

**PR 4412: Public Relations Campaigns**

PIC Relations

YWCA

Standing With Families

Campaign Plan

PR 4412: Public Relations Campaigns

Department of Public Relations and Strategic Communications Management

College of Media & Communication

Texas Tech University

Submitted

October 28, 2022

## **Introduction**

The following document contains the YWCA's campaign plan brought to you by PIC Relations. The theme for this campaign is about standing with families, with our target audience including Lubbock families, men, internal and external stakeholders. Our key message is that the YWCA is an organization that supports families. Therefore, our supporting messages show that the YWCA empowers women, supports disadvantaged families and supports men as well.

The goal of our campaign is to create opportunities for women, men and their families to thrive. Our objectives include an increase in social media presence, attendance to upcoming YWCA events, increase in families utilizing YWCA after-school care by 10 % all within the first quarter of next year. Our strategy involves an upgraded online presence in hopes of increasing activity, engagement with young male audiences and diffusing more information of YWCA's affordable care options. Our tactics will work together to re-introduce the YWCA on various social media platforms through new creative content. Our tactics include a content calendar that will present the newest facility through a virtual tour, appeal more to the male target audience and further establish relationships with local media and organizations. Our timeline includes a detailed list of content for January 2023 and a standard content calendar that covers the rest of the year. We will evaluate our objectives through monitoring their social media analytics throughout the content

calendar timeline and tracking the increase of registration and attendees for upcoming YWCA events. Expenses will include merchandise, electronics, posters and memberships. Everything listed in our budget will help the organization implement the campaign plan goal of presenting the YWCA as an organization that stands with families.

## **Campaign Theme**

PIC Relations wants to emphasize the importance of standing with families throughout the communities of Lubbock. PIC Relations created the theme “Standing With Families” to embrace this team's drive and devotion to families. This theme is used in our messages included throughout this campaign plan. Our theme foreshadows the change the YWCA has with the community.

## Target Publics

### [Target Public 1]: Men ages 25-34

- Our survey findings showed men between the ages of 25-34 were the majority of our respondents. This demographic is a target public because they are not our target audience.
- The YWCA has much to offer to this demographic.'

### [Target Public 2]: Lubbock Families

- Different programs offered
- The YWCA wants more family involvement in the organization. (message we are DIRECTING to our public)

### [Target Public 2]: Internal & External Stakeholders

- The YWCA encourages community support to continue to offer services and hold events for it.

## **Key & Supporting Messages**

### **Key Message 1: The YWCA is an organization that stands with families.**

- By supporting families, the YWCA is empowering women.
  - Daycare
  - After school programs
  - A week without violence
  - Sun n fun memberships
  - Youth programs
- Empowering women is obsolete without the support of men
  - .Men responded almost equally to female respondents.
  - 49% of the Lubbock population is men
- The YWCA supports disadvantaged families.
  - Women's health initiative
  - The childcare programs the YWCA has options for everyone.
    - Gov-funded, private, y-care
  - The YWCA has events that uplift the community.
    - Lemonade day, WWS, women of excellence,  
daddy-daughter day

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

### **Goal**

**Create opportunities for women, men and their families to thrive.**

### **Objectives**

1. To increase the YWCA's social media presence on social media platforms by July 2023.
  - 1.1. Develop and upgrade an online presence by increasing activity and engagement.
    - 1.1.1. Create a content calendar to expand your social media presence.
    - 1.1.2. Actively post on Facebook 2-3 times a week about YWCA resources and inspiring, inclusive content to motivate the public
    - 1.1.3. Create a TikTok account
    - 1.1.4. Actively engage with current internal and external stakeholders through digital communications such as email marketing and social media platforms.
    - 1.1.5. Create new relationships with possible donors by promoting the YWCA through social media.
2. To increase attendance at the Father-Daughter Dance in February 2023 by 10% compared to the previous year.

- 2.1. Increase YWCA event awareness by educating the public through traditional media outlets.
  - 2.1.1. Provide educational content across social media platforms to inform their audience about YWCA events and services
3. To increase the total number of families utilizing the YWCA child care annually by 10% by May 2023.
  - 3.1. Reach the parents of Lubbock about YWCA and affordable options within the organization.
    - 3.1.1. Further, establish a current relationship with LISD to increase awareness among parents.
4. To increase the registration of children in YWCA after-school care by 10% by May 2023.
  - 4.1. Reach the parents of Lubbock about YWCA and affordable options within the organization.
    - 4.1.1. Further, establish a current relationship with LISD to increase awareness among parents.
5. To increase the YWCA's awareness amongst the low-income Lubbock population by August of 2022.
  - 5.1. Reach the parents of Lubbock about YWCA and affordable options within the organization.

- 5.1.1. Further, establish a current relationship with LISD to increase awareness among parents.
6. To increase the social media audience of men ages 25-34 by 15% by December 2023.
  - 6.1. Increase clientele amongst male young adults
    - 6.1.1. Create a tone that appeals to men.
7. To increase the YWCA's social media presence on current social media platforms by increasing follower counts by 15% by July 2023.
  - 7.1. Develop and upgrade an online presence by increasing activity and engagement.
    - 7.1.1. Create a content calendar to expand your social media presence.
    - 7.1.2. Actively post on Facebook 2-3 times a week about YWCA resources and inspiring, inclusive content to motivate the public
    - 7.1.3. Create a TikTok account

## **Evaluation**

### **Output Evaluation**

PIC Relations will evaluate the output of its campaign by short-term monitoring of the campaign progress. Tracking and analyzing social media platforms and registering the increase in membership in the YWCA. Since increasing The number of attendees to the father-daughter dance is one of PIC Relations' objectives, taking attendance will be one way to evaluate the output of this campaign. PIC Relations will measure the number of partnerships with schools and companies with the YWCA. PIC Relations Will be counting the increase and the changes of memberships and registration to the daycare.

### **Outcome Evaluation (or Impact Evaluation)**

PIC Relations is planning to measure the campaign's impact by monitoring the engagement across the YWCA social media platforms, such as comments and likes to the posts. PIC Relations will be tracking the number of new followers to indicate the long-term success of the campaign. Also, counting the new followers will show if the campaign has reached our target audience. A survey could be conducted by the end of August 2022 to measure the increase in awareness among the low-income population in Lubbock county.

# Implementation

## Timeline

### Pre-2023 preparation

- Create collaboration email address to store info, communicate with donors, and connect with future partnership opportunities (For example: lubbockywcamarketing@gmail.com)
- Attach new email to all accounts existing and to be created
- Create TikTok account
- Create FloDesk Account
- Learn FloDesk from tutorial provided by PIC Relations
- Learn from Canva tutorial provided by PIC Relations
- Download Canva templates provided by PIC Relations
- Download press release templates provided by PIC Relations
- Create login spreadsheet to store logins (user/pass)
- Connect Instagram and Facebook accounts
- Learn how to complete social media engagement through instructions provided by PIC Relations

<p>January</p> <ul style="list-style-type: none"> <li>- Implement new social media strategies (below - monthly calendar)</li> <li>- Write press releases</li> <li>- Schedule emails for press releases</li> <li>- Promote upcoming event: Father Daughter Dance</li> <li>- Check analytics for improvement</li> </ul>	<p>July</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press Release</li> <li>- Promote Sun n' Fun</li> <li>- Summer Content</li> <li>- Check analytics for improvement</li> </ul>
<p>February</p> <ul style="list-style-type: none"> <li>- Continue social media posting</li> <li>- Press releases</li> <li>- Event: Father Daughter Dance</li> <li>- Valentines Content</li> <li>- Check analytics for improvement</li> </ul>	<p>August</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press Release</li> <li>- Promote upcoming event: The YWCA Women of Excellence Awards</li> <li>- Promote Sun n' Fun</li> <li>- Back to School Content</li> <li>- Check analytics for improvement</li> </ul>
<p>March</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press releases</li> <li>- Black History Month</li> <li>- Check analytics for improvement</li> </ul>	<p>September</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press Release</li> <li>- Event: The YWCA Women of Excellence Awards</li> <li>- Promote upcoming event: Wine Women &amp; Shoes</li> <li>- Fall Content</li> <li>- Check analytics for improvement</li> </ul>

