

Street School  
Street Party  
40 in 2014



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# Marketing & Communications Plan

This report was designed by Summit Communications intended for the sole use of Street School in Tulsa, Okla.

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To our client,

The following information has been compiled by Summit Communications in order to benefit Street School and the annual fundraiser, Street Party. We have truly enjoyed working with your organization and hope the following is beneficial.

We believe that we have developed a cohesive branding message to incorporate throughout the year leading up to Street Party 2014. By implementing this plan, we believe Street School will increase both year-round supporters as well as Street Party attendees.

Our campaign aims to have Street School be the top-of-mind alternative school for the Tulsa community. Our goal is to have Street School be the number one non-profit organization that Tulsans think about when it comes to education. In addition, our goal is to have Street Party be the top charity event in the minds of Tulsans.

Thank you for allowing us the opportunity to work with you. We hope you will find this plan beneficial.

Sincerely,

Summit Communications



## Client Research

Street Party is an annual fundraiser for Street School that raises funds for it's general operating budget.

Street School is a non-profit high school for struggling youth that provides counseling, tuition-free education and community outreach programs. Street School focuses on intervention for the students, dropout prevention and recovery (emotional, mental and physical) for students in grades 9 through 12 within the Tulsa Public School district.

The fund raising goal for Street Party is \$300,000. Many of the supporters and donors of the annual Street Party and Street School desire to specifically support the education of at-risk youth. A typical donor profile has an income of a \$150,000 or more per year and is generally 35 years old or older.

Street Party establishes an event Chairperson and committee of the event to oversee the live auction, entertainment, food, registration, marketing, décor, volunteers and fundraising.

The 2014 Street Party is anticipated for a Friday or Saturday night from 7:00 p.m. to Midnight during the month of April. The location of the event will be in a facility that can comfortably accommodate around 500 attendees. The event components will be a live band/entertainment, live auction, silent auction, dancing, complimentary food, wine, beer and soda.

The overall marketing components will include but are not limited to a Save the Date Postcard, Event Program, Tickets, Reserved Table Seating, Wristbands, Event Signage and Sponsorship Information to name a few things. Some of the challenges Street Party faces is working with a small budget, venue availability, competition and late commitment on chairperson.



# S.W.O.T

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>Live Band/Entertainment</li> <li>Live and Silent Student Art Auctions</li> <li>Dancing</li> <li>Complimentary food, wine, beer and soda</li> <li>Wine Pull</li> <li>More laid-back atmosphere than other charity events</li> <li>Established for 40 years</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>High ticket prices</li> <li>Band entertainers that are not well known</li> <li>Low number of volunteers to work party</li> <li>No advertising budget</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>Bring on a local well-known Chairperson</li> <li>Bring on a local well-known recording artist/band for entertainment</li> <li>Implement a year-round awareness campaign for Street School/Street Party</li> <li>Gain local sponsorships from media outlets to promote Street Party</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>Cannot fundraise from October to mid-November</li> <li>High levels of charitable competition</li> <li>Limited Budget</li> <li>Venue Availability</li> <li>Late/No commitment from chairperson</li> </ul>

## Target Audience

Summit Communications has identified several key target markets for Street School in reference to Street Party.

### 1. Adults ages 35+ and involved with nonprofit events

The primary target audience for Street School is adults ages 35 and up, focusing mainly on those with a disposable income. The adults in this demographic should be ones who are particularly interested in supporting education and at-risk youth.



### 2. Adults with an income of \$150,000+

In addition to the primary audience of ages 35+ with a desire to aid education and at risk youth, Summit Communications suggests that Street School focus on other adults with an income over more than \$150,000. By targeting adults that may not currently be involved in nonprofit events but have a high income, Street Party can increase attendance and gain potential donors.

### 3. Community leaders in the Tulsa area

The final target audience for Street School's Street Party is community leaders in the Tulsa area. By targeting this demographic, Street Party will gain public awareness and credibility through word-of-mouth marketing.



## Competitive Analysis

Street School is an alternative school that gives students a second chance at a proper education by giving students the support and help they need to achieve their goals.

Their services range from dropout prevention, intervention and recovery programs. The student range is generally 14-19 years old. Street School has a 13:1 student-to-teacher ratio and a 15:1 counselor to teacher ratio. Their program helps around 140 students each year.

Local competition includes but is not limited to:

### **Charity Events:**

#### **Foundation for Tulsa Schools Showcase Dinner - April 5, 2013**

The Foundation for Tulsa Schools was formed to enhance the educational programs of Tulsa Public Schools, Enlist community support and business assistance in providing additional educational resources and opportunities, communicating the need for continued community involvement in the process and mission of providing a first class public education, while facilitating the goal of providing an excellent education by raising revenues to increase the educational opportunities.

<http://foundationfortulaschools.org/>

#### **CANdlelight Ball April 26, 2013**

This event raises money for The Child Abuse Network (CAN). Can exists to reduce the trauma that a child abuse investigation can pose for the child. Before our program came into being, children frequently endured stressful examinations and numerous interviews by various agencies, often in cold, sterile facilities.

<http://www.childabusenetwork.org/>

#### **Artscape - April 28, 2013**

All funds raised support The Grief Center. The Tristesse Grief Center offers an innovative approach to address Northeast Oklahoma's need for comprehensive, long-term grief counseling to assist the bereaved as they journey toward improved health and renewed sense of worth in the wake of loss.

<http://www.thegriefcenter.org/>





## **Alternative Schools:**

### **Phoenix Rising Alternative Day Program**

Phoenix Rising began in 2008 and aids middle to high school students who are in the juvenile justice program or have been in the past, or no longer attend their public school. Their focus is to improve students on basic academics, but has a big emphasis on improving behavior and social skills.



