met.

**Objective 6:** Increase Stillwater Life Services total funds by 20 percent through the event by September 8, 2012.

*Evaluation:* If Stillwater Life Services has increased their total funds by 20 percent as a result of the scavenger hunt event by September 8, 2012, the goal will be considered met.

## **7. Appendices**

### **Focus Group Transcript**

Mediator 1: Hi guys, thank you so much for coming. We are conducting a focus group for our campaigns class. We have a client and are trying to find out some information about awareness and how much you know about their services.

Mediator 2: Just so you know, all of this information that you give us is completely confidential, so feel free to talk as much as you'd like.

Mediator 1: When you are sick, just in general, where do you seek treatment?

Girl 1: I go to the doctor's office. Stillwater Family Care.

Boy 1: I just lie over the counter.

Girl 2: I usually go to the Voodoo clinic

Mediator 1: Does location play a part in where you choose to seek medical treatment?

Boy 1: Yes, absolutely

Mediator 2: How do you pay for your medical care?

Girl 3: My parents

Mediator 1: Does most everyone have health insurance?

All: Yes

Mediator 1: If you were to have a medical emergency, such as an unplanned pregnancy or an STD, where would you go to seek treatment?

Girl 1: The gynecologist

Girl 4: Planned Parenthood

Mediator 1: Since there isn't a Planned Parenthood in the area, would you be willing to drive somewhere else to go to the nearest one?

All: Yes

Mediator 1: When selecting a location to receive medical treatment, what factors do you consider? Cost, cleanliness, convenience or location?

All: Cleanliness, price

Mediator 2: When you go about finding these locations, what resources do you use? Friends, internet?

Girl 2: My health insurance company provides a list of places

Girl 3: Friends

Girl 5: I think a lot about reputation

Mediator 1: How strongly would a recommendation factor into choosing a location?

All: Very strongly

Mediator 2: Have any of you ever heard of Stillwater Life Services?

\*Six people raised their hands

Mediator 2: How did you hear about them?

Girl 6, 3: Lights on Stillwater

Girl 7: My church

Mediator 2: What do you all know about them?

Girl 3: They handed out t-shirts that said, "Chlamydia is nothing to clap about."

Mediator 1: Have you seen their advertisements anywhere else?

Girl 3: In the O'Colly

Mediator 1: You say you heard about them through your church?

Girl 7: Yes, we've done stuff with them, like raised money

Mediator 1: What church is that?

Girl 7: First Baptist

Mediator 1: Those of you that have heard of Stillwater Life Services, do you know anything about any of the services they offer?

Girl 7: Don't they help single women and parents?

Mediator 1: Well this is where we will tell you about Stillwater Life Services. This is their website (shows website on overhead). And here are their services.

Mediator 2: Out of these, which do you think is the most beneficial service offered?

Boy 1: Probably the free pregnancy testing. Or the STD/STI testing for little to no cost

Mediator 1: Yes. Because I know that if you go to the OSU clinic, those tests cost hundreds of dollars, and here it says little to no cost. I'm pretty sure almost everything is free there. Since the majority of you have not heard of Stillwater Life Services, do you think they should make more of an effort to advertise their services? What would catch your attention the most- like a newspaper, or if they had maybe ads in bathroom stalls?

Girl 8: Probably the bathroom stall ads. It would just be easier to see.

Mediator 2: Like on campus?

Girl 8: Yes

Boy 2: Commercials

Girl 6: I think those t-shirts would catch my attention, I don't think I would actually wear one though

All: Agreed

Mediator 1: So do you think that the t-shirts that they handed out, the "Chlamydia is nothing to clap about" ones, are too extreme to wear? Are they too one-end-of-the-spectrum? Would you ever wear one out?

Girl 4: I would not wear it

All: No

Girl 3: The only place I wore it was a trashy t-shirt party

Mediator 1: So maybe if they used humor but not to an extreme it would be more effective?

Girl 3: Yes

Mediator 1: Do you think that most people have a misconception of what Stillwater Life Services does and offers?

Girl 1: I don't think people have any conception. I grew up here, I've heard of them but I had no idea what they did or who they are.

Girl 9: Maybe if they changed their name, because whenever I hear their name I think that it's like a religious group. Like LifeChurch

All: Agreed

Girl 4: I think of counseling. You know, "Life Services." Like marriage counseling or helping people out with other major life events. That's what comes to mind.

Mediator 1: What do you think is the perception of Stillwater Life Services and other similar organizations among 18-24 year olds? Negatively, positively?

Girl 9: I feel like if you need them they are really helpful, but if you don't then they're kind of taboo

Mediator 2: Knowing that most of these services are free, does that influence you one way or another when deciding whether to use them?

Boy 1: Possibly

Mediator 2: Do you have more trust in the organization even though it's free?

Boy 1: No

Mediator 1: So it has the opposite effect of that for you?

Boy 1: I mean, I'd have to go check them out first

Mediator 1: So if it wasn't a hole in the wall then you would?

Boy 1: Yes

Girl 2: I think it makes me more skeptical. It's like the health department and stuff like that, it's all kind of the same thing. It makes it seem like it's more for the lower socioeconomic. It makes it seem like it's going to be dirtier.

Mediator 1: And you all said cleanliness is the biggest factor

Girl 10: For me, when it says little to no cost, my parents and I don't have regular chit chats about STDs and whatnot, so if I'm having an issue that would be the place that I would go because then it wouldn't be put on their health insurance, so they wouldn't be like, "oh what was this charge for on the insurance?" And then we would have to sit down and have talk to them and say, "Oh well, I have an issue." So that would be my thing about little to no cost. It wouldn't necessarily make me think first about cleanliness.

Mediator 1: So if you went and it looked like a nice place you would go ahead with it?

Girl 10: Yes, depending on my issue

Mediator 1: Have you guys ever heard of BirthChoice here in Stillwater?

All: No

Mediator 1: You're from Stillwater (asks Girl 1) and you've never heard of it?

Girl 1: No. But I just moved back to Stillwater, so if it's new-ish then that might be why

Mediator 1: Every year on Oklahoma, approximately 16,000 new STDs are contracted. Out of that, 12,000 are men and women ages 15-24. So what is that, 75%? Does this influence you to recommend testing or to get yourself tested? Knowing that crazy statistic

All: Yes

Mediator 1: Does this statistic influence you to use or recommend Stillwater Life Services as well?

Boy 1: Yeah, absolutely. Like if my friend's having trouble. If one of them thought they had an STD or if they thought they might be pregnant then I would recommend it. They wouldn't want to go to the Voodoo clinic and risk seeing someone they knew.

Mediator 1: Absolutely. It's more secluded and private.

Mediator 2: And they don't have student interns or anything because they want to keep everything confidential. Because if you saw your friend there or another student from class they would know why you were there

Mediator 1: Based on your own perceptions, are sexual emergency services unbiased? Do you feel like the doctor or the nurse caring for you would be unbiased or would you feel like you were being judged?

Girl 6: I feel like they should be unbiased. With jobs like that there is a lot of sensitivity training, so they should be smart enough to not be act like it.

Mediator 1: So most people agree that since they are professional then they would act professionally?

All: Yes

Mediator 1: Based on your own perceptions, are sexual emergency services confidential? They say they are but do you believe that they actually are trustworthy?

Girl 4: I think so. It's all medical right? So medical issues are confidential

Girl 7: There are no students working there, so I don't see why any adults would really care to gossip about it

Boy 1: Well I do know that if you contract something, because one of my friends did, then they do put your name into some national thing and then they will call you because my friend got called.

Mediator 1: Really? I wonder if it's just specific ones?

Boy 1: Well then they also asked him, "Have you slept with this person? Have you slept with anyone since then? Have you let them know of the situation?"

Mediator 1: So this happened after they had gotten tested?

Boy 1: Yeah. Because it came back positive and then their name was sent to some national organization saying that their name had been submitted, then they asked him a bunch of questions. So that made me hesitant and it would make me not want to go to a health clinic

Mediator 1: So if this happened to any of you all, knowing that your information could be given out, would that turn you away?

Girl 2: I would probably ask ahead of time. If I thought for some reason I had something, I would be like, "Okay so if I am to get tested are you going to tell anyone about this?" I just think that's weird

Mediator 2: If any of your friends sought these services, where did they go?

Girl 6: Walmart

Mediator 1: So they just did it on their own?

Girl 8: I know a girl that went to donate plasma so that they could go get tested for free and get paid for it

Boy 1: I've had some friends go to the Voodoo clinic, I have personally been to the Voodoo clinic and I have had my doctor test me

Mediator 2: What types of fundraising events have you attended or participated in? We are trying to think of ways to help this organization raise money because it's a nonprofit

Girl 3: I've been to a lot of galas and stuff, but I don't know how you could really turn it into something like that

Mediator 1: On Saturday they are doing a basketball tournament and in years past they have done a walkathon. Are those anything that you guys would be willing to participate in?

Boy 1: I mean I would participate because you would potentially be helping someone

Mediator 1: I think the problem is trying to find successful fundraising events that would work for people our ages. I think we are going to step back on step, do your beliefs influence your decisions in sexual emergency situations?

