

An Integrated Communications Campaign

BOWL FOR KIDS' SAKE



Big Brothers Big Sisters
of Greater Columbia

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Executive Summary

Big Brothers Big Sisters of Greater Columbia (BBBSGC) is the local agency of the national organization, Big Brothers Big Sisters. BBBSGC facilitates mentoring programs for Richland and Lexington counties as well as Elgin and Gaston. “Bigs” are carefully matched with “Littles” to provide role models who aid them in reaching their full potential. President & CEO of BBBSGC Heidi Johnson requested that our team create a campaign focused on the organization’s biggest fundraising event, Bowl for Kids’ Sake (BFKS). We have created an Integrated Communications Campaign to increase participation and donations for BFKS.

Our team conducted both primary and secondary research to determine what motivates people to donate money and participate in fundraising events. We also set out to discover who our target audiences should be and why. We conducted an online questionnaire consisting of 19 questions that asked about awareness of BBBS, BBBSGC and BFKS as well as interest in participating in the event. The questionnaire also asked respondents to list their preferred non-profits and charities and why they enjoy supporting them. In addition to this, we conducted a focus group with a service sorority at the university and analyzed research conducted by a former Integrated Communications Campaigns team. The results of these research efforts guided our team’s decision to target young professionals, business professionals and Bigs and to design specific messages for reaching them.

Based on the needs of the organization and our analysis of research, we created two broad goals and measurable objectives. We aim to meet these goals and objectives with a variety of specific strategies and tactics explained in this plan. Our strategies include developing a comprehensive media plan, an easy-to-use fundraising packet for participants, a comprehensive outreach plan to effectively communicate with Bigs and establishing relationships with local young professional groups. In implementing these strategies, we created a variety of tactics, from social media messages, pitch letters and announcement letters, to fliers, a quarterly magazine and visits to professional organizations.

After the campaign is executed, we propose that the organization perform an evaluation. This will measure the success of the campaign and provide insight for the future. We have included detailed instructions for completing this evaluation in the final chapter of this book.

It has been a privilege to work for a nationally recognized organization that offers such an important and special program for young children. Creating this campaign has been one of the highlights of our time in the Master of Mass Communications program. We believe the strategies we outline throughout the following pages will assist BBBSGC in improving their signature fundraiser in more ways than one.

Table of Contents

Executive Summary.....	2
Introduction	4
Research	11
Planning.....	29
Implementation.....	40
Evaluation.....	67
Appendices.....	73



INTRODUCTION



Big Brothers Big Sisters
of Greater Columbia

BOWL
FOR KIDS' SAKE

Our Client

Big Brothers Big Sisters (BBBS) is the nation's largest donor and volunteer mentorship network. BBBS operates in all 50 states to fulfill its mission "to help children reach their potential through professionally supported one-to-one relationships with measurable impact." For more than a century, BBBS has been developing positive relationships to have a lasting impact on the lives of young people. The organization also has a presence internationally and maintains a volunteer network in 12 other countries.

Big Brothers Big Sisters of Greater Columbia (BBBSGC) was founded in 1966 and is the local affiliate of the organization. BBBSGC serves children, ages 6 through 18, in Richland and Lexington counties with community and site-based one-to-one mentorships. Elgin and Gaston are also included in the service area. The organization relies heavily on grants, individual donations and consistent fundraisers to operate on a daily basis.

Bowl for Kids' Sake (BFKS) is Big Brothers Big Sisters' largest fundraising event, held each year in early spring. Half a million Americans come together to compete in raising money for the organization through each agency's separate event. Money raised through BFKS is a crucial part of BBBSGC's budget and helps the organization conduct background checks on potential mentors. Teams of five are challenged to raise donations and set a high goal for their fundraising efforts. To celebrate teams' accomplishments and mark the end of the event, all participants enjoy a bowling party featuring a raffle and other activities. The goal is not to be the best bowler, but to raise the most money to impact the lives of local children.

Who We Are

We are a team of graduate students pursuing master's degrees in mass communications at the University of South Carolina. Our team consists of Aimee Murray, Renee LeBouef and Valene Sims. As a core requirement, we are taking Integrated Communications Campaigns, a class taught by Lisa Sisk. It is through this course that we have planned our campaign for Big Brothers Big Sisters of Greater Columbia.

Why BBBSGC

Every year the summer Integrated Communications Campaigns class at USC completes a campaign for local non-profits. Past classes have worked with BBBSGC, so the organization again sought help from the class. The team was assigned to work with BBBSGC in March 2013, as part of our Integrated Communication Strategies class. In that class we began research to build our campaign for the current Integrated Communications Campaigns class.

During our first meeting with President & CEO Heidi Johnson, she requested that we focus on BFKS in Columbia.

Our Campaign

Our client asked us to build a comprehensive integrated campaign to increase participation in and donations to the Bowl For Kids' Sake fundraising event. Although donations have risen consistently over the past years, Johnson asked that we focus on the event to further increase participation and in doing so, increase donations. BBBSGC relies heavily on the funds raised during BFKS because they are unrestricted and may be used where the organization deems necessary.



To begin our campaign, we conducted primary and secondary research to determine who our target publics are and how we can reach them. We led several in-depth interviews and focus group, and participated in meetings. We also conducted secondary research to find ideas on how to make BFKS more successful. The findings of our research drove our campaign forward, leading us to target young professionals between the ages of 25 and 30, business professionals who work in companies within Columbia and the surrounding areas, and current Big Brothers and Big Sisters. Important takeaways from our research also inspired many of our tactics.

We came up with our broad goals and measurable objectives by using the information provided by Johnson. Our broad goals are to increase fundraising and participation for 2014 BFKS. Our measurable objectives are to increase fundraising from \$65,204 (raised in 2013) to \$75,000 and to increase participation from 275 people (in 2013) to 300 people.

Our plan is to increase donations to BFKS by contacting Bigs, individuals who already are affiliated with BBBSGC, making them aware of the opportunity to participate in BFKS, and informing them of the importance of the event to the organization. We also plan to increase recognition of BBBSGC and BFKS among young professionals, our other target audience. Our research has found that young professionals are excited about participating in events for philanthropic organizations. Finally, we've created a media plan that will assist BBBSGC in publicizing the event and the organization.

The rationale for the campaign is simple. BBBSGC wants more people to participate in BFKS and, therefore, raise more money. Our campaign was designed to increase participation in the event by focusing on Bigs and young professionals and, in doing so, encourage them to participate and raise money.

Although BFKS is an established annual event carried out by BBBSGC, we have added new elements, supported by research. These new elements will not only increase participation but donations as well. Some of our tactics include press releases, pitches to local media, a social media campaign and a mini-magazine distributed to all of the Bigs affiliated with BBBSGC.

Communications Theories

We found the following communications theories relevant to planning our campaign.

Cumulative Effects Theory

The cumulative effects theory "suggests that persuasive campaigns can be the most effective when the message comes from a variety of sources and/or is repeated from the same source but over an extended period of time" (Bobbitt and Sullivan, p. 19). Using this theory, we also understand that our message will take time to resonate with our publics. A German scholar, Elisabeth Noelle-Neumann, states that the media do not have powerful immediate effects but effects over time are profound (Kaladze, 2008, p. 144). Many potential participants are not aware of Bowl for Kids' Sake, so we will have to construct a message that will make them aware and over time, turn that awareness into eagerness to participate.

Social Learning Theory

In constructing our messages, we applied social learning theory. “When individuals observe others being rewarded for exhibiting certain behaviors, they attempt the same behaviors and expect the same rewards. Rewards can be external, such as recognition and praise, or internal, such as a feeling of self-worth or increased prestige” (Bobbitt and Sullivan, p. 19). With our campaign, we will apply external rewards by providing tangible gifts for winners of fundraising and bowling contests. We will appeal to internal rewards by communicating positive personal feelings from participating.

Both the cumulative effects theory and the social learning theory drove our campaign forward. Cumulative effects helped us determine our tactics. Social learning theory helped us create our strategic messages. Understanding and applying both theories were vital to our campaign.

Implementation

To aid the client in implementing our tactics we have included a detailed, strategic timeline that focuses on releasing certain tactics for BFKS 2014. We propose feature pitches to The State, Free Times and USC Times, providing enough time for journalists to receive the pitches and write stories before the event. Our social media timeline focuses on messages related to increasing participation and fundraising. The messages continue to build as BFKS 2014 gets closer. We propose purchasing advertising in Columbia Business Monthly’s corporate giving issue in December 2013. This placement will also be timely because it will be two or three months before the event. All of our proposed tactics work to meet our goals and objectives.

Evaluation

To determine the success of our campaign, we must complete several evaluations when the campaign has ended. To measure our objectives, the client should look at the number of participants in 2014 BFKS and the amount of money raised for 2014 BFKS. The client should also look at the social media analytics of the BBBSGC Facebook page and the new BFKS Facebook page. If our social media tactics are successful, this is something the organization can use again in the future. BBBSGC could also examine how many people were exposed to our message through advertisements and poster placements. If our campaign is successful, BBBSGC can continue to build upon the campaign; if it is not successful, the organization may need to make necessary changes.

Other Notes

Much of the research we conducted on our client was done in the spring of 2013. A previous course, Integrated Communication Strategies, required our team to perform both primary and secondary research on BBBSGC. In our Integrated Communications Campaigns class, our team developed a campaign around the research we conducted in our strategies course. Unfortunately, our instructor for the strategies course advised our team to take our campaign in a different direction. We previously focused on increasing



the number of corporate sponsors for BFKS and reaching current donors to increase individual giving. Because our client wished to focus our efforts elsewhere, our team set different goals and more measurable objectives in Professor Sisk's course. This put us a bit behind and our team regrets that we could not conduct further research during that time. Despite these setbacks, our team was still able to use the questionnaire disseminated to a convenience sample during Integrated Communication Strategies to further justify our campaign.

References

Bobbitt and Sullivan. (2005). Developing the Public Relations Campaign: A Team-Based Approach. Retrieved from blackboard.sc.edu.

Kaladze, N. (2008). Mass Media Effects and News Items. Caucasus Journal of Social Sciences: The University of Georgia, pp. 142-149. Retrieved from: <http://su.diva-portal.org/smash/get/diva2:187363/FULLTEXT01#page=140>.



SWOT Analysis

Big Brothers Big Sisters of Greater Columbia

Strengths:

- Organization mission and strong reputation
- National brand recognition
- Several committees in place to focus on specific strategies
- Initiatives and goals
- Connections with local media

Weaknesses:

- Little local recognition
- Little unrestricted funding for organization to use
- Lack of individual donations
- Lack of consistent social media presence
- Lack of communication with donors

Opportunities:

- Increase local community support
- Educate general public about BBBSGC services
- Earn positive media attention
- Increase influential connections (business) within the community
- Create relationships with corporate sponsors

Threats:

- More than 100 not-for-profit organizations in South Carolina
- More than 10 child focused or child serving organizations in Columbia, S.C.

Bowl for Kids' Sake (Greater Columbia)

Strengths:

- Fun way to get involved in community
- Strong participant base

Weaknesses:

- Not many people participate
- Little awareness



Opportunities:

- Getting more young professionals to participate
- Getting more Bigs to participate
- Redesign sponsorship packages to get more business sponsorships
- Getting more business people to promote the event within their companies

Threats:

- Other events held during the same time of year, for example Dance Marathon

Our Campaign

Strengths:

- New research obtained since our first course (715)
- Large number of survey respondents
- Quick response time and willingness to help from President & CEO Heidi Johnson

Weaknesses:

- No set budget
- Lack of guidance in first steps of research
- Lack of proof for a reason to reach out to young professionals
- Change in direction from previous course (715)
- Lack of information from current donors

Opportunities:

- Increase awareness for the event
- Increase participation in event

Threats:

- Lack of response for interviews
- Short time line
- Hesitation from Johnson to reach out to corporate sponsors and current donors





RESEARCH



Big Brothers Big Sisters
of Greater Columbia

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In March 2013 our team had its initial meeting with President & CEO of Big Brothers Big Sisters of Greater Columbia, Heidi Johnson. In this meeting, Johnson informed us of BBBSGC's need for more participation in its biggest event of the year: Bowl for Kids' Sake. Johnson believes that with more participation, more money will be raised. The team then set out to find:

- Who are our potential participants in Bowl for Kids' Sake?
- How can we attract these participants?
- How can we raise more money with the event?

We started conducting secondary research to find out the background of the event and to see what other BBBS agencies were doing with their BFKS events. After we had more information, we did more secondary research on our key publics. To get more in-depth information, we conducted primary research consisting of a questionnaire, interviews and a focus group.

Secondary Research

About Big Brothers Big Sisters of Greater Columbia

Big Brothers Big Sisters (BBBS) is the nation's largest donor and volunteer mentorship network. BBBS operates in all 50 states to fulfill its mission "to help children reach their potential through professionally supported one-to-one relationships with measurable impact." For more than a century, BBBS has been developing positive relationships to have a lasting impact on the lives of young people.

Big Brothers Big Sisters of Greater Columbia (referred to as BBBSGC from here on out), was founded in 1966 and is the local affiliate of the organization. BBBSGC serves children, ages 6 through 18, in Richland and Lexington counties with community and site-based one-to-one mentorships. Elgin and Gaston are also included in service area.

About Bowl for Kids' Sake

One of the ways BBBSGC encourages individual donors to give is by hosting fundraising events throughout the year. The majority of unrestricted funds received by BBBSGC come from Bowl for Kids' Sake.

Bowl for Kids' Sake is an annual event that takes place during the spring. Individuals create teams and raise at least \$375 to participate. After the \$375 amount is met, team members continue to raise money for BBBSGC. At the end of the donation period, the teams gather to bowl at a local bowling alley. They compete during the donation period to see who can raise the most money and again at the alley for bragging rights. Although BBBSGC surpassed its 2013 goals during the donation period for Bowl for Kids' Sake, raising \$63,429, the organization is eager to increase the amount of donations yet again for the 2014 event.

2013 BFKS Participant Survey

To evaluate the 2013 BFKS event, BBBSGC, using a nine-question questionnaire, surveyed participants after the event. President & CEO Heidi Johnson provided us with the results of the questionnaire but because we did not conduct the survey, we are unsure exactly how long the questionnaire was available for participants to take. Thirty-six participants responded to the questionnaire.

The first question was, "Overall, were you satisfied with Saturday's BFKS event? Results showed that 55.6 percent of participants were "very satisfied," 36.1 percent were "satisfied," 2.8 percent were "neither satisfied or dissatisfied" and 5.6 percent felt "it was disappointing." Comments concerning this question ranged from "Wonderful event. