



GATEWAY COMMUNICATIONS

COMMUNICATION CAMPAIGN PROPOSAL FOR THE BIG BUDDY PROGRAM

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EXECUTIVE SUMMARY

Following the first week of meeting one another and establishing our brand, all of Gateway Communications had a good understanding that every member would go above and beyond to establish a successful campaign for the Big Buddy Program. The service-learning aspect of this course has allowed all of us to gain an abundant amount of experience in the different areas of public relations that we would not have received otherwise.

This campaign book acts more as the next chapter following past campaigns, as it focuses on the central issue of Big Buddy, the lack of Legacy participation. Following our first meeting with Gaylynne Mack, executive director for Big Buddy, Gateway Communications set our sights on decreasing this issue even more than past campaigns.

Because of that goal, we set the objective to recognize the most efficient way to not only reconnect with Legacies, but also allow Legacies to become avid participants in the program once more. We realized that if we could reach out to various Legacies to share their personal testimonies through a brief questionnaire of how this organization has benefitted their lives, we could not only reach a wider range of Legacies, but motivate residents of the Baton Rouge community to take part in the program as well. Parents could enroll their children in the program due to the success rate, adults and even college students could participate in the program as volunteers or Mentors and, ultimately, more individuals would be inclined to donate to the program knowing its success.

Like most nonprofits, fundraising was another objective of ours. Therefore, we held an event called "Raise the Roof" on Nov. 15 at the Tin Roof Brewery. This was an event like no other campaigns class had attempted in the past, as this event was collaborated among all three communication teams: Gateway Communications, Thrive Public Relations and Elevate Communications. Thrive Public Relations represented the Youth Oasis Children's Shelter and Elevate Communications represented the Capital Area Special Olympics of Louisiana. We saw an incredible opportunity to work together as a class to host one large event for these three nonprofits that share the common theme of benefitting the youth in Baton Rouge.

Raise the Roof was an incredible step for these three nonprofits toward working together in the future. We received more media coverage than we originally hoped for, more guests attended the event than we predicted and we raised over \$10,000 from the event to benefit the organizations.

As account executive, I could not have asked for a more determined communication team and a better client experience than I have during this campaign. I am proud of the work my group has completed to promote Big Buddy, and I am confident that through reading this book, you too will recognize the diligent time and effort we have placed into this campaign.

Sincerely,

Daniel Kiggans

Daniel Kiggans, account executive

INTRODUCTION

INTRODUCTION

Overview of client

The Big Buddy Program is a nonprofit organization in the greater Baton Rouge area that focuses on supporting youth who are economically, educationally or emotionally disadvantaged. The organization creates “opportunities for the community to empower and guide these children to brighter futures” through the use of volunteers, group activities, work programs, etc. Today, Big Buddy has increased its many programs in Mentoring, extended learning and afterschool opportunities, positive youth development programs, and workforce development. The program now serves over 1,000 children per year and utilizes the talents and expertise of over 500 volunteers.

Mission

Big Buddy’s mission statement, “to provide access to positive role models and learning experiences to children who lack these valuable resources,” influences every activity offered through the program for the children of Baton Rouge.

History

Big Buddy is a nonprofit organization founded by a psychology class at Louisiana State University in the late ‘70s under the supervision of Dr. Marion Baum. Mary West, a parishioner at Christ the King Catholic Church, rekindled the Big Buddy Initiative through the Social Responsibility Committee. West began matching children from Roosevelt Terrace public housing community with students from Christ the King. Jim Geiser, a social worker, got introduced to the project, and he started to recruit new volunteers and coordinate group activities for the children. In the summer of 1979, Big Buddy was approved for funding through the Mayor’s Youth Opportunity Office, and Geiser was named the executive director.

Culture of organization

Big Buddy’s vision for the organization is that “every child has a positive role model leading him/her to make good choices, resulting in a healthy and rewarding life.” The vision prompts Big Buddy to be constantly searching for new activities and opportunities to provide for the children and their Mentors. Through this Mentoring-type of program, a solid foundation is set in place to allow the children to have a positive influence in achieving high-quality academic skills and in fostering their personal goals.

Finances

The annual budget for Big Buddy is roughly \$1.2 million. Most of the funding is for the organization’s events, the biggest being “Dancing for Big Buddy,” which totals to around \$250,000 every year. The majority of the funds come through corporate sponsorships, annual giving, donations from residents of Baton Rouge and private fundraising, with smaller amounts of funding, as of lately, coming from government grants.

Public opinion and political influences

Big Buddy does not have many political influences. The program does have the support of Mayor Kip Holden, who continuously speaks positive on the organizations behalf. However, there are many Mentors around Baton Rouge that are very involved in the community. These include people such as local high school and college athletic coaches and teachers. According to research in prior campaigns for Big Buddy, the public has had a positive opinion on Big Buddy.

RESEARCH

ORGANIZATIONAL RESEARCH

Performance

Big Buddy bases its criteria for success on a child's grades, attendance in school, behavior, overall growth and achievement of personal goals. Evaluation reports have shown that the organization has been successful and that teachers and parents were reporting positive growth among the kids within the program. Within the last three years, the quality of the organization has greatly improved, and the leaders of the program have been very pleased with the performance of the children. One of the biggest benefits Big Buddy can provide is a commitment to excellence through a strong training program for its staff. Most youth agencies do not put time and effort into staff training, but Big Buddy ensures its staff knows how to interact with the children by using the organization's available resources.

Niche

Big Buddy was designed so underprivileged children could be given the opportunity to interact with Mentors who can help mold them into successful adults. One of the biggest assets that the program has is its connections. It has prominent individuals who are either on the board of directors or who were once Mentors. Nikki Caldwell, LSU women's head basketball coach, is on the board of directors, as well as people from local Baton Rouge businesses. Big Buddy has continuously made changes after assessments of the organization. Big Buddy continuously communicates with teachers by routinely checking in on the performance of the children. The organization has also promoted training the staff in a particular curriculum. Big Buddy hopes to improve its research on Legacies in order to understand how to successfully engage with them. The organization realizes that certain changes will need to be made in the future, and it is very willing to make any changes necessary for the betterment of the program.

Structure

The organization is based on the firm belief that fostering and sustaining growth, success and confidence can drastically improve the life of an underprivileged child. This fits with the vision of the organization, because its purpose is to provide positive role models for underprivileged children to look up to in order to provide hope for a better future. This is expressed within the strategic business plan for the organization that the children come first. Recently, Big Buddy made an incredible improvement by hiring a communication manager who is responsible for all communication decisions. Because of how well the program is doing with donations, Big Buddy hopes to increase its resources in the fields of both public relations and marketing in order to attract more attention to the program.

ORGANIZATIONAL RESEARCH

Internal impediments

Big Buddy is very supportive of its communication department, as it continuously attempts to raise awareness of the program. However, the biggest internal issue for the organization is the high turnover rate among staff members. For reasons unknown, this loss of staff members results in a loss of knowledge in the program as well, and it is expensive to hire and train new staff members.

Competition

One of the main competitors of the organization is the Boys and Girls Club of America. Big Buddy has a vast amount of resources and donations in order to compete with other nonprofits. The other organizations may have the name recognition, but Big Buddy is still one of the more well-known programs throughout the Baton Rouge community.

Opposition

Big Buddy is always at risk of losing funding through the city of Baton Rouge and budget cuts because the vision of the program may not necessarily match that of the politicians in office. These political groups have multiple forms of backing, and it puts an enormous amount of pressure on nonprofits to find other means of fundraising, thus causing the program to always rely on its larger donors for sponsorships. Within the next few years, the problem is likely to worsen unless politicians modify policies to help set a budget for nonprofits.

External impediments

As of now, the environment is growing steadily. There have been numerous donations, and the future of Big Buddy looks bright as more parents are starting to seek help for their children. The hiring of a communication manager is also helping to raise awareness for the program itself. There are no external impediments that deal with customers, regulators, legal and environmental origins. However, as stated above, political groups are making it harder for nonprofits like Big Buddy to generate funds. While the organization is receiving generous donations, it is still on a strict budget and does not have the means to establish a marketing division nor update its technology.

SITUATION RESEARCH

Background

In an effort to increase donations and advocacy, Big Buddy was seeking to augment its Legacy program. Big Buddy's Legacies include former Mentors and Mentees. This was a continuous situation for Big Buddy and, thus, the current communication method should be modified. The cause of the situation was due to a lack of continual communication with Legacies after they graduated from the program or finished volunteering for the year. There was no dispute that communication among the Legacies was lacking. Big Buddy introduced the Legacy program in the spring of 2014 and was still seeking to contact Legacies. Because of the many individuals that Big Buddy serves, there are many potential Big Buddy Legacies to connect with and to give testimonies of their experiences within the program.

Consequences

Reaching out to the Legacies impacted Big Buddy's mission of providing learning experiences and access to positive role models to children who lack these resources. Contacting Legacies to be loyal advocates, and possibly loyal donors, would increase the resources for the children. The Legacies would also support the mission statement and vision of the organization in leading by example, showing current participants how Big Buddy can lead to opportunities after graduating from the program. This situation warranted a swift and serious response, as contacting Legacies would contribute to immediate donations and advocacy. This was a long-term situation, as Big Buddy will continue to reach out to former participants as more Mentees graduate from the program. Donations and advocacy for the program were affected by this situation. If Big Buddy were able to connect with more Legacies, more Mentees and Mentors would see the positive outcome of participating in the program and could be inspired to continue volunteering or eventually donate to the organization. This was an opportunity for Big Buddy to improve communications and to build and sustain more mutually beneficial relationships with former participants.

Resolution

Quantitative information, such as how many Legacies respond to Big Buddy's outreach, could impact how it connects with each Legacy. This connection could be mutually beneficial, as the program would gain donations and advocacy, and the Legacies would have an opportunity to share their stories on how the program impacted them.

Customers

The primary customers of Big Buddy are parents of children participating in the program. This is the audience that Big Buddy ultimately strives to appeal to, as these are the individuals who allow their children to be involved in the program. With that, the secondary customers are those children themselves. These are youths within the program who benefit from their participation and all that the program has to offer. It is a desire of Big Buddy to increase its appeal to Legacies, as their participation in the program has declined in the past few years. By successfully reaching out to these Legacies, they could be inspired to give back and increase their participation in the program.

Producers

The in-house producers of Big Buddy, such as staff, Mentors and event volunteers supply the majority of the services for the organization. Big Buddy receives most of its profits through fundraisers, sponsorships from local businesses and small donations from residents throughout Baton Rouge. ExxonMobil has become a recent sponsor of Big Buddy, funding the program's upcoming "Day of the Mentor" event.

Enablers

A well-known opinion leader for Big Buddy is Mayor Kip Holden, who continuously speaks well on the program's behalf, as mentioned above. Raising Cane's Founder and CEO Todd Graves is undoubtedly Big Buddy's most prominent Legacy. Graves is another opinion leader who continues to support the program. Gaylynne Mack, executive director of Big Buddy, is a vocal activist for the program, appearing on the news, radio, print and online articles, advocating for the program and informing the public of upcoming events. With Mack leading Big Buddy, the organization establishes successful programs in Mentoring, extended learning and afterschool opportunities, positive youth development and workforce development. Big Buddy has numerous media outlets to receive coverage, both social and traditional. Big Buddy utilizes Facebook, Twitter, YouTube, Instagram and a personal web page to advertise its programs and events. However, it is the traditional media coverage that greatly benefits the program. Local news stations, such as WBRZ-TV, WAFB-TV and NBC33 have continuously broadcast information about Big Buddy in a positive light. Publications like The Advocate, Visit Baton Rouge, DIG and the Greater Baton Rouge Business Report have also covered information regarding Big Buddy's events. Even radio stations like Classic Hits 103.3 and TALK 107.3 FM have assisted in promoting the events of the program.

Limiters

The direct competitors of Big Buddy are the local nonprofit organizations that compete for government funds, donations from local businesses and participation of volunteers. These organizations include Big Brothers Big Sisters Program, the YMCA and other nonprofit organizations that offer after-school tutoring and workforce development programs for youth in Baton Rouge. In past years, other competing nonprofits have mismanaged funds. The government has seen these irresponsible uses of funds of certain organizations and assumed it to be that of all nonprofits. This inherently causes these organizations to become opponents of Big Buddy.

SITUATION ANALYSIS

SWOT

Big Buddy is unlike other nonprofit organizations in that it has a huge alumni base, known as Legacies. Due to the huge number of children in the program, the number of Legacies continues to grow every year. The only problem is that Big Buddy is having trouble reaching out to these Legacies to come back to the program and participate once more.

<p><i>Strengths</i></p> <ul style="list-style-type: none">• Legacy program as a whole → allows graduates to share their stories and lead by example for current participants → 24 interested Legacies to tell their stories and hundreds of potential Legacies to reach out to• Serves over 1,000 children annually• Has a vast number of resources at its disposal• Well-known in the Baton Rouge community• Well-trained staff → heavy training in a particular curriculum instead of minor training in all facets• The program is helping children based on reports from teachers and parents• Newly hired communication manager → handles communication on a more ongoing basis• Recently started a program to help kids one-on-one who were struggling in school as opposed to a classroom setting → allows for more personal tutoring	<p><i>Weaknesses</i></p> <ul style="list-style-type: none">• Lack of current communication with Legacies → seeking to improve its communication strategy to connect with more Legacies• Not up to date on technology• Unable to allocate funds for necessary improvements → quality staff training is very expensive• High turnover rate → not enough staff to help the growing number of children in the program
<p><i>Opportunities</i></p> <ul style="list-style-type: none">• Growth of Legacy program → potential to turn Legacies into loyal donors• Modifying current communication strategy → a better strategy could engage more Legacies• Use of survey to get sample of large population in Baton Rouge → demographics collected in the survey will inform Big Buddy on where to direct its messages• Well connected around the community with local businesses (e.g., Raising Cane's Founder and CEO Todd Graves use to be a mentor)	<p><i>Threats</i></p> <ul style="list-style-type: none">• Possibility of not reaching Legacies or being able to locate them via social media or through the Big Buddy database• Political groups who overlook nonprofits during budget planning• Other nonprofits receiving government funds → Boys and Girls Club of Baton Rouge

PRIMARY RESEARCH



We chose to use a survey as our primary research because surveys are the optimal research method for larger groups like the Legacies. According to the Food and Agriculture Organization, surveys are easy to distribute, inexpensive, can provide a large amount of information about a large group of people and allow multiple people to take part in the decision-making process. Our survey included questions about awareness of Big Buddy, opinions on the program and volunteer habits. The survey also covered media usage, both traditional and social media. Demographics included in the survey were race, religion, area of residence, annual income and education level. These demographics will be useful to Big Buddy to find what publics are aware of the program and also allows Big Buddy to recognize the preferred media usage by the public in order to increase its reach.

