Campaign Proposal for Breast Cancer Foundation of the Ozarks

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**Introduction**

The situation with BCFO includes a need for improved social media tactics in order to better their relationships with the community. The goal of this campaign is to develop an innovative social media campaign that will captivate their target audience and create a professional image while conveying their message with short, concise, and newsworthy posts on Facebook and Twitter.

**Objectives**

**Impact**

1. To increase community awareness of the operations of the organization, including its services, stakeholders, and support of community projects by 50 percent this year.

2. To gain greater organizational support from community leaders and businesses by 20 percent by April 2014.

Behavioral Objective: To increase the amount of activity Facebook by 15 percent.

Attitudinal Objective: To inspire the public and volunteers to consistently attend special events by promoting a supportive and fun atmosphere at each event.

Informational Objective: To engage the community through improving social media posts and information on website.

**Output**

1. To improve and distribute more community publications than last year by 20 percent.

2. To create one prominent community project to raise support and funds versus multiple smaller projects, like an “event of the year.” (Example: Comparable to ACS’s Cattle Baron’s Ball)

3. To create a You Tube account for testimonial videos and footage from live events and behind the scenes.

**Strategies**

Make it easier to register for events (as a volunteer or participant) by posting a direct link on Facebook, Twitter, and the BCFO website.

Use the BCFO website to drive traffic to social media sites and social media to BCFO website by direct links.

Put more detailed information about events on the BCFO website to make it easier for participant, sponsorship, and volunteer involvement. Put the “5 W details” (who, what, when, where, why) on social media sites with a link to the website’s registration page.

**Tactics**

Host an organizational open house and tour of the BCFO facility by inviting sponsors, investors, the media, and volunteers. There will be media stands set up where attendees can like the Facebook page and post a testimonial to YouTube or participate in the live event footage.

Create links on each from of BCFO media that leads to the desired media outlet. This would include the BCFO website, Facebook, Twitter, YouTube account, or educational resource sites.

Make tab on the website for registration. In this tab you can specify either participant or donor in which you will then fill out the appropriate information for one or the other.

**Budget**

The budget will depend directly on the source for website editor. In-house is much cheaper than having an out-of-house editor. Since most of this campaign will be executed through social media networks and the BCFO website, the budget will be minimal.

The campaign will include sponsor recruitment to cover external costs. External costs include food, beverages, decorations, printing invitations for people not on social media, goodie bags, and renting items such as projectors and lighting.

Overall anticipated cost (Website and event): Between $3,500-$4,000 maximum.

**Timeline**

Social Media timeline: Complete in one year by April 2014.

Event planning timeline: Will take place at the end of the social media campaign. The actual open house/media event will take four months to plan (December 2013-April 2014).

**Evaluation Measures to be used**

Monitor social media activity by recording number of likes on the BCFO Facebook page and number of followers on Twitter from the beginning of the campaign until the end. Also find a way to monitor traffic and visitors on BCFO’s website and counting number of new and reoccurring attendees.

**Qualifications Page: About me- major/minor, experience, etc.**

Abby Beaudin is a junior at Missouri State majoring in Public Relations with a minor in Journalism. Over the past two years she has worked as Taco Bell’s Campus Marketing Representative for Williams-Crawford & Associates. From the beginning of the 2012 school year, Abby was elected as President of the American Marketing Association chapter at MSU and recently executed a very successful special event for Convoy of Hope through this organization by raising over $3,000.

Janet Jenkins is junior at Missouri State University double majoring in Public Relations & Intercultural Communication. Janet has built social media sites for other companies and has expanded their reach in the thousands within a month’s time. Janet has also been interning with Springfield Cardinals, Double A affiliate of the St. Louis Cardinals, and has learned many tactics of professionalism in the Public relations industry.

**Addendum: Research**

*Social Media/Media Relations*

When working with a non-profit organization, positive exposure in the community and solid relationships with the media are critical to its success. In today’s society, the newest form of media known as social media is creating a whole other avenue of advertisement that is virtually cost-free, just requires a little maintenance. According to Mary Valloni of the American Cancer Society, non-profit organizations can utilize partnerships with local markets who work with different media stations. This helps increase exposure of the organization’s message and awareness of their mission.   
 Media relations guidelines highlight the necessity of the organization knowing their target audience and media outlets as well as sending newsworthy information (Hayes, 2011). One important part in non-profit media relations is the research and planning of actions or special events. Special events create a focal point of the theme and messages as well as make programs more newsworthy, interesting and effective. When the North American Aerospace Defense Command set out to rekindle children’s belief in Santa in 2008, they created measurable objectives focusing on media relations. Their goal included increasing the number of visitors to their website, expand global reach, use social media, increase media coverage, and enhance graphic design (Hayes, 2011). This would be a good strategy for any non-profit to use, especially driving more people to their website because that is where people can find more information and decide to get involved by participating, donating, or requesting use of services.  
 While media relations are a huge part of non-profit programs, the newest addition social media has its perks. Organizations can use social media to create continuous dialogue, consistent engagement, and direct connection to supporters (Bertagnoli, 2011). For example, Chicago Community Trust joined forces with Northern Illinois Food Bank through the social network called Groupon. The deal promised to match what Groupon subscribers donated and encouraged donations by advertising that $1.00 buys six meals for the food bank clients (Bertagnoli, 2011). For any non-profit organization, this method would be effective because not only are they getting something for themselves; they are giving back at the same time. This strategy is simple, effective, and beneficial to all three parties.   
 One key component that non-profit organizations need to be aware of is being knowledgeable about how the different media outlets work. This is because persuasive media relations are about communication that bridges the agendas of sender and satisfies the reader (Opperman, 2012). In addition to persuasive media relations, people depend on consistent and credible social media sites to get brand information which improves brand visibility and loyalty for the organization. People also want to give feedback and respond to the organization through social media. For an organization, this creates an easier and faster way to build relations and communicate about its products, mission, and services (Naveed, 2012). Therefore, executives of non-profit organizations need to learn media literacy because they will attract more people while tapping deeper into the capabilities and ideas of their employees and stakeholders (Deiser & Newton, 2013).   
 Blogs are one form of media that non-profits should use on a daily basis because it’s cheaper than mailing a paper newsletter or sending out email blasts. A study done in 2011 explored the publicity effectiveness of social media as opposed to traditional media by placing an identical piece of text on a blog and on an online magazine (Colliander & Dahlen, 2011). Results showed that the publicity effectiveness of a blog is higher than that of an online magazine because blogs join media, marketing, and consumers in friendship and through topics interests (Colliander, & Dahlen, 2011). Bloggers follow brands and readers form “friendships” with the brands. For a non-profit organization, a blog would be an informal way to attract audiences without the “webpage” articles but instead creates personal connections to readers.  
 Social media plays a big role in brand involvement and brand commitment (Naveed, 2012). By having the ability to post real-time updates, readers and followers can stay up to date on the latest news as well as upcoming events. Since not all non-profit professionals have had coursework or education in the marketing, public relations, or journalism field, there are two key components that they must learn (Opperman, 2012). The first component is to have access to knowledge that can facilitate quality media relationships. The second component is to drive communication to enable tailored messages to ensure the message connects to the audience they want to reach.   
 When combining media relations and social media tactics, professionals turn to video news releases and video social network sites. An organization’s brand is more than a visual or auditory message; it represents an entire identity based on an individual’s experiences with the organization’s mission, activities, and relation to its success stories (Waters & Jones, 2011). Studies have shown that the creation of videos may be the most powerful method of advertising and communication, even more so than pictures (Waters & Jones, 2011).   
 Videos in public relations and marketing do four things. First, videos enhance the public’s impression of the organization’s services and products by using real people in real time; this creates a personal relationship between the organization and the viewer. Second, videos put a human face with the organization’s name; this creates a sense of credibility and character. Third, videos ultimately build the brand by creating a name with a face and a voice; this puts power in the organization’s message and name. Last but not least, videos bring together the three V’s of communication: verbal, vocal, and visual because videos have the strongest effect on recipients in terms of remembering messages (Waters & Jones, 2011).   
 The purpose of videos in a non-profit organization would be to create client success stories, endorsement from key opinion leaders, use of humor and emotion, raising awareness of key issues, and publishing news worthy content (Waters & Jones, 2011). When the Charleston Animal Society launched their rebranding campaign in 2008 by hosting a faux presidential election between a cat and a dog, their media responses were beyond substantial. Even though social media was not a prominent means of communication at the time, the use of videos on the campaign website and YouTube were vital to the success of the program (Hayes, 2011). The election videos gave a sense of life and reality to the animals of the shelter which increased community involvement and overall community satisfaction. Non-profit organizations can utilize videos like this campaign did by using outsiders’ words and stories to build the videos’ narratives rather than using internal stakeholders (Waters & Jones, 2011).   
 The most recent form of social media videos apart from YouTube is a social network called the Vine. The Vine is a standalone iOS application from Twitter that allows users to create short, six second videos that run on a loop (Crook, 2013). The short clips can be threaded together and shared on Vine’s website, Twitter, or Facebook (Crook, 2013). New technology, like this new application, is imperative for an organization to quickly take on and understand because the millennial age groups are eager to explore new trends in social networks (Fromm, 2013). Boston Consulting Group found that millennial age group is 2.5 times more likely to adapt to new technology, including new applications for social networks (Fromm, 2013). Therefore, organizations aiming to target the millennial generation should strongly consider implementing new technology and trends in their marketing and public relations programs.   
 The Vine application can do three things for a brand or an organization (Fromm, 2013). The first thing is to show the action. With its quick, easy, and free uploading capabilities, an organization could quickly upload a short clip before or during an event to show what’s going on and convey excitement among followers. The second thing is to show company culture by posting a video of employees, members, or stakeholders doing something fun or related to the organization’s mission. The third thing is to reveal products or services by showcasing them with this fun and creative application. For example, Gap made a Vine video displaying their new Keds style sneakers for spring by rotating the colors and tying the shoe laces (Fromm, 2013).   
 When putting all of this media relations and social media information together to develop an efficient, solid, and measurable public relations program, the organization will certainly succeed with its objectives (Waters, Tindal, & Morton, 2010). By implementing sound media relations through consistent radio production and video news releases, the organization can increase and regulate top-of-mind awareness among their members and external audiences (Opperman, 2012).   
 In addition to sound media relations, through concise and intelligent use of new technology in social media networks, the organization can expand their range of exposure as well as increase the diversity of their target audiences (Deiser & Newton, 2013). The organization needs to use their media outlets and knowledge to place positive news stories about their mission, services, members, and culture to their target audience. (Waters, Tindall, & Morton, 2010). Once the organization is able to talk with people instead of at people, their target audience will recognize, relate, and connect with the organization and its message (Bertagnoli, 2011).  
 Overall, the key to success with a non-profit organization using social media and specific media relations programming in any campaign is to understand that social media is becoming more prominent in communications campaigns due to the high levels of public involvement (Waters & Jones, 2011). Once the organization masters the ability to write for each specific social media outlet, narrow and target each specific audience in each social media outlet, as well as be consistent with staying up to date on the latest technology trends, the organization will experience a noticeable amount of increased exposure. In addition to increased exposure, the organization will save money and time because most social media efforts, applications, and networks are free to use and can post simultaneously. By implementing diversity and conciseness in a social media/media relations program, the organization will be able to reach multiple target audiences with specific and tailored messages.