Girl 9: I don't think it would affect me about getting tested, but if my church had a table set up at Lights on Stillwater, I would probably not walk over to a table that offered sexual help

Mediator 1: We are just trying to figure out the perception of Stillwater Life Services among college students, so would you say it's more of no perception or misperception?

All: No perception

Mediator 1: How do you think they could change that? More advertising, word of mouth, other services?

Boy 1: Maybe fliers or free giveaways on campus. A group I'm involved in gave out free condoms, so maybe if they gave out free things with the fliers to help promote the organization it would be more effective. Fliers are probably the most effective form of advertising on a college campus

Girl 4: Yes, because most of the time people take the fliers out of obligation

Bob: If they view those statistics that we talked about, do you think that would make more people want to come use the services once they're aware of how rampant these diseases are?

Girl 6: Maybe if they dumb the statistics down, because if people read a big number then they won't remember it, but if they say something like "1 in 4 people on this campus have an STD" then they will remember it

Boy 2: Or saying that 75% of them are kids our age

Girl 3: You have to do one close to home too, because like she said, it needs to be on this campus. If you say “75% of people from this age to that age” then most college kids will be like, oh that doesn’t matter, that’s not here

Mediator 1: Do you all think there is anything else they could offer that would give them an advantage over people or make people more willing to go use their services?

Girl 7: Maybe stress confidentiality or something like that

Boy 1: Yeah like let them know that they won’t see a familiar face there

Girl 4: I think that people are already really worried about it getting back to their families more than anything else. And I know it’s kind of an irrational thing, like I know I am 20 years old, they can’t tell my mom, but they would feel that way

Bob: So maybe if they advertised with that, like “Parents won’t find out”?

Girl 4: Yes, promote it being confidential

Mediator 2: Thank you all so much for being here

## Survey Questionnaire

Thank you for participating in our study for our Campaigns course at Oklahoma State University. Our group has conducted this survey to receive a better understanding of the Stillwater community. We appreciate your time and your assistance will provide helpful information for our research group.

**\* 1. When you are sick, where do you seek treatment?**

**\* 2. Which business are you aware of to seek treatment in Stillwater?**

**\* 3. In a sexual emergency, where would you seek treatment in Stillwater?**

**\* 4. How much does cost affect your decision?**

Very Important

Important

Neutral

Unimportant

Very Unimportant

**\* 5. How much does location and convenience affect your decision?**

Very Important

Important

Neutral

Unimportant

Very Unimportant

**\* 6. How much does confidentiality affect your decision?**

Very Important

Important

Neutral

Unimportant

Very Unimportant

\* 7. How much does cleanliness affect your decision?

Very Important

Important

Neutral

Unimportant

Very Unimportant

\* 8. Have you heard of Stillwater Life Services?

Yes

No

\* 9. How frequently do you get tested for STDs and STIs?

never

less than once a year

once a year

two to three times a year

more than three times a year

\* 10. How likely are you to use Stillwater Life Services for your sexual emergencies?

Very Likely

Likely

Neutral

Unlikely

Very Unlikely

\* 11. How likely are you to seek STD/STI testing and/or counseling at Stillwater Life Services?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

\* 12. How likely are you to seek free pregnancy testing at Stillwater Life Services?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

\* 13. How likely are you to seek information and peer counseling at Stillwater Life Services?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

\* 14. Please rank the following services provided by Stillwater Life Services in order of importance from 1 to 5. (1 being most important and 5 being least important)

	1	2	3	4	5
post-abortion support	<input type="checkbox"/>				
peer counseling & information on pregnancy-related options	<input type="checkbox"/>				
free pregnancy testing	<input type="checkbox"/>				
referrals for medical, housing, counseling & financial needs	<input type="checkbox"/>				

STD/STI testing



\* 15. How trustworthy do you think Stillwater Life Services is?

highly trustworthy

somewhat trustworthy

neutral

somewhat untrustworthy

highly untrustworthy

\* 16. How old are you?

younger than 18

18 to 24

older than 24

\* 17. What is your gender?

male

female

\* 18. What is your income?

less than \$15,000

\$15,001-\$25,000

\$25,001-35,000

More than \$35,000

\* 19. What is your classification at Oklahoma State University?

freshman

sophomore

junior

senior

not a student here

\* 20. What is your ethnicity?