<p>April</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press releases</li> <li>- Promote upcoming event: Lemonade Day</li> <li>- Promote: Sun n' Fun opening in May</li> <li>- Spring Content</li> <li>- Check analytics for improvement</li> </ul>	<p>October</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press Release</li> <li>- Event: Wine Women &amp; Shoes</li> <li>- Halloween Themed Content</li> <li>- Check analytics for improvement</li> </ul>
<p>May</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press Release</li> <li>- Event: Lemonade Day</li> <li>- Promote Sun n' Fun opening</li> <li>- Summer Content</li> <li>- Check analytics for improvement</li> </ul>	<p>November</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press Release</li> <li>- Fall Content</li> <li>- Check analytics for improvement</li> </ul>
<p>June</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press Release</li> <li>- Promote Sun n' Fun</li> <li>- Summer Content</li> <li>- Check analytics for improvement</li> </ul>	<p>December</p> <ul style="list-style-type: none"> <li>- Social Media Schedule</li> <li>- Press Release</li> <li>- Winter Content</li> <li>- Check analytics for improvement</li> </ul>

**Content calendar example (January)**

monday	tuesday	wednesday	thursday	friday
<ul style="list-style-type: none"> <li>- Post the weeks fitness and aquatic schedule in feed</li> <li>- Create organic content to post on story (insta and FB)</li> <li>- Post graphic for story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic story content (insta and FB)</li> <li>- Post graphic to story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic story content (insta and FB)</li> <li>- Post graphic to story (insta and FB)</li> <li>- Promote sign up for the father daughter dance</li> </ul>	<ul style="list-style-type: none"> <li>- Create video content and post as reel to instagram and in feed tiktok post</li> <li>- Promote reel on story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Send out press release to cover the week and announcements</li> <li>- Work on outbound and inbound engagement on all platforms (insta, facebook, tiktok)</li> </ul>
<ul style="list-style-type: none"> <li>- Post the weeks fitness and aquatic schedule in feed</li> <li>- Create organic content to post on story (insta and FB)</li> <li>- Post graphic for story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic story content (insta and FB)</li> <li>- Post graphic to story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic story content (insta and FB)</li> <li>- Post graphic to story (insta and FB)</li> <li>- Promote sign up for the father daughter dance</li> </ul>	<ul style="list-style-type: none"> <li>- Create video content and post as reel to instagram and in feed tiktok post</li> <li>- Promote reel on story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Send out press release to cover the week and announcements</li> <li>- Work on outbound and inbound engagement on all platforms (insta, facebook, tiktok)</li> </ul>

<ul style="list-style-type: none"> <li>- Post the weeks fitness and aquatic schedule in feed</li> <li>- Create organic content to post on story (insta and FB)</li> <li>- Post graphic for story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic story content (insta and FB)</li> <li>- Post graphic to story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic story content (insta and FB)</li> <li>- Post graphic to story (insta and FB)</li> <li>- Promote sign up for the father daughter dance</li> </ul>	<ul style="list-style-type: none"> <li>- Create video content and post as reel to instagram and in feed tiktok post</li> <li>- Promote reel on story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Send out press release to cover the week and announcements</li> <li>- Work on outbound and inbound engagement on all platforms (insta, facebook, tiktok)</li> </ul>
<ul style="list-style-type: none"> <li>- Post the weeks fitness and aquatic schedule in feed</li> <li>- Create organic content to post on story (insta and FB)</li> <li>- Post graphic for story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic story content (insta and FB)</li> <li>- Post graphic to story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic story content (insta and FB)</li> <li>- Post graphic to story (insta and FB)</li> <li>- Promote sign up for the father daughter dance</li> </ul>	<ul style="list-style-type: none"> <li>- Create video content and post as reel to instagram and in feed tiktok post</li> <li>- Promote reel on story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Send out press release to cover the week and announcements</li> <li>- Work on outbound and inbound engagement on all platforms (insta, facebook, tiktok)</li> </ul>
<ul style="list-style-type: none"> <li>- Post the weeks fitness and aquatic schedule in feed</li> <li>- Create organic content to post on story (insta and FB)</li> <li>- Post graphic for story (insta and FB)</li> </ul>	<ul style="list-style-type: none"> <li>- Organic story content (insta and FB)</li> <li>- Post graphic to story (insta and FB)</li> </ul>			

