



**Purple Initiative
Campaigns Spring 2017**

Table of Contents

- Team and Values 4
- Executive Summary 6
- Strategic Analysis 7
- Competitor Analysis 8
- Primary Research 10
- Target Audience 14
- Creative Brief 16
- Goals 18
- Phases 20
- Tactics 22
- Budget 32
- Evaluation 38
- Appendix 41

Ethical. Transparent. Conscious. Efficient. Reliable.



We are dedicated to providing ethical and reliable public relations and advertising solutions across the Tarrant County area to raise awareness and endorse change.

Our Team



Madison Benveniste
Account Executive



Chris Ilenstine
Public Relations Manager



Wolfgang Ehr Gott
Account Planner



Whitney Machacek
Creative Director



Amanda McCall
Channel Planner

Executive Summary

WestAid was founded in 1985 in Fort Worth, Texas, with the purpose of providing food assistance to people in Southwest Tarrant County. WestAid is a Christian based organization with the majority of volunteers and donations coming from churches partnered with WestAid. The majority of WestAid's funding goes towards food, but funds are also allocated for utilities and full-time staffing salaries. WestAid relies heavily on the Tarrant County Food Bank for supplying food at a discounted rate, roughly 2,000 - 6,000 pounds of food each week. WestAid also relies heavily on volunteers to achieve daily tasks and upkeep.

WestAid is a unique organization in that it only serves four specific zip codes in Fort Worth: 76107, 76116, 76126, and 76109.

With a smaller area of focus, WestAid is able to make a greater impact within that area. WestAid feeds about 850 families per month and about 16,000 individuals per year. WestAid allows low fixed-income individuals the chance to receive a pre-made assortment of food once a month and the ability to shop the pantry themselves every three months. These individuals are usually retired or disabled. WestAid provides emergency food to families seeking help due to a temporary crisis such as a job loss, illness, or any other short-term crisis.

Through our research and analysis, we created a full strategic communication plan that will bring awareness to WestAid, as well as encourage a unique audience to consider involvement.

SWOT Analysis

STRENGTHS

- Open to an outside perspective
- Willing to change
- Serves a specific area of Tarrant County so the focus can be concentrated

OPPORTUNITIES

- Creating a new base of volunteers
- Corporate looking to strengthen relationships
- Businesses seeking to impact the community

WEAKNESSES

- Internal/External Communication
- Lack of professional connections and structure
- Limited operating hours make it difficult for volunteers to get involved

THREATS

- Lots of competitors in the area
- Many of the competing organizations are larger and have more resources
- Reliant on competitors such as Tarrant Area Food Bank

Competitor Analysis

Tarrant Area Food Bank

Tarrant Area Food Bank (TAFB) was founded in 1982 by a group of Fort Worth locals on the fight to end hunger. TAFB is the primary source of donated food for hunger-relief charities and feeding programs in 13 North Texas Counties. They receive fresh, frozen, and non-perishable food donated primarily from the food industry consisting of growers, wholesalers, distributors, and retailers. This food is distributed to over 270 partner agencies, including WestAid. They do not provide food to people directly.



Community Storehouse

Community Storehouse is an organization that helps children with services such as education, nutrition, clothing and healthcare. It is the only charity in Northwest Tarrant County focused on keeping children in school while they are going through hard times. Their support includes tutoring, counseling and supply donations such as food to keep kids from going hungry. Community Storehouse mainly focuses on the Keller, Northwest (Fort Worth), and Carroll Independent School Districts.



First Street Methodist Mission

First Street Methodist Mission is a nonprofit, food and clothing bank, affiliated with First United Methodist Church of Fort Worth. It assists the homeless and those with low-income housing in Fort Worth, as well as others residing in neighboring communities. First Street Methodist Mission is operated by a complete volunteer staff of over 200 people. They provide the homeless with sack lunches, a monthly trip to the clothing bank, and a basic hygiene kit. They also assist low-income households with limited financial advising along with providing grocery services and monthly clothing bank visits.