INVOLVEMENT

85%

Would be willing to donate time and/or money to Big Buddy

75%

Are aware of how to get involved with Big Buddy

20%

Have volunteered for at least 2 Big Buddy events

SOCIAL MEDIA

37%

Use social media frequently

74%

Prefer Facebook to other social media platforms

63%

Said Big Buddy news is accessible on social media platforms

DEMOGRAPHICS

60%

Christian

40%

Married

80%

Employed

93%

Female

KEY PUBLICS

KEY PUBLICS



Big Buddy is a nonprofit organization similar to others in that their typical audiences are potential Mentors, volunteers, businesses, donors, and, in some cases like this, parents of children who could potentially participate in the program. However, Big Buddy is fortunate to have one key public, and that is its Legacies. Some Legacies still give back to the organization; however, there has been a decline in the past years of Legacy participation.

Most Legacies fall under all four stages of development:

1. Latent– The number of Legacies not participating is increasing. This may be due to the prior conflicts of many of these individuals, causing them to be unable to contribute their time to the organization.
2. Apathetic – The fact that the number of Legacies participating is decreasing may not necessarily mean that some are uninterested in helping. This may have to do with the fact that many are busy and unable to participate as much as others.
3. Aware – Due to their time as young participants in the program, the Legacies are aware of the effects that the program has on its participants. However, they may be unaware of the various ways that they can make a difference today.
4. Active – As mentioned above, the participation of Legacies is drastically declining for reasons still unknown.

Big Buddy can ultimately attract these individuals to participate in the program once more by sharing the stories of how the program impacted many of the Legacies. By engaging with the Legacies in this way, Big Buddy will be able to show its positive influence in the Baton Rouge community.

Issues

There is one ultimate issue of Big Buddy: decline in participation of Legacies. The participation of children in the program and donations from businesses and residents is continuing to increase. However, with a lack of participation from this older generation, the youth within the program cannot receive the Mentorship they need in order to be as successful. This decline in Legacy participation has caused the program to slowly suffer every year. The Legacies need to understand that their voices could have the greatest impact on gaining involvement from the community.

Organization

The Legacies can have a tremendous effect on Big Buddy. As of late, the loyalty of the Legacies toward Big Buddy has been declining. Their continued or reaffirmed participation in the program could have a positive effect on their lives by reminding them how much the program benefitted them as children. Ultimately, Big Buddy sees many of these Legacies as some of the most influential members who could participate in the program once more.

KEY PUBLICS

Opinion Research

The public, especially the Legacies, sees this organization as one that cares for the future and success of children in the Baton Rouge community and strives to further benefit the well-being of the children through recruiting influential Mentors in the program. The public recognizes that the many programs of Big Buddy, like the extended learning programs, afterschool programs and positive youth development programs, are what have allowed the youth participants to become so successful in their adult years. However, it seems that many forget that these programs do not only benefit the children. The programs equally lead to the mental and physical success of the Legacies.

Communication

Gateway Communications directly targeted Legacies to complete an online survey in order to gauge how and where Big Buddy can direct its messages to reach more Legacies. We sought to gain an understanding of why many Legacies do not participate, allowing us to recognize the greatest way to motivate individuals to participate. In order to further engage this audience, we communicated through social media (e.g., Facebook and Twitter) with general awareness posts that allowed viewers to recognize the impact that small contributions to the program can have. We transferred this information to various deliverables to present to Big Buddy in order for the organization to add to its website and deliver at future events further engage the Legacies.

Demographics/Psychographics

Our research conducted for Big Buddy declared the following statistics:

- Gender - 7% male, 93% female
- Average Age - 37
- Ethnicity - 80% African American, 13% Caucasian, 7% Asian
- Religion - 60% Christian (non-specific), 13% Catholic, 13% Other
- Average Location - 93% of participants live in Baton Rouge
- Marital Status - 40% married, 33% single/never married, 27% divorced/separated
- Highest Level of Education – 7% high school incomplete (grades 9-11 or grade 12 with no diploma), 20% high school graduate (grade 12 with diploma or GED certificate), 40% some college (no degree, includes community college), 33% four years college or university degree/bachelor's degree (e.g., BS, BA, AB)
- Socioeconomic Status – 80% employed for wages, 13% self-employed, 7% student and ~38% receive \$0-\$19,999, 38% receive \$20,000-\$39,999, 8% receive \$40,000-\$79,999, 15% receive \$80,000 or more
- Social Media Usage – 74% prefer Facebook to other social media platforms
- Receive News – 50% prefer Television and/or Online Social Media to receive news
- National News – 47% prefer CNN to other national news stations

KEY PUBLICS

Benefit Statement

By increasing Legacy participation in Big Buddy, all categories win. The youth within the program have an experienced Mentor, these new Mentors are reminded of how they were benefited by the program and the impact they are making in a child's life, parents of the youth participants can watch their children grow to be successful adults due to the success of the program, donors can recognize the positive impact their contributions are making in the lives of others and Big Buddy can further increase its positive role in the Baton Rouge community.

GOST

Positioning statement

Big Buddy has worked hard to gain a positive image in the community. The organization has an advantageous position in the Baton Rouge community because of the unique service the program offers. Big Buddy is the only youth mentoring program in Baton Rouge and, on average, the children in the program have a higher success rate than children not in the program. It has an incredible alumni board of Legacies that were once a part of the program for which Big Buddy could reach.

Goal

It seems as though most Legacies have lost touch with the program. Therefore, it is imperative that these former members gain an interest in the program and become inspired to take part in the program once more through Mentoring, volunteering, or donating time or money.

Objective 1 - Acceptance

•Objective for Big Buddy Legacies to have an effect on acceptance, specifically to increase interest in the Legacy program and its positive advocacy for Big Buddy by 20 Legacies by December 31, 2016.

STRATEGY: COMMUNICATION

- Communicate with Legacies via social media to encourage them to share their Big Buddy stories and photos to post on the Big Buddy page.
- Communicate with Legacies through visuals that break down donations and how Big Buddy will use those funds.

TACTICS

- Traditional
 - Infographic – Shows the breakdown of donations that can be handed out to Legacies at events. This would be uploaded to the Big Buddy website and hand out as deliverable for future events.
 - Brochures – Showcase Big Buddy’s success in the Baton Rouge area that includes the number of participants as well as activities put on by Big Buddy.
 - Day of the Mentor banners – Design general banners for Big Buddy’s “Day of the Mentor” event for the organization to use for future events.
- Digital
 - Legacy questionnaire – Present to the Big Buddy staff open-ended questions for Legacies to answer to give their personal memories of the program. Answers would be featured on the Big Buddy website and social media pages.



Objective 2 – Action

- Objective for Big Buddy to have an effect on action, specifically to increase fundraising by \$5,000 by December 31, 2016.

STRATEGY: ACTION

- Host an event for Big Buddy and the Baton Rouge community to raise funds for the program.

STRATEGY: COMMUNICATION

- Communicate through digital media, local media and printed fliers to encourage the Baton Rouge community to attend the event and donate to Big Buddy.

TACTICS

- Promotional
 - Raise the Roof – Host fundraising event that receives funds through sponsorships, percent age of food truck sales and silent auction donations
- Traditional
 - Fundraising letter – Informs past donors, volunteers, Mentors, parents, etc. of how Big Buddy continues to change for the better and encourages these individuals to donate their time or money toward the organization.
 - Press release – All three writing directors work together to draft a press release to promote the amenities of the event and the cause of all three nonprofit organizations.
 - Media advisory – All three writing directors work together to draft a media advisory to promote the amenities of the event and contacts for more information.
 - Radio spot – Appear on 103.3 with Jeff Johnson to help spread awareness for the event and fundraising opportunities for all three organizations.
 - Television spot – Appear on WBRZ’s “Breakfast with 2une In” to help spread awareness for the event and fundraising opportunities for all three organizations.
- Digital
 - Social media strategy – Along with Legacy stories, posts on the Big Buddy social media page will include general awareness (“Did you know”) posts, giving information of easy mentoring hours one can do per month within the program, the small donations per day individuals can give toward the program and posting constant reminders about the event and the attractions.
 - Raise the Roof Facebook event page – Collaborate with all three communication teams to create a Facebook event page to further promote the event and gage roughly how many guests would attend the event.

IMPLEMENTATION

STRATEGIC APPROACH - ACTION

Event research

Unlike most nonprofit events, Gateway Communications is not hosting this event for the sole purpose of fundraising. The funds for Big Buddy are abundant. Instead, we sought to host this event as a way to reach out to the Baton Rouge community to allow those attending to gain an understanding of the benefits of this incredible organization.

We partnered with two other groups, Elevate Communications and Thrive Communications, who are representing two other Baton Rouge nonprofits, Capital Area Special Olympics of Louisiana and Youth Oasis Children's Homeless Shelter. Unlike past campaign groups, we saw this partnership as an opportunity to help further expand these three nonprofit organizations with the central focus being to benefit the children of the Baton Rouge community.

The event we will host is called Raise the Roof and will take place on November 15 from noon-4 p.m. at the Tin Roof Brewery on 1624 Wyoming Street. Entry is free and open to the public with the proceeds from food and beverages sales going toward the nonprofits. There will be food trucks, beer sales from Tin Roof, a silent auction, music and games.

The ultimate purpose of this event is a fundraiser to assist the nonprofits in continuing their individual goals of benefiting the Baton Rouge community, as well as gaining more recognition for these nonprofits in the process. It is our desire, however, that the event will persuade those attending the event and those following the news on social media to give back more of their money and time toward these organizations.

Local businesses were contacted to donate items for the silent auction and act as sponsors of the event. All sponsors' logos are featured on the banner at the event and on the T-shirt that all of the students will be wearing at the event.

Event plan memo summary

Our original event plan memo stated that the event would be more of a food truck round-up, but it has now changed to just an exciting event at Tin Roof Brewery with many great features, including food trucks, a silent auction, beer sales, games and music. Based on past research of the popular "Baton Rouge Food Truck Wround-Up," we saw that providing food trucks at the event would attract more guests than anything else. We chose to do a silent auction as an easy way for other businesses in the Baton Rouge area to take part in this event as well. The event plan memo also explains our goals, target audience, channels we would reach out to, deliverables and more.

STRATEGIC APPROACH - COMMUNICATION

Overall theme

The overall theme of this campaign is “Legacies Come Home.” Gateway Communications’ main goal throughout this campaign is to help Big Buddy reconnect with past participants, most notably through the Legacy Questionnaire that will be present on the Big Buddy website for easy access. Gateway is seeking to assist Big Buddy in forming a sustainable method to reconnect with Legacies so that Big Buddy may continue to reach out to Legacies and learn their stories long after Gateway concludes the campaign.

Key public messages

Gateway Communications created two messages for Raise the Roof. The first message was to promote the event to families in the Baton Rouge community. This message was partnered with the other two communication teams to attract families to this event and donate to the nonprofit organizations. The second message was separate from the event itself. As a communications team, we recognized the need for Big Buddy to reconnect with Legacies and thus use the term “Legacies Come Home”. We formed a questionnaire for Legacies to fill out on the Big Buddy website that asks open-ended questions about Big Buddy memories. The Legacies are encouraged to reconnect with the organization.

Strategic message plan summary

The strategic message plan explained our overall campaign goal. Because it seems as though most Legacies have lost touch with the program, our overall goal is to have these former members gain interest in the program and be inspired to take part in the program once more through Mentoring, volunteering, or donating.

In the strategic message plan, we outline the Raise the Roof event, giving details of why we are hosting the event, who will come to the event and what the event will include. We then discuss how we will be communicating to the public throughout the semester about the event and about Big Buddy as a whole. Next, we go into the different areas of how we will communicate to the public throughout the semester. Finally, we end the strategic message plan with the various tactics we will use to attract both Legacies and the Baton Rouge community to better understand Big Buddy and to give back to the organization.

STRATEGIC APPROACH - COMMUNICATION

Creative brief summary

The creative brief states that Big Buddy has an advantageous position within the Baton Rouge community because of the unique services the organization offers. Big Buddy is the only youth mentoring program in Baton Rouge and, average, the children in the program have a higher success rate than children not in the program. It has an incredible alumni board of Legacies that were once a part of the program for which Big Buddy could reach.

The creative brief states our communication objective to engage Legacies by sending out a questionnaire that provides an easy way for them to share their memories, as part of the “Legacies come home” campaign. In addition to reconnecting Legacies with the organization, Gateway also seeks to advise Big Buddy employees in social media strategy. For example, Gateway seeks to diversify content across the various platforms Big Buddy uses, so as to not link one social media site to another. The “Legacies Come Home” campaign heavily depends upon the idea of storytelling. Rather than consistently posting information about events, Big Buddy should seek to post information that shows the mission of the organization. Social media users should be able to gain an understanding of what Big Buddy does to improve the community by looking at its social media pages.

STRATEGIC APPROACH - CHANNELS

Facebook (Controlled)

Gateway created a Facebook event for Raise the Roof through Big Buddy's page because of all the nonprofit organizations; Big Buddy has the largest following. Gateway members were made admins of the Big Buddy Facebook page and were able to schedule posts for the organization and the event. The event flier was posted on the event page as well as on Big Buddy's main page. Gateway focused on Facebook because it is the most popular platform among ages 45 and above and is Big Buddy's most developed and active platform.

Twitter (Controlled)

Gateway did not create a Twitter account for Raise the Roof, but updates on the event were posted via Big Buddy's account.

Word-of-mouth (Non-media)

In addition to social and traditional media tactics, Gateway members spread the event via word of mouth. We called multiple businesses in the Baton Rouge area to inform them of the event as well as inquire about sponsorships and silent auction items.