No fundraising events are known to be involved.

[http://www.tulsaworld.com/news/article.aspx?subjectid=11&articleid=20110916\\_16\\_A1\\_CUTL\\_IN687051](http://www.tulsaworld.com/news/article.aspx?subjectid=11&articleid=20110916_16_A1_CUTL_IN687051)

### **Union Alternative School**

Similar to Street School, this program targets 9<sup>th</sup>-12<sup>th</sup> grade students. This program began in 1995, and due to rapid growth built separate building in 1997. Their program houses 112 high school students and 90 middle school students. The students attend a single class in four separate block periods, earning one half of a credit over a four week period. Their goals include the following:

- Reduce drop-out rate
- Increase the amount of academic credits earned
- Increase GPA
- Improve test scores
- Improve student behavior

No fundraising events are involved.

<http://www.unionps.org/index.cfm?id=260>

### **Ram Academy**

“The Owasso Ram Academy's mission is to provide at-risk youth with a strong support system, close working relationships, encouragement, and the improvement of academic skills and self-esteem so that they can become successful and productive members of the global community.” (Mission Statement from official website.)

The Ram Academy holds 75 students from 9<sup>th</sup>-12<sup>th</sup> grade. The school operates on a nine-week semester for four terms where students have the opportunity to earn a minimum of 2.5 credits per term.

No fundraising events are known to be involved.

<http://www.owasso.k12.ok.us/RAMAcademy.cfm?subpage=172979>





### **Charles Page Academy**

The Charles Page Academy currently has 83 students ranging from 9<sup>th</sup>-12<sup>th</sup> grades. Each student has the opportunity to earn 2.5 credits during each trimester. The school has five teachers and two counselors, and the students operate on seven-hour schedule Monday - Friday.

No fundraising events are involved.

<http://www.sandites.org/vnews/display.v/SEC/Our%20Schools%7CPage%20Academy>



# Objectives, Strategies and Tactics

## Overall Objective:

Summit Communications' general objective is to increase awareness of Street School and Street Party to ultimately increase donations. The objective is to focus on creating a yearlong campaign to increase attendance of the yearly Street Party to more than 400 attendees, while increasing donations and sponsorships in preparation for and during the event.

To meet the objective, Summit Communications recommends the following integrated marketing communications and public relations strategies and tactics.

This plan layers a variety of strategies and tactics that together can create mass awareness for Street Party and reach the target audience.



## 1. Branding Strategy

- **Develop and implement a campaign to raise awareness of the 40<sup>th</sup> Street Party – “40 in 2014”**
  - To raise awareness of Street Schools 40<sup>th</sup> birthday, select eleven well-known Tulsans to appear in an ad in Tulsa People for eleven of the twelve months. The twelfth month the article will feature Street School in the month of April. The eleven Tulsans whose birthday is that month, will be featured in a half-page ad with a quote about their life or something special to them on their birthday. Also, include the individual's title and a brief biography of who they are. At the bottom of the ad include the Street School's logo and brief line about Street Party 2014 and an invitation to mark their calendars to celebrate with Street School. This will help create brand awareness and establish credibility with the Tulsa community throughout the year.
  - When selecting the eleven Tulsans focus on the target audience of Street Party. Suitable Tulsans would include Blake Ewing, Mayor Dewey Bartlett or former Mayor Kathy Taylor. Also, try to find individuals who have supported Street School, will support Street School or are willing to attend Street Party 2014.
  - Implement this campaign throughout all social media channels and in select quarterly pitches as described in the following material.

## 2. Social Media Strategy

- **Increase Facebook fans by 20 percent by March 2014 by implementing the social media plan attached in addition to current social media updates**
  - Street School's current Facebook page has less than 600 people who “Like” their page and less than 200 followers on Twitter. By researching outlined topics and providing timely and informative updates Street School will increase their numbers of fans and followers.
  - By following this plan, it will also increase awareness of the Street Party through interactive and up-to-date posts that will help to create and strengthen relationships with donors and sponsors while also creating anticipation. See Social Media Topic Calendar in appendix.



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- Currently, Street School is maintaining an active social media presence through Facebook and Twitter. Frequent posts and tweets about the daily happenings at Street School as well as retweets of others are both beneficial to Street Schools' identity and involvement.
- Summit Communications suggests that Street School continue their social media efforts, in addition to the suggested topic calendar provided in the appendix for a minimum of three posts per week.
- Share the monthly article featuring a well-known Tulsan in the 40 in 2014 article in Tulsa People. Throughout the month share quotes from the Tulsan who is the face of the 40 in 2014 campaign that month that would be exclusive to social media followers, such as how they choose to celebrate, what they are most proud about over the past year or things that are personal and unique to them. Use the hash tag #40in2014 to create and strengthen brand awareness of Street Party and Street School throughout the year leading up to street Party.
- Ask Tulsans share pictures of their birthdays and use the hash tag #40in2014 to celebrate all year long with Street School. This will help create awareness of Street School and Street Party, while also spreading the word of the upcoming Street Party in April.



- **Create a Street Party Event on Facebook**

- Summit Communications recommends creating an event on Facebook and inviting all of their fans and friends to attend. Fans and friends can then send the invite to their friends. This will allow an easy and accessible way to increase awareness among the target audience of the Street Party while reaching many potential sponsors and donors to Street School.

