

Almost Home Kids



Capital Campaign Designed by

 **Royal Public Relations**
the king and queens of pr

intro

This campaign book was created for the representatives of Almost Home Kids from our public relations firm, Royal Public Relations. As students of Purdue University, this course, COM 353 Problems in Public Relations, gave us the opportunity to experience creating and designing a public relations campaign for a real world client. With the guidance of our instructor, Mr. William Page, our team has tailored a capital campaign that will allow Almost Home Kids to immediately implement and accomplish the goals we have set for the campaign.

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meet the royal public relations team



- Jamie Howell – Account Executive
- Jamie is from Rensselaer, Ind. She is a senior majoring in Public Relations with a minor in Sociology. She is treasurer for PRSSA and an account executive for Boiler Communication. She has been a member of Higher Ground Dance Company. She also works as a server for Bruno's Pizza, a job she enjoys because she gets to work with the public. After graduating in May, Jamie plans on working for a not for profit organization such as the Make-A-Wish foundation.



- Jeremy Chance – Copy Director
- Jeremy is a senior from Hammond, Ind., and is studying Public Relations and Advertising, as well as Mass Communication. He will graduate in May of 2010 and plans to attend graduate school in the fall of 2010. Jeremy is a member of the Purdue Varsity Glee Club and is also a member of the PurduSir organization, a leadership honorary. Jeremy is the Purdusir of Recruitment, the head of this committee, within the Glee Club.



- Julia Ohaver – Creative Director
- Julia lives in Naperville, Ill., and is in her final semester at Purdue. A Public Relations and Advertising major, she has minors in French and History. She has served on the executive board for Phi Mu sorority and the board of directors for the Panhellenic Council. Additionally, she has gained practical experience through such campus organizations as Purdue University Dance Marathon, the Purdue Student Union Board, Boiler Gold Rush, and PRSSA, as well as internships with the Chicago History Museum and Black Dog Group LLC.



- Molly Meiners – Media & Promotions Director
- Molly is from Indianapolis, Ind. She is a senior majoring in Advertising and Public Relations. As a member of her school's PRSSA chapter, Molly has served as Homecoming Committee Chair and Treasurer. She has also gained experience through her internships with Bandy Carroll Hellige as a Public Relations and Media Buying Intern, working on accounts such as McDonald's and Horse Shoe Casino. After graduation in December, she plans on taking post-baccalaureate classes in business at the University of New South Wales in Sydney, Australia.

executive summary

executive summary

Almost Home Kids is in the process of developing a new facility in downtown Chicago. It will house children that are deemed “medically fragile.” A medically fragile child is one who is dependent on medical technology to thrive. A number of these children depend primarily on a tracheostomy (breathing tube) or gastostomy (feeding tube). The most common diagnoses are spina bifida, cerebral palsy, shaken baby syndrome, traumatic brain or spine injuries, and/or complications arising from premature birth.

The new facility will focus on the transitional care aspect for these children. This will allow parents to get proper training on the equipment their children will need in order to stay at home and still be treated for their medical issue.

Our agency has created a campaign which will run from January 2010 to January 2012. During 2010 we will help AHK raise awareness of the home in Naperville. We will make the transition at the end of the year and begin to promote the new site and the need for funds to help make it happen. Our target audiences for our campaign will be the board members of AHK, the counties surrounding Naperville, and the communities of the patients using the facility. The primary goal of our campaign is to raise \$1,000,000 for the new facility.

Our research focused on the communities surrounding Naperville. We identified basic demographic information, along with donation trends in the area. The income of residents is high, so we believe they are a good target public. We are also focusing on the communities of families that have utilized the facility, believing people will want to donate to the place that has helped someone they know.

The elements of our campaign will be communicated through various types of media. We will promote awareness and how to donate to the organization by using traditional and social medias, advertisements, and special events.

Royal Public Relations believes our campaign’s focus on awareness will ultimately increase the donation rates to Almost Home Kids. We also believe the elements of our campaign will give AHK the recognition it needs and secure donations in the future.

secondary research

secondary research

For our secondary research, we referenced data on Cook, DuPage, and Will Counties. Our reasoning is the current Almost Home Kids site is located in DuPage County in the city of Naperville, and the future site is located in Cook County in Chicago. Because Naperville also extends southward into Will County, we conducted research in this county as well.

- The first step in our secondary research was to go to the main source of data for county research: the U.S. Census Bureau Web site. Once there, we obtained information from the 2006-2008 Factsheets. Data from these factsheets that were pertinent to our research included: per capita income (in 2008 inflation-adjusted dollars), median household income (in 2008 inflation-adjusted dollars) and median family income (in 2008 inflation-adjusted dollars). Household income counts the income of all residents over the age of 18 in a household. When measuring household income, the U.S. Census Bureau does not require that residents of a household be related to the head of the household for their earnings to be counted. Conversely, family income only accounts for households with two or more 18-or-older individuals related through blood, marriage or adoption. Also, we researched median instead of mean incomes because we believe median incomes to be more statistically correct as they are not skewed by statistically significant outliers. The following is a table of our findings:

	Per Capita Income	Median Household Income	Median Family Income
DuPage	\$38,458	\$77,441	\$93,086
Cook	\$29,299	\$54,355	\$65,587
Will	\$29,820	\$75,891	\$85,015
Average U.S. County	\$27,466	\$52,175	\$63,211

SOURCE: Factsheets 2006-2008 American Community Survey 3-Year Estimates, US Census Bureau

secondary research cont.

- Note: Much of our findings also came from *The Chronicle of Philanthropy*, a bi-weekly newspaper based out of Washington, DC, for the nonprofit world. According to their Web site, they are the “number one news source, in print and online, for charity leaders, fund raisers, grant makers, and other people involved in the philanthropic enterprise.”
- **Finding 1: There is a lack of information on Almost Home Kids obtained when searching academic databases.**
 - We searched ‘Almost Home Kids’ through Lexis-Nexis, ProQuest, and EBSCOhost but could only find one article on them. The article was pertaining to insurance company Aetna agreeing to cover the transition care services of Naperville’s AHK for its members. This lack of information is not the case with Google.
 - When using the search handle ‘Almost Home Kids,’ we received 80 results. The first two hits were actually links to the official AHK Web site.
- **Finding 2: Of the three counties, Cook and DuPage counties donate the highest amount to charities on average.** Although you can see that DuPage county donated the lowest *percent* of their income to charities, their income was still high enough that the actual money amount was second highest. The following table, which is based on a *Chronicle* study of charitable giving by people who earned at least \$50,000 annually and who itemized deductions on their federal income tax returns, shows this. **Therefore, Cook and DuPage County are the two counties that we will concentrate our PR efforts.**

County	State	Itemized returns	Average discretionary income	Average charitable donation	Discretionary income to charity	Proportion of Race/Ethnicity				Charities per 1,000 people
						White	Black	Asian	Hispanic	
Cook	Ill.	420,593	\$57,200	\$3,995	7.0%	66.0%	16.8%	5.1%	10.9%	2.5
Dupage	Ill.	147,273	\$55,249	\$3,245	5.9%	85.3%	2.3%	6.8%	4.7%	3.8
Will	Ill.	60,093	\$31,720	\$2,057	6.5%	85.1%	6.4%	2.2%	5.6%	1.0

secondary research cont.

- **Finding 3: Chicagoans filed 143,216 itemized returns and had at their disposal an average discretionary income of \$62,176. Of this discretionary income, they donated 7.7% or \$4,790.** Illinois as a whole donated 6 to 6.9 percent of their discretionary income to charities. These figures pertained to taxpayers with adjusted gross incomes of \$50,000 or more who itemized deductions on their federal tax returns (Chronicle).
- **Finding 4: Chicago is #31 when it comes to large urban areas and charitable giving, even though it is the third largest city in the U.S.** This shows that we will need to go above and beyond to develop a solid PR plan so that our donations are not a reflection of the usual giving patterns of Chicago and the Chicago area.
- **Finding 5: The following table confirms what we already know: even though higher income brackets donate at a lower percentage, they still donate the most overall.**