Radio coverage (Uncontrolled)

Local radio station 103.3 invited members of the firms to provide a two-minute interview about the nonprofit organizations participating in Raise the Roof. The interviews were broadcast in the weekend leading up to the event. In addition, 103.3 members were present at Raise the Roof to promote the event.

Television commercial (Uncontrolled)

Baton Rouge news station WBRZ offered members of the PR firms to provide information about Raise the Roof in the morning segment titled "Breakfast with 2une In" with Kylie Dixon. These interviews leading up to Raise the Roof are to help promote the event.

STRATEGIC APPROACH - TACTICS



Website infographic – A digital infographic that will provide information in a simple and visually appealing way on Bug Buddy’s website.

Brochure – Big Buddy’s current flier is cluttered and offers dated information. Gateway created a brochure that has updated information that will be distributed to those interested in the program and schools associated with Big Buddy.

Day of the Mentor banners – Big Buddy needed assistance in designing banners for its “Day of the Mentor” event. Gateway saw the opportunity to create general banner designs that cover the theme of the event while also serving the purpose to use for future events.

Legacy Questionnaire – Open-ended questions for Legacies to answer to give their personal memories of the program. Answers would be featured on the Big Buddy website and social media pages.

Fundraising event – Raise the Roof will help Big Buddy to reach their fundraising goals and appeals to all Baton Rouge residents.

Fundraising Letter – A fundraising letter will be sent to the Legacies and other past donors to offer an easy way for them to donate to the program.

Press release – Class created a press release to help promote the Raise the Roof event for Big Buddy, CASOL and Youth Oasis.

Media Advisory – Writing directors from all three groups created a media advisory to promote the Raise the Roof event for the three nonprofits and include the contact information for all three organizations.

Radio spot – A short interview on 103.3 the weekend leading up to the event helps spread awareness of the fundraiser.

Television spot – Television spots help raise awareness for Raise the Roof ahead of the fundraiser.

Social media plan – The social media plan Gateway created for Big Buddy seeks to give users a better idea of who Big Buddy is as an organization and encourage Legacies to share their stories. Posts also included information about Big Buddy events.

Facebook event for Raise the Roof – Through Big Buddy’s Facebook page, Gateway Communications created an event page to send updates and invites.

Media placement schedule

The media schedule consists of social media schedules that include weekly posts of Legacy stories, did you know posts and event reminder posts, with daily event reminder posts leading up to the event. Television and radio promotions will begin one week prior to the event, along with a press release filled with information on all three nonprofit organizations. Finally, fliers and push cards will be distributed a few days before the event for final promotion.

MONTH/YEAR	Oct. 2015	Oct. 2015	Oct. 2015	Oct. 2015	Oct. 2015	Nov. 2015
WEEK	W1	W2	W3	W4	W5	W1
EVENT				Day of the Mentor/Halloween		
MEDIA STRATEGY						
INTERNET						
Website						
SOCIAL MEDIA						
Facebook						
Twitter						
Instagram						
TELEVISION						
WHRZ-TV						
WAFL-TV						
WFLA NBC 35						
PRINT						
The Advocate						
Dign Magazine						
RADIO						
Classic Hfm 103.3						
The River 96.1						

[illegible]

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SCHEDULING

Campaign task schedule

This campaign timetable was established for Big Buddy in hopes that the organization will use this information to continue the efforts made this semester by Gateway Communications. Beginning October 2015 and ending October 2016, this timetable is much like a schedule for Big Buddy to use as a way to set goals and produce consistent content that will help the organization maintain communication with its audiences. By following this timetable and the tasks specific to each date, Big Buddy will increase its outreach and engagement levels immensely.

Month	Date	Task
October-15		
	1-2	Begin weekly meeting with Big Buddy Executive Director and Communications Director to discuss tentative schedule to complete tasks in a timely fashion
	1-2	Begin collaborating with Big Buddy on social media strategies
	5-9	Promote Day of the Mentor Event with social media posts daily
	5-9	Collaborate with Big Buddy on visual designs for Day of the Mentor event
	12-22	Promote Raise the Roof fundraising event on social media
	12-22	Encourage associated families and mentors/Legacies to attend Day of the Mentor event
	23	Day of the Mentor event
	26-30	Fall (seasonal) post to promote positive upcoming holiday spirit
	31	Halloween social media post
November-15		
	2-10	Share photos from Day of the Mentor event
	11	Veterans Day post
	9-13	Encourage followers on social media to talk to former participants to become involved with the Big Buddy Legacy Program
	9-13	Raise the Roof event post to promote fundraising
	15	Raise the Roof fundraising event at Tin Roof
	16-20	Strategize on end of 2015 social media posts concepts
	23-25	Maintain weekly meeting with Big Buddy and determine tentative schedule for the remainder of 2015
	26	Thanksgiving post
December-15		
	1-4	Plan social media implementation schedule for the new upcoming year
	7-11	Create promotional graphics for the upcoming annual Big Buddy Burger Bash in February
	7-11	Highlight previous year's accomplishments (event outcomes, donations, results in numbers, employee acknowledgments, Legacies who participated, new mentors, new member stories)
	14-18	Implement goals for the upcoming year
	21-23	Focus on holiday cheer by engaging in conversation on social media about Christmas experiences and plans
	25	Christmas post
January-16		
	4-8	National Mentoring Month social media post to promote the importance of mentors and celebrate longevity of involvement
	11-15	Send out quarterly fundraising letter to the Legacy mailing list
	18-22	New year post to establish objectives and inspire new ideas
	25-29	Distribute fliers to promote involvement and attendance for the MLK Youth Summit of 2016

SCHEDULING

	25-29	Promote involvement in the Big Buddy Program with posts that recognize long time volunteers/mentors
February-16		
	1-12	Maintain weekly meeting with Big Buddy to review progress
	14	Valentine's Day post
	15-26	Monitor social media outreach progress
March-16		
	1-11	Encourage followers to share Throwback photos from past events
	17	St. Patrick's Day post
	21-25	Share favorite Easter photos – post to social media networks
		Promote Dancing for Big Buddy and share information every other day
	27	Easter post
April-16		
	1	April Fools Day post
	4-8	Biggest fundraising event for Big Buddy: Dancing for Big Buddy
	11-15	Maintain weekly meeting with Big Buddy
	18-21	Send out quarterly fundraising letter to the Legacy mailing list
	22	Earth Day post
May-16		
	8	Mother's Day post
	9-13	Encourage followers to share Mother's Day photos
	16-20	Engage with followers by asking them to share their favorite Memorial Day memories and plans for this year
	23-27	Promote safe sun and water practices
	30	Memorial Day post
June-16		
	6-10	Monitor social media outreach progress
	19	Father's Day post
	20-24	Encourage followers to share Father's Day photos
July-16		
	4	Encourage followers to engage in safe sun/water practices
	4	Independence Day post that includes original graphics
	18-22	Engage in conversation on social networks about the importance of Independence Day and encourage followers to share their experiences
August-16		
	1-5	National Family Fun and National Picnic month post
	8-12	Encourage followers to get involved in the conversation about what they do for fun with their families
	15-19	Engage with followers on social networks to share photos of their families
	15-19	Encourage followers to have a picnic with their families or to participate in outside activity with their loved ones
	22-26	Back to school post to welcome students back
September-16		
	5	Labor Day post that includes a call to action for followers to share holiday plans and favorite activities
	12-16	Monitor social media outreach progress
	19-20	National Kids Take Over the Kitchen Day and National Ice Cream Cone Day posts to social media
October-16		
	3-7	Fire Prevention Week post to promote safety and precaution when handling fire

SCHEDULING

	10-14	Strategize a social media plan for Halloween posts (graphics, concepts, involvement strategies, engagement)
	31	Halloween post
	31	Engage with followers to share photos of their costumes

SCHEDULING

Event task schedule

All major assignments for the Raise the Roof event began four weeks prior to the event. After all three communication teams agreed upon the overall event, including the location, amenities, etc., we needed to establish assignments for reaching out to the media, designing promotional material, confirming sponsorships, etc. All of the tasks for Gateway Communications can be viewed below.

Before		
Task	Time	Person Responsible
Book location	4 weeks out	Gateway Communications
Call food trucks	4 weeks out	Caroline and Mattie
Call potential sponsors	4 weeks out	Daniel and Mattie
Get silent auction items	3 weeks out	Frasier and Caroline
Advertise via social media	2 weeks out	Mattie
Design event graphic	2 weeks out	Katie
Fliers printed	2 weeks out	Katie
Send press release to local media	1 week out	Frasier
Advertise via news and radio stations	1 week out	Gateway Communications
Post fliers around campus	1 week out	Gateway Communications
Confirm food trucks	1 week out	Caroline
Confirm location	1 week out	Caroline
Confirm entertainment	1 week out	Caroline
November 15, 2015		
Prior to event		
Task	Time	Person Responsible
Arrival Time	9:00 a.m.	Gateway Communications
Set up tables and chairs	10:15 a.m.	Gateway Communications
Set out silent auction items	11:00 a.m.	Frasier
Set up corn hole	11:00 a.m.	Daniel
Information table set up	11:00 a.m.	Mattie and Caroline
Sponsor banner hung	11:00 a.m.	Katie
Food trucks arrive	11:30 a.m.	Daniel and Mattie
During event		
Task	Time	Person Responsible
Food trucks open	12:00 p.m.	Daniel
Silent auction	12:15 p.m.	Caroline and Frasier
Comment cards	12:15 p.m.	Katie
After		
Task	Time	Person Responsible
Send thank you notes to sponsors and silent auction item donors	1 week after	Gateway Communications
Summary of event	1 week after	Frasier
Create infographic from event summary	1 week after	Katie

BUDGETING

Campaign budget

As the campaign we have developed is at little to no cost to Big Buddy, the organization should not have to worry about monetary issues when implementing the tactics. The only cost to consider would be for future printing needs.

However, with the positive relationship Gateway Communications continued with Downtown Duplicating, Big Buddy should have no trouble making feasible printing purchases with this company.

Items	Mentoring	Extended Learning	Level UP! Workforce Development	Admin	TOTAL
Restricted Revenues	56,179	462,863	53,807	0	572,849
Unrestricted Designated Revenues	115,225	403,916	373,997	280,869	1,174,007
Unrestricted Undesignated Revenues	7,000	1,000	7,000	115,000	130,000
TOTAL REVENUES	178,404	867,779	434,804	395,869	1,876,856
Salaries (100)	86,800	509,452	76,500	279,538	952,290
Benefits (200)	15,7444	97,353	20,039	81,883	215,019
Total Purchased Professional/Technical Services (300)	6,840	172,692	161,220	185,475	526,227
Total Purchased Property (400)	0	0	0	10,500	10,500
Total Other Purchased Services (500)	14,936	6,260	0	96,209	117,505
Total Supplies (600)	1,200	12,500	3,907	29,852	47,459
Total Miscellaneous (700)	0	0	0	1,925	1,925
TOTAL EXPENSES	125,520	798,357	261,666	685,382	1,870,925
TOTAL REVENUES EXCESS/(SHORTFALL)	52,884	69,422	173,138	-289,513	5,931

BUDGETING

Event budget

The majority of necessary equipment for the organization is either free or donated. However, for the few expenses required (e.g., printed fliers, push cards and banners), Big Buddy agreed to cover the fees. After all sponsorships are collected, each nonprofit fund will pay Big Buddy back for the expenses, then collect all remaining funds.

Items (Materials)	Total Price
Personnel	
N/A	\$0
Materials/Equipment	
Tables (15 ct.) – FREE	\$0
Chairs (90 ct.) – FREE	\$0
Miscellaneous (table cloths, zip-ties, etc.)	\$99.67
Media	
Social Media	\$0
Classic Hits 103.3 (coverage) – FREE	\$0
WBRZ's Breakfast with Zune In (coverage) – FREE	\$0
Miscellaneous media coverage – FREE	\$0
Program/Production	
N/A	\$0
Administrative	
N/A	\$0
Prints/Promotions	
Fliers (50 ct.) and Push Cards (400 ct.) – \$25 OFF	\$101.86
Banners (2 ct., Event and Sponsor) – \$25 OFF	\$164.72
Event T-shirts (30 ct.) – FREE	\$0
Facility	
Tin Roof Brewery – FREE	\$0
Entertainment	
Speakers – FREE	\$0
DJ – FREE	\$0
Games, TV, etc. (provided by Tin Roof) – FREE	\$0
Contingency Reserve	\$0
TOTAL	\$366.25 (\$122.09 per nonprofit)

EVALUATION

EVENT EVALUATION

Raise the Roof took place on Sunday, Nov. 15 from noon-4 p.m. at the Tin Roof Brewery. The primary goal of the event was to fundraise for Big Buddy, as well as the Youth Oasis Children's Shelter and Capital Area Special Olympics of Louisiana. Raise the Roof included food trucks, such as Pullin' Pork, Fleur Du Licious, Kona Ice and Bayou Bistro. The participants also played corn hole in the front area, and a silent auction was held in the back of the brewery. Finally, a huge success of the event was due to Tin Roof selling its draft beers and a DJ throughout the event providing music to the guests.

Each communication team representing the nonprofits spent weeks receiving sponsorships and silent auction items as further ways to fundraise for the event. Gateway Communications received numerous silent auction items, such as Les Miles autographed footballs and posters, Johnny Jones autographed basketballs and posters, restaurant and hair salon gift cards, jewelry donated by Kendra Scott, a cookbook donated by Visit Baton Rouge, signed CDs from a local band and more.

There were numerous positive outcomes to the event. First, our projected total of participants was 150. However, due to the abundant communication prior to the event, 212 guests attended Raise the Roof. Second, as a class, we raised over \$10,000 to give back to the nonprofit organizations. Many of our communication tactics to promote the event, particularly those implemented only a few days prior to the event, allowed for more guests to attend and donate. Almost all of the silent auction items were purchased at 75% of value or higher. The majority of the items received to set up the event (e.g., tables, chairs, ice chests, tents, etc.) were received at little to no cost to the communication teams.

There were only a few negative aspects to the event. First, one of our food trucks, Smash Burger, had to cancel last minute to unavoidable circumstances. Second, the location of another food vender, Bayou Bistro, was in a poor location, as many guests did not realize that it was selling food as well because it blended in with other tents. Finally, Tin Roof had construction material scattered to the side of the facility and on the lawn, causing the groups to quickly adjust the land for guests to have an enjoyable time.