Caucasian

Hispanic

African American

Asian

Native American

Other

< Finish Survey >

## Survey Results

Question	1	2
session_ID	1. When you are sick, where do you seek treatment?	2. Which business are you aware of to seek treatment in Stillwater?
10840768	Walk in doctor	Warren Clinic, Hospital,
10841197	a doctor	the school health clinic
10841655	OSU Clinic	Access Medical
10842301	Campus clinic	Hospital
10843804	The internet or a hospital depending on the severity	The OSU medical center and Stillwater hospital
10894625	Okc women's hospital	None besides the voo doo clinic
10894871	Nowhere	University health services, Stillwater Medical Center, Warren clinic, Stillwater Family Care
10895172	health clinic	health center on campus and the emergency room
10895444	ergent care	ergent care
10895698	3 days	OSU Clinic
10896115	An urgent care clinic	Amc, Warren, UHS
10898096	Stillwater hospital	Stillwater hospital
10898282	yes	access urgent care
10899828	Campus Health center	stillwater medical center and campus health
10901649	the campus clinic	the hospital
10902015	University health center	Hospital, urgent care, health center
10902168	My mom	University Health Services
10945768	My Dr.	Dr. Offices?
10945808	Health Clinic on campus	Warren Clinic, Payne County Health Department
10969515	My doctor in Oklahoma City	Minor Emergency place on 6th
10969539	Medical Arts in Winfield, Kansas	University Health Services
10969581	OSU Health Center	OSU Health Center and Walgreens
10969596	Oklahoma State's health clinic	none
10969647	I don't	Osu health services
10969717	Walk In Clinic at family doctor	AMC Urgent Care
10969734	AMC Urgent Care	AMC Urgent Care, On-Campus Clinic, and Stillwater Hospital
10969774	My home town doctor	OSU clinic
10969831	Family Care Clinic	Hospital, campus clinic, amy urgent care, warren clinic, family care clinic
10969834	OSU medical treatment center	Urgent care, hospital
10969869	Home, my dad is a doctor.	The hospital or the university clinic
10970020	The student health center on campus	The Emergency Care Center
10970302	Emergency Clinic in Stillwater	Emergency Clinic in Stillwater
10970430	parents	student health center, urgent care
10970695	university health services	university health services
10970756	Access Medical Centers	University Health Center
10970906	I haven't had to seek treatment in Stillwater	just the university health services
10971171	doctor	on campus health service
10971376	Local clinic	on campus clinic
10971379	The University Health Center	Stillwater Medical Clinic
10972614	a clinic in oklahoma city	none
10974131	warren clinic, stillwater, ok	ones in the phonebook
10974493	I don't	walk-in clinic

10975443	Usually when the seasons change. The doctor.	Student health care, stillwater urgent care.
10980715	Doctors offices	campus clinic, hospital, 24 hour clinic
10986044	Nowhere	Warren clinic and Urgent Care
10986451	Over-the-counter medicine at Walgreens, Walmart, etc.	University Health Services
10988661	I get sick maybe twice a year. I go to my general practitioner in Collinsville, OK.	Stillwater Medical Center
10991270	In Stillwater I use the OSU clinic	Warren clinic, OSU, Stillwater medical clinic
10991616	University Health Services	UHS and Stillwater Hospital
10992558	no where	across from kerr/drummond
10994076	My family Doctor	The hospital... I am not from Stillwater so I do not know anywhere to go
10995160	The Warren Clinic Walk-In service.	Many, but my decisions are severely constrained by cost.
10997354	Clinic	Clinic
11003263	my mom	health services on campus
11012423	I often don't seek treatment, but if I am really ill I'll drop my Urgent Care.	I've only ever went to the campus doctor in Stillwater.

3	4	4	4	4	4
3. In a sexual emergency, where would you seek treatment in Stillwater?	4. How much does cost affect your decision?	4. How much does cost affect your decision?	4. How much does cost affect your decision?	4. How much does cost affect your decision?	4. How much does cost affect your decision?
Hospital		Important			
not sure			Neutral		
Hospital				Unimportant	
Campus clinic gynecologist		Important			
Student counseling center					Very Unimportant
I have no idea	Very Important		Neutral		
Stillwater Medical Center					Very Unimportant
the hospital		Important			
womens doctor				Unimportant	
yes			Neutral		
Stillwater Medical	Very Important				
Stillwater hospital			Neutral	Unimportant	
stillwater medical center hospital				Unimportant	
womens clinic		Important			
no idea		Important			
hospital		Important			
University Health Services		Important			
My OBGYN					Very Unimportant