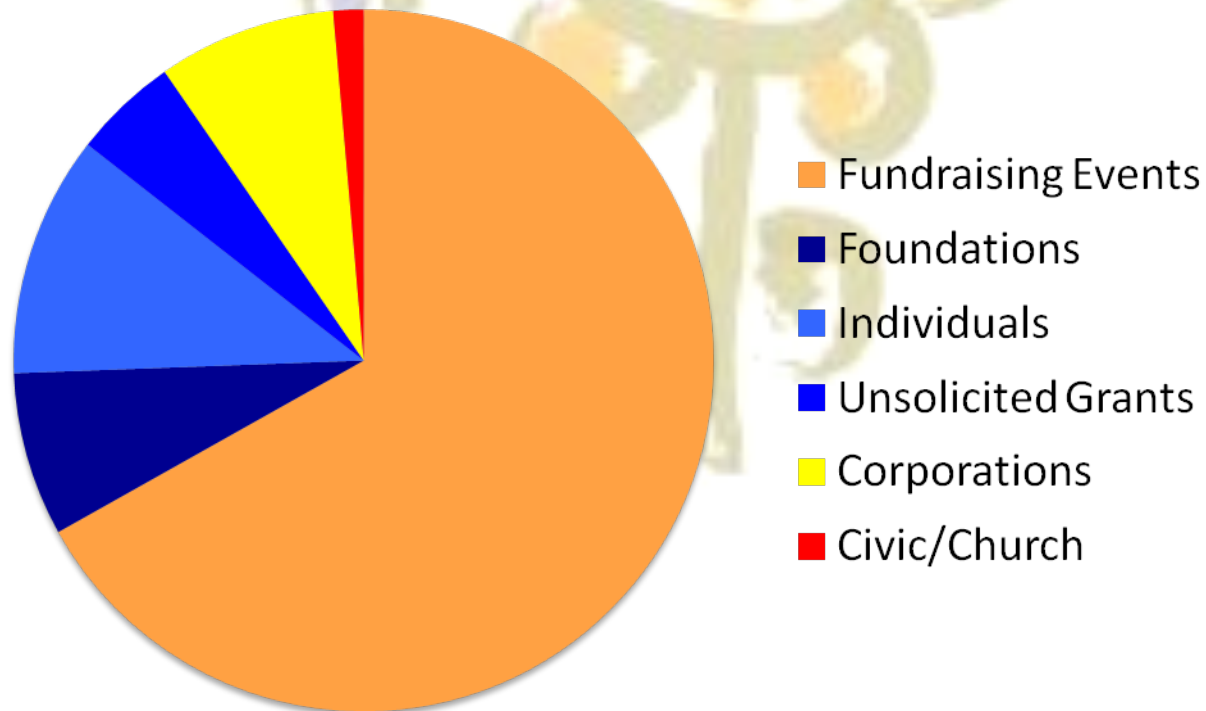
PERCENTAGE OF DISCRETIONARY INCOME GIVEN TO CHARITY, BY INCOME (NATIONALLY)		
Net Income	Discretionary Income	Non-religious giving as a % of discretionary income
\$30,000-\$49,999	\$5,154	2.0%
\$50,000-\$69,999	\$12,482	1.3%
\$70,000 or more	\$38,585	0.8%

SOURCE: Bureau of Labor Statistics

secondary research cont.

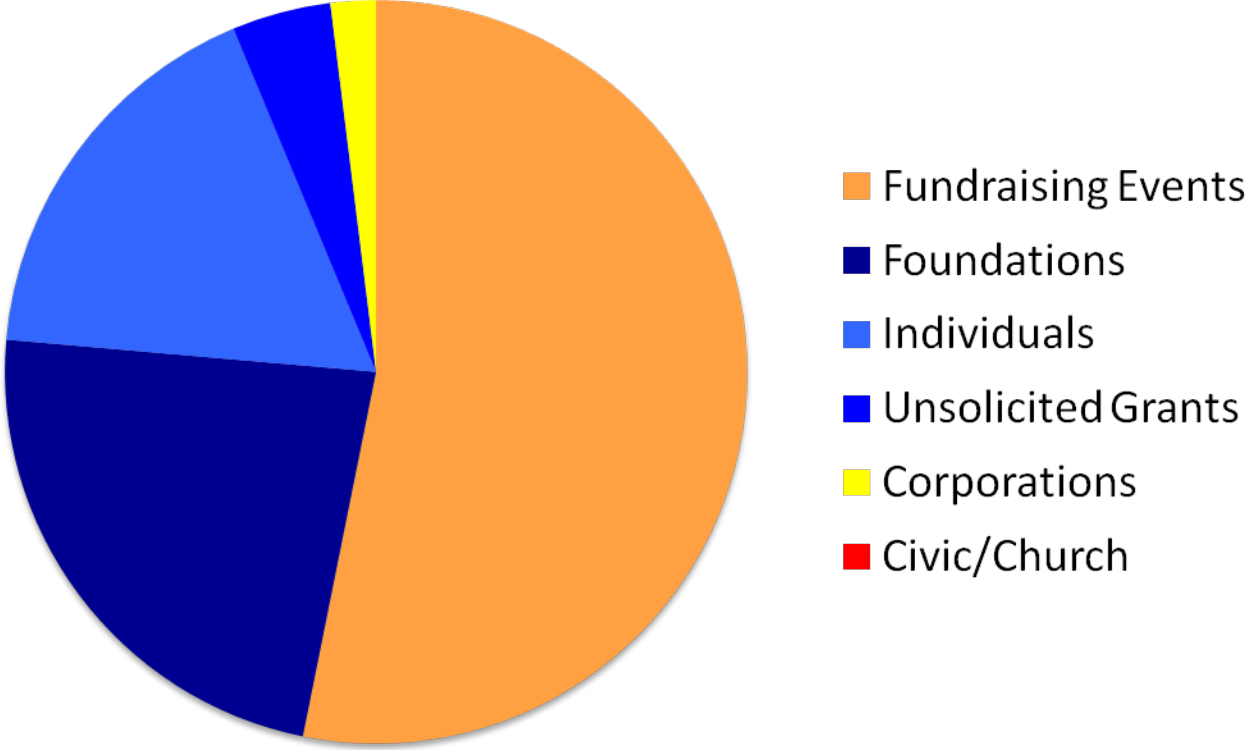
- **Finding 6: Cook and DuPage Counties together account for half of the population in the state of Illinois. Therefore, we will need to have a higher than average volume of advertising and PR efforts to raise awareness and in effect, increase donations to AHK.**
 - Cook is the most populous county and DuPage is the second most populous county.
- **Finding 7: The following pie charts show the inconsistency of donating in the past three years:**

Fiscal Year 2007



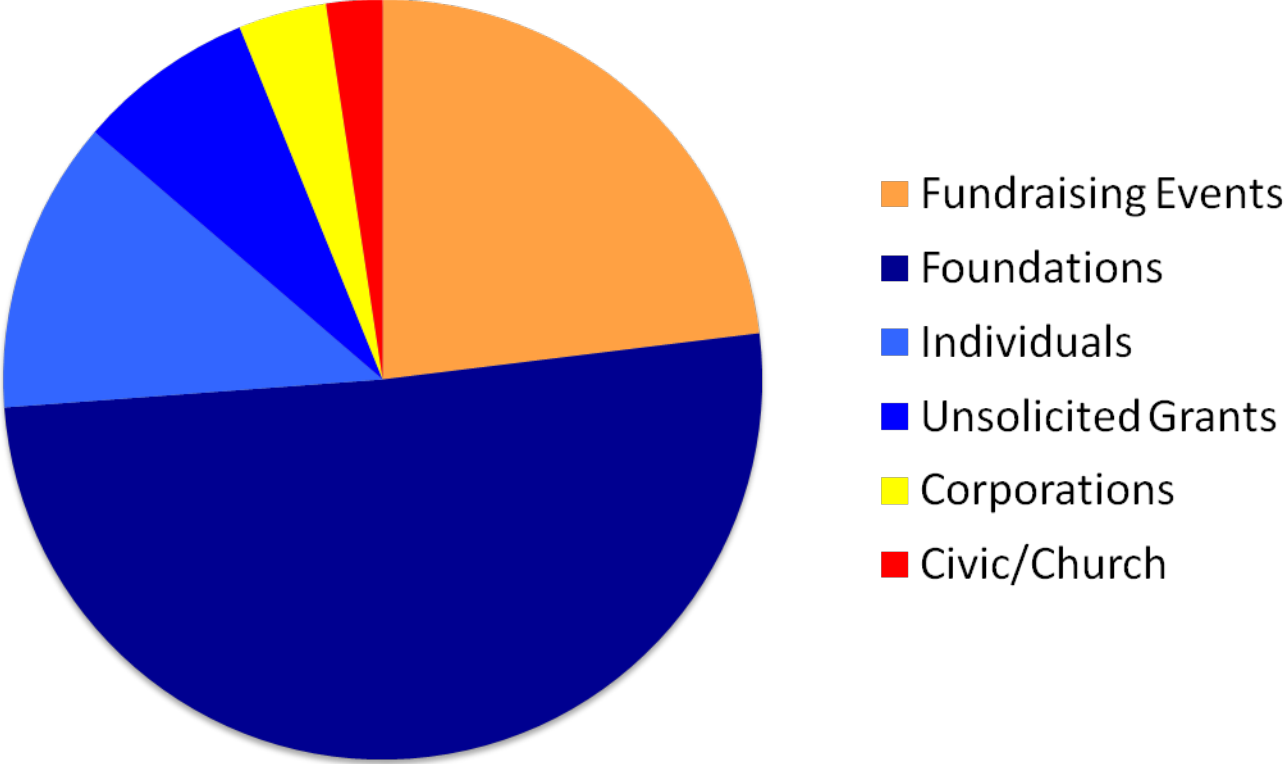
secondary research cont.