Community Food Bank

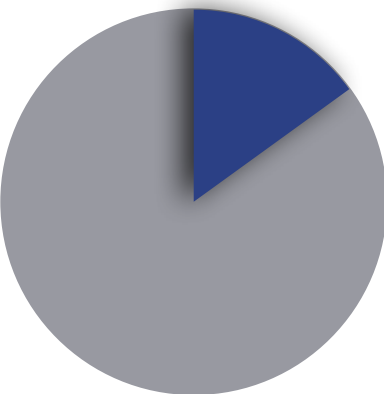
Community Food Bank has been fighting hunger in Tarrant County for 32 years by providing free food in a dignified, personal, and expeditious manner to North Texas families, without any zip code restrictions. Food is provided directly as a food pantry and also to other nonprofit food pantries as a food bank. This organization also provides education and other resources to families. The Community Food Bank has sponsors ranging from schools, to universities, to local businesses, and larger companies. Their largest sponsors are Trader Joe's and Walmart.



Primary Research

SUPPORTER SURVEY

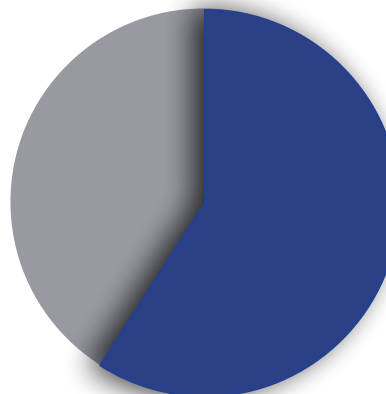
- 85 Total Respondents
- 96% White
- 74% Female
- Majority 55 - 84 Years Old
- Retired or Work Full-Time
- Bachelor or Masters Degree



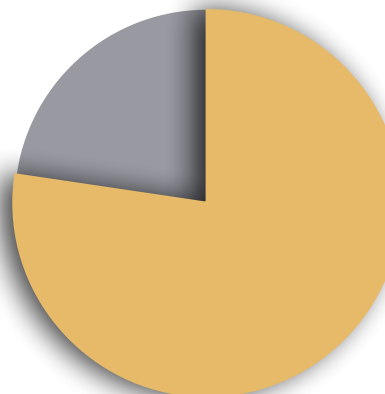
15%
of "Supporters" had
never heard of WestAid



43%
had never volunteered at
a food bank in Fort Worth



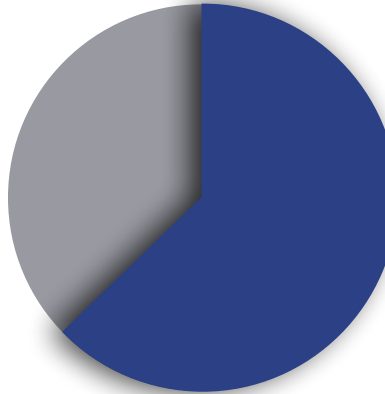
59%
had not volunteered at
all in the past month



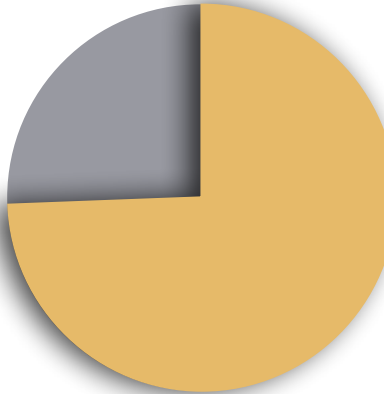
77%
donated food to a food
bank in the last year

NON-SUPPORTER SURVEY

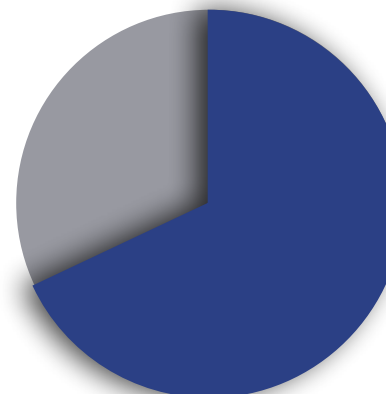
- 35 Total Respondents
- 71% Female
- 51% 18 - 25 Years Old
- 25% 36 - 50 Years Old
- Prefer Social Media or Email
- Majority Affiliated with Religious Organizations