- **Utilize a Pinterest to display the students art and raise awareness of the goals of Street School and Street Party**

- By Street School creating a Pinterest account to display the student's art, healthy living tips, simple recipes and encouraging messages, followers will become more aware of Street School and its mission while also advertising the 40th Street Party.
- By sharing posts from Pinterest on Facebook, Street School will increase awareness of the Street Party and create anticipation for the event. There is a box to check on the page before pinning that will link it to Facebook.
- Use the hash tag #40in2014 to share photos of inspiration for the Street Party, as well as costume, food and beverage ideas.

- **Create a Street School Instagram account**

- By creating an Instagram account, Street School will display a more personal aspect of the daily life of students at Street School. Instagram is the number two most popular app next to Facebook, and allows followers to connect on a more personal level.
- 

- **Link all Social Media platforms to increase fans and followers by March 2014**

- Summit Communications recommends Street School link Facebook, Twitter and Instagram so strategic messages are communicated easily, more timely and more efficiently.



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### 3. Public Relations Strategy

- **Increase public awareness of Street School and Street Party through media by securing two media placements per quarter**
  - To reach its target audience, Street School needs to have a presence in print and/or broadcast media. By following the media plan provided Summit Communications, Street School can strategically pitch story ideas to local media outlets. See sample press release, pitch, media alert, fact sheet and backgrounder in appendix.
  - Below is a quarterly plan for story ideas to secure the two media placements.
    - **Second Quarter 2013**
      - Post-event coverage: Pitch local media asking them to come to the event to do a post-event story, whether TV or print. A story angle suggestion is to interview the student who's art sold for the highest bid at the auction and how it benefits their school.
      - Keeping Kids Kool: A story idea of Street School students holding a clothing drive for other homeless youth for the summer. Highlighting the issue of youth homelessness in Tulsa would help bring awareness to what Street School is doing to help, as well as showing the growth in the students who want to help the community.
    - **Third Quarter 2013**
      - Back to school: Pitch local TV an alternative back-to-school story. Invite media personalities to come to Street School and cover the first day back at school and how Street School is changing the lives of these youth.
      - Student Art Article: A story idea specifically for Urban Tulsa to highlight the art Street School students create. This would be a great opportunity to explain about the art auction at Street Party in April as a place to purchase alternative artwork.
    - **Fourth Quarter 2013**
      - Thanksgiving Dinner: Pitch to local media a package on how some people in Green Country (Street School students) are celebrating Thanksgiving this year.
      - Faculty profile: A story idea specifically for This Land Press. We suggest a profile on John Marlow as a success story as he was once a dropout and a Street School student. The target demographic of This Land Press would allow Street School to reach a different audience that could expand their base of supporters and increase donations.
    - **First Quarter 2014**
      - New Years Resolutions: Pitch a story of what new years resolutions Street School students have this year. It would be a great way to highlight the improvement in the student's outlook and mindsets. Possibly use a student who is passionate about no bullying as a larger cause to end bullying in 2014.



- **Street Party highlight:** A story idea in March to highlight Street Party and how the community can get involved in helping the youth in Tulsa. Information on the event, what it will include and how to purchase tickets. Send in pictures from last year's event as a visual aid.
- **Gain additional media coverage by obtaining a media sponsor**
  - Summit Communications recommends securing a media sponsor for the 2014 Street Party. This sponsorship will ensure ongoing coverage for the event year-round.
- **Secure radio spot once a quarter**
  - In addition to the general media placements, Street School needs to utilize radio to an example.



#### 4. Event Planning Strategy

- **Maintain an efficient timeline to maximize efficiency of event planning.**
  - By meeting deadlines suggested in the event planning timeline attached, Street School will be able to more efficiently coordinate the event. This will in turn aid in the success of funds raised at Street Party.





## Appendix

Items in the Appendix are intended for the sole use of Street School for the execution of primary research. Below is a description of the items intended for research with suggested instructions.

**Recruitment Screener** – The recruitment screener is intended to be used as a tool to select the candidates for the focus group. Street School may utilize this screener to help select volunteers who fit their target audience.

**Moderator Guide** – This moderator guide is intended to be used for two focus groups with strategically selected volunteers who have attended Street Party previously, as well as members of the target audience who have not previously attended Street Party. Use a third party to administer the focus group to provide a neutral setting, which will allow the participants to feel open and able to discuss all points of view.

Summit Communications recommends that Street School recruit 5-7 strategic volunteers for each focus group. When recruiting the volunteers, select a group of individuals who have attended Street Party in the past as well as a group of individuals who have not attended Street Party. When selecting participants who have not attended before, select individuals with more than \$150,00 income per year and who are involved in other non-profit organizations. Included in this appendix is a recruitment screener for your convenience. There are questions specified specifically for previous attendees as well as non-attendees. After utilizing the recruitment screener, we suggest that Street School choose volunteers that fit their primary target audience.

The moderator guide is intended as just that, a guide. The questions presented are simply a starting point to keep the focus group on the right track. Allow conversation to flow naturally to obtain relevant information, but use the guide to pull the conversation back to focus when the discussion begins to stray. The focus group will provide qualitative data.

**Survey** – This 20 question survey should be distributed to current and previous donors of Street School and previous attendees of Street Party, as well as those in the target audience that have not previously attended through Survey Monkey (surveymonkey.com) and through Street School's established email list. This survey will provide quantitative data.

This survey may also be printed to distribute to attendees upon leaving the 2013 Street Party.



## Focus Group Recruitment Screener

Name: \_\_\_\_\_

Hello, my name is \_\_\_\_\_ and I am interested in locating people to participate in a discussion of charity events. Can I ask you just a few questions as part of a research study? I assure you that all your answers are confidential and that I am not trying to sell you anything. If chosen for the discussion, it will last approximately one hour and refreshments will be served.



First I would like to ask you a few questions:

1. Are you above the age of 21? (Terminate if no)
2. Is your income level above \$150,000? (Terminate if no)
3. Are you currently involved with or support any nonprofit organizations in the Tulsa or surrounding area?
4. What is your current occupation?
5. Have you ever attended Street Party presented by Street School?

The group discussion will be held on \_\_\_\_\_ at \_\_\_\_\_ at \_\_\_\_\_. We will email you to confirm the time, date and location. I will need your name and email address.

Name: \_\_\_\_\_

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

Thank you so much for agreeing to be considered for participation. We will contact you with further information soon.





# Focus Group Moderator Guide

## Street School's Annual Street Party



### Research Goals

- Determine the strengths, weaknesses, opportunities and threats associated with the annual Street School fundraiser, Street Party.
- Discover the most effective and efficient approach for reaching the target audience in order to increase attendance and sponsorship of Street Party presented by Street School.

## I. Introduction

### Purpose

Hi. I want to thank you all for coming today. My name is \_\_\_\_\_ and I'll be leading the focus group today. This is \_\_\_\_\_ and \_\_\_\_\_ and they will be assisting me as well. If any of you are not familiar with a focus group, it is basically just a way for us to discuss an idea with you in a small group setting to get your opinions and ideas on the topic. It should only take around 30-45 minutes.

We are going to ask you a number of simple questions for the purpose of gaining your insight and opinion on such questions to reach our goal of hosting a successful event.

### Disclosure

Just so you know, we will be recording the session for our research purposes, but none of you will be identified. \_\_\_\_\_ and \_\_\_\_\_ are here to help observe and take notes, but again you will not be identified in any way.

### Procedures

Please be honest, we want to hear your opinion and will not be upset with any response you give.

Please feel free to speak out without being called on. If something comes to your mind, please say it. However, we ask that you wait until the person speaking has finished to avoid confusion.

### Participant Introductions

We can go around the room and state your name and your occupation.

What is your history with Street School? Do you know what the goals of Street School are? If you do not have a history with Street School, do you know anything about it?

We will now begin with the questions pertaining to the Street Party.



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## II. First Impressions

Thinking back to the last Street Party you attended, if you have attended previously, what was your first overall impression? If you have never attended Street Party, what was your first overall impression from the last charity event you attended?

- a. What was it about the event that gave you that impression?

What is something that you believe makes a lasting positive impression?

- a. Is invitation design something that is important to you?
- b. Is event decoration important to you?
- c. Is event location important to you?



## III. Differentiation

If you are familiar with Street School, what do you feel is different about Street School compared to other similar organizations?

- a. How do you feel this is best expressed to the public? If you feel that this is not adequately expressed to the public, how do you think we could improve on this?

Is there something that makes the event Street Party stand out for you from other charitable events?

- a. If you have never been to Street Party, what do you think makes one event stand out from another?

What charitable events are most recognizable that you have attended? What do you think makes them so recognizable?

Are there things that make Street Party or other events blend in to every other charitable event?

In your opinion, what are some things charitable events often do that negatively impact your perception of an event?

What are some things charitable events often do that contribute to your enjoyment of an event?

What do you think drives you to attend charity events and/or donate to them?

## IV. Information Reception

How do you prefer to receive information about nonprofit events or charitable causes?

- a. Why is that?



Do you have social media accounts?

- a. If so, how often do you check your social media accounts?
- b. Are you using the “events” feature on Facebook?
- c. Which social media platform do you prefer to use?

How often are you invited to charitable events?

- a. How do you decide which ones to attend/support?

What form of media do you enjoy consuming most? For example, do you prefer the morning news, nightly news, newspapers or social media?



## V. Conclusion

Does anyone else have anything they would like to add about the Street Party or have any ideas on improving our current communications methods and/or event?

Thank you all so much for your participation. We are so grateful and hope you have a great rest of your day.



## Survey Questions

Street School is a non-profit high school for struggling youth that provides counseling, tuition-free education and community outreach programs. Street School focuses on intervention for the students, dropout prevention and recovery (emotional, mental and physical) for students in grades 9 through 12 within the Tulsa Public School district.



1. When was the last year you attended the Street Party? Check all that apply.

☐ Last year  
☐ 2 years ago  
☐ 3 years ago  
☐ 4 years ago  
☐ More than 5 years ago  
☐ I've never attended Street Party.

2. How did you hear about the Street Party? Check all that apply.

☐ Friends  
☐ Morning news  
☐ Noon Show news  
☐ 6 o'clock news  
☐ 9 o'clock news  
☐ Facebook  
☐ Twitter  
☐ Work  
☐ Never heard about Street Party  
☐ Other, please specify \_\_\_\_\_

3. How do you prefer to find out about philanthropic events?

☐ Emails  
☐ Television  
☐ Newspaper or Magazine  
☐ Social media  
☐ Mail  
☐ Friends or Co-workers  
☐ Other, please specify \_\_\_\_\_

4. When choosing a philanthropic organization to support, what characteristics do you find important? Please rank each on a scale from 1 to 5, with 1 being least important and 5 being most important.

☐ Involves children  
☐ Has a large presence  
☐ Has a good public image  
☐ Has direct impact on the Tulsa community  
☐ Increases education



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5. How would you prefer to be communicated with? Check all that apply.

- ☐ Telephone
- ☐ Email
- ☐ Newsletter
- ☐ Website
- ☐ Social media
- ☐ Other, please specify \_\_\_\_\_

6. What are your favorite two places to spend your free time at in Tulsa?

- ☐ Coffee Shops
- ☐ Bars
- ☐ Restaurants
- ☐ Parks
- ☐ At Home
- ☐ Other, please specify \_\_\_\_\_

7. What form of media do you prefer to consume? Check all that apply.

- ☐ Morning news
- ☐ Nightly news
- ☐ Newspaper
- ☐ Social media
- ☐ Websites
- ☐ Radio

8. How many hours a week do you spend on social media (ie: Facebook or Twitter)?

- ☐ Less than 5 hours
- ☐ 5 hours – 10 hours
- ☐ 11 hours – 15 hours
- ☐ 16 hours – 20 hours
- ☐ More than 20 hours

9. How many non-profit organizations do you currently donate to yearly?

- ☐ None
- ☐ 1-2
- ☐ 3-4
- ☐ 5-7
- ☐ 8-10
- ☐ 10 or more

10. When attending a philanthropic event, what contributes to your enjoyment? Please rank on a scale from 1 to 5, with 1 being least important and 5 being most important.

- ☐ Auction/raffle items
- ☐ Food and beverages
- ☐ Entertainment
- ☐ The cause of the organization



\_\_\_The people in attendance

11. What kind of parties do you prefer? Please check all that apply.

- \_\_\_ Formal, black tie affairs
- \_\_\_ Themed parties
- \_\_\_ Business casual parties
- \_\_\_ Casual parties

12. How often are you invited to charity events?

- \_\_\_ Twice a week or more
- \_\_\_ Once per week
- \_\_\_ Once a month
- \_\_\_ Every few months
- \_\_\_ I am rarely invited to charity events

13. How do you decide which events to attend?

- \_\_\_ Cost of ticket
- \_\_\_ Entertainment at event
- \_\_\_ Charitable cause it's supporting
- \_\_\_ Location of event
- \_\_\_ Who you know that is attending

14. Have you ever heard of Street School?

- \_\_\_ Yes, where? \_\_\_\_\_
- \_\_\_ No

15. Have you previously seen this logo? If so, can you recall where?



- \_\_\_ Website
- \_\_\_ Television
- \_\_\_ Newspaper or Magazines
- \_\_\_ Social media
- \_\_\_ Flyer
- \_\_\_ Other, please specify \_\_\_\_\_



Extremely disagree Indifferent Extremely agree

I-----I-----I

\_\_\_\_ Yes  
 \_\_\_\_ No

\_\_\_Asian  
 \_\_\_Black/African American  
 \_\_\_Hispanic/Latino  
 \_\_\_White (Caucasian)  
 \_\_\_Other, please specify\_\_\_\_\_

☐ Single  
☐ Married  
☐ Divorced  
☐ Widowed  
☐ Domestic Partnership

☐ Part-Time  
☐ Full-Time  
☐ Contract  
☐ Unemployed

☐ Less than \$50,000  
☐ \$50,000 - \$99,999  
☐ \$100,000 - \$149,999  
☐ \$150,000 - \$199,999  
☐ More than \$200,000





Oklahoma State University  
Tulsa, Oklahoma

## **Backgrounder**

FOR IMMEDIATE RELEASE  
March 17, 2014

FOR MORE INFORMATION CONTACT  
Kelly McElroy  
Community Relations Director  
918.833.9800  
mcelkrke@tulsaschools.org

## **Street Party**

Street Party is the most fun non-profit event of the year. Street Party is the yearly event in which people from the Tulsa community come together to celebrate Street School's impact on at-risk youth. This event is held in April of each year on a Friday or Saturday evening from 7:00 P.M. to midnight. It promotes Street School and provides a great opportunity to celebrate the schools award-winning program.

This event attracts people who are involved with non-profit organizations and have a passion for at risk youth, art or education. Each year, Street School chooses a chairperson to head the event. It is usually held at a facility that can hold up to 500 people such as the Tulsa Convention Center, Hard Rock Hotel and Casino or Woodland Hills Mall. Entertainment for the evening includes a live band, live auction, dancing, silent auction, wine pull and complimentary food, wine, beer and soda. The event is usually themed with last year's event being "Rock Star". The event was held at Hard Rock Casino and attendees dressed as their favorite rock star for the party. This year, the theme is "Birthday Party" in honor of Street School's 40<sup>th</sup> anniversary and 20<sup>th</sup> annual Street Party.

###

Summit Communications

Tulsa, Oklahoma

**Fact Sheet**

FOR IMMEDIATE RELEASE  
March 17, 2014

FOR MORE INFORMATION CONTACT  
Kelly McElroy  
Community Relations Director  
918.833.9800  
mcelkrke@tulsaschools.org

**Street School's 40<sup>th</sup> Anniversary Celebration**

- What:** Street Party, Street School's annual fundraiser for 2014
- Who:** Hosted by Street School with event chairperson Hans Helmerich and live music by Hanson
- Where:** Guthrie Green in Downtown Tulsa
- When:** April 26, 2014 at 7 p.m.
- Why:** To celebrate Street Schools 40<sup>th</sup> birthday and raise money to help Street School impact the lives of at-risk youth in Tulsa
- How:** Tickets are \$125 a person and include food, drinks and entertainment. They may be purchased through Street School Community Relations Director Kelly McElroy or online at [www.StreelSchool.org](http://www.StreelSchool.org).