Fiscal Year 2008



secondary research cont.

Fiscal Year 2009



secondary research cont.

- **Finding 8: Average Household income per municipality in DuPage County is extremely high.**

- DuPage has a reputation for being one of the wealthiest counties in the nation; their per capita income is the highest in the Midwest. Nineteen of the towns within DuPage County have average household incomes of over \$100,000 (Wikipedia.org). The following is a table of median house values and average household income for each of the municipalities in DuPage County, as of 2008. The median house values are listed first and the median family incomes are listed in parenthesis.

■ Addison: \$305,017 (\$74,822)	■ Lisle: \$381,022 (\$101,145)
■ Aurora: \$228,846 (\$75,695) (Aurora only partially lies in DuPage County)	■ Lombard: \$308,337 (\$80,809)
■ Bartlett: \$325,348 (\$97,990) (A portion of Bartlett lies in Cook County)	■ Medinah: (not listed) (\$112,102)
■ Batavia: \$354,552 (\$90,272) (Only a small part of Batavia lies in DuPage County)	■ Naperville: \$505,980 (\$122,454) (Naperville also lies in Will County)
■ Bensenville: \$273,200 (\$67,033)	■ Oak Brook: \$1,104,389 (\$203,882)
■ Bloomingdale: \$407,699 (\$98,759)	■ Oakbrook Terrace: \$274,500 (\$112,375)
■ Bolingbrook: \$270,110 (\$83,981) (Bolingbrook lies mainly in Will County)	■ Roselle: \$341,425 (\$89,517)
■ Burr Ridge: \$1,127,704 (\$190,572)	■ Schaumburg: \$350,930 (\$79,835) (Schaumburg also lies in Cook County)
■ Carol Stream: \$296,726 (\$84,939)	■ St. Charles: \$477,307 (\$104,599) (St. Charles lies mainly in Kane County)
■ Clarendon Hills: \$773,684 (\$146,251)	■ Villa Park: \$266,973 (\$71,061)
■ Darien: \$370,174 (\$103,412)	■ Warrenville: \$293,833 (\$89,770)
■ Downers Grove: \$459,851 (\$93,960)	■ Wayne: \$617,778 (\$192,604)
■ Elk Grove Village: \$337,275 (\$77,638) (Elk Grove Village lies mostly in Cook County)	■ West Chicago: \$299,227 (\$90,016)
■ Elmhurst: \$528,360 (\$107,140)	■ Westmont: \$381,447 (\$85,415)
■ Glen Ellyn: \$511,371 (\$119,811)	■ Wheaton: \$416,077 (\$119,784)
■ Glendale Heights: \$235,419 (\$72,804)	■ Willowbrook: \$515,338 (\$101,132)
■ Hanover Park: \$230,631 (\$76,475) (Hanover Park lies mainly in Cook County)	■ Winfield: \$397,891 (\$136,304)
■ Hinsdale: \$1,234,621 (\$214,312)	■ Wood Dale: \$322,725 (\$79,280)
■ Itasca: \$446,789 (\$102,704)	■ Woodridge: \$317,740 (\$86,146)
■ Lemont: \$429,470 (\$91,652) (Lemont lies mainly in Cook County)	

SOURCE: DuPage County, IL, Wikipedia

secondary research cont.

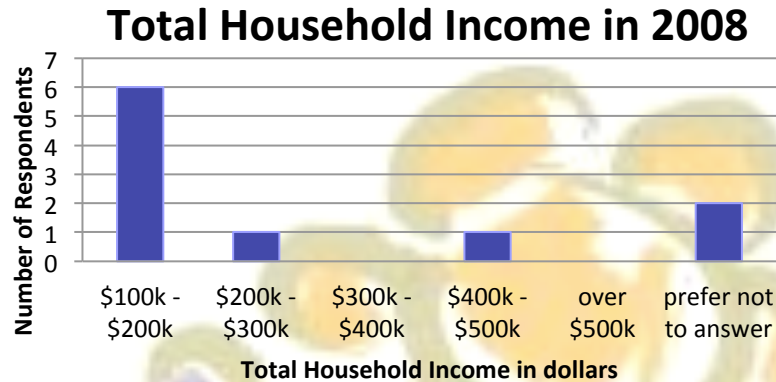
- **Finding 9: DuPage is the location of the Illinois Technology & Research Corridor and is home to many large companies that could help the Almost Home Kids cause.** These companies include: Ace Hardware (Oakbrook), Nicor (a Fortune 500 company in Naperville), OfficeMax (a Fortune 500 company in Naperville), Sara Lee Corporation (a Fortune 500 company in Downers Grove), and Ty Warner (Westmont). We can use this information for our campaign by staging specific PR efforts towards these companies. Possible tactics include matching donations from the companies themselves or employee gift-giving incentives. As well as monetary donations, companies such as Ty Warner, the maker of Beanie Babies, can make in-kind donations.
- **Finding 10: Malls are a great place for advertising and are plentiful in Cook, DuPage, and Will Counties.** Malls attract a diverse group of people, can help increase name recognition of AHK and increase interest in giving to AHK. There are numerous places to advertise in the mall such as kiosks or scrolling ad-banners on the side of digital mall directories. Also, there is the possibility of holding an Almost Home Kids event with a walk-through exhibit telling mall patrons about AHK, their mission, and future expansion plans. Malls in DuPage County include: Oakbrook Center, Westfield Fox Valley, Yorktown Center, Town Square Wheaton, and Stratford Square Mall. Malls in Cook County are: Water Tower Place, 900 North Michigan, Lincoln Mall, and Woodfield Mall. Finally, Orland Square Mall should also be considered for our PR efforts in Will County.

primary research

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- Board Member Survey:
 - Purpose:
 - To gather demographic and giving data about the current board members in hopes of finding similar high net worth individuals to donate to Almost Home Kids as well as increase the current donors giving amount.
 - Methodology
 - All 16 board members were given a link to our survey. This survey was hosted through the third party Web site, SurveyMonkey.com.
 - Survey Data: N=11 (11 respondents)
 - 10 current and 1 former board member
 - Findings:
 - Even though Almost-Home-Kids is located in DuPage County, out of those who took our survey, only 5 board members live in DuPage County and 6 live in Cook County.
 - The average board member is 40-49 years old.
 - The total household income in 2008 from all wages, salary, and investments before taxes is \$100,000 to \$200,000 for most respondents.
 - Average donations to AHK varied greatly

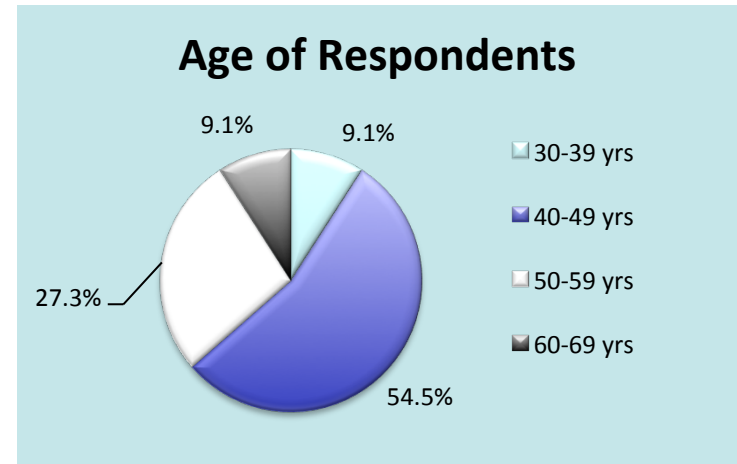
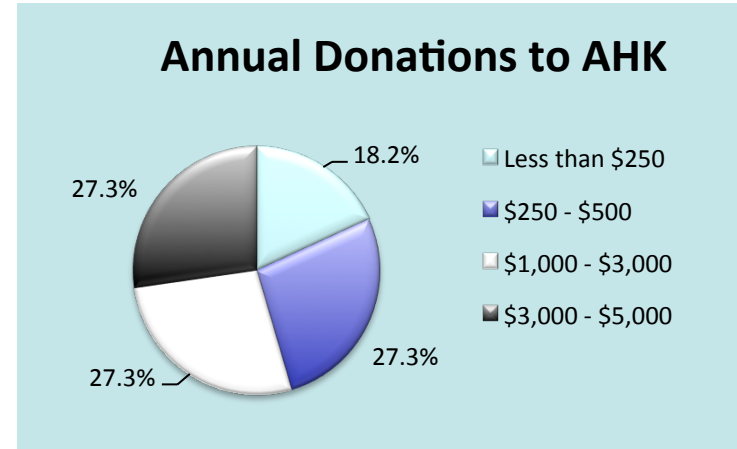
primary research cont.