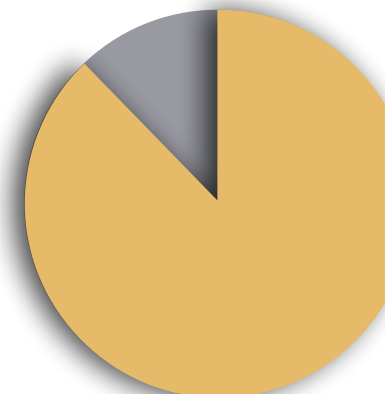
63%
had never volunteered
at a food bank before



74%
had never heard
of WestAid



68%
thought WestAid
was a medical clinic



88%
want their organization to
get involved with WestAid

Primary Research

SUPPORTER INTERVIEW

Highlight

“We all voted that they were the **best organization** to give to in our neighborhood based on factors such as **total donations given** to their close community. They’re **easy to work with** and they work with the same **specific community** we’re trying to reach and help.”

Insights

- Volunteers regularly every weekend
- Volunteering is one of their top priorities
- Considers convenience as one of their main factors when deciding where to volunteer
- WestAid’s hours are the main problem keeping them from personally volunteering due to their work schedule
- “If WestAid created more flexible business hours, they’d be able to reach more people.”

NON-SUPPORTER INTERVIEW

Highlight

“**The cause** of the organization **is what motivates** me to give up my time. It really has to be worth it. But, the **group environment** and **sense of community** are what keep me coming back. It’s really cool to **meet new people** as a result of volunteering.”

Insights

- Word of mouth is big to generate interest and motivate volunteers
- Social motivation is the greatest factor for a millennial target base
- Certain intimidation factor towards volunteering alone
- Non-traditional approaches to volunteerism have a big pull
- Loyalty to a cause extends to the brand or organization
- Millennials don’t respond well to guilt trips as a means of motivation

Target Audience

WestAid will primarily focus on recruiting volunteers from local businesses in West Fort Worth.

These businesses can use donations for good publicity and can encourage their employees to volunteer in the form of corporate retreats or company team building.

The employees are young business professionals, ages 25 to 44. They are predominantly single or recently married with young children. Based on our research, a majority of the volunteers are female, but we will ensure our message is gender neutral to encourage male volunteers as well. They have a utilitarian motivation to volunteer in order to foster relationships with their coworkers and peers. They have social motivation to help the community and while also using this free time as a way to make connections.

YOUNG PROFESSIONALS



Meet Lindsay. She's 25 years old and graduated from SMU with a Bachelor's degree in Business and Spanish.

Lindsay just moved to Fort Worth for a new job in finance. She has yet to meet many people in Fort Worth.

Lindsay wants to network and meet new people. It's important to Lindsay to meet other young professionals who share her values and socially-conscious mindset.

Creative Brief

Consumer Need/Problem

Business professionals are occupied with full-time jobs and have little time to volunteer and give back to the community, although they value it greatly. They **express their interest in volunteering**, but haven't been presented with an opportunity that allows them to fit it into their busy schedule. Our target audience is career driven and aims for success. As new members to the workforce, their main focus tends to be on how to **advance their career** which means **volunteer activities get ignored**. Charity support is good for a business' public image, can demonstrate **corporate social responsibility** and can foster invaluable business relationships. Businesses may be hesitant to support a charity due to fear of extreme loss of company resources, employees, and funds. Although, we think they will see that the benefits highly outweigh any negative views.

CULTIVATING RELATIONSHIPS, GROWING THE COMMUNITY.

Positioning

WestAid will bring industry professionals together to **build stronger relationships** with each other while also **giving back** to the community. Interest in volunteering with WestAid will be generated through a **targeted social media campaign** in the months or weeks leading up to the event.

Placement

WestAid will be marketed through **greater utilization of their Facebook page** as well as **creating social media accounts** on Twitter and Instagram. Through these accounts we will **promote fundraising events** and use them as a way to **reach out to businesses** for potential partnerships. We will also use **community outreach methods** to bring awareness of WestAid to the West Fort Worth community as a whole.

Campaign Goals

Emergent Themes

- Building a network of volunteers and donations with local businesses
- Build the sustainability of WestAid with increased consistency of food supply and volunteers as a result of new business partnerships
- Create a stronger presence through social media
- Become more well-known throughout the West Fort Worth area
- More sponsorships with local businesses
- Small promotions leading up to large networking event

Overall Objective

The overall goal of this campaign is to **increase awareness** of WestAid in the **local community of businesses and business professionals**.