## Budget

### Detailed Budget Sheet:

<b>Expenses</b>				
<b>Vendor</b>	<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>
CustomInk	Custom T-shirts	100	\$9.70	\$970.00
CustomInk	Custom Hoodies	50	\$27.00	\$1,350.00
CustomInk	Custom Hats	50	\$20.85	\$1,042.50
CustomInk	Custom Backpacks	100	\$5.32	\$532.00
Office Depot	Flyers	50	\$1.07	\$53.50
Office Depot	Posters	25	\$22.50	\$562.50
VistaPrint	Stickers	200	\$0.39	\$77.92
Canva	Annual Membership	1	\$119.00	\$119.00
FloDesk	Annual Membership	1	\$420.00	\$420.00

Apple Inc.	iPad (wifi only)	1	\$1,000.00	\$1,000.00
	Giveaway Prizes			\$1,373.08
<b>Total Expenses</b>				<b>\$7,500.00</b>
<b>Surplus</b>				<b>\$0.00</b>
<b>Predicted Revenues</b>				
<b>Merchandise</b>	Custom T-shirts	100	\$15.00	<b>\$1,500.00</b>
<b>Total Predicted Revenues</b>				<b>\$1,500.00</b>
<b>Bottom Line</b>				<b>-\$6,000.00</b>

Canva: \$119 (annually)

Merchandise (t-shirt, flyers, posters, stickers, hats, backpacks, hoodies) : \$4,588.42

Giveaway expenses (social media giveaways, game tickets, membership):

\$1,373.08

FloDesk Membership: \$420 (annually)

Virtual Tour Budget (videographer): \$300 (one-time purchase)

iPad for social media manager (wifi only): \$1,000

## **VENDOR INFORMATION:**

Tshirts, Hats, Hoodies, Backpacks: **CustomInk**

Flyers, Posters: **Office Depot**

Stickers: **VistaPrint**

iPad: **Apple Inc.**

Memberships: **Canva & FloDesk**

## **Conclusion**

PIC Relations strongly believes that achieving the goals within the plan will contribute to the organization's overall mission tremendously. This team has strategically made a campaign plan that will help the YWCA organization make the community more aware of their events and services. To address the issues highlighted in our research questions, we observed in our survey the best methods of outreach to implement into our campaign plan. We also found that a large sum of the community that took our survey could benefit a great deal from the services the YWCA has to offer. With this knowledge we decided to make awareness our top priority when creating this campaign plan, so the community that could benefit

from it would be more aware of it. In this case, PR is important to help get exposure for the organization. The YWCA made a beneficial decision to implement a PR team to help increase the awareness of their services and events.

### **ONE FINAL NOTE:**

After your plan is approved, you will need to produce your tactics. Anything you propose will need to be represented by something tangible in the final campaign book.

For example, if you select a strategy that includes writing a press release as a tactic, then you will need to include a draft of the release in the book. If you recommend producing a video as a tactic, then—at minimum—you will need to include a script for the video in the book. If you recommend creating a Web site, then you will need to present an outline or mockup of what the site should look like (of course, if someone in your team is able to create an actual site, then they could do so).

To be clear—you do not need to produce any tactics at this point. You will develop your tactics during the final phase of the course after I have reviewed your written campaign plan and we have reached agreement on how each tactic will be integrated into your final campaign book.