###

**Media Alert**  
**For Immediate Release**  
Kelly McElroy  
Community Relations Director  
918.833.9800  
mcelkrke@tulsaschools.org

**Street School Names New Chairmen for 2014 Street Party**  
*Hans Helmerich to chair the 20<sup>th</sup> annual fundraising event benefitting Street School*

Tulsa, Okla. – As Street School prepares for its 20<sup>th</sup> annual Street Party, they are proud to announce the chairman for the 2014 event as Hans Helmerich. Mr. Helmerich, who has been a major philanthropist and overall contributor to the Tulsa community, will be partnering with Street School to commemorate 40 years of their impact on Tulsa's at-risk youth.

Mr. Hans Helmerich, III, has been the Chief Executive Officer of Helmerich & Payne Inc. since 1989 and has been the Chairman since January 2012. Mr. Helmerich has a long history with many local non-profits and often donates his time and resources to help further the Tulsa community.

"I am really excited to be partnering with such a great organization," Mr. Helmerich says. "Providing education and hope for Tulsa's at-risk youth is so important, and I am honored to stand beside Street School as they celebrate 40 years!"

The event will include hors d'oeuvres, drinks and dancing throughout the night. There will also be a live auction featuring one-of-a-kind items such as student art pieces. Complimentary valet parking will be offered for all sponsorships.

**What: Street Schools 20<sup>th</sup> Annual Street Party**  
**When: Saturday, April 26<sup>th</sup> 2013**  
**Where: Guthrie Green in Downtown Tulsa**  
**Admission: \$125/person**

For more information about the event, to become a sponsor or to purchase tickets, go to [www.StreetSchool.org](http://www.StreetSchool.org) or contact Kelly McElroy at [Mcelrke@tulsaschools.org](mailto:Mcelrke@tulsaschools.org).

**About Street School**

Community volunteers from a local church founded Street School in 1973. The school was founded to fulfill a need for struggling youth who needed an alternative school option. The program has grown to provide direct services to approximately 130 youth annually today. Street School's focus is on drop out prevention, intervention and is now a substance abuse treatment facility. Despite the different reasons students choose to come to Street School, they all have something in common. Their academic, social and emotional needs, pregnancy and/or parenting responsibilities have not been met through traditional public education. Street School strives to keep students in school, supporting them through the achievement of their high school diploma. This is critical when you consider the consequences youth face when the drop out of school.

## **Pitch**

Hello,

I wanted to share with you about an upcoming event in the Tulsa community. Street School, an alternative school for at-risk youth, is hosting its 20<sup>th</sup> annual Street Party at Guthrie Green on Saturday, April 26<sup>th</sup>. The event is in celebration of Street School's 40<sup>th</sup> anniversary.

The event is open to the public, and will include food, drinks, live music and silent and live auctions. This year's chairman is Tulsa businessman and philanthropist, Hans Helmerich.

Below is the press release with more information. I would be glad to provide photos of the save the date or last years event, as well as set up any interviews you may want.

Thank you,

Kelly McElroy

## NEWS RELEASE

March 17, 2014

### Contact Information

Kelly McElroy, Community Relations Director  
918.833.9800  
mcelkrke@tulsaschools.org

### **LOCAL NONPROFIT HOSTS ANNUAL EVENT CELEBRATING 40 YEARS**

Street School's annual fundraiser Street Party to be held April 26<sup>th</sup> at Guthrie Green

TULSA, Okla. – Local nonprofit alternative school, Street School, is celebrating its 40<sup>th</sup> year in 2014. Their annual fundraising event, Street Party, is back for a birthday party to celebrate the 40 years of influence on Tulsa's at-risk youth. Street Party is planned for Saturday, April 26<sup>th</sup> at the Guthrie Green.

The event will include a night of food, drinks and dancing all in support of Street School and their mission to make a difference in the lives of Tulsa's students. The art created by Street School students will also be up for auction at the event, in addition to other auction items and prizes throughout the evening.

Kelly McElroy, Community Relations Director at Street School, is anticipating the best event to date.

"I am just so excited to see people from all throughout the Tulsa community come together for a night of pure fun," McElroy says. "It's just great to see so many people having a blast and supporting something that I believe has such a huge impact in Tulsa."

### **Street Party**

**Saturday, April 26 – 7 p.m. at Guthrie Green**

**Tickets: \$125/person in advance**

Street School is a non-profit high school for struggling youth that provides counseling, tuition-free education and community outreach programs. Street School focuses on intervention for the students, dropout prevention and recovery (emotional, mental and physical) for students in grades 9 through 12 within the Tulsa Public School district

For more information about the event, go to [www.StreetSchool.org](http://www.StreetSchool.org) or contact Kelly McElroy at [Mcelrke@tulsaschools.org](mailto:Mcelrke@tulsaschools.org).

###

## **Social Media Examples for Facebook, Twitter, Instagram and Pinterest**

Summit Communications has provided a list of example posts for Street School's social media accounts. A photo will of course accompany posts to Instagram and Pinterest.

\* "The children are our future" -Bill Cosby

Here at Street School we are building the future one child at a time.

\* "Our best thoughts come from others" –Ralph Waldo Emerson

Listen and learn; learn and listen.

\* "What we have done for ourselves alone dies with us; what we have done for others and the world remains and is immortal." –Eleanor Roosevelt

Help us help Tulsa's youth. Join us for the 20<sup>th</sup> annual Street Party as a sponsor!

\* "You have not lived today until you have done something for someone who can never repay you." –Calvin Coolidge

Give, smile and appreciate life!

\* "We make a living by what we get, but we make a life by what we give." –Winston Churchill  
Street Party 2014 will be a great opportunity to help bless the lives of Tulsa at-risk youth.

\* "Dancing makes my soul explode, smiling makes my heart melt!" -Nicki Minaj

Come dance and smile with us during Street Party 2014!!