Payne County Health Department		Important			
I have no idea what a Sexual emergency is.		Important			
Unsure		Important			
OSU Health Center		Important			
emergency room		Important			
The ER	Very Important				
Not sure!			Neutral		
Stillwater Hospital				Unimportant	
yes			Neutral		
Women's clinic on OSU campus				Unimportant	
Hospital				Unimportant	
The police or the hospital student health center on campus			Neutral		
Not Applicable			Neutral		
urgent care		Important			
university health services	Very Important				
I dont know			Neutral		
i have no idea			Neutral		
hospital		Important			
E.R.			Neutral		
University Health Center		Important			
i don't know			Neutral		
not sure		Important			
walk-in clinic	Very Important				
Police.			Neutral		
the hospital			Neutral		
Health department or Women's Clinic	Very Important				
University Health Services		Important			
Stillwater Medical Center Emergency Room		Important			
OSU, Birth Choice, or Stillwater Medical Center		Important			
911		Important			
police stateion			Neutral		
The hospital				Unimportant	
Department of Health	Very Important				
Women's Clinic	Very Important				
I dont. I go to Tulsa				Unimportant	
I would probably take my concerns to a campus doctor.	Very Important				

5	6	7	8	9	10
5. How much does location and convenience affect your decision?	6. How much does confidentiality affect your decision?	7. How much does cleanliness affect your decision?	8. Have you heard of Stillwater Life Services?	9. How frequently do you get tested for STDs and STIs?	10. How likely are you to use Stillwater Life Services for your sexual emergencies?
Important	Important	Important	Yes	once a year	Likely
Neutral	Very Important	Very Important	No	never	Neutral
Important	Very Important	Very Important	No	never	Neutral
Important	Very Important	Very Important	No	less than once a year	Likely
Unimportant	Very Important	Very Important	No	less than once a year	Neutral
Neutral	Very Important	Very Important	No	once a year	Neutral
Neutral	Very Important	Very Important	No	never	Very Unlikely
Important	Very Important	Important	No	never	Neutral
Very Important	Unimportant	Important	Yes	less than once a year	Likely
Very Important	Very Important	Very Important	Yes	once a year	Very Likely
Very Important	Very Important	Very Important	No	never	Very Likely
Important	Very Important	Very Important	No	never	Very Unlikely
Important	Very Important	Very Important	No	never	Neutral
Important	Very Important	Very Important	No	once a year	Neutral
Neutral	Neutral	Important	No	less than once a year	Neutral
Very Important	Very Important	Very Important	No	never	Neutral
Important	Important	Important	No	never	Very Unlikely
Very Unimportant	Important	Very Important	Yes	once a year	Very Unlikely
Neutral	Neutral	Very Important	Yes	never	Unlikely
Important	Very Important	Very Important	Yes	never	Very Unlikely
Important	Important	Very Important	No	never	Neutral
Important	Neutral	Very Important	No	never	Very Unlikely
Important	Important	Very Important	No	never	Neutral
Neutral	Unimportant	Very Important	No	never	Very Unlikely
Important	Important	Very Important	No	never	Neutral
Very Important	Important	Very Important	No	never	Neutral
Important	Very Important	Very Important	No	never	Neutral
Important	Very Important	Very Important	Yes	never	Likely
Very Important	Very Important	Very Important	No	never	Very Unlikely
Neutral	Important	Important	No	never	Unlikely
Unimportant	Important	Important	No	never	Neutral
Important	Important	Important	No	never	Very Unlikely
Neutral	Important	Important	No	never	Neutral
Very Important	Very Important	Very Important	No	never	Very Unlikely
Important	Important	Very Important	No	never	Neutral
Important	Important	Important	No	never	Unlikely
Very Important	Important	Very Important	No	never	Very Unlikely
Neutral	Neutral	Very Important	No	never	Neutral

Important	Important	Important	No	never	Likely
Neutral	Important	Very Important	No	never	Likely
Very Important	Important	Very Important	No	never	Unlikely
Important	Important	Very Important	No	never	Very Unlikely
Important	Very Important	Very Important	No	never	Neutral
Very Important	Important	Important	No	never	Unlikely
Neutral	Very Important	Very Important	Yes	once a year	Neutral
Important	Very Important	Very Important	Yes	never	Likely
Important	Important	Very Important	No	never	Neutral
Important	Very Important	Very Important	Yes	less than once a year	Very Unlikely
Important	Neutral	Very Important	Yes	never	Neutral
Neutral	Very Important	Very Important	No	never	Very Unlikely
Important	Important	Very Important	No	never	Very Unlikely
Neutral	Neutral	Neutral	Yes	less than once a year	Unlikely
Very Important	Very Important	Very Important	No	never	Very Unlikely
Unimportant	Neutral	Very Important	Yes	two to three times a year	Neutral
Neutral	Important	Important	No	less than once a year	Neutral