- The most common types of in-kind gifts were: time spent at AHK, organizing events for AHK, and fundraising for AHK. Medical supplies were donated by 3 respondents as well.
- Difficulties
- 5 of the 16 board members did not take our survey.
 - We were only able to distribute this survey to board members and not past donors to AHK which did not give us as a thorough of a data pool as we would have liked.


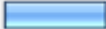


primary research cont.

9. How did you hear about Almost Home Kids? (Please select all that apply)		
		Response Percent
A radio spot/interview (please tell us which radio show/station)	<input type="checkbox"/>	9.1%
A local hospital (please tell us which hospital)	<input type="checkbox"/>	9.1%
A family member spent time at Almost Home Kids	<input type="checkbox"/>	18.2%
A family member who works/volunteers at Almost Home Kids	<input type="checkbox"/>	9.1%
A friend with a child/family member at Almost Home Kids	<input type="checkbox"/>	9.1%
A friend who works/volunteers at Almost Home Kids	<input type="checkbox"/>	9.1%
A friend on the Board of Directors	<input type="checkbox"/>	18.2%
Other	<input type="checkbox"/>	18.2%



primary research cont.

8. How long have you or your spouse donated to Almost Home Kids or its predecessors, CoACH Care or Respite House?							
	Less than a year	1-2 years	3-5 years	6-10 years	10-15 years	More than 15 years	Never
Almost Home Kids	45.5% (5)	45.5% (5)	9.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
CoACH Care Center	9.1% (1)	36.4% (4)	36.4% (4)	9.1% (1)	9.1% (1)	0.0% (0)	0.0% (0)
Respite House	9.1% (1)	9.1% (1)	18.2% (2)	0.0% (0)	9.1% (1)	0.0% (0)	54.5% (6)

10. What made you decide to donate to Almost Home Kids? (please select all that apply)		
		Response Percent
A family member or friend had a medically fragile child who could have benefited from Almost Home Kids.		9.1%
A family member or friend has a medically fragile child who I hope can benefit from Almost Home Kids.		9.1%
I have a medically fragile child who benefited from Almost Home Kids.		9.1%
I do not know anyone who was medically fragile and spent time at Almost Home Kids, but I think it is a wonderful organization.		45.5%

primary research cont.

- Important notes from client meeting on Friday, September 11, 2009
 - There will be a new Almost Home Kids site at 211 East Grand St. in downtown Chicago that will open in April of 2012.
 - The client wants us to develop a dual-phased capital campaign, focusing on raising money for the new facility downtown.
 - AHK is unique because it offers both transitional care and respite care, and the client wants the facility to be a “home away from home” for the patients.
 - The new site will function more as a transitional facility.
 - The client wanted us to target high-end donors who could donate \$5,000.
 - Specifically the client wants us to target 40 and 50 year olds with disposable income.
 - AHK also wants us to try and hit the 25 to 40 age range with disposable income.
 - AHK would like us find 250 new donors.
 - The average board of director donates \$250.
 - Our client has a unique service and a unique story, and in any publications, would like us to focus on the kids and their story.
 - The initial goal from our client is to create a capital campaign to raise \$5,000,000.

Summary of Primary and Secondary Research

- Based on our survey of the board, we learned the majority were 40-49 years old, and the next highest group were 50-59 years of age. We found two of our three counties, Cook and DuPage, had the first and second highest average charitable donations, respectively. Based on this information, we want to concentrate our media and PR efforts heavily in DuPage and Cook County. After analyzing our research, we decided to not focus on Will County in our advertising efforts because it was the third county with the highest average charitable income and the driving distance from the majority of the county to either AHK location will make in-kind gift giving or site visits difficult. Also affecting our decision was the fact that all the current board members live in either Cook or DuPage County.
- IU's Center for Philanthropy helped us narrow down our target market even more.
 - We discovered those with a higher income give a lower percentage of their discretionary income to charities, and the actual amount is still larger the higher the income bracket. Therefore, our target income range is \$100,000 +. The second target income range is \$50,000 to \$99,999.
 - We also learned of a correlation between age and the amount donated to secular gift giving. The 46- 63 age group donates the most, followed by the 64-80 age group.
- Based on our research, our primary targets are adults age 40-49 in Cook and DuPage Counties who make \$100,000 or above, and our secondary targets are adults age 50-63 in Cook and DuPage Counties who make \$100,000 or above. While we would prefer donations from the \$100,000 + income bracket, we still want to appeal to the \$50,000- \$90,000 income bracket and make them aware of Almost Home Kids as well.

key publics

key publics

- The primary publics relevant to the Almost Home Kids campaign include board members and potential donors.
 - The board members of AHK are important because without their donations the organization does not have a strong financial foundation. The board needs to put their monetary donations into the organization before we can ask others to do the same.
 - Potential donors are also important. If we continue to ask for donations from the same people that already donate, we will be limiting the chance for a new and ultimately stronger donor base.
- Our secondary publics are the counties surrounding the AHK site in Naperville, college campuses in Illinois and patients' communities.
 - The specific counties we will focus on are Cook and DuPage. These counties have high income rates and can provide large donations to the organization.
 - Nearby college campuses are beneficial because sororities, fraternities, or other campus organizations can adopt AHK as a charity and provide means for raising money. This would save AHK the time and resources necessary to put on events and also raise awareness of the home and gain donors.
 - The communities of patients are also important because of the personal connection the community will have to AHK. When people see the positive affect AHK has had on a family, the emotional appeal will be greater and will lead to them to want to help, financially or otherwise.

plans, goals, & objectives

plans, goals, & objectives

- Introduction/Overview

- Our primary goal working with Almost Home Kids is to raise money for a new facility that will be built in downtown Chicago. The new facility will focus primarily on transitional care, one of the two programs offered at AHK's current facility in Naperville, Ill. However, we have determined through our meetings with the organization as well as through other research that in order to raise the amount needed, we need to increase overall awareness of AHK. The organization has gone through a number of name changes since it was founded in 1999. From "Respite Care" to "CoACH Care Center" to its current name, Almost Home Kids has struggled to keep a constant donor base, let alone increase it enough to allow for the funding of a new facility to take place. Our campaign is a 24-month, dual-phased campaign. The first phase of the campaign will focus on the current facility and raising awareness of the services AHK offers, the good work it does and how beneficial the services are to the community. The goal of this phase is increase the overall awareness, which will aid the second phase of the campaign. The second phase of the campaign will focus on the new facility in downtown Chicago and raising the funds to develop the new facility.
- We have also determined our key targets in our campaign will be current donors, with a heavy emphasis on AHK's board of directors, and potential donors, specifically high net wealth individuals capable of making a gift of \$5000 or more. We have discovered the 16-member board of directors, on average, donates only \$250 annually per person, and our goal is to significantly raise that average. As we raise awareness of AHK, it is our goal to attain new donors who will give a gift for the new facility, as well as donate to the organization on an annual basis. Because the goal for funds raised is so high, we are targeting individuals who are capable of donating large sums and on a consistent basis.

plans, goals, & objectives cont.