Overall, however, this event was a huge success in promoting Big Buddy, Capitol Area Special Olympics of Louisiana and the Youth Oasis Children's Shelter.

OBJECTIVE 1 EVALUATION - ACCEPTANCE

Objective for Big Buddy Legacies to have an effect on acceptance, specifically to increase interest in the Legacy program and its positive advocacy for Big Buddy by 20 Legacies by December 31, 2016.

We are currently in contact with two Big Buddy Legacies who are interested in sharing their stories on the Big Buddy Facebook page and participate in the program once more. By hitting the ground running with these two Legacy stories, we have put Big Buddy in a position to take advantage of the networks of those two Legacies to then increase Legacy participation by 18 Legacies by the end of 2016.

TACTIC EVALUATION

Tactics evaluation – Infographic and brochure

Both the brochure and the infographic will be used to share information about the nonprofit organization as well as the statistics surrounding children in Louisiana. Big Buddy did not have a brochure and had an outdated infographic, so Gateway saw it to be beneficial to have something physical to pass out at future events, in the Big Buddy office and share on the Big Buddy website and social media pages. We believe this tactic will be a profitable move for the organization because the more the public learns about the organization, the more they will be willing to donate and volunteer.

Day of the Mentor banners

In our efforts to assist Big Buddy with promotion for the annual “Day of the Mentor” event, a series of large, vertical banners were designed, each with a different message to support the event. A total of five banners was designed.

1. Day of the Mentor
2. The Big Buddy Program
3. Unlock Potential
4. Leave Your Mark
5. Event Sponsor Exxon Mobile

After designing and collaborating with Big Buddy communications director, it was decided these banners were wrong for the event and did not express the overall theme.

Legacy questionnaire

In an effort to reconnect with Legacies, a form was presented to the staff at Big Buddy to implement on the Big Buddy website to offer an easy way for Legacies to reach out and share their memories with the program. These are open-ended questions that will provide content for future social media posts that will contribute to improved storytelling on social media.

OBJECTIVE 2 EVALUATION - ACTION

Objective for Big Buddy to have an effect on action, specifically to increase fundraising by \$5,000 by December 31, 2016.

Due to the donations and sales from Raise the Roof, Big Buddy received \$1,000. Although this is not the \$5,000 we originally set, we were able to reach out to new sponsors and donors that Big Buddy had not been connected to previously. Many of these sponsors were unable to donate for the event, but they still expressed a desire to donate in the future. As long as Big Buddy continues to reach out to these potential sponsors, the organization should receive \$5,000 and more by the end of 2016.

TACTIC EVALUATION

Fundraising letter

Big Buddy did not have a set fundraising letter to send out to its regular donors. By using this standard fundraising letter, the organization will be able to constantly engage its donors and bring on new donors by allowing them to recognize the need for funds and how those funds will be used. This letter was approved by Executive Director Gaylynne Mack and is now in the possession of Big Buddy for its future promotions.

Press release and media advisory

The press release and media advisory were created as announcements to local media and the general public about the Raise the Roof event. The writing directors of all three firms collaborated to create these documents containing information about the event, the fact that the event was being hosted by LSU Manship School students, information about why the students are doing this work, who the nonprofits are that are being benefitted by this event and how the public can give back and donate by coming to the event. The event director for Elevate Communication, Maria Fournier, was used as the main contact regarding the event. Contact information for all three of the nonprofits was added at the bottom of the documents.

Radio spot

Big Buddy had a connection with Jeff Johnson, a DJ for Classic Hits 103.3. We reached out to Johnson to discuss doing promotions for Raise the Roof. He was interested in this event and doing the promotions and began running six spots a day one week prior to Raise the Roof to promote the event. The weekend prior to the event, a representative from all three communication teams recorded a three-minute interview to promote the event as well. Many guests that attended the event stated that they found out of the event through the radio station, allowing us to recognize that this tactic was successful.

Television spot

Along with the radio spot with 103.3, we sought to use local news television stations as another tactic to appeal to a larger portion of our desired audience to attend the event. We pitched the story of the event and the nonprofit organizations that would be benefitted from the event to Kylie Dixon, cohost for WBRZ's "Breakfast with 2une In." Dixon was interested in promoting this event and met with representatives from each group on the Friday before the event at Mestizo's to do three brief interviews with all three communication teams to discuss the event and each nonprofit. WBRZ posted every individual video of the interviews on its website, and every group shared its video interviews on the organizations' social media pages, garnering more attention for the event, allowing us to recognize the success of this tactic by the amount of engagement on the posts.

TACTIC EVALUATION

Social media plan

Including posts on Big Buddy's social media pages centered on upcoming events such as Day of the Mentor and Raise the Roof often outperformed posts such as recipes. Posts centered on events were more engaging among fans, earning more likes and shares.

Raise the Roof Facebook event

To better promote the event via social media, the three communication firms collaborated to create a Raise the Roof Event Page on Big Buddy's social media page, as this organization had the most followers and engagement on social media. This allowed the communication teams to invite their contacts, cause engagement among the three organization pages and track how many individuals were planning to attend the event. Based on the amount that attended the event and the engagement this page received, this tactic was a huge success for all three nonprofit organizations.

FUTURE RECOMMENDATIONS

- Maintain a mutually beneficial relationship with Legacies by sending personalized emails that make Legacies feel they are an integral part of the organization. These emails should be sent seasonally to inform Legacies of Big Buddy milestones and volunteer opportunities.
- Maintain contact with local businesses that Gateway contacted for Raise the Roof. While not every business was able to contribute to the event, there were many businesses that were interested in contributing to Big Buddy in the future.
- Update Legacy databases to reflect changes in contact information. Many of the current email addresses are invalid.
- Host social events targeted at Legacies to expand Legacy network.

CONCLUSION

The intention of this campaign is to reconnect Big Buddy with Legacies throughout 2016. With the implementation of tactics provided by Gateway Communications, Big Buddy can succeed in engaging Legacies. If Big Buddy is able to use the tactics to bring Legacies back to the organization, donations and advocacy have the potential to increase. Traditional and digital media, along with handouts and visuals, will assist the organization in meeting each objective.

APPENDICES

SOURCES

2016 Holidays and Special Days at Holiday Insights. (2015). Retrieved December 1, 2015, from <http://www.holidayinsights.com/moreholidays/january.htm>

Benna, S. (2015, July 29). The best times to post on Facebook, Instagram, and Twitter. Retrieved December 1, 2015, from <http://www.businessinsider.com/best-times-to-post-on-facebook-instagram-twitter-2015-7>

Kerpen, D. (2011). Likeable Social Media (pp. 118-127). New York, New York: McGraw-Hill.

CONSENT FORM

1) Study Title: Big Buddy Program Fall 2015 Research Survey

2) Performance Site: Online Qualtrics Survey

3) Contacts

If you have any questions or for more information, please contact our staff by phone or email:

Account Executive:	Daniel Kiggans	(225) 936-5426	dpkiggans@gmail.com
Instructor:	Dr. Jensen Moore	(225) 578-6686	jmoore5@lsu.edu

4) Purpose of the Study

The purpose of this survey is to gain an understanding of the involvement of individuals, ages 18 and older, in Big Buddy Program, their donations of time and/or money towards Big Buddy Program and/or other nonprofit organizations, their social media and traditional media usage and their demographics. With this information, our goal is see where and how Big Buddy Program can improve its brand and messaging to reach out to people to become involved in events sponsored by the organization.

5) Subjects

A list of former mentors, volunteers, donors of Big Buddy Program and parents of participants in the program, ages 18 and older, will be given to the research team for Gateway Communications to be emailed to participate in this survey. This list will be used for survey recruitment only and data collected will in no way be tied to identifying information.

6) Number of Subjects: Minimum of 100

7) Study

This survey, lasting roughly 15 minutes, consists of 46 questions that will focus on the effect that Big Buddy Program has had on the lives of its participants. The answers will consist of numerical and ranking responses, along with a few explanation responses where participants may type responses in a text box.

8) Benefits

With the information received, we hope to gain a better understanding of how participants see Big Buddy Program. Furthermore, we hope to use the data received to assist participants and the public in gaining a better understanding of Big Buddy Program and become motivated to begin or continue their participation within the organization.

9) Risks/Discomfort

There are no risks in completing the survey. This study is free of charge and strictly voluntary. This study is purely for research and informational purposes.

CONSENT FORM

10) Right to Refuse

Subjects may withdraw from the study at any time.

11) Privacy

This survey is anonymous, although Big Buddy provided a list of names for the survey, the data collected will in no way be tied to identifying information. Names and personal information of participants will not be collected. The data received from the survey responses will be kept within the possession of the research staff for future use of Big Buddy Program. Data will be kept confidential unless release is legally compelled.

12) Financial Information

There is no compensations for participating in this study.

Signatures

The study has been discussed with me and all my questions have been answered. I may direct additional questions regarding study specifics to the researchers. If I have questions about subjects' rights or other concerns, I can contact Dr. Dennis Landin, Chairman, LSU Institutional Review Board, (225) 578-8692, dlandin@lsu.edu.

By clicking on the button at the bottom of this webpage I agree to participate in the study described above.

BIG BUDDY PROGRAM SURVEY

QUESTIONNAIRE

Big Buddy Program Survey Questionnaire

Thank you for your willingness to complete this survey. Your answers are very important to us and will help us understand how the Big Buddy Program has had an effect on your life or the life of your child. Participation in this survey is voluntary. All of your responses are anonymous.

To indicate your answer, select the appropriate response. Some questions may ask you to rank the given responses, choose all the responses that apply, or require you to type your response into a text box. Use the “Back” and “Next” buttons at the bottom of your screen to navigate between pages. DO NOT USE the browser’s “Back” button as it may invalidate the responses you have entered.

Part I: Awareness of Big Buddy Program

Please indicate your level of agreement with the following statements using the provided scale.

1. I am aware of the “legacy” program within Big Buddy.
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Disagree
 - ☐ Strongly disagree
 2. I am aware of the numerous events Big Buddy holds throughout the year.
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Disagree
 - ☐ Strongly disagree
 3. I am aware of all the different ways it is possible to get involved within Big Buddy Program.
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Disagree
 - ☐ Strongly disagree
 4. I believe Big Buddy Program works to the best of their ability to create a safe and healthy environment for its participants.
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Disagree
 - ☐ Strongly disagree
 5. Overall, the information of Big Buddy Program is easily accessible to the public on social media platforms and around the community.
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Disagree
 - ☐ Strongly disagree
-

Please specify your opinion of Big Buddy Program as a whole by choosing the best range between the two options.

6. Overall, Big Buddy Program is:

Contemporary	-	-	-	-	-	Traditional
High-tech	-	-	-	-	-	Low-tech
Idealistic	-	-	-	-	-	Practical
Modest	-	-	-	-	-	Pretentious
Scarce	-	-	-	-	-	Abundant
Worthless	-	-	-	-	-	Beneficial
Fun	-	-	-	-	-	Tedious
Ordinary	-	-	-	-	-	Distinguished
Efficient	-	-	-	-	-	Inefficient
Essential	-	-	-	-	-	Luxury
Expensive	-	-	-	-	-	Inexpensive
High-Quality	-	-	-	-	-	Low-Quality
Risky	-	-	-	-	-	Safe

Part II: Donating Money/Time

Please indicate your level of agreement with the following statements using the provided scale.

7. I am aware of Big Buddy Program.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Disagree
- ☐ Strongly disagree

8. I have participated in Big Buddy Program in the past/present, as either a little or big buddy.

- ☐ Yes
- ☐ No

9. How often have you donated money to Big Buddy Program?

- ☐ Once or less per month
- ☐ 2-3 times per month
- ☐ 4-6 times per month
- ☐ More than seven times per month

10. How many Big Buddy fundraiser events have you volunteered for in the past?

- ☐ 0-2 events
- ☐ 3-5 events
- ☐ 6-8 events
- ☐ More than 8 events

11. How have you participated in Big Buddy Program? (*Answer all that apply*):

- ☐ Child participant
- ☐ Mentor
- ☐ Volunteer
- ☐ Parent of child/children in the program

- Other (please specify): [Text Box]
-

Please indicate your level of agreement with the following statements using the provided scale.

12. After hearing about Big Buddy Program and its impact on the Baton Rouge Community, I would be willing to donate either time or money to the organization.
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Disagree
 - ☐ Strongly disagree
-

13. How often do you donate to other nonprofit organizations within the Baton Rouge area?
- ☐ Once or less per year
 - ☐ 2-3 times per year
 - ☐ 4-6 times per year
 - ☐ More than seven times per year
14. How often do you volunteer at other nonprofit organizations around the area?
- ☐ Once or less per year
 - ☐ 2-3 times per year
 - ☐ 4-6 times per year
 - ☐ More than seven times per year
-

Part III: Social Media and Traditional Media

Please indicate your use of social media with the following statements using the provided scale.

15. How often do you use social media?
- ☐ Frequently (more than once daily)
 - ☐ Often
 - ☐ Sometimes
 - ☐ Rarely
 - ☐ Never
16. How often do you use Facebook?
- ☐ Frequently (more than once daily)
 - ☐ Often
 - ☐ Sometimes
 - ☐ Rarely
 - ☐ Never
17. How often do you use Twitter?
- ☐ Frequently (more than once daily)
 - ☐ Often
 - ☐ Sometimes
 - ☐ Rarely
 - ☐ Never
18. How often do you use Instagram?
- ☐ Frequently (more than once daily)

- Often
 - Sometimes
 - Rarely
 - Never
19. How often do you use forms of social media EXCLUDING Facebook, Twitter and Instagram?
- Frequently (more than once daily)
 - Often
 - Sometimes
 - Rarely
 - Never

-
20. Please rank the following social media platforms from 1-4 in your personal preference with 1 being your favorite and 4 being your least favorite.
- Facebook
 - Twitter
 - Instagram
 - Other (please specify): [Type in Box]
21. Please rank the following from 1-3 in your personal preference as to how you to receive your news with 1 being your favorite and 3 being your least favorite.
- Television
 - Newspaper
 - Online/Social Media
22. Which national news station do you prefer?
- a. Fox
 - b. CNN
 - c. MSNBC
 - d. Other (please specify): [Text Box]
23. Do you read the Baton Rouge newspaper The Advocate?
- a. Yes
 - b. No
 - c. Prefer other newspaper (please specify): [Text Box]

Please indicate your level of agreement with the following statements using the provided scale.