11	12	13	14	14	14	14	14	15
11. How likely are you to seek STD/STI testing and/or counseling at Stillwater Life Services?	12. How likely are you to seek free pregnancy testing at Stillwater Life Services?	13. How likely are you to seek information and peer counseling at Stillwater Life Services?						15. How trustworthy do you think Stillwater Life Services is?
Neutral	Likely	Unlikely	5	4	1	3	2	somewhat trustworthy
Neutral	Neutral	Neutral	5	3	2	4	1	somewhat trustworthy
Likely	Likely	Very Likely	5	4	1	2	3	neutral
Likely	Likely	Likely	4	5	1	3	2	somewhat trustworthy
Neutral	Likely	Neutral	5	3	2	4	1	highly trustworthy
Neutral	Very Likely	Neutral	3	4	2	5	1	neutral
Unlikely	Unlikely	Unlikely	1	4	5	3	2	highly trustworthy
Neutral	Unlikely	Neutral	5	3	2	1	4	neutral
Likely	Likely	Unlikely	5	4	2	3	1	somewhat trustworthy
Very Likely	Very Likely	Very Likely	1	2	3	4	5	highly trustworthy
Very Likely	Very Likely	Very Unlikely	4	3	2	5	1	somewhat trustworthy
Very Unlikely	Very Unlikely	Very Unlikely	5	4	3	1	2	neutral
Neutral	Likely	Neutral	5	2	4	1	3	neutral
Neutral	Neutral	Unlikely	1	4	2	5	3	somewhat trustworthy

Neutral	Neutral	Neutral	3	4	1	5	2	neutral
Neutral	Likely	Likely	4	3	2	1	5	somewhat trustworthy
Very Unlikely	Very Unlikely	Very Unlikely	5	4	1	3	2	neutral
Very Unlikely	Very Unlikely	Very Unlikely	2	3	4	5	1	neutral
Unlikely	Unlikely	Unlikely	5	2	1	4	3	neutral
Very Unlikely	Very Unlikely	Very Unlikely	2	5	3	4	1	somewhat trustworthy
Very Unlikely	Very Unlikely	Very Unlikely	1	2	5	3	4	neutral
Very Unlikely	Very Unlikely	Very Unlikely	5	2	4	1	3	somewhat trustworthy
Neutral	Neutral	Neutral	5	3	1	4	2	neutral
Very Unlikely	Very Unlikely	Very Unlikely	5	4	3	2	1	neutral
Neutral	Neutral	Neutral	1	5	4	2	3	somewhat trustworthy
Neutral	Neutral	Neutral	5	1	3	2	4	somewhat trustworthy
Neutral	Neutral	Neutral	3	5	1	2	4	neutral
Neutral	Neutral	Likely	5	3	1	4	2	somewhat trustworthy
Very Unlikely	Very Unlikely	Very Unlikely	5	2	3	1	4	somewhat untrustworthy
Very Unlikely	Very Unlikely	Very Unlikely	1	5	3	4	2	neutral
Unlikely	Likely	Unlikely	5	4	2	1	3	somewhat trustworthy
Very Unlikely	Very Unlikely	Very Unlikely	5	4	3	2	1	neutral
Unlikely	Unlikely	Very Unlikely	4	3	1	5	2	neutral
Very Unlikely	Very Unlikely	Very Unlikely	5	2	4	1	3	highly trustworthy
Neutral	Neutral	Unlikely	5	4	2	3	1	neutral
Very Unlikely	Very Unlikely	Very Unlikely	5	2	3	1	4	somewhat trustworthy
Very Unlikely	Very Unlikely	Very Unlikely	5	3	2	4	1	neutral
Neutral	Neutral	Neutral	4	2	3	1	5	neutral
Likely	Neutral	Neutral	5	4	3	1	2	highly trustworthy
Very Unlikely	Very Unlikely	Unlikely	2	3	4	5	1	somewhat trustworthy
Very Unlikely	Very Likely	Unlikely	2	1	5	3	4	neutral
Unlikely	Unlikely	Unlikely	5	3	1	4	2	somewhat trustworthy
Very Unlikely	Very Unlikely	Very Unlikely	1	2	3	4	5	neutral
Unlikely	Unlikely	Unlikely	4	2	5	1	3	neutral
Neutral	Neutral	Neutral	5	3	1	4	2	somewhat trustworthy
Unlikely	Unlikely	Unlikely	2	1	5	4	3	somewhat trustworthy
Very Unlikely	Very Unlikely	Very Unlikely	5	4	3	2	1	highly trustworthy
Unlikely	Very Unlikely	Very Unlikely	1	2	4	3	5	highly untrustworthy
Neutral	Very Unlikely	Neutral	5	4	3	2	1	neutral
Very Unlikely	Very Unlikely	Very Unlikely	5	3	2	1	4	neutral
Very Unlikely	Very Unlikely	Very Unlikely	4	3	2	1	5	neutral
Very Unlikely	Unlikely	Very Unlikely	3	4	1	5	2	neutral
Very Unlikely	Likely	Very Unlikely	5	4	1	2	3	neutral
Neutral	Very Likely	Very Unlikely	2	3	4	5	1	highly trustworthy
Neutral	Neutral	Unlikely	2	4	3	5	1	neutral