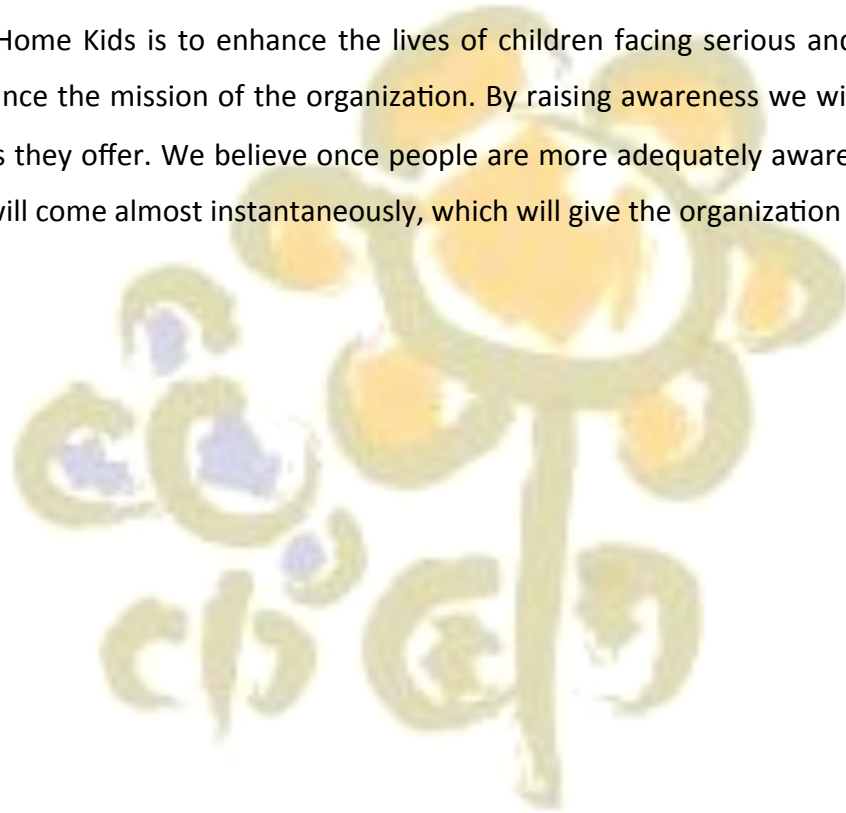
- Statement of Policy and Intent

- Our dual-phased campaign is designed to both raise awareness of the organization and raise funds for the future facility. We will accomplish through a number of different means.
 - In the first phase of the campaign, we will increase awareness in the Naperville area, as well as the surrounding Chicago suburbs. We will have a “Community Day in Naperville.” On this day we will coordinate local businesses to donate a percentage of their daily earnings to AHK. There will also be a free concert in town to support the cause. We will also be raising awareness through traditional methods, such as press releases, newsletters, interviews and news stories, and nontraditional methods, including Facebook, Twitter and a blog. We will continue to host the “parties with a purpose” and the black-tie affair event to keep the current donors involved and informed.
 - In the second phase of the campaign, we will raise \$1,000,000, our fundraising goal for the campaign. We believe once awareness has been increased, people will be more likely to donate to AHK, allowing us to achieve our goal. We will address the board of directors and his or her financial donations to the organization. If necessary, we intend to restructure the handbook and bylaws that will require them to be substantially financially responsible from this point forward.

plans, goals, & objectives cont.

- Contribution to Organizational Goals

- The mission of Almost Home Kids is to enhance the lives of children facing serious and ongoing medical challenges. Our campaign will only enhance the mission of the organization. By raising awareness we will inform those who are unfamiliar with AHK of the services they offer. We believe once people are more adequately aware of our client, the donations, both financially and in-kind, will come almost instantaneously, which will give the organization more resources.



plans, goals, & objectives cont.

- Statement of Objectives
 - Gain 250 new donors for Almost Home Kids
 - Impact Objectives: Increase knowledge about the organization (Informational); get potential donors to have gain a positive attitude about the organization (attitudinal); and get individuals to donate money (behavioral)
 - Output Objectives: Raise awareness in the community by using both traditional (press releases, events, etc.) and nontraditional methods (Facebook, Twitter, blog, etc.)
 - Outtake Objectives: Gain 250 new donors before the end of the campaign, January 2012
 - Outcome Objectives: Find 250 new donors capable of donating \$5000 that will continue donate to the organization for many years
 - Raise \$1,000,000 for a facility in downtown Chicago by January 2012
 - Impact Objectives: Get donors to donate money (behavioral)
 - Output Objectives: Increase awareness and stress the benefits of the new facility
 - Outtake Objectives: Raise \$1,000,000 by January 2012 to fund the new facility that will be located in downtown Chicago
 - Outcome Objectives: Have board members, current and potential donors give financial gifts to the new facility and stay associated with AHK

strategic programming

messages

- Almost Home Kid's primary message is "to enhance the lives of children facing serious and ongoing medical challenges." The secondary message is, "a haven of hope." The slogan for AHK is, "Share the Care."
- These messages and slogans provide specific appeals that can affect each target audience.
 - "To enhance the lives of children facing serious and ongoing medical challenges," has a rational and emotional appeal. It tells an audience exactly what AHK does for the children. At the same time, by using the words "serious" and "challenges," it demonstrates how important the organization is to these children.
 - "A haven of hope," has an emotional appeal. It shows the audiences that this home is important to children and families that need the home. Using the word "hope" explains that it is an optimistic, happy place for a child and can be a gateway to a better life for those with medical challenges.
 - "Share the care" has a rational and emotional appeal. In three simple words, it actually tells the audience what it does. It helps families with the demand of care that a medically fragile child needs. Also, it tells an audience although they may not be physically helping these children, they can still help by providing funds to the organization that would help them obtain the resources necessary to keep the home going.

tactics

- Our first objective is to gain 250 new donors for Almost Home Kids. We will do this by increasing awareness of the AHK organization throughout Naperville, Chicago, and the surrounding suburbs; improving potential donors' attitudes toward our organization; and persuading individuals to donate financially to AHK.
- For the following tactics to be implemented, a small team will be necessary, comprising an account executive to serve as overarching coordinator and communications liaison, two copy and creative directors to write and design the tactics, a media director to buy and coordinate media, and a financial director to manage the budget.
 - The first awareness-generating tactic will be a Community Day each year in August to benefit the Naperville facility. On this day selected local businesses will offer a discount or provide a donation to AHK based on purchases made on behalf of AHK. Flyers promoting Community Day, featuring an explanation of the organization and participating businesses, will be handed out prior to the event taking place, as well as be posted at the participating businesses. There will also be a free evening concert featuring the Naperville Municipal Band with donations going to AHK's Naperville location. Before the concert there will be a brief introduction of the organization and an explanation of what the future holds for AHK.
 - General awareness of AHK will also be increased through traditional methods such as press releases, interviews on local television and radio stations such as WGN or WBEZ (NPR's Chicago affiliate), print and online newsletters, and news stories. Additionally, nontraditional methods will be implemented, such as a Facebook page, a Twitter account, and a WordPress blog. Finally, bumper stickers will be created to be mailed to donors and to be handed out so AHK can do some guerilla marketing in the community.

tactics cont.

- In order to improve potential donors' attitudes toward Almost Home Kids, a variety of events will be held throughout the year. In addition to the Parties with a Purpose (detailed below), there will be an annual Black Tie Affair and silent auction, a gala event to which community members and donors alike will be invited and where funds will be raised for AHK through the expensive silent auction pieces and cost of the event. Additionally, the spring Easter egg hunt and the summer golf outing are two ways that will continue to bolster support from the potential donors, if they associate fun and entertaining events with the organization, they will be more inclined to donate.
 - The Parties with a Purpose are events hosted and planned by members of the board of directors, donors, and friends of AHK, where the host invites friends and neighbors to their home for a soirée to raise awareness and funds for the organization.

tactics cont.

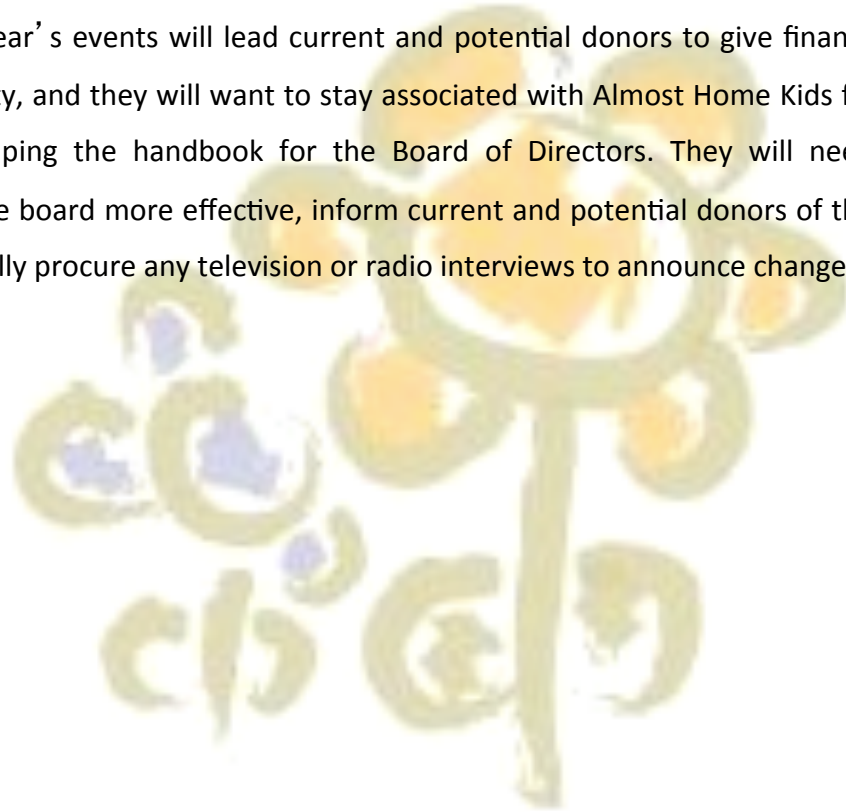
- Our second objective is to raise \$1 million for the new Almost Home Kids high-rise facility in downtown Chicago by January 2012. This objective is behavioral; our focus is primarily to persuade individuals to donate money for the new facility.
- For the following tactics to be implemented, a small team will be necessary, comprising an account executive to serve as overarching coordinator and communications liaison, two copy and creative directors to write and design the tactics, a media director to buy and coordinate media, and a financial director to manage the budget and all costs and expenses.
- Samples of all of the methods listed below can be found in the “creative work” section located on page 52.
 - In order to accomplish this objective, the task of increasing awareness will revolve around the new building rather than simply the organization in general. For this reason, the 2011 Parties with a Purpose will focus on the Chicago facility and raising funds for the project. Money raised from the 2011 Black Tie Affair and silent auction, the golf outing, and Community Day will go to both the Naperville location and the Chicago location; fees for that year’s events and goals for the amounts raised will be increased slightly for that reason. A new series of events that will be implemented that year are Dance Marathons at local high schools. These are fun and memorable overnight fundraisers where the students must be on their feet for an extended period of time (typically 18-36 hours); these Dance Marathons include music, food, games, dancing, and chances for families impacted by AHK to share their stories. All money raised by Dance Marathons will go directly to the Chicago location.