Overall Strategy

To best achieve our goals, an **integrated communication strategy** that incorporates use of **public relations, advertising, special events and social media** will be used. This is the best method to fully connect with our target audience of **businesses and business professionals** to convince them that contributions to WestAid will not only benefit the community, but also **their business and professional careers**.

Campaign Phases

PHASE #1

OBJECTIVE

Increase recognition of WestAid among local businesses and business professionals from 0% to 30%

STRATEGY

To position WestAid as the leading food pantry in the minds of local business professionals using strategic advertising and public relations

RATIONALE

Due to a small budget, social media will be the best method to encourage conversation and networking among young professionals

PHASE #2

OBJECTIVE

Increase consideration of volunteering and donating to WestAid by local businesses and business professionals from 0% to 25%

STRATEGY

To make our target audience consider volunteering and donating by informing them of how they will benefit from a professional standpoint

RATIONALE

Based on the research gathered, we found that mainly a utilitarian motive will encourage our target audience to volunteer

Tactic #1

REBRAND WestAid

Rebranding will better emphasize WestAid as a food pantry. The rebrand will include:

- New soup can logo
- "Feeding Fort Worth" slogan



Tactic #2

UTILIZE SOCIAL MEDIA

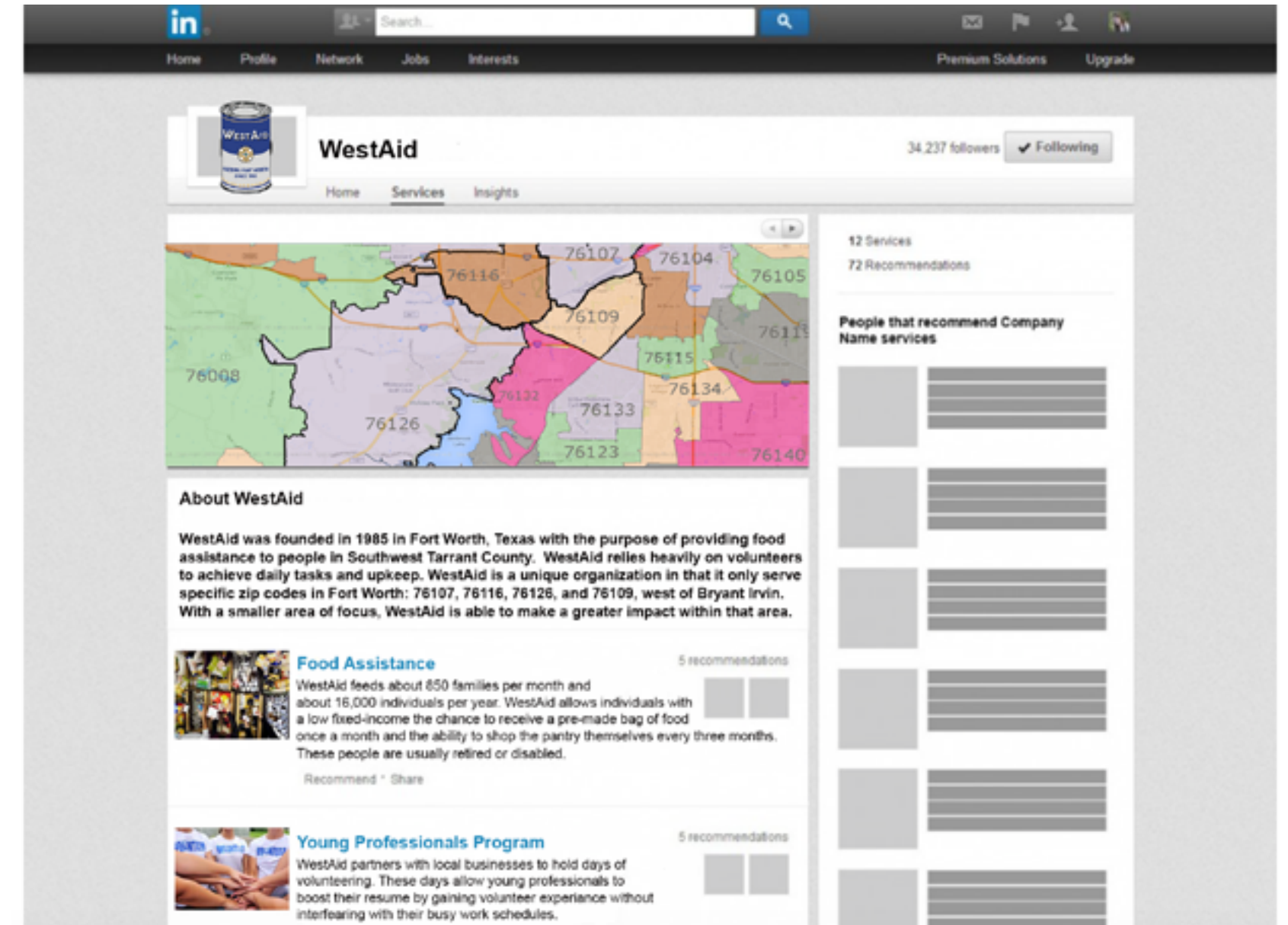
- Utilize targeted Facebook, Twitter, Instagram, and LinkedIn posts to reach target audience by increasing awareness of WestAid and its benefit to the audience
- Use social media links on website as well as promotions in restaurants and businesses to drive people to WestAid's social media accounts