24. Overall, the information of other nonprofit organizations in the Baton Rouge area is easily accessible to the public on social media platforms.
- Strongly agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly disagree
25. Overall, the information of Big Buddy Program is easily accessible to the public on social media platforms.
- Strongly agree
 - Agree

- Neither Agree nor Disagree
 - Disagree
 - Strongly disagree
26. Overall, the information of other nonprofit organizations in the Baton Rouge area is easily accessible to the public on traditional media platforms (e.g., newspapers, news channels, etc.).
- Strongly agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly disagree
27. Overall, the information of Big Buddy Program is easily accessible to the public on traditional media platforms (e.g., newspapers, news channels, etc.).
- Strongly agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly disagree
28. Overall, receiving information on social media is more acceptable than receiving information through traditional media (e.g., newspapers, news channels, etc.).
- Strongly agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly disagree
-

Part IV: Participant Responses

Please answer the following questions by either writing in the spaces provided or choosing "Does not apply/Do not wish to answer."

29. When did you begin participating in Big Buddy Program, either yourself or you child? Why?
- [Text Box]
 - Does not apply/Do not wish to answer
30. What is the greatest impact that Big Buddy Program has had in your life or in the life of your child?
- [Text Box]
 - Does not apply/Do not wish to answer
31. What has prevented you from participating in Big Buddy Program in past years?
- [Text Box]
 - Does not apply/Do not wish to answer
32. What would urge you to continue participating in Big Buddy Program or motivate you to further engage in Big Buddy Program through mentorship/volunteering/donating/etc.?
- [Text Box]
 - Does not apply/Do not wish to answer
-

Part V: Demographics

33. Gender:
- ☐ Male
 - ☐ Female
34. Age Today (in years): _____
35. I consider myself to be (*mark all that apply*):
- ☐ African American
 - ☐ American Indian
 - ☐ Asian
 - ☐ Caucasian
 - ☐ Hispanic/Latino
 - ☐ Middle Eastern
 - ☐ Other (please specify): [Text Box]
36. What is your religious preference?
- ☐ Protestant
 - ☐ Christian (non-specific)
 - ☐ Catholic
 - ☐ Jewish
 - ☐ Mormon
 - ☐ Muslim
 - ☐ None
 - ☐ Prefer not to answer
 - ☐ Other (please specify): [Text Box]
37. Are you a resident of Baton Rouge?
- ☐ Yes
 - ☐ No
38. What is your marital status?
- ☐ Single, never married
 - ☐ Married or domestic partnership
 - ☐ Widowed
 - ☐ Divorced
 - ☐ Separated
39. What is the highest level of schooling you have completed or the highest degree you have received?
- ☐ Less than high school (Grades 1-8 or no formal schooling)
 - ☐ High school incomplete (Grades 9-11 or Grade 12 with NO diploma)
 - ☐ High school graduate (Grade 12 with diploma or GED certificate)
 - ☐ Some college, no degree (includes community college)
 - ☐ Two years associate degree from a college or university
 - ☐ Four years college or university degree/Bachelor's degree (e.g., BS, BA, AB)
 - ☐ Some postgraduate or professional schooling, no postgraduate degree
 - ☐ Postgraduate or professional degree, including master's doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)
40. What is your current employment status?
- ☐ Employed for wages
 - ☐ Self-employed
 - ☐ Out of work and looking for work

- ☐ Out of work but no currently looking for work
 - ☐ Homemaker
 - ☐ Student
 - ☐ Military
 - ☐ Retired
 - ☐ Unable to work
41. Last year (2014) what was your total income from all sources and before taxes?
- ☐ \$0 – \$19,999
 - ☐ \$20,000 – \$39,999
 - ☐ \$40,000 – \$79,999
 - ☐ \$80,000 or more

This is the end of the questionnaire. Please click the “Submit” button to submit your questionnaire.





Thank you for your participation! For more information on Big Buddy Program, please visit
<http://bigbuddyprogram.net>.

SURVEY RESULTS

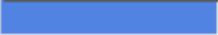


Part I: Awareness of Big Buddy Program

Please indicate your level of agreement with the following statements using the provided scale.

1. I am aware of the “Legacy” program within Big Buddy.

Answer		#	%
Strongly Agree		42	35%
Agree		48	40%
Neither Agree nor Disagree		6	5%
Disagree		24	20%
Strongly Disagree		0	0%
Total		120	100%


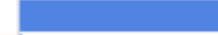
2. I am aware of the numerous events Big Buddy holds throughout the year.

Answer		#	%
Strongly Agree		54	45%
Agree		48	40%
Neither Agree nor Disagree		18	15%
Disagree		0	0%
Strongly Disagree		0	0%
Total		120	100%




3. I am aware of all the different ways it is possible to get involved within Big Buddy Program.

Answer		#	%
Strongly Agree		36	30%
Agree		54	45%
Neither Agree nor Disagree		24	20%
Disagree		6	5%
Strongly Disagree		0	0%
Total		120	100%

4. I believe Big Buddy Program works to the best of their ability to create a safe and healthy environment for its participants.

Answer		#	%
Strongly Agree		66	55%
Agree		54	45%
Neither Agree nor Disagree		0	0%
Disagree		0	0%
Strongly Disagree		0	0%
Total		120	100%

5. Overall, the information of Big Buddy Program is easily accessible to the public on social media platforms and around the community.

Answer		#	%
Strongly Agree		48	40%
Agree		48	40%
Neither Agree nor Disagree		24	20%
Disagree		0	0%
Strongly Disagree		0	0%
Total		120	100%

Please specify your opinion of Big Buddy Program as a whole by choosing the best range between the two options.




6. Overall, Big Buddy Program is:

Category	1	2	3	4	5	Category
Contemporary			3.22			Traditional
High-Tech		2.13				Low-Tech
Idealistic			2.94			Practical
Modest		2.31				Pretentious
Scarce				3.88		Abundant
Worthless					4.67	Beneficial
Fun	1.28					Tedious
Ordinary			3.38			Distinguished
Efficient	1.42					Inefficient
Essential	1.61					Luxury
Expensive				4.11		Inexpensive
High-Quality	1.63					Low-Quality
Risky					4.65	Safe


Part II: Donating Money/Time

Please indicate your level of agreement with the following statements using the provided scale.

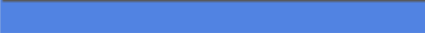

7. I am aware of Big Buddy Program.

Answer		#	%
Strongly Agree		90	75%
Agree		24	20%
Neither Agree nor Disagree		6	5%
Disagree		0	0%
Strongly Disagree		0	0%
Total		120	100%

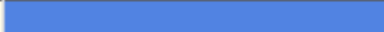


8. I have participated in Big Buddy Program in the past/present, as either a little or big buddy.

Answer		#	%
Yes		120	100%
No		0	0%
Total		0	100%

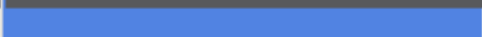




9. How often have you donated money to Big Buddy Program?

Answer		#	%
Once or less per month		108	90%
2-3 times per month		12	10%
4-6 times per month		0	0%
More than seven times per month		0	0%
Total		120	100%

10. How many Big Buddy fundraiser events have you volunteered for in the past?

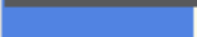
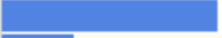

Answer		#	%
0-2 events		96	80%
3-5 events		12	10%
6-8 events			0%
More than 8 events		12	10%
Total			100%

11. How have you participated in Big Buddy Program? (Answer all that apply):

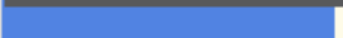


Answer		#	%
Child participant		120	100%
Mentor		12	10%
Volunteer		12	10%
Parent of child/children in the program		60	50%
Other		6	5%

Please indicate your level of agreement with the following statements using the provided scale.

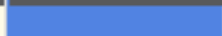
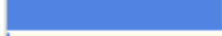

12. After hearing about Big Buddy Program and its impact on the Baton Rouge Community, I would be willing to donate either time or money to the organization.

Answer		#	%
Strongly Agree		48	40%
Agree		54	45%
Neither Agree nor Disagree		18	15%
Disagree		0	0%
Strongly Disagree		0	0%
Total		120	100%

13. How often do you donate to other nonprofit organizations within the Baton Rouge area?

Answer		#	%
Once or less per year		84	70%
2-3 times per year		24	20%
4-6 times per year		0	0%
More than 7 times per year		12	10%
Total		120	100%

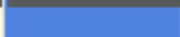




14. How often do you volunteer at other nonprofit organizations around the area?

Answer		#	%
Once or less per year		54	45%
2-3 times per year		54	45%
4-6 times per year		0	0%
More than 7 times per year		12	10%
Total		120	100%




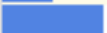

Part III: Social Media and Traditional Media

Please indicate your use of social media with the following statements using the provided scale.


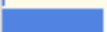

15. How often do you use social media?

Answer		#	%
Frequently (more than once daily)		45	37%
Often		31	26%
Sometimes		25	21%
Rarely		13	11%
Never		6	5%
Total		120	100%


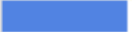



16. How often do you use Facebook?

Answer		#	%
Frequently (more than once daily)		63	53%
Often		13	11%
Sometimes		13	11%
Rarely		25	21%
Never		6	5%
Total			100%






17. How often do you use Twitter?

Answer		#	%
Frequently (more than once daily)		6	5%
Often		0	0%
Sometimes		0	0%
Rarely		25	21%
Never		89	74%
Total			100%

18. How often do you use Instagram?

Answer		#	%
Frequently (more than once daily)		13	11%
Often		31	26%
Sometimes		13	11%
Rarely		13	11%
Never		50	42%
Total		120	100%

19. How often do you use forms of social media EXCLUDING Facebook, Twitter and Instagram?

Answer		#	%
Frequently (more than once daily)		6	5%
Often		19	16%
Sometimes		19	16%
Rarely		19	16%
Never		57	47%
Total		120	100%

20. Please rank the following social media platforms from 1-4 in your personal preference with 1 being your favorite and 4 being your least favorite.

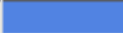



Platform	Rank	%
Facebook	1	74%
Twitter	4	79%
Instagram	2	74%
Other	3	84%

Other Options: Periscope, Snapchat

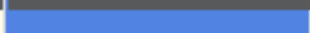


21. Please rank the following from 1-3 in your personal preference as to how you to receive your news with 1 being your favorite and 3 being your least favorite.

Outlet	Rank	%
Television	1	50%
Newspaper	3	58%
Online/Social Media	1	50%

22. Which national news station do you prefer?

Answer		#	%
Fox		32	26%
CNN		57	47%
MSNBC		6	5%
Other (please specify)		25	21%
Total			100%

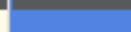




23. Do you read the Baton Rouge newspaper The Advocate?

Answer		#	%
Yes		76	63%
No		38	32%
Prefer other newspaper (please specify)		6	5%
Total		120	100%






Other Options: Newsletter

Please indicate your level of agreement with the following statements using the provided scale.






24. Overall, the information of other nonprofit organizations in the Baton Rouge area is easily accessible to the public on social media platforms.

Answer		#	%
Strongly Agree		32	26%
Agree		57	47%
Neither Agree nor Disagree		25	21%
Disagree		6	5%
Strongly Disagree		0	0%
Total		120	100%






25. Overall, the information of Big Buddy Program is easily accessible to the public on social media platforms.

Answer		#	%
Strongly Agree		19	16%
Agree		57	47%
Neither Agree nor Disagree		44	37%
Disagree		0	0%
Strongly Disagree		0	0%
Total		120	100%


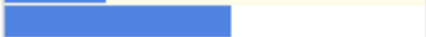

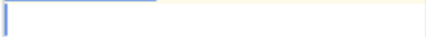

25. Overall, the information of Big Buddy Program is easily accessible to the public on social media platforms.

Answer		#	%
Strongly Agree		19	16%
Agree		57	47%
Neither Agree nor Disagree		44	37%
Disagree		0	0%
Strongly Disagree		0	0%
Total		120	100%






26. Overall, the information of other nonprofit organizations in the Baton Rouge area is easily accessible to the public on traditional media platforms (e.g., newspapers, news channels, etc.).

Answer		#	%
Strongly Agree		20	16%
Agree		50	42%
Neither Agree nor Disagree		50	42%
Disagree		0	0%
Strongly Disagree		0	0%
Total		120	100%

27. Overall, the information of Big Buddy Program is easily accessible to the public on traditional media platforms (e.g., newspapers, news channels, etc.).

Answer		#	%
Strongly Agree		25	21%
Agree		57	47%
Neither Agree nor Disagree		38	32%
Disagree		0	0%
Strongly Disagree		0	0%
Total		120	100%

28. Overall, receiving information on social media is more acceptable than receiving information through traditional media (e.g., newspapers, news channels, etc.).

Answer		#	%
Strongly Agree		31	26%
Agree		37	32%
Neither Agree nor Disagree		31	21%
Disagree		31	21%
Strongly Disagree		0	0%
Total		120	100%

Part IV: Participant Responses

Please answer the following questions by either writing in the spaces provided or choosing "Does not apply/ Do not wish to answer."

29. When did you begin participating in Big Buddy Program, either yourself or you child? Why?

A few of the responses:

- "I attended a summer big buddy program and after school programs while in elementary school. I joined because I got help with homework, learned ballet and how to dance."
- "I participated in Big Buddy when I was 8 and my kids participated as well."
- "My 3 children have been participating in the Big Buddy Program for 2 years. My son participated in the Dancing for Big Buddy Fundraiser as well. I allowed my children to participate in this program because my husband was a Big Buddy Participant as a child and he found it very beneficial. It was no doubt that since the Big Buddy Program was offered to our children we did not think twice that they would participate also. The Big Buddy Program has allowed our children to excel in their studies and has allowed them to take pride in their school."