\* "The chance to give back, is a chance to grow internally." –Justin Timberlake

Find out more about the 20<sup>th</sup> Annual Street Party – A fundraising event to give back to Tulsa!

\* "Life is a gift, and it offers us the opportunity, privilege and responsibility to give something back." -Anthony Robbins

Joining us for Street Party is a great way to give something back and have a blast at the same time!

\* "I believe that the children are our future. Teach them well and let them lead the way. Show them all the beauty they possess inside." -Whitney Houston

That is what we are doing at Street School – teaching and showing Tulsa's youth the way.

## Social Media Topic Calendar May 2013 – April 2014

<b>May 2013</b>	<ul style="list-style-type: none"> <li>• Pictures of auction winners from the event with the art they bought</li> <li>• Street School Graduation</li> <li>• Study tips for finals</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>June 2013</b>	<ul style="list-style-type: none"> <li>• Summer Smarts – Weekly tips/challenges to keep learning during time off from school</li> <li>• Summer Student of the Week – Highlight a student who has a summer job</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>July 2013</b>	<ul style="list-style-type: none"> <li>• Summer Student of the Week – Highlight a student who has a summer job</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>Aug 2013</b>	<ul style="list-style-type: none"> <li>• Back to school – Post pictures of students returning to Street School</li> <li>• Highlight any new donors of Street School</li> <li>• Pictures of any new donations at Street School</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>Sept. 2013</b>	<ul style="list-style-type: none"> <li>• Fall Field Trips – Share with social media followers about the hands-on learning experience provided through Street School's many field trips.</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>Oct. 2013</b>	<ul style="list-style-type: none"> <li>• Six months to the 40<sup>th</sup> Annual Street Party! Ask followers what they would like to see return this year</li> <li>• Share what Street School is excited about for this year's event, post pictures of last year's event</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give</li> </ul>



	<b>exclusive personal insight to the social media fans</b>
<b>Nov. 2013</b>	<ul style="list-style-type: none"> <li>• A month of thankfulness – highlighting people in the Tulsa community that Street School is thankful for (people who have helped Street School).</li> <li>• Post pictures of the Thanksgiving dinner event at Street School</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>Dec. 2013</b>	<ul style="list-style-type: none"> <li>• Promote the Winter Coat Drive – Host a winter coat drive to collect coats for the homeless in Tulsa</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>Jan. 2014</b>	<ul style="list-style-type: none"> <li>• New Years Resolutions – support a nonprofit this year! List of Street School's goals and mission statement.</li> <li>• Planning for a New Year, so mark your calendar – Save the Date for Street Party</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>Feb. 2014</b>	<ul style="list-style-type: none"> <li>• What do you love? Have students submit what THEY love in life and share their quotes</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>March 2014</b>	<ul style="list-style-type: none"> <li>• Are YOU coming to Street Party? Promote Street Party Facebook event to share with friends.</li> <li>• Post pictures of Street Party invitation.</li> <li>• Highlight event components: band, food, etc.</li> <li>• Post the 40 in 2014 article along with personal quotes from the individual who is featured that month to give exclusive personal insight to the social media fans</li> </ul>
<b>April 2014</b>	<ul style="list-style-type: none"> <li>• Street Party Month – Happy 40<sup>th</sup> Birthday to Street School. Post pictures from Street Schools past years.</li> <li>• Continual posts of event details. Date, time, location, etc.</li> <li>• Post the 40 in 2014 article along with fun quotes about Street School and Street Party to give exclusive insight to the social media fans</li> </ul>

## 40<sup>th</sup> Street Party Event Timeline May 2013 – April 2014

May 2013	<ul style="list-style-type: none"> <li>• Choose a theme for Street Party 2014</li> <li>• Begin recruiting a committee for Street Party planning</li> <li>• Begin searching for a venue for Street Party 2014</li> </ul>
June 2013	<ul style="list-style-type: none"> <li>• Begin searching for a chair person</li> </ul>
July 2013	<ul style="list-style-type: none"> <li>• Finalize the Street Party planning committee</li> <li>• Select a date for Street Party 2014</li> <li>• Select and reserve a venue for Street Party 2014</li> <li>• Create sponsorship letters to send out in September</li> <li>• Hold a committee meeting to assign subcommittees and tasks</li> </ul>
Aug 2013	<ul style="list-style-type: none"> <li>• Subcommittees hold a meeting to divide tasks and clarify objectives</li> <li>• Highlight any new donors of Street School</li> <li>• Pictures of any new donations at Street School</li> <li>• Brainstorm slogan, logo and design for marketing materials</li> </ul>
Sept. 2013	<ul style="list-style-type: none"> <li>• Select a chair person for Street Party 2014</li> <li>• Subcommittees hold a meeting to update on progress</li> <li>• Select slogan, logo and design for marketing materials</li> </ul>
Oct. 2013	<ul style="list-style-type: none"> <li>• Hold a checkpoint meeting for all subcommittees to report progress</li> <li>• Send out Save the Date for Street Party 2014</li> <li>• Select all marketing materials need for Street Party 2014</li> </ul>
Nov. 2013	<ul style="list-style-type: none"> <li>• Subcommittees hold a meeting to update on progress</li> </ul>
Dec. 2013	<ul style="list-style-type: none"> <li>• Narrow down all vendors to top two choices for each category</li> </ul>
Jan. 2014	<ul style="list-style-type: none"> <li>• Have all vendors selected and confirmed</li> <li>• Create layout of venue, vendors and accommodations</li> <li>• Begin recruiting volunteers to work Street Party 2014</li> </ul>
Feb. 2014	<ul style="list-style-type: none"> <li>• Send invitations for Street Party 2014</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Create the Street Party 2014 online invitation on Facebook</b></li> <li>• <b>Hang posters and pass out fliers for event in strategic locations throughout Tulsa</b></li> </ul>
<b>March 2014</b>	<ul style="list-style-type: none"> <li>• <b>Buy ad space on Facebook to advertise Street Party 2014</b></li> <li>• <b>Confirm layout for Street Party 2014 with a walk through at venue</b></li> <li>• <b>Confirm head count of attendees at event</b></li> <li>• <b>Confirm all volunteers to work at Street Party 2014</b></li> <li>• <b>Create a shift schedule for volunteers</b></li> <li>• <b>Verify all objectives have been met by each subcommittee</b></li> </ul>
<b>April 2014</b>	<ul style="list-style-type: none"> <li>• <b>Confirm all vendors one month out</b></li> <li>• <b>Confirm all vendors needs (electrical, tables, etc.) two weeks out</b></li> </ul>