16	17	18	19	20
16. How old are you?	17. What is your gender?	18. What is your income?	19. What is your classification at Oklahoma State University?	20. What is your ethnicity?
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	male	less than \$15,000	sophomore	Asian
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	freshman	Native American
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
older than 24	female	More than \$35,000	not a student here	Caucasion
18 to 24	female	less than \$15,000	freshman	Caucasion
18 to 24	female	\$25,001-35,000	junior	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
older than 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	freshman	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	freshman	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	freshman	Caucasion
18 to 24	female	less than \$15,000	freshman	Caucasion

18 to 24	female	less than \$15,000	freshman	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	sophomore	Other
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	senior	Caucasion
18 to 24	female	less than \$15,000	senior	Other
18 to 24	male	less than \$15,000	senior	Caucasion
18 to 24	female	\$15,001-\$25,000	senior	Caucasion
18 to 24	female	More than \$35,000	senior	Caucasion
older than 24	female	\$15,001-\$25,000	not a student here	Caucasion
18 to 24	female	less than \$15,000	sophomore	Caucasion
18 to 24	female	less than \$15,000	junior	Caucasion
18 to 24	male	less than \$15,000	senior	Caucasion

**SCVNGR Hunt Brochure-** It will be mailed to local Stillwater businesses on August 1, 2012 and distributed on the Oklahoma State University campus on August 20, 2012 to promote the SCVNGR hunt.

**Why Help Stillwater Life Services?**

**STD testing and treatment**  
SLS provides the Stillwater community with low cost STD testing and some treatments.

**Pregnancy testing**  
SLS provides the Stillwater community with free pregnancy testing.

**To help 1st time parents**  
SLS helps 1st time parents by providing parenting classes. For each class the parent completes they receive mommy or daddy bucks. Mommy and daddy bucks can be spent in the SLS baby boutique. The baby boutique has diapers, pacifiers, and other baby necessities

**Stillwater Life Services Sponsors**



**Stillwater Life Services Citywide Scavenger Hunt**



**Searching for Items to Help Others**

Stillwater Life Services  
1509 West 8th Avenue  
Stillwater, OK 74074  
(405) 624-3332

## Services Provided by SLS

- STD/STI testing and treatment at little to no cost; counseling also provided
- Free pregnancy testing
- Information and peer counselling on all pregnancy options -- this includes information on abortion, adoption, and parenting
- Limited ultrasounds
- Information on STI's, sexual health, relationships, self-esteem, sexual integrity
- One-on-one mentoring programs for women and men
- Parenting classes
- Post-abortion support
- Referrals for medical, housing, counseling, and financial needs

Services are provided  
at little to no cost.

## Citywide Scavenger Hunt

Join Stillwater Life Services for a citywide scavenger hunt. Have fun while also supporting a great cause. The scavenger hunt will be held

**Saturday, Sept. 8, 2012  
10 a.m. to Noon**

Teams consist of five to seven participants. All members must be 16 years of age with a valid driver's license. Each team must have access to a smart phone.

**Teams must  
register by Sept. 1.**

## Sign Up

Visit the Stillwater Life Services office, located at 1509 West 8th Avenue Stillwater, OK 74074 or call (405)-624-3332 to register. Registration for the event can also be done at [stillwaterlife.org](http://stillwaterlife.org).

## Prizes

- 1st place- Club level OSU football tickets for each team member
- 2nd place- \$20 gift certificate to participating restaurants for each team member



 **STILLWATER LIFE SERVICES**  
KNOWLEDGE IS YOUR POWER. KNOW IT. OWN IT.

1509 W. 8TH AVENUE  
STILLWATER, OK  
405.624.3332

**SCVNGR Hunt Poster**- It will be displayed on the Oklahoma State University campus and in local Stillwater businesses on August 20, 2012 to promote the SCVNGR hunt.