tactics cont.

- There are also several Web site changes that would make the site more user-friendly and make donations quick, easy, and secure. These changes include adding a PayPal button, updating some of the links and sections, and adding social media to the site.
- Holiday cards will be sent out to current and potential donors, the board of directors, businesses who participated in or will be participating in Community Day, hosts of Parties with a Purpose, friends of AHK, and families of the medically fragile children. These will build a sense of family associated with AHK and be a simple reminder to keep AHK in their thoughts during the holiday season and in planning their financial donations for the next year.
- AHK and its new Chicago facility will be publicized in the city as well. By putting ads on benches, in “L” trains and at “L” stations, bus wraps and bus depots, and the tops of taxi cabs, the message about AHK and its new downtown building will be promoted across the city. Additionally, ads will be placed on the motorized advertising kiosks and the back of the large maps at the shopping areas in downtown Chicago. The ads will include the Web address for donating to the Chicago facility. Finally, there will be a large sign at the new site which will feature a large thermometer-shaped graphic to show the fundraising progress, a monthly countdown until the facility opens, and some images/descriptions so the community will get a sense of what is to come.

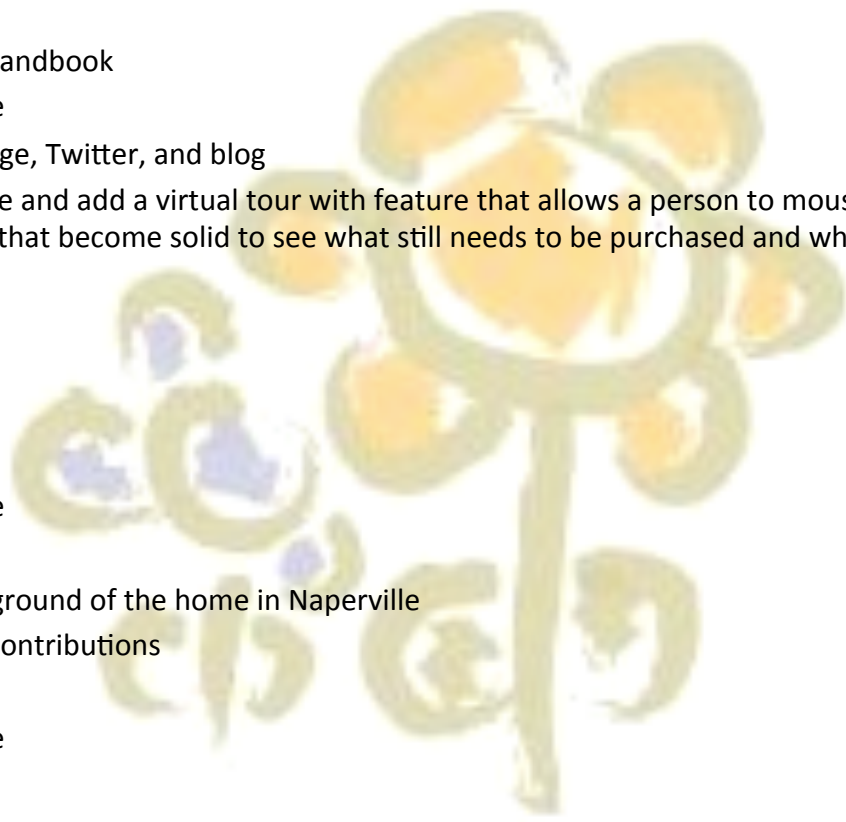
tactics cont.

- The restructuring of the Board of Directors' handbook will force the current Board members to meet specific financial requirements, and each year's events will lead current and potential donors to give financial gifts first to the existing facility and then to the new facility, and they will want to stay associated with Almost Home Kids for years to come. A small team will be responsible for revamping the handbook for the Board of Directors. They will need to come up with changes and advancements to make the board more effective, inform current and potential donors of the changes through the newsletters and online media, and finally procure any television or radio interviews to announce changes and increase awareness.



timeline

- Year 2010
 - January
 - Revamp the board handbook
 - Party with a Purpose
 - Launch Facebook page, Twitter, and blog
 - Revamp the Web site and add a virtual tour with feature that allows a person to mouse over semi-invisible/ watermarked items that become solid to see what still needs to be purchased and what a \$ ____ donation could buy for the new facility
 - February
 - Board contributions
 - March
 - Board contributions
 - Party with a Purpose
 - April
 - Easter Egg Hunt on ground of the home in Naperville
 - Deadline for board contributions
 - May
 - Party with a Purpose
 - June
 - Annual Golf Outing
 - July
 - Party with a Purpose



timeline cont.

- August
 - Community Day
- September
 - Party with a Purpose
- October
 - Black Tie Affair with silent auction
- November
 - Party with a Purpose
- December
 - Begin awareness of new site downtown Chicago
 - Host Christmas party at AHK home or at the Santa House at the Riverwalk.
- Year 2011
 - January
 - Party with a Purpose
 - February
 - Check progress of social media: # of Facebook fans, Twitter followers, blog posts
 - March
 - Party with a Purpose
 - April
 - Easter Egg Hunt on ground of the home in Naperville
 - May
 - Party with a Purpose



timeline cont.

- June
 - Annual Golf Outing
- July
 - Party with a Purpose
- August
 - Community Day
- September
 - Party with a Purpose
- October
 - Black Tie Affair with silent auction
- November
 - Party with a Purpose
- December
 - Host Christmas party at AHK home or at the Santa House at the Riverwalk.

*Ribbon cutting ceremony for the beginning development of the new site in downtown Chicago.



budget, resources, & staffing

- Introduction:

- As stated before, phase one of our campaign is to raise awareness of Almost Home Kids and phase two will be promote the new Almost Home Kids site in downtown Chicago. The total budgeted costs for our campaign will be roughly \$155,350.48.
- Part of our plan includes guest radio and television appearances. We chose which radio stations that we wanted our client's representatives to appear on, by looking first at the 2009 Arbitron ratings (Arbitron.com). The following is the Arbitron list of the top five stations in the Chicago market from August to October 2009, ranked by shares. Out of these 5 stations, we would want Debbie to appear on WBBM-AM, WGN-AM, and WLS-AM because the format of news talk radio historically attracts listeners in the 35+ demographic (Ad Buying Secrets).
- In addition to appearing on TV and radio, we want to pitch certain stories to these media outlets in hopes that they will come to the actual events and consequently feature news stories or articles about the happenings. We hope to pitch and attract media for the dance marathons, golf outings, Easter egg hunt, Community day, and Christmas parties because these events all have visual elements that would make for great photo opportunities.
- We chose out-of-home (mall and CTA advertisements) instead of in-home advertisements (with the exception of two newspaper buys) for our campaign because we feel that it would be more effective. People are reading less and watching less TV and we feel that out of home advertising is most cost effective per 1,000 viewers. Malls are a great place to advertise because people who frequent malls statistically tend to have a higher disposable income and thus have a greater possibility of being in our target income. We choose the CTA to advertise with through because many of those in our target demographic commute to Chicago for their jobs.

budget, resources, & staffing cont.