**30-second radio script**

Get ready for the time of your life! Street School is holding their 20<sup>th</sup> annual Street Party celebration at Guthrie Green Saturday, April 26<sup>th</sup> from 7 p.m. to midnight! Not only will you enjoy great food, drinks, entertainment and art, but you'll also be helping Street School impact the lives of Tulsa's at-risk youth. Come experience Tulsa's most exciting spring event - Visit [www.streetschool.org](http://www.streetschool.org) for more information and to purchase tickets. See you there!

**15-second radio script**

Street Party is back! Tulsa's most exciting spring event is Saturday, April 26<sup>th</sup> from 7 p.m. to Midnight at Guthrie Green. Enjoy a night of food, fun and dancing while helping impact the lives of Tulsa's at-risk youth. Visit [www.streetschool.org](http://www.streetschool.org) for more info and to purchase tickets.

# Media Flowchart

[illegible]

## **Budget**

Street Party has generally not had an advertising budget. However, Summit Communications believes that with \$5,000 to \$7,000 in advertising, Street School will be able to increase their attendance to Street Party and overall support dramatically.

To help with costs, we suggest talking to Tulsa People about donating space in their publication for our “40 in 2014: People of Tulsa” campaign. This would be crucial because the cost of these ads would definitely be out of budget otherwise.

Next, for paid-print advertising we would use Urban Tulsa and Tulsa World to reach the target audience that won’t necessarily be a sponsor, but would attend at regular ticket price and possibly bid on student art. This segment of paid advertising could be alleviated with strong public relations skills in pitching stories to obtain free coverage.

Radio and TV broadcast would be where the bulk of the advertising budget would be spent. We suggest using KRMG talk radio for the majority of the radio advertising. This would consist of a commercial being broadcast on Monday, Wednesday and Friday for the first three weeks in April at peak driving hours in the morning and afternoon, totaling nine commercials. We also suggest using country station KWEN for six commercials at the same times, but only for the second and third weeks in April.

Lastly, we suggest using KJRH to advertise in the television medium. We believe the best shows to do this would be the 6 a.m. morning news show and the 6 p.m. evening news show. These ads would also run the second and third weeks in April. A significant cut in costs could be achieved if the media sponsorship was secured with KJRH.

With the suggested advertising, the budget comes to \$6,466 total. Although this may seem like a lot of money, we believe Street Party’s attendance and overall increase in awareness of Street School would make up for the cost.

## Half Page Ad in Tulsa People



Kathy Taylor

# Street Party



streetschool.

## 40 in 2014

Former and possible future mayor Kathy Taylor celebrates her birthday this month with family and close friends.

Taylor, who was the 38<sup>th</sup> Mayor of Tulsa, is now running to be the 40<sup>th</sup> Mayor of Tulsa.

Taylor finds it important to look back over the year and celebrate the victories and joyful moments in life.

"Each year I love to send a thank you note to the five most influential people over the past year. I find giving gratitude is critical in building long lasting, good relationships in your life."

Street party will be held at the Guthrie Green in Downtown Tulsa on April 25th, 2014 from 7 p.m. to Midnight

## Save the Date

 <p><b>street school.</b></p> <p><i>Save the Date!</i></p> <p><i>Street School</i></p> <p><i>Street Party</i></p> 	<div data-bbox="657 346 1323 735"><p>Street School's 40<sup>th</sup> birthday is around the corner and we want you to join us and celebrate at our annual Street Party!</p></div> <div data-bbox="795 756 1258 924"><p>Date: April 26th, 2014 Time: 7 PM to Midnight Guthrie Green   Downtown Tulsa</p></div> <div data-bbox="657 924 1242 1134"><p>Formal invitation to follow</p><p><b>Street School:</b> Your high school of choice</p><p>1135 S. Yale, Tulsa, OK 74112, <a href="http://streetschool.org">streetschool.org</a>, 918-833-9800</p></div>
<div data-bbox="365 1197 706 1375"><p><b>Street School</b></p><p>1135 S. Yale, Tulsa, OK 74112</p><p><a href="http://www.StreetSchool.org">www.StreetSchool.org</a></p><p>918-833-9800</p></div> <div data-bbox="1177 1207 1258 1302"><p>PLEASE PLACE STAMP HERE</p></div> <div data-bbox="828 1407 1234 1512"><p>Type address here or use Mail Merge (under Tools) to automatically address this publication to multiple recipients.</p></div>	





## Invitation Front & Back

# Invitation

Front



Back



## Invitation Inside

# Invitation

Left Inside



Right Inside



## Facebook Banner