30. What is the greatest impact that Big Buddy Program has had in your life or in the life of your child?

A few of the responses:

- "Well my son enjoys being out on Saturdays with mentor and wish they had more outing than once a month."
- "It kept me out of trouble and focus more on my life. Now I'm working at Big Buddy."
- "I have developed a love for children and a profession where I never go to work. My children have received involvement in high quality activities, which directly impacted their growth and development into young people who care about their community and who are confident."
- "It has helped me tremendously with after care for my children, without the program I don't know how I would pay for childcare that is dependable or trustworthy. It has also helped my children further their learning and keep them out of trouble."

31. What has prevented you from participating in Big Buddy Program in past years?

A few of the responses:

- "Not applicable. My family continues to be involved with the program."
- "Work."
- "The only thing that has prevented me from participating in the Big Buddy Program in the past is that the program was not available at the school my children attended, which is unfortunate. I pray that the Big Buddy Program will be available to all schools in the future because a lot of children need this program."

32. What would urge you to continue participating in Big Buddy Program or motivate you to further engage in Big Buddy Program through mentorship/volunteering/donating/etc.?

A few of the responses:

- "Just more activities for the siblings of the little buddies."
- "Less costly, less religion being taught in the after school program."
- "Volunteering"
- "Good prices and good reliable leaders taking care of the kids."
- "I think that the Big Buddy Program is very beneficial so I would motivate friends and families to donate, volunteer and mentor because I support its mission."

Part V: Demographics

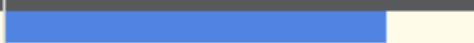


33. Gender:

Answer		#	%
Male		9	7%
Female		111	93%
Total		120	100%

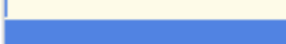



34. Age Today (in years):

Answer	#
Oldest	59
Youngest	30
Average	37

35. I consider myself to be *(mark all that apply)*:

Answer		#	%
African American		96	80%
American Indian		0	0%
Asian		9	7%
Caucasian		15	13%
Hispanic/Latino		0	0%
Middle Eastern		0	0%
Other (please specify)		0	0%

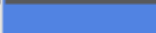
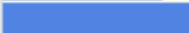


36. What is your religious preference?

Answer		#	%
Protestant		0	0%
Christian (non-specific)		72	60%
Catholic		16	13%
Jewish		0	0%
Mormon		0	0%
Muslim		0	0%
None		0	0%
Prefer not to answer		16	13%
Other (please specify)		16	13%
Total		120	100%
Other (please specify)			
One who believes			
Druid			





37. Are you a resident of Baton Rouge?

Answer		#	%
Yes		111	93%
No		9	7%
Total			100%

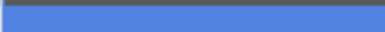


38. What is your marital status?

Answer		#	%
Single, never married		39	33%
Married or domestic partnership		48	40%
Widowed		0	0%
Divorced		24	20%
Separated		9	7%
Total		120	100%

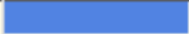



39. What is the highest level of schooling you have completed or the highest degree you have received?

Answer		#	%
Less than high school (Grades 1-8 or no formal schooling)		0	0%
High school incomplete (Grades 9-11 or Grade 12 with no diploma)		9	7%
High school graduate (Grade 12 with diploma or GED certificate)		24	20%
Some college, no degree (Includes community college)		48	40%
Two years associate degree from a college or university		0	0%
Four years college or university degree/Bachelor's degree (e.g., BS, BA, AB)		39	33%
Some postgraduate or professional schooling, no postgraduate degree		0	0%
Postgraduate or professional degree, including master's doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)		0	0%
Total		120	100%

40. What is your current employment status?

Answer		#	%
Employed for wages		96	80%
Self-employed		15	13%
Out of work and looking for work		0	0%
Out of work but not currently looking for work		0	0%
Homemaker		0	0%
Student		9	7%
Military		0	0%
Retired		0	0%
Unable to work		0	0%
Total		120	100%

41. Last year (2014) what was your total income from all sources and before taxes?

#	Answer		#	%
1	\$0 - \$19,999		46	38%
2	\$20,000 - \$39,999		46	38%
3	\$40,000 - \$79,999		10	8%
4	\$80,000 or more		18	15%
	Total		120	100%

CREATIVE BRIEF

Organization: Gateway Communications

Client: Big Buddy Program

Positioning statement

Big Buddy has worked hard to gain a positive image in the community. The organization has an advantageous position in the Baton Rouge community because of the unique service the program offers. Big Buddy is the only youth mentoring program in Baton Rouge and, on average, the children in the program have a higher success rate than children not in the program. It has an incredible alumni board of Legacies that were once a part of the program for which Big Buddy could reach.

Communication objectives

- Utilize the Legacy questionnaire to post stories on Big Buddy social media pages and website
- Get rid of Twitter posts that link to Facebook posts
- Educate Big Buddy social media page editors on proper text and wording (e.g., post more information about the program and less of general posts not pertaining to Big Buddy)

Key execution details

- Engage Legacies through social media and emails to participate in the Legacy questionnaire
- Have the messages tailed toward those who would not know anything about the program
- Maintain a positive tone throughout the messages
- Big Buddy needs to make sure that the logo and the graphics are uniform throughout all media platform forms

Media considerations

Overall, Big Buddy's use of traditional media has been successful. However, the organization still needs to reach out to print media and do more human-interest pieces, as well as use both print and television to educate those who do not know about the program.

Directions for the creative team

The creative team should focus on storytelling in its communication as opposed to pushing information on events. By having an audience understand who the organization truly is, this will allow for better promotion of

CREATIVE BRIEF

Creative Strategy

- Slogan: Everyone can be a Mentor in one way or another.
- Tagline: Offering a hand-up to the children of Baton Rouge since 1979.
- Theme: “Legacies come home.”
- Spokesperson: Gaylynne Mack, executive director for Big Buddy
- Messages: Allow Legacies to recognize the easy ways they can give back today and how their donation of time and/or money to the organization is more important than anyone.

Structure

- Content: Content should focus more on storytelling as opposed to pushing information on events.
- Elements: Storytelling. By having an audience understand Big Buddy on a deeper level, they are more inclined to contribute to the program, further enhancing the organization.
- Nonverbal: Recognize how one can easily give to the program. Parents can understand that their children can benefit as well.
- Visual: Post an infographic, which showing the breakdown of donations and how the funds are used. Hand out a brochure, which showcases Big Buddy’s success in the Baton Rouge area. Continue using pictures from Big Buddy events and of Mentors and their Little Buddies.

EVENT PLAN MEMO

1. INTRODUCTION AND EVENT SUMMARY

Gateway Communications, along with Elevate Communications and Thrive, will host an outdoor picnic-style event to fundraise for the Big Buddy, Youth Oasis and Capitol Area Special Olympics at Tin Roof Brewery titled “Raise the Roof.” With each food truck bringing its own following, as well as Tin Roof providing its own social media strategy, a picnic-style event with food trucks to benefit the nonprofit organizations has the most potential for substantial reach. The food trucks in attendance will donate a portion of its profits to the organizations, thus fulfilling the fundraising purpose of the event. The profits from the food purchases will be split evenly among the three organizations. There will also be silent auction items provided by the individual agencies to benefit each nonprofit organization. Tin Roof also offered to host the event at no charge and allow public access to the brewery, as well as donating a portion of their profits.

2. SITUATION ANALYSIS

For the Big Buddy, a picnic-style event is an opportunity for the organization to reach out to the Legacies and provide an event with a wide range of appeal. If the Big Buddy is able to engage the Legacies, there is potential for them to attend the event and give back to the organization by donating through food purchases and advocating for the program while speaking with other attendees. A picnic-style event will also benefit the Big Buddy by exposing the organization’s name and mission to other Baton Rouge residents who may not be aware of the program. Holding the event at Tin Roof Brewery will also provide a recognizable landmark location for Baton Rouge residents, allowing the Big Buddy to easily promote the event.

3. GOALS

There are numerous goals set in place for the picnic-style event benefitting the Big Buddy, Youth Oasis and Capitol City Special Olympics. The first goal is to have at least six of the 16 food trucks attend the event that normally participate in the BR Wround-up. The next goal focuses on the number of people who attend the event. The number is set at 150 people, but the goal will be increased if a certain level of advertising and promotion takes place before the event. Last but not least, there is a goal of having at least 10 items per nonprofit donated for the silent auction.

4. TARGET AUDIENCE

The main target audience for the event will be employed adults within the age range of 25-50. The organization hopes to appeal to families by making it a kid friendly atmosphere with access to food children would like and fun games to be played while the families are eating, and the parents are drinking beer. Another aim for the organization is to potentially have college students on campus stop by after the event due to the location and the fact that the location is also a brewery with a variety of food trucks that are on their property.

5. MEASURABLE OBJECTIVES

The success of the event will be determined by whether or not \$5,000 is raised in order to go toward all three organizations as a whole. Upon the even divide of money raised for each of the three organizations, the success of the event will depend on the total number, in dollars, each organization has raised. By calculating the donations from each food truck as well as the money donated from the silent auction items, the Big Buddy will obtain enough donations to help fundraise the organization for future plans. Another measure of success for this event will be that of the Legacies who attend, donate, and/or advocate for the organization if they are not currently doing so. Measuring the number of Legacies in attendance compared to those new Legacies that will become active within the organization after attending the event will allow Big Buddy to note any new participants and, in return, obtain new donors.

EVENT PLAN MEMO

6. STRATEGIES, CHANNELS, DELIVERABLES

Strategies proposed for this event will include local media coverage, social media persuasion and various forms of printed media throughout the city of Baton Rouge. Gateway Communications, Elevate Communications and Thrive will collaborate to reach out to the general public and engage in conversation about the round-up event at Tin Roof. Messages will be implemented in various forms to reach the largest possible number of people capable of making donations. The target audience is families with children who will enjoy the games and food, as well as parents that will enjoy the brewery. Another smaller, yet equally important, target audience is college students who live around the brewery. This broad audience was chosen in order to reach out to those who have the potential to make a donation and promote the event. Promotion of this round-up event will be disseminated across platforms of both broadcast news media and social media online. All agencies will work together in reaching out to local news stations in obtaining on-air time to share the message along with members of each organization present, especially 103.3 radio station and WBRZ “Breakfast with 2une In”. While not all agency members will be present, each will have at least one representative to show support for its partnered organization. Social media objectives are important in reaching out to a large number at a faster rate, especially in the week leading up to the event. The promotion of the event, using our “Raise the Roof” logo and graphic, will take place on various social media platforms such as Twitter, Facebook and Instagram from each agency as well as on each organization’s page(s). Social media coverage will also stem from those followers of each food truck present at the event and Tin Roof. As each truck already has a substantial following of roughly 2,000 followers and Tin Roof has a significant following due to its popular hashtag #geauxlocal, working with those food trucks and Tin Roof in promoting will greatly increase the number of people who know about the event. Deliverables will include various printed media spread throughout the city of Baton Rouge and, primarily, on the LSU campus.

7. BUDGET

As previously stated, Tin Roof Brewery will provide the facility and beer tasting at no charge to the organizations. The Big Buddy will benefit from different percentages of the food truck profits, alcohol profits and donations from the silent auction. Gateway Communications hopes to make a profit of \$5,000 from the event for the Big Buddy. This potential profit was set based on Gateway Communication’s and “Raise the Roofs” expenses of roughly \$200 per nonprofit.

8. TIMETABLE/CALENDAR

Deadlines:

- Oct. 9 → Send out survey questionnaire to Legacies
- Oct. 25 → Deadline to complete survey questionnaire
- Nov. 2 → Submit press release to promote event
- Nov. 11 → Have all silent auction items approved and delivered
- Nov. 15 → “Raise the Roof” event
- Nov. 16 → Send out follow-up survey to event participants
- Nov. 24 → Deadline to complete survey questionnaire

EVENT PLAN MEMO

Social Media Calendar:

- Post Legacy story every Monday at 7:30 a.m. on Facebook, sharing Legacy stories along with a current photo and photo from when the Legacy participated in the program if available
- Four weeks out from the event, begin referencing the food truck round-up on all social media platforms, including photos of Tin Roof on Instagram and Facebook
- Event posts pertaining to the event will also fall on weekdays at 7:30 a.m.
- Event posts will also include food truck spotlights, highlighting the food trucks that will be in attendance to inform social media users
- Food truck spotlight posts will take place on Fridays at 7:30 a.m. using the hashtag #FoodTruckFriday
- In the week leading up to the event, there will be a countdown to the event, including fun facts about the Big Buddy and how donations benefit the program

Day of the Event:

- 8 a.m.-9 a.m. → Load cars to transport chairs, tables and other materials
- 9 a.m.-12 p.m. → Set up for the event
- 12 p.m.-12:45 p.m. → Shift 1
- 12:45 p.m.-1:30 p.m. → Shift 2
- 1:30 p.m.-2:15 p.m. → Shift 3
- 1:30 p.m. – 2:15 p.m. → Shift 4
- 2:15 p.m.-3:00 p.m. → Shift 5
- 3:45 p.m. – Close → Shift 6
- 4 p.m. – 5 p.m. → Clean up
- 5 p.m.-6 p.m. → Transport materials back

9. EVALUATION METHODS TO BE USED

One of the primary evaluations for success will be to see how much money the event raises from the food truck and beer tasting activities. This is the main way the organization can gauge whether or not the event was successful, whether or not our target audience was chosen correctly and whether we appealed to the people who will help benefit the nonprofits the most. This can be measured by whether or not the nonprofits reach their \$5,000 monetary fundraising goal. Second, the three PR firms will evaluate success by using a survey to send out to the participants following the event. This will allow the firms to fully understand the positive feedback and honest critics from those who attended the event. Last but not least, Gateway Communications will discuss with the Big Buddy its thoughts on the events and how the event went overall to assist the Big Buddy in future years.

10. CONCLUSION

Overall, the organization has great confidence that the event will be a success. The event attracts a wide range of people, and it is located within the greater Baton Rouge area. Families with small children leaving church are a major audience that each organization believes it can attract, especially with the event starting when most people are getting out of church and are going to eat lunch. College students looking for food and beer the day after an LSU football game will most likely come as well. The cost to eat and drink at the event is fairly inexpensive, and the location is a five-minute drive from campus. Because the location is at Tin Roof Brewery, there is the ability for people to go inside and take advantage of the TVs within the brewery. Also, the brewery will be providing outside games, such as corn hole. Due to the possibility of inclement weather on the day of the event, each organization will help to provide tents in the event of rain. With the tents, everyone can remain dry, and still enjoy the food trucks, beer and games on site.

TACTICS

Big Buddy Social Media Plan

Guidelines

DO:

- Post around once a day to both Facebook and Twitter
- Use Facebook Insights to monitor what type of posts are getting the most interaction
- Ask questions to encourage discussion such as “Who inspires you?” or “what would you like to see more of in this community?”
- Use the scheduling tool to schedule all planned posts
- Reply to both good and bad comments
- Celebrate organizational milestones such as work anniversaries or increased number of participants
- Post on both major and minor holidays
- Shorten URLs using goo.gl
- Take every opportunity to show who the organization is, assume that users do not know any thing about Big Buddy

DON'T:

- Post a flurry of content within a short amount of time
- Post the same exact content across all platforms

TACTICS

Timing

Many times in social media strategy, timing can make or break whether or not your content reaches your target audience. Each platform has its own optimal times for posts.

Facebook

- Optimal days: Thursday and Friday
- Optimal times: Between 9 a.m. - 7 p.m., specifically between 1 p.m. and 3 p.m.

Twitter

- Optimal days: Monday - Friday
- Optimal times: 12 p.m., 5 p.m. and 6 p.m.

Instagram

- Optimal days: Monday - Friday, specifically Monday and Wednesday
- Optimal times: 2 a.m., 5 p.m. and 10 p.m.

TACTICS

Notable Dates for Posts

January

National Mentoring Month

1 – New Year’s Day

Third Monday of the month – Martin Luther King Jr.’s birthday

28 – Fun at Work Day

31 – Inspire Your Heart with Art Day

February

Black History Month

First Sunday of the month – Super Bowl Sunday

2 – Groundhog Day

11 – Make a Friend Day

14 – Valentine’s Day

17 – Random Acts of Kindness Day

March

Music in Our Schools Month

National Nutrition Month

12 – Plant a Flower Day

14 – National Pi Day

17 – Saint Patrick’s Day

30 – Take a Walk in the Park Day

April

Keep America Beautiful Month

1 – April Fool’s Day

2 – Children’s Book Day

4 – School Librarian Day

10 – National Siblings Day

20 – Volunteer Recognition Day

TACTICS

May

National Bike Month

Second Sunday in May – Mother's Day

Last Monday in May – Memorial Day

18 – International Museum Day

27 – National Sunscreen Day

June

National Fresh Fruit and Vegetables Month

First Friday in June – National Doughnut Day

Third Sunday in June – Father's Day

8 – Best Friends Day

14 – Flag Day

July

National Anti-Boredom Month

Third Sunday of July – National Ice Cream Day

Fourth Sunday in July – National Parents Day

4 – Independence Day

30 – International Day of Friendship

August

Family Fun Month

3 – National Watermelon Day

5 – Summer Olympics Begin in Rio

27 – Global Forgiveness Day

TACTICS

September

National Courtesy Month

Self Improvement Month

First Monday of September – Labor Day

6 – Read a Book Day

13 – Positive Thinking Day

October

Awareness Month

Fourth Saturday of October – Make a Difference Day

5 – Do Something Nice Day

9 – Fire Prevention Day

31 - Halloween

November

Child Safety Protection Month

Second Tuesday of November – National Young Readers Day

Fourth Thursday of November - Thanksgiving

11 – Veteran's Day

13 – World Kindness Day

December

Write a Friend Month

7 – Letter Writing Day

7 – Pearl Harbor Day

18 – Bake Cookies Day

25 – Christmas Day

TACTICS

Date	Platform	Text	Link or Image	Time
12/1	Facebook	December is National Write a Friend Month! With the holidays approaching, take the opportunity to reach out to someone you haven't seen in a while.		1 p.m.
	Twitter	Happy #NationalWriteAFriendMonth! Reach out to an old friend this holiday season.		12 p.m.
12/2	Facebook	This #WellnessWednesday, fight the cloudy-day slump and take a walk!		3 p.m.
	Twitter	Fight the cloudy-day fatigue and take a walk today! #WellnessWednesday		5 p.m.
12/3	Facebook	Celebrating #ThrowbackThursday with an old holiday favorite from (insert employee name here).	Old photo from employee	1 p.m.
	Twitter	A special holiday #ThrowbackThursday	Old photo from employee	12 p.m.
12/4	Facebook	Happy Friday! What are your weekend plans?		3 p.m.
	Twitter	Happy Friday! Any fun plans?		5 p.m.
12/7	Facebook	Today is Pearl Harbor Day. President Roosevelt named it "a date which will live in infamy." Learn about Pearl Harbor Day here.	http://goo.gl/8lb1EQ	1 p.m.
	Twitter	Today is Pearl Harbor Day. Learn more here.	http://goo.gl/8lb1EQ	12 p.m.
12/8	Facebook	Here's a little #TriviaTuesday – did you know LSU psychology students founded Big Buddy?		1 p.m.
	Twitter	Fun Fact: LSU psychology students founded Big Buddy! #TriviaTuesday		12 p.m.

TACTICS

Date	Platform	Text	Link or Image	Time
12/9	Facebook	For this week's #WellnessWednesday, tell us what you are doing to stay healthy this holiday season!		1 p.m.
	Twitter	How are you staying healthy this holiday season? #WellnessWednesday		12 p.m.
12/10	Facebook	Another holiday #ThrowbackThursday from the Big Buddy team! Courtesy of (insert employee name here).	Old photo from employee	1 p.m.
	Twitter	A holiday #ThrowbackThursday courtesy of Big Buddy's own (insert name here)!	Old photo from employee	12 p.m.
12/11	Facebook	Have a wonderful weekend! How is everyone preparing for the holidays?		3 p.m.
	Twitter	Happy Friday! How are you preparing for the holidays?		5 p.m.
12/14	Facebook	It's Monday. Don't forget to be awesome! #MondayMotivation	Inspirational quote (source included)	1 p.m.
	Twitter	#MondayMotivation	Inspirational quote (source included)	12 p.m.
12/15	Facebook	This week on #TriviaTuesday, did you know you can help Big Buddy by shopping on Amazon? Learn how here.	http://goo.gl/xczOgM	1 p.m.
	Twitter	Learn how you can help Big Buddy by shopping on Amazon! #TriviaTuesday	http://goo.gl/xczOgM	12 p.m.
12/16	Facebook	It's #WellnessWednesday! Through all of the chaos of the holidays, find time to meditate, even if only for five minutes.		1 p.m.
	Twitter	This #WellnessWednesday, we challenge you to meditate for at least five minutes!		12 p.m.

TACTICS

Date	Platform	Text	Link or Image	Time
12/9	Facebook	For this week's #WellnessWednesday, tell us what you are doing to stay healthy this holiday season!		1 p.m.
	Twitter	How are you staying healthy this holiday season? #WellnessWednesday		12 p.m.
12/10	Facebook	Another holiday #ThrowbackThursday from the Big Buddy team! Courtesy of (insert employee name here).	Old photo from employee	1 p.m.
	Twitter	A holiday #ThrowbackThursday courtesy of Big Buddy's own (insert name here)!	Old photo from employee	12 p.m.
12/11	Facebook	Have a wonderful weekend! How is everyone preparing for the holidays?		1 p.m.
	Twitter	Happy Friday! How are you preparing for the holidays?		12 p.m.
12/14	Facebook	It's Monday. Don't forget to be awesome! #MondayMotivation	Inspirational quote (source included)	1 p.m.
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	Twitter	Learn how you can help Big Buddy by shopping on Amazon! #TriviaTuesday	http://goo.gl/xczOgM	12 p.m.
12/16	Facebook	It's #WellnessWednesday! Through all of the chaos of the holidays, find time to meditate, even if only for five minutes.		1 p.m.
	Twitter	This #WellnessWednesday, we challenge you to meditate for at least five minutes!		12 p.m.

TACTICS

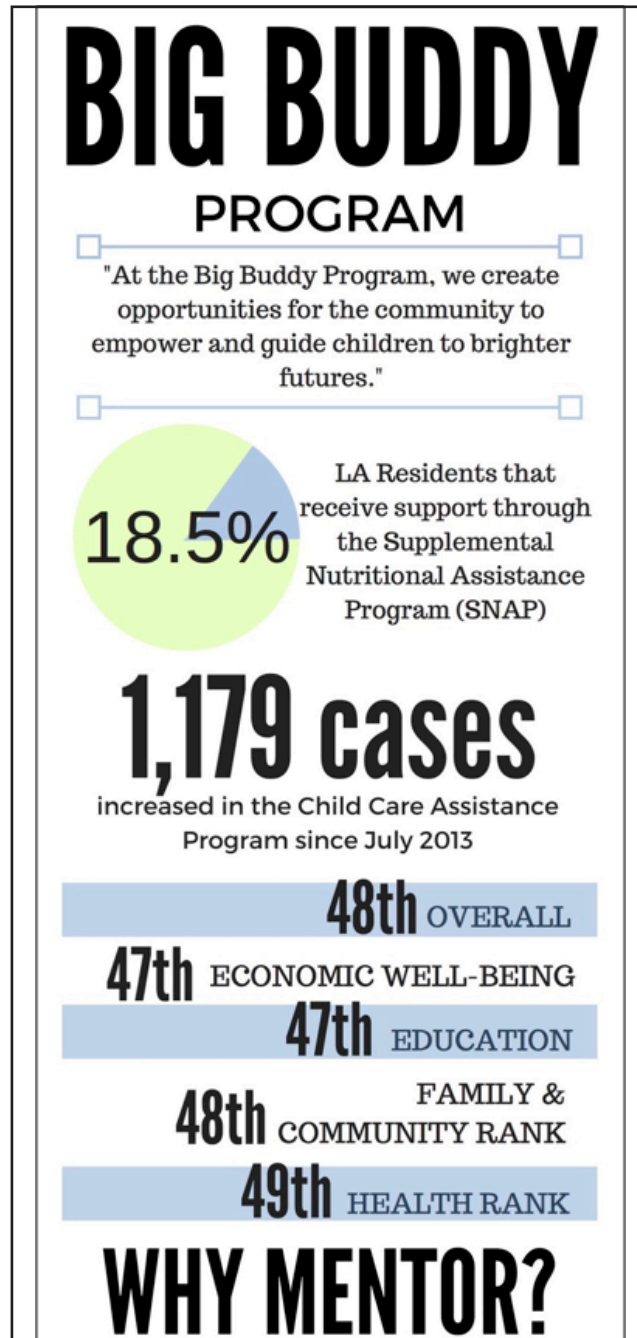
Date	Platform	Text	Link or Image	Time
12/17	Facebook	#ThrowbackThursday with (insert employee name here) for the holidays!	Old photo from employee	1 p.m.
	Twitter	Today's holiday #ThrowbackThursday with (insert employee name here)!	Old photo from employee	12 p.m.
12/18	Facebook	Happy Bake Cookies Day! If you're baking, we would love to see photos of some delicious cookies!		1 p.m.
	Twitter	Happy Bake Cookies Day! Share your best holiday cookie photos!		12 p.m.
12/21	Facebook	#MondayMotivation	Inspirational quote (source included)	1 p.m.
	Twitter	#MondayMotivation	Inspirational quote (source included)	12 p.m.
12/22	Facebook	This #TriviaTuesday, learn how you can help Big Buddy by shopping at Albertson's!	http://goo.gl/xczOgM	1 p.m.
	Twitter	Did you know you can help Big Buddy by shopping at Albertson's? #TriviaTuesday	http://goo.gl/xczOgM	12 p.m.
12/23	Facebook	This #WellnessWednesday is all about family and mental health. Take time to check in with each other!		1 p.m.
	Twitter	This #WellnessWednesday, check in with your family.		12 p.m.
12/24	Facebook	Our last holiday #ThrowbackThursday comes from (employee name here)! Share your best holiday #TBT with us!	Old photo from employee	1 p.m.
	Twitter	Our last holiday #ThrowbackThursday is from (employee name here)! Share your best holiday #TBT!	Old photo from employee	12 p.m.
12/25	Facebook	Merry Christmas to all from Big Buddy. We would love for you to share your favorite traditions with us!		1 p.m.

Brochure

1415 Main Street
Baton Rouge, LA 70802

TACTICS

Infographic



TACTICS

Day of the Mentor banners



TACTICS

Radio spot



TACTICS

Television spot




TACTICS

Social media plan

Post Details Reported stats may be delayed from what appears on posts

Big Buddy Program
Published by Laurie Hardison · 71 · November 14 at 2:31pm · 🌐

Frittata



Serving Size
Serves 8, 1 slice per serving

Ingredients

- 1½ pounds seasonal vegetables, such as broccoli, carrots, turnips, or bell peppers
- 2 medium onions
- 4 ounces low-fat cheddar cheese
- 12 medium eggs
- 1 teaspoon dried dill, thyme, or oregano
- Non-stick cooking spray
- ½ teaspoon salt
- ¼ teaspoon ground black pepper

Optional Ingredients:

- 8 ounces mushrooms
- ¼ cup fre...

[See More](#)

188 people reached [Boost Unavailable](#)

1 Like

Like Comment Share

188 People Reached

1 Likes, Comments & Shares

1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

2 Post Clicks

0 Photo Views	0 Link Clicks	2 Other Clicks
---------------	---------------	----------------


NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Post Details Reported stats may be delayed from what appears on posts

Big Buddy Program
Published by Mattie Eversole (?) · November 6 at 8:00am · Edited (?) · 🌐

Just a little over a week until #RaiseTheRoof! There will be local food trucks, games and a silent auction.



161 people reached [Boost Post](#)

3 Likes

Like Comment Share

161 People Reached

5 Likes, Comments & Shares

4 Likes	3 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

8 Post Clicks

4 Photo Views	0 Link Clicks	4 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

TACTICS

Raise the Roof Facebook event

The screenshot shows a Facebook event page for "Raise the Roof" at Tin Roof Brewing Company. The event is scheduled for Sunday, November 15, from 12:00pm to 4:00pm. The event is public and hosted by the Big Buddy Program. The event description states that Big Buddy, Youth Oasis, and Capital Area Special Olympics Louisiana are coming together for the benefit of Baton Rouge youth. The event features music, games, food trucks, beer, and free entry. The event has 92 guests interested, 101 guests who went, and 806 guests invited. The event insights show 11k reached, 1k viewed, and 206 engaged. The event was updated 2 minutes ago.