- Develop a presence in the social networking world (Facebook, Twitter, and AHK blog)
 - Staffing:
 - Two staff members will be responsible for the creation and maintenance of these sites.
 - Costs:
 - Normal staff pay for time spent creating the Facebook and Twitter accounts and updating them weekly.
 - Normal staff pay for time spent writing the blog for approximately two hours a month.
 - Materials:
 - Computer with an internet connection
- Newspaper advertisement
 - Staffing
 - One staff member to create the copy for the ads and purchase the buys.
 - Costs
 - \$700/ 4 weeks for Chicago Tribune Chicago-land Extra Frequency Impact Package (includes online and in paper) per zone
 - \$4,200 total advertisements
 - Materials:
 - Computer with internet connection to submit advertisement to newspaper.

budget, resources, & staffing cont.

- Mall advertisement
 - Staffing:
 - One staff member to create the copy for the ad and purchase the buy.
 - Costs:
 - One panel at \$16,662.50 x 5 malls= \$83,312.50, One panel at \$10,000.04= \$ 76,650.04.
 - Five bonus panels for free (see deal term sheet in appendix).
 - Materials:
 - \$499 Photoshop software to create advertisement for the mall display.
- Chicago Transit Authority Advertisements
 - Staffing:
 - One staff member to create the copy for the ad and purchase the buy.
 - Costs:
 - One 46" h x 60" w 2 sheet rail posters at \$591/4 weeks near new AHK site x 12 months= \$7,092.
 - \$100 to change sign every four weeks to reflect current donation level= \$1,200.
 - Five bus shelters at \$589/4 weeks at downtown Chicago bus stops= \$2,945 x 10 months= \$29,450.
 - Thirty 11" h x 46.5" w Interior Train Cards at \$49/4 weeks= \$1,470 x 24 months= \$35,280.
 - Normal staff pay for time spent designing advertisement for approximately three hours .
 - Materials:
 - \$499 Photoshop software to create advertisement for CTA.

budget, resources, & staffing cont.

- Appearances on morning TV news & radio show
 - Staffing:
 - Assist with scheduling and appearances.
 - Costs:
 - There will be no costs for appearing on the shows.
 - Materials:
 - There will be no materials needed.
- Send press releases and letters to the editor to newspapers
 - Staffing:
 - One staff member to write and send press releases to newspapers.
 - Costs:
 - Normal staff pay for the time taken to write the press releases.
 - Materials:
 - Computer with an Internet connection to send press releases to reporters.
 - Microsoft Suite Software
- Create flyers for Community Day
 - Staffing:
 - One staff member to design a flyer in Microsoft Word (1/2 page flyer= 2 per page)

budget, resources, & staffing cont.

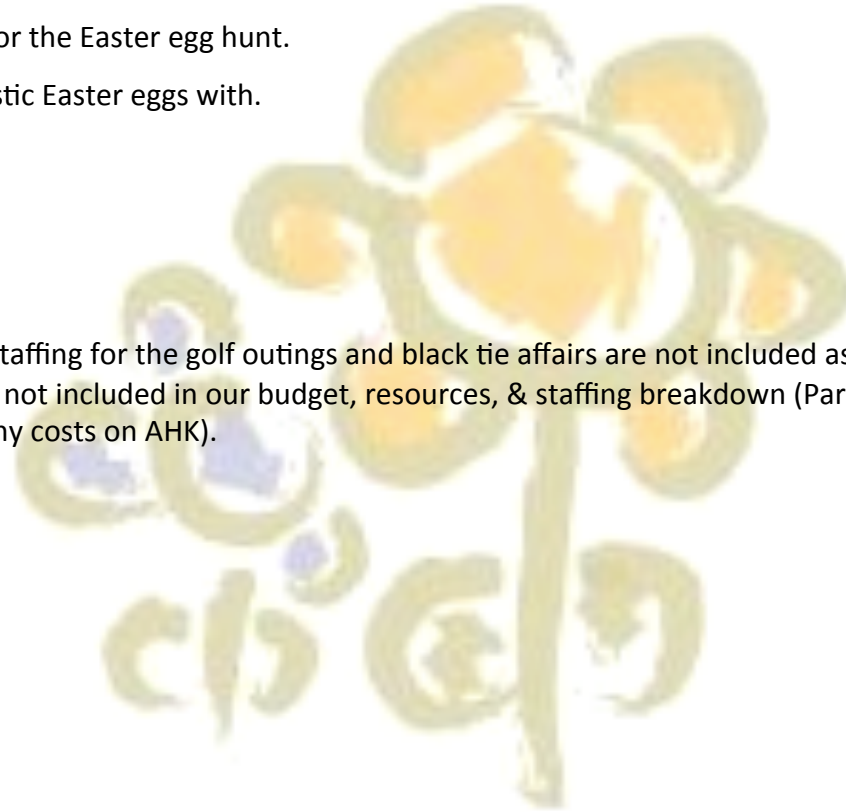
- Costs
 - Normal staff pay for the time taken to design the flyers.
 - Approx. \$79.44 to print flyers at Kinko's.
- Materials:
 - Copies to hand out: 8.5 x 11 – 2 flyers per page, 500 black-and-white copies on colored paper x \$.07 = \$35 x 2 Community Days = \$70
 - Copies to hang in businesses: 8.5 x 11- 1 flyer per page, 8 color copies x \$.59= \$4.72 x 2 Community Days= \$9.44
 - Microsoft Suite Software.
- Host the annual Community Day
 - Staffing:
 - One person to serve as coordinator and communications liaison.
 - Two staff members planning the individual details of the events (i.e. contacting local businesses to donate food, etc).
 - One staff member to create the media advertising the Community Day.
 - Costs:
 - No costs other than the aforementioned costs of running ads in the newspaper as well as flyers.
 - Materials:
 - \$499 Photoshop software to create advertisement
 - Microsoft Suite Software to write a press release

budget, resources, & staffing


- Host two Christmas Parties at Riverwalk
 - Staffing:
 - One person to serve as coordinator and communications liaison.
 - Two staff members planning the individual details of the events.
 - Costs: TBD
 - Materials: TBD
- Host two Easter egg hunts
 - Staffing:
 - One staff member to serve as coordinator and communication liaison.
 - One staff member planning the individual details of the event and purchase supplies.
 - Costs:
 - \$450 worth of plastic Easter eggs and candy x 2 events= \$900

budget, resources, & staffing cont.

- Materials:
 - Plastic Easter eggs for the Easter egg hunt.
 - Candy to fill the plastic Easter eggs with.
- Host two black tie affairs *
- Host 12 parties with a purpose *
- Host two golf outings *
- *Please note that the costs and staffing for the golf outings and black tie affairs are not included as these are activities that AHK has implemented in the past and are not included in our budget, resources, & staffing breakdown (Parties with a Purpose is a previous idea as well, but does not bear any costs on AHK).



proposed budget



• Social media.....	\$0
• Newspaper advertisements	\$4,200
• Mall Advertisements.....	\$76,650.04
• 46"h x 60"w two sheet rail sign	\$8,292
• Bus shelters.....	\$29,450
• Interior Train Cards.....	\$35,280
• Flyers.....	\$79.44
• Photoshop software.....	\$499
• Plastic Easter eggs and candy.....	\$900
• Christmas parties at Riverwalk.....	TBD
TOTAL	155,350. 48

advertising timetable

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Social Media & Internal Work	[Yellow bar]																							
Facebook, Twitter, AHK blog	[Yellow bar]																							
Create flyers for Community Day	[Yellow bar]																							
Donor Newsletters		[Yellow]			[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]	
PR efforts	[Grey bar]																							
Letters to the Editor	[Purple]											[Purple]												[Purple]
Press releases (to TV & newspapers)			[Purple]	[Purple]	[Purple]		[Purple]		[Purple]		[Purple]				[Purple]		[Purple]		[Purple]		[Purple]		[Purple]	
Guest Speaker on TV	[Purple]							[Purple]	[Purple]	[Purple]											[Purple]	[Purple]	[Purple]	
Guest Speaker on radio	[Purple]							[Purple]	[Purple]	[Purple]											[Purple]	[Purple]	[Purple]	
News Conference												[Purple]												[Purple]
Advertising Efforts	[Green bar]																							
CTA advertisement	[Green bar]																							
Mall advertisement	[Green bar]																							
Newspaper advertisement	[Green]								[Green]	[Green]		[Green]										[Green]	[Green]	
Community Awareness Programs	[Light Green bar]																							
Community Day (donation event too)								[Light Green]													[Light Green]			
Easter Egg Hunt				[Light Green]																				
Christmas Party (Donation Event too)												[Light Green]												[Light Green]
Donation Events	[Yellow bar]																							
Golf Outing						[Yellow]													[Yellow]					
Parties with a Purpose	[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]		[Yellow]	
Black Tie Affair									[Yellow]														[Yellow]	
Dance Marathon			[Yellow]																					

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U. S. Census Bureau. (2008). *American FactFinder fact sheet: DuPage County, IL.* Retrieved November 1, 2009, from

http://factfinder.census.gov/servlet/ACSSAFFacts?_event=&geo_id=05000US17043&_geoContext=01000US|04000US17|05000US17043&_street=&_county=Dupage+County&_cityTown=Dupage+County&_state=05000US17043&_zip=&_lang=en&_sse=on&ActiveGeoDiv=&_useEV=&pctxt=fph&pgsl=050&_submenuId=factsheet_1&ds_name=DEC_2000_SAFF&_ci_nbr=null&qr_name=null®=&_keyword=&_industry=

U. S. Census Bureau. (2008). *American FactFinder fact sheet: Will County, IL.* Retrieved November 1, 2009, from

http://factfinder.census.gov/servlet/ACSSAFFacts?_event=Search&geo_id=05000US17031&_geoContext=01000US|04000US17|05000US17031&_street=&_county=Will+County&_cityTown=Will+County&_state=&_zip=&_lang=en&_sse=on&ActiveGeoDiv=geoSelect&_useEV=&pctxt=fph&pgsl=050&_submenuId=factsheet_1&ds_name=ACS_2008_3YR_SAFF&_ci_nbr=null&qr_name=null®=null%3Anull&_keyword=&_industry=

creative work

facebook page

The screenshot shows the Facebook profile page for 'Almost Home Kids'. The page header includes the organization's name, a 'Become a Fan' button, and navigation tabs for 'Wall', 'Info', 'Photos', 'Discussions', and a plus sign. On the left sidebar, there are links for 'Edit Page', 'Activate Mobile Status Updates', and 'Promote with a Fan Box'. A text box contains social media links for Twitter and a WordPress blog. Below that is an 'Information' section showing the organization was founded in 1999. At the bottom left, there is a 'Create a Page for My Business' link and a 'Share' button. The main content area features a 'Basic Info' section with the founding year (1999) and a 'Detailed Info' section with the website URL (<http://www.almosthomekids.org/>) and a mission statement: 'At Almost Home Kids, our mission is to enhance the lives of children facing serious and ongoing medical challenges.' On the right side, there is a vertical banner for 'Landon Pigg: The Boy Who Never' with a photo of a young man and the text 'INCLUDES "FALLING IN"'. A vertical scrollbar is on the far right. The bottom navigation bar contains icons for Applications, Facebook, Messenger, a star, a calendar, a mail icon, and a chat icon labeled 'Chat (Offline)'.

Almost Home Kids [Become a Fan](#)

[Wall](#) [Info](#) [Photos](#) [Discussions](#) [+](#)

[Edit Page](#)
[Activate Mobile Status Updates](#)
[Promote with a Fan Box](#)

We have brand new social media to share! <http://twitter.com/AlmostHomeKids> and <http://almosthomekids.wordpress.com>

Information

Founded: 1999

[Create a Page for My Business](#)
[Share](#) [+](#)

Basic Info

Founded: 1999

Detailed Info

Website: <http://www.almosthomekids.org/>
Mission: At Almost Home Kids, our mission is to enhance the lives of children facing serious and ongoing medical challenges.

[Edit Information](#)

LONDON PIGG
THE BOY WHO NEVER

INCLUDES "FALLING IN"


Applications [Chat \(Offline\)](#)

twitter account

The image shows a screenshot of a Twitter profile page for 'AlmostHomeKids'. The background is a light teal color with decorative elements like a green leafy branch on the left and white clouds. At the top left is the Twitter logo. At the top right is a navigation bar with links: Home, Profile, Find People, Settings, Help, Sign out. The profile header includes a profile picture of a stylized tree with a house inside, the name 'AlmostHomeKids', and a bio: 'We are a transitional home and respite care facility for medically-fragile children.' Below the bio are statistics: 0 following and 0 followers. A tweet is visible, stating 'Just started on Twitter and excited to start tweeting!' posted 'about 8 hours ago from web'. The right sidebar shows 'Tweets' (1), 'Favorites', 'Following', and an 'RSS feed of AlmostHomeKids's tweets'. At the bottom is a footer with copyright information and various utility links.

twitter

Home Profile Find People Settings Help Sign out

 **AlmostHomeKids**


Name Almost Home Kids
Location Naperville, IL & soon Chicago
Bio We are a transitional home and respite care facility for medically-fragile children.

0 following 0 followers

Tweets 1

Favorites

Following

 RSS feed of AlmostHomeKids's tweets

© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

<http://twitter.com/AlmostHomeKids>

What's New at Almost Home Kids

[About](#)

Brand New

Posted on *October 29, 2009*. Filed under: [Uncategorized](#) | [Edit This](#) NEW

We are excited to get this new blog! We look forward to sharing information about our organization and the children we help with all of you!

[Read Full Post](#) | [Make a Comment](#) ([None](#) so far)

Recently on What's New at Almost Home Kids...

Hello world!

Posted on *October 29, 2009*. Filed under: [Uncategorized](#) | [Edit This](#)

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Liked it here?
Why not try sites on the blogroll...

Blogroll

Done

community day flyer

Introducing

Almost Home Kids Community Day 2010

Saturday, August 7

Get great deals at the following Downtown Naperville retailers and restaurants:

Lou Mahatis Pizza	Colonial Cafe	Ted's Montana Grill
Anderson's Bookshop	BD's Mongolian Grill	Jimmy John's
Wolf Camera	Sushi House	Cobblestone Creamery
ZaZu Salon & Day Spa	Features Bar	Barnes & Noble
Potbelly Sandwich Works	Cookie Dough Creations	Country Curtains
Sullivan's Steakhouse	Rosebud Comfort Foods	Giordano's Pizza
Potter's Place	Artistic Creations Salon	Beckelman Furniture
Canterbury Shoppe	Irish Way	Jimmy's Grill
Two Bostons	Tasting deVine Cellars	Sugar Monkey Cupcakes
Sky Yoga Studio	Pottery Bayou	Haper Nuts & Sweets
Naperville Running	Kernal Fabrics	ZaZu Salon & Day Spa

At 7 pm, join the Naperville Municipal Band for an all-ages concert at the Bandshell.
Admission is free but donations to Almost Home Kids are welcome!

Almost Home Kids is a not-for-profit children's care center. Founded by parents of medically fragile children, this 10-bed facility is housed in a 4,000 square foot home set on 2 1/2 acres of land. It is the first of its kind in the nation and the only one in Illinois. It is recognized as a multidisciplinary model of excellence for the short-term clinical care of children who are medically fragile and who may also be technology-dependent.

Find out more about Almost Home Kids at www.almosthomekids.org



bus & “L” wraps and bench ads



Help us meet our \$1 million goal for our Chicago facility!

[Donate](#)

www.AlmostHomeKids.org

Our Naperville Location



Coming in 2012:
Our Chicago Location



bumper stickers




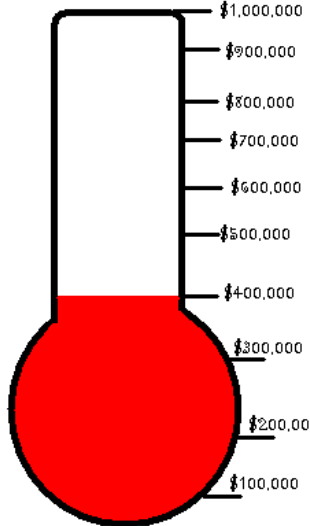
sign at future site in chicago

COMING SOON:
**The Almost Home Kids
Chicago Facility!**

pic

picture picture

 **14 months until it opens!**



Amount
\$1,000,000
\$900,000
\$800,000
\$700,000
\$600,000
\$500,000
\$400,000
\$300,000
\$200,000
\$100,000

holiday card



easter egg hunt invitation



*Almost Home Kids
Easter Egg Hunt 2010*

When: Saturday, April 3 from 1-3 pm

Where: The Almost Home Kids House
75. 721 Rt. 53 in Naperville

Join us for an egg hunt followed by refreshments and pictures with the Easter Bunny! Please RSVP to Monika at 630.271.9155 by March 13. See you there!

golf outing invitation

Save the Date

Please join us for the
2010 Almost Home Kids
summer golf outing

When: Saturday, June 5 at 11 am

Where: Naperville Country Club
25W570 Chicago Ave

Fee is \$75 per golfer and includes a
light lunch. Golf carts can be
rented for an additional fee as well.