**Saturday  
Sept. 8, 2012  
10 a.m. to Noon**

**Compete in a citywide scavenger hunt, and have fun while supporting Stillwater Life Services!**

Prizes include: **Club Level OSU Football Tickets** and gift certificates to local Stillwater businesses!!  
Must be 16 to enter with valid driver's license. Each team must have access to one smart phone. Five to seven participants make up a team.  
**Register at [stillwaterlifeservices.org](http://stillwaterlifeservices.org) by Sept. 1.**



**SCVNGR Hunt Flyer**- It will be handed out on the Oklahoma State University campus on August 20-21, 2012 to promote the SCVNGR hunt.



**Stillwater Life Services Smartphone SCVNGR Hunt**

**September 8 from 10 a.m. - noon**

Prizes include club level OSU football tickets and gift certificates to participating businesses

**Don't miss out!**

**Register by September 1 at [www.stillwaterlife.org](http://www.stillwaterlife.org)**



**SCVNGR Hunt Direct Mail Donor Letter**-It will be mailed to local Stillwater businesses on August 1, 2012 to promote the SCVNGR hunt and to get possible donations.



Local Business  
1234 Main St.  
Stillwater, OK 74074

Dear Local Business Owner:

On September 8, 2012 the Stillwater Life Services organization will be hosting a fundraising event throughout the city of Stillwater in order to promote awareness and raise the funds necessary to keep our business running as smoothly as possible.

This event will take the form of a citywide scavenger hunt from 10 a.m. to noon on Saturday, September 8, 2012. Each team consisting of five to seven participants will use a smart phone application called "SCVNGR" to navigate their way around Stillwater to carry out specific tasks and challenges at local businesses, such as the purchase of a small item. By becoming a business sponsor in this scavenger hunt, your organization will generate revenue through the traffic flow of the teams in the hunt and will receive advertising throughout the event via promotional social media sites and word-of-mouth.

We humbly ask for your consideration in participating as a sponsor for this fundraising event on behalf of Stillwater Life Services. This technology-based, citywide scavenger hunt will be the first of its kind as it benefits an important cause. If you are interested in helping out in any way possible, please fill out the attached sheet and return it to our offices. Do not hesitate to contact us with any questions regarding the event, sponsorship or our organization in general.

Stillwater Life Services is an independent, nonprofit organization committed to helping people with anything related to life, relationships and pregnancy during confusing and difficult times in their lives regardless of age, sex, race or religion.

Thank you for your consideration,

The staff at Stillwater Life Services



**STILLWATER LIFE SERVICES CITYWIDE SCAVENGER HUNT**

Name of business: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Type of sponsorship (check all that apply):

\_\_\_\_\_ Serve as location in scavenger hunt (\$100 entry fee)

\_\_\_\_\_ Monetary donation: \$ \_\_\_\_\_

\_\_\_\_\_ Gift card donation: How many? \_\_\_\_\_ How much on each? \_\_\_\_\_

\_\_\_\_\_ Other: Description \_\_\_\_\_

Please fill out and return to:

Stillwater Life Services

1509 West 8<sup>th</sup> Avenue

Stillwater, OK 74074

Thank you for your participation! We look forward to meeting with you soon!

**SCVNGR Hunt News Release**-It will be distributed to Stillwater media outlets, such as the Stillwater Newspress and The Daily O'Collegian, to promote the SCVNGR hunt.



## NEWS RELEASE

Aug. 20, 2012

FOR IMMEDIATE RELEASE

Contact Information:

Nile Abele

405.624.3332

info@stillwaterlife.org

### **Stillwater Life Services Organizes Local Scavenger Hunt**

STILLWATER, Okla—Stillwater Life Services is partnering with local businesses to hold a citywide scavenger hunt September 8, 2012 from 10 a.m. to noon.

Teams will consist of five to seven participants who will visit local businesses to perform tasks, take pictures and check in using the popular SCVNGR application. Each member of the team that acquires the most points will receive a prize. Prizes for the first place team are club level OSU football tickets. Second place receives \$20 gift certificates to a participating business.

“Stillwater Life Services strives to provide services to the community, and this event is a fun way to support that initiative,” Nile Abele, Executive Director said.

The deadline for teams to register is September 1, 2012 at noon. Each team entering the event will need one smart phone to collect points. Members must be a minimum of 16 years of age with a valid driver’s license. Sponsors include Kicker, Starbucks and Barry Sanders Honda.

-more-

Stillwater Life Services is an independent, non-profit agency that is prepared to help clients whether single or married, regardless of age, race or religion. It offers free pregnancy testing, STD/STI testing and treatment, parenting classes, one-on-one mentoring programs, post-abortion support and more. All services are confidential and provided at little to no cost to its clients. For more information about the scavenger hunt or Stillwater Life Services, please contact Nile Abele at 405.624.3332 or [info@stillwaterlife.org](mailto:info@stillwaterlife.org).

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