RAISE the ROOF

11.15.15
12 - 4 PM

MUSIC + GAMES
+ FOOD TRUCKS
+ BEER
+ FREE ENTRY

NOV 15 **Raise the Roof** THREE BATON ROUGE NONPROFITS COMING TOGETHER FOR THE BENEFIT OF OUR YOUTH

Public · Fundraiser · Hosted by **Big Buddy Program**

Sunday, November 15 at 12:00pm - 4:00pm
about 1 week ago

Tin Roof Brewing Company
1624 Wyoming St, Baton Rouge, Louisiana 70802 [Show Map](#)

Big Buddy, Youth Oasis and Capital Area Special Olympics Louisiana are coming together for the benefit of Baton Rouge youth. Join us for an afternoon of games, music and food trucks to support local nonprofits.

POSTS

[Write Post](#) [Add Photo / Video](#) [Create Poll](#)

Write something...

GUESTS

92	101	806
interested	went	invited

INSIGHTS

11k reached 0 new this week

1k viewed 0 new this week

206 engaged 0 new this week

Updated 2 minutes ago

TACTICS

Fundraising letter

Date

Mr./Ms. First and Last Name
Person's Business Title
Name of Person's Organization
Organization's Street Address
City, State ZIP

Dear Mr./Ms. Last Name:

Big Buddy of Baton Rouge is a non-profit organization founded by a Psychology Class at Louisiana State University in the late 70s. From there, the Big Buddy Initiative was rekindled through the Social Responsibility Committee of Christ the King church and had begun to flourish. In the summer of 1979, Big Buddy Program was approved for funding through the Mayor's Youth Opportunity Office.

Big Buddy's mission statement, "to provide access to positive role models and learning experiences to children who lack these valuable resources," influences every activity offered through the program for the children of Baton Rouge. Today, Big Buddy has increased its many programs in Mentoring, extended learning and afterschool opportunities, the Positive Youth Development programs, and workforce development. The program now serves over 1,000 children per year and utilizes the talents and expertise of over 500 volunteers.

We pride ourselves on our highly trained volunteers and staff members. However, it is also important to continue to support the programs and activities we offer the children. Not only do we help the children throughout their elementary education years, we offer them an oasis of support and learning throughout their high school and college years.

We would like to improve and increase the number of programs we offer for the children and Mentors at the Big Buddy Program of Baton Rouge. In order to meet our goals, we rely on the generosity of our friends, parents and community. Without you, we would not be able to serve and mentor these amazing children every day. We ask that you visit our donation page on our website ([link](#)), or make a check donation to the Big Buddy Program.

Not only does this donation help enrich the lives of our mentors, it positively affects the lives of our students at school, at home and in the future. It gives them a better chance of becoming the independent, strong and self-sufficient adults we know they can be.

Thank you in advance for your support!

Sincerely,

(Signature)

Gaylynn Mack
Executive Director of the Big Buddy Program

TACTICS

Press release and media advisory

FOR IMMEDIATE RELEASE: November 5, 2015
Contact: Maria Fournier, Elevate Communications, 913-940-1859
Phone number for PRESS USE ONLY—Do Not Publish

Raise the Roof event to benefit three local nonprofits

BATON ROUGE, LA – On November 15, 2015, a group of LSU public relations students will host “Raise the Roof,” a fundraising event where proceeds will be divided among three local nonprofits.

Raise the Roof will be held at Tin Roof Brewery from 12-4 p.m. The fundraising event will be the first of its kind: it is hosted by LSU students and three local nonprofits will come together for the betterment of Baton Rouge youth.

The campaign and event planning process started on the first day of classes where the Manship students divided the class into three parts and formed their own respective PR agencies. The firms were then assigned their own nonprofit where they were to research the nonprofit and plan the event accordingly.

Raise the Roof will benefit local nonprofits Capital Area Special Olympics of Louisiana (CASOL), the Big Buddy Program and Youth Oasis Children’s Shelter. All of these local charities benefit children and young adults across the capital area.

The event will feature a live DJ, drinks, food provided by popular food trucks, and games for the whole family. Attendees can also bet on silent auction items and experiences, and those profits will also benefit the nonprofits. Also, attendees will be given the opportunity to contribute open donations in the donation buckets that will be placed inside Tin Roof.

Raise the Roof will be an unforgettable experience where families and Baton Rouge community members can enjoy a Sunday afternoon of giving back.

-30-

Capital Area Special Olympics of Louisiana (CASOL)	Big Buddy Program
Phone: (985) 345-6644	Phone: 225-388-9737
Toll Free: (800) 345-6644 (Louisiana)	Fax: 225-346-8441
Fax: (985) 345-6699	Facebook: @bigbuddyprogram
Facebook: @capitalareaspecialolympicslouisiana	Twitter: @bigbuddyprogram
Twitter: @SOLouisiana	
Instagram: @specialolympicslouisiana	

Youth Oasis
Phone: 225-343-6300
Facebook: @YouthOasis
Twitter: @YouthOasisBR

TACTICS

Press release and media advisory

FOR IMMEDIATE RELEASE: November 6, 2015
Contact: Maria Fournier, Elevate Communications, 913-940-1859
Phone number for PRESS USE ONLY—Do Not Publish

*****MEDIA ADVISORY*****

Raise the Roof event to benefit three local nonprofits

WHO: Big Buddy Program Capital Area Special Olympics of Louisiana (CASOL) Youth Oasis

WHAT: LSU Manship School students have teamed together local nonprofits Big Buddy Program, Capital Area Special Olympics of Louisiana and Youth Oasis for Raise the Roof. Raise the Roof is a one of a kind fundraising event that will benefit three local nonprofits through silent auction, open donations and a portion of food truck sales.

WHERE: Tin Roof Brewery 1624 Wyoming Street
Baton Rouge, LA 70802

WHEN: Sunday, November 15, 2015 Noon-4 p.m.

WHY: Raise the Roof will benefit three local nonprofits while providing food, fun and games for the whole family.

-30-

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Phone: (985) 345-6644	Phone: 225-388-9737
Toll Free: (800) 345-6644 (Louisiana)	Fax: 225-346-8441
Fax: (985) 345-6699	Facebook: @bigbuddyprogram
Facebook: @capitalareaspécialolympicslouisiana	Twitter: @bigbuddyprogram
Twitter: @SOLouisiana	
Instagram: @specialolympicslouisiana	

Youth Oasis
Phone: 225-343-6300
Facebook: @YouthOasis
Twitter: @YouthOasisBR

TACTICS

Legacy questionnaire

Here is the current tabs bar at the top of the Big Buddy website.



A new tab would be created focused solely on Legacies. This would include current news regarding Legacies and also have a section for Legacies to submit their responses to the Legacy questionnaire.



Questions:

- Contact Information: Name, Phone, Email, Image of Self (optional)
- 1. When did you participate with Big Buddy?
- 2. Were you a Big Buddy, Little Buddy, or both?
- 3. How did you hear about Big Buddy?
- 4. What is one memory that stands out from your participation with Big Buddy and/or how has the program impacted you life?
- 5. What advice can you give to a child participating with Big Buddy?

TACTICS

Post-event survey

Thank you for attending "Raise the Roof" on Nov. 15. This event, which benefitted local nonprofits Big Buddy Program, Capital Area Special Olympics Louisiana, and Youth Oasis Children's Shelter. We raised more than \$10,300.



1. How did you hear about "Raise the Roof"?

- a. Word of mouth
- b. 103.3 Cumulus WRQQ Classic Hits
- c. WBRZ 2une In
- d. Social media
- e. Other

2. Which of these organizations, if any, did you know of prior to the event?

- a. CASOL
- b. Youth Oasis Children's Shelter
- c. Big Buddy Program

3. Why did you attend the event?

- a. Explain

4. Which of the following organizations have you donated to in the past and/or present?

- a. CASOL
- b. Youth Oasis Children's Shelter
- c. Big Buddy Program

5. Do you understand how your Big Buddy donations help the organization?

- a. Yes
- b. No

7. Has Big Buddy had an impact on your life prior to the event?

- a. No
- b. Yes

8. Do you feel that Big Buddy successfully communicated to and involved the Baton Rouge community regarding the event?

- a. Yes
- b. No

9. What did you enjoy most about the "Raise the Roof" event?

- a. Explain



GATEWAY COMMUNICATIONS

Big Buddy Campaign

ACCOUNT EXECUTIVE: Daniel Kiggrans
DESIGN DIRECTOR: Katie Henry
EVENT DIRECTOR: Caroline Hudson
STRATEGY DIRECTOR: Mattie Eversole
WRITING DIRECTOR: Fraser McAlpine

BIG BUDDY

Big Buddy focuses on supporting youth who are economically, educationally or emotionally disadvantaged.

The organization creates "opportunities for the community to empower and guide these children to brighter futures" through the use of volunteers, group activities, work programs, etc.

Big Buddy's vision for all children to have a positive role model leading him or her to make good choices prompts the organization to constantly search for new activities and opportunities to provide for the children and their Mentors.



KEY PUBLICS

LEGACIES

Individuals that have taken part in the program as a child and are now adults: specifically Mentors, volunteers, parents of children in the program, etc.

It is Big Buddy's desire to reach out to these Legacies to come back to the organization and participate once more.

We sought to gain an understanding of why many Legacies do not participate, allowing us to recognize the greatest way to motivate individuals to participate in the future.

RESEARCH

INVOLVEMENT



SOCIAL MEDIA



DEMOGRAPHICS



GOST

POSITIONING STATEMENT

Only youth mentoring program in Baton Rouge.

On average, the children in the program have a higher success rate than children not in the program.

Has an incredible alumni board of Legacies that were once a part of the program for which Big Buddy could reach.

GOAL

It seems as though most Legacies have lost touch with the program.

Therefore, it is imperative that these former members gain an interest in the program and become inspired to take part in the program once more through Mentoring, volunteering, or donating time or money.

OBJECTIVE 1 – ACCEPTANCE

Objective for Big Buddy Legacies to have an effect on acceptance, specifically to increase interest in the Legacy program and its positive advocacy for Big Buddy by 20 Legacies by December 31, 2016.

STRATEGY – COMMUNICATION

Communicate with Legacies via social media to encourage them to share their Big Buddy stories and photos to post on the Big Buddy page.

Communicate with Legacies through visuals that break down donations and how Big Buddy will use those funds.



TACTICS - TRADITIONAL

DAY OF THE MENTOR BANNERS



TACTICS - TRADITIONAL

LEGACY QUESTIONNAIRE

Open-ended questions for Legacies to answer to give their personal memories of the program. Answers would be featured on the Big Buddy website and social media pages.

Questions:

- Contact Information: Name, Phone, Email, Image of Self (optional)
- 1. What did you participate with Big Buddy?
- 2. Were you a Big Buddy, Little Buddy, or both?
- 3. How did you hear about Big Buddy?
- 4. What is one memory that stands out from your participation with Big Buddy and/or how has the program impacted you life?
- 5. What advice can you give to a child participating with Big Buddy?

OBJECTIVE 2 – ACTION

Objective for Big Buddy to have an effect on action, specifically to increase fundraising by \$5,000 by December 31, 2016

STRATEGY – ACTION

Host an event for Big Buddy and the Baton Rouge community to raise funds for the program.

STRATEGY – COMMUNICATION

Communicate through digital media, local media and printed fliers to encourage the Baton Rouge community to attend the event and donate to Big Buddy.

TACTICS - PROMOTIONAL

RAISE THE ROOF EVENT

- Primary goal to fundraise for Big Buddy, Youth Oasis Children's Shelter and Capital Area Special Olympics of Louisiana
- Included food trucks, silent auction, games, Tin Roof beer and more
- Predicted number of guests – 150 Actual number of guests – 212
- Raised over \$10,000 for the three nonprofits



TACTICS - TRADITIONAL

FUNDRAISING LETTER

Informs past donors, volunteers, Mentors, parents, etc. of how Big Buddy continues to change for the better and encourages these individuals to donate their time or money toward the organization.

PRESS RELEASE

All three writing directors worked together to write a press release to promote the amenities of the event and the causes of all three nonprofit organizations.

MEDIA ADVISORY

All three writing directors worked together to write a media advisory to promote the amenities of the event and include contacts for more information.

TACTICS – TRADITIONAL



TELEVISION



RADIO



TACTICS – DIGITAL

SOCIAL MEDIA STRATEGY

The social media plan Gateway created for Big Buddy seeks to give users a better idea of who Big Buddy is as an organization and encourage Legacies to share their stories.

Posts also included information about Big Buddy events.

RAISE THE ROOF FB EVENT PAGE



FUTURE RECOMMENDATIONS

Maintain a mutually beneficial relationship with Legacies by sending personalized emails that make Legacies feel they are an integral part of the organization. These emails should be sent seasonally to inform Legacies of Big Buddy milestones and volunteer opportunities.

Maintain contact with local businesses that Gateway contacted for Raise the Roof. While not every business was able to contribute to the event, there were many businesses that were interested in contributing to Big Buddy in the future.

Update Legacy databases to reflect changes in contact information. Many of the current email addresses are invalid.

Host social events targeted at Legacies to expand Legacy network.

CONCLUSION

The intention of this campaign is to reconnect Big Buddy with Legacies throughout 2016. With the implementation of tactics provided by Gateway Communications, Big Buddy can succeed in engaging Legacies. If Big Buddy is able to use the tactics to bring Legacies back to the organization, donations and advocacy have the potential to increase. Traditional and digital media, along with handouts and visuals, will assist the organization in meeting each objective.



GATEWAY COMMUNICATIONS



ACCOUNT EXECUTIVE: DANIEL KIGGANS
DESIGN DIRECTOR: KATIE HENRY
EVENT DIRECTOR: CAROLINE HUDSON
STRATEGY DIRECTOR: MATTIE EVERSOLE
WRITING DIRECTOR: FRASER MCALPINE