WestAid

May 3 at 2:32pm · 🌐

We are excited to partner with [Woodshed Smokehouse](#) to host our first annual business professionals network night. Tickets now on sale. [#FeedingFortWorth](#) [#CultivateRelationships](#)



Tactic #3

BUSINESS PROFIT DONATION

- Partner with local businesses and restaurants to donate a percentage of profits made on certain events to WestAid.
- Promote WestAid on their social media sites as well as in businesses via flyers and word-of-mouth.





1201 WEST MAGNOLIA AVENUE FAIRMOUNT, TX, 76104 817.886.8365

[HOME](#) [BLOG](#)

Melt Gives Back

April 3, 2017

To show our care for the local Fort Worth community, Melt will donate 15% of profits made every Thursday night from 6 p.m. to closing to WestAid. The community of Fort Worth has contributed so much to our success, we at Melt feel that it is our responsibility to give back.

WestAid is a local foodbank that provides emergency food assistance and monthly food assistance to nearly 16,000 individuals per year in Fort Worth. Melt is thrilled to become a regular sponsor to this organization.

We hope to see you Thursday nights!

Tactic #4

NETWORK NIGHT

Popular restaurant hosts an event where business professionals can purchase tickets (as a donation) to attend. Restaurant will give a percentage of profits from the night back to WestAid. This event will serve as a networking opportunity for business professionals as well as a chance for WestAid to tell their story to this audience, get donations, and gain possible volunteers. This event will unveil the new company retreat program.

Promotion for the event will include:

- Press releases
- Social media promotions
- Flyers and Brochures
- Branding materials such as cups, napkins, and t-shirts



Woodshed Smokehouse

22 hrs · 🌐

Calling all Fort Worth business professionals! We are partnering with local charity WestAid to hold a networking night. Network with other local business professionals and boost your resume with volunteer opportunities. Tickets \$20. Visit www.westaid.org.



Like



Comment



Share



Tactic #5

BUSINESS VOLUNTEER PROGRAM

One of WestAid's biggest challenges is finding a steady stream of volunteers and this program will help alleviate the burden WestAid has experienced in the past by incentivizing young professionals to volunteer. This event will allow businesses to boost their corporate social responsibility. Business professionals will participate in a day of volunteering without having to take a day off unpaid.

The promotion of this new program includes:

- Networking night to unveil the program
- A brand ambassador
- Press release

FOR IMMEDIATE RELEASE
March 1, 2017 12:00 ET

A LOCAL FOOD BANK ANNOUNCES YOUNG PROFESSIONALS PROGRAM

Fort Worth, TX- You can make connections while giving back to the community. It seems too good to be true, doesn't it? A recent initiative formed by WestAid, a local food bank that helps Fort Worth residents with a low fixed-income, is teaming up with local businesses to form a mutually beneficial professional retreat program. The program was announced at their Net-working Night event last Thursday.

"This event is exciting for our company and employees," says Steve Smith, Simpli.fi worker. "It acts as a way for me to meet exciting new people that can help advance my career but at the same time, I feel good knowing I am giving back to my community."

The event was held at Woodshed Steakhouse located in the University area of Fort Worth. Young professionals from all ends of town arrived in hopes to mingle and bring awareness to a great cause. Live music and a silent auction set for a great atmosphere. Attendees were given a brief speech by _____, director of WestAid which covered their plan for the event which will begin early next year. The event can include up to 25 employees and includes a tour of WestAid, as well as team building events. Employees will learn to work together to accommodate the needs of homeless clients. Additionally, the event will be held once a month for young professionals from any company to participate. This event will act as a networking event for a good cause. Anyone who is interested in further details about this program should contact Madison Benveniste at 123-456-7890. Alternatively, those wishing to find out more about WestAid may visit the WestAid website. (Westaid.org)

###

WestAid was founded in 1985 in Fort Worth, Texas with the purpose of providing food assistance to people in Southwest Tarrant County. WestAid is a unique organization in that they only serve four specific zip codes in Fort Worth: 76107, 76116, 76126, and 76109, west of Bryant Irvin. WestAid feeds about 850 families per month and about 16,000 individuals per year

Budget

Implementation of the five tactics will cost roughly \$1,355. We propose WestAid use its current advertising budget of roughly \$500 - \$1,000 to implement these tactics, and pull the remaining amount, as needed, from the Trinity Trek budget. We believe it will fully benefit WestAid to pull the remaining funds needed to implement these five tactics from the Trinity Trek budget.

To keep costs as low as possible, we suggest hiring of an unpaid intern to run social media accounts, community outreach, and other tasks needed to complete these tactics. The current WestAid staff, as well as donations such as venue locations and a band, will also contribute to lowering theses costs.

Total Campaign Budget

AWARENESS:	\$220
EVENT PROMOTION:	\$100
NETWORK NIGHT:	\$865
VOLUNTEER PROGRAM:	\$170
TOTAL:	\$1,355

Budget

Awareness Budget

SOCIAL MEDIA INTERN: \$0
WEBSITE REDESIGN: \$100
FACEBOOK ADS: \$120
TOTAL: \$220

Event Promotion Budget

SOCIAL MEDIA PROMOTION: \$0
PERSONAL OUTREACH: \$0
FLYER PRINTS: \$100
TOTAL: \$100

Budget

Network Night Budget

BAND AND VENUE: \$0
DONOR FORM PRINTS: \$20
TICKET PRINTS: \$100
FLYER PRINTS: \$120
FACEBOOK ADS: \$200
BRANDING MATERIALS: \$425
TOTAL: \$865

Volunteer Program Budget

PERSONAL OUTREACH: \$0
LINKEDIN ADS: \$70
FLYER PRINTS: \$100
TOTAL: \$170

Evaluation

OBJECTIVE #1

Increase recognition of WestAid among local businesses and business professionals from 0% to 30%.

- This will be evaluated via an “exit survey” conducted and distributed by the social media intern to young professionals who attend the “Network Night”
- As part of the registration process for the event, emails will be collected and used for survey dissemination
- Results will be compared to the original surveys collected for our targeted 30% margin
- Surveys will be disseminated one week after the Network Night

OBJECTIVE #2

Increase consideration of volunteering and donating to WestAid by the local businesses and business professionals who are now aware of WestAid from 0% to 25%.

- This will also be evaluated through the use of exit surveys to test volunteerism and donation consideration and will be compared to previous surveys
- These surveys will be distributed to those businesses that take part in the volunteer program and those professionals who attended the Network Night
- The number of people considering volunteering and donating will be tracked by the social media intern for six months after our campaign implementation and will be compared against the six months before implementation to further demonstrate campaign success

Evaluation

In addition to the evaluation methods for the campaign objectives, the following will also be conducted by the social media intern:

- WestAid social media traffic will be monitored using analytics to prove enhanced target market engagement
- The number of flyers taken at partnering businesses will be monitored on a month to month basis to demonstrate campaign awareness
- The turnout at campaign events such as the volunteer program will be monitored and tracked on a monthly basis to determine campaign success and allow for campaign correction as suggested by data

Appendix

To review our research, visit our website:

<https://whitneymachacek.wixsite.com/purpleinitiative>