*Community Relations*

In public relations, there are many jobs that we must manage in order to perform our duties effectively. Depending on the situation, you may be dealing with anything from media relations, social media, internal relations, and even international relations. In this paper however, we will be looking into the importance of community relations. We want to know why community relations are such an important aspect to every business and organizations and how we can improve our own community relations. We will be looking at what corporations are doing now, why they are doing it, and how the success of these community relation programs can be measured.

Community relations have come a long way since public relations first came onto the business scene. There was a time when public relations were put on the backburner in order to establish maximum profitability for almost every company. To showcase this Dunlap (1996) wrote:

If you’re in business, you’re in business for one thing—to make money. You must do everything fiducial, legal, and moral to achieve that goal. And making excellent products that are expertly marketed is the primary way of making money. Executives who run their businesses to support social causes—such as Ben and Jerry’s or The Body Shop—would never get my investment dollars. They funnel a portion of profits into things like saving whales or Greenpeace. That is not the essence of business. If you want to support a social cause, if you have other agendas, join the Rotary International. (p. 199)

Since that time, in 2004, corporations put up $12 billion to support non-profit organizations (*Giving USA*, 2005). These numbers show just how important supporting their community is—Dunlap would not have approved. However, donations are not the only way these businesses are putting their best foot forward within the community. According to the article *Corporate Philanthropy and Corporate Community Relations: Measuring Relationship-Building Results* by Margarete Hall, companies are also doing community relations programs, cause-related marketing endeavors, business-nonprofit partnerships, sponsorships, and corporate volunteer programs. These are just a few of the ways corporations are thinking outside of the box to show those around them, especially those within the community, that they care. To become a trusted company, according to Burke (1999) said a company must have a viable community relations program that will:

Build sustainable and ongoing relationships with key community individuals, groups, and organizations, institute practices and procedures that anticipate and respond to community expectations, concerns, and issues, focus the community support programs to build relationships, respond to community concerns, and strengthen the community’s quality of life. (p. 28)

All of this money, all of this time, with no immediate financial gain; why? A growing body of research in the field of public relations (Ledingham, 2003) has studied the impact of community relations on the relationship between an organization and its consumers. Ledingham and Bruning (2001) noted that research within the past 20 years has advised that community relations activities provide many positive mechanisms for an organization. It is a way to receive feedback from its publics, allow the organization to monitor the concerns of groups in the community who might support or oppose the organization, and minimize the negative impacts of crises (p. 529). In the past, corporations have measured the results of their corporate citizenship activities by looking at impact on sales—how the numbers improved since the community relations program started, employee attitudes—are the people of the business happy with how their company is seen in the public eye, management support—how management supports the goals of the company, media coverage—improving how the company is being seen in the media, and working relationships with stakeholders (Yankey, 1996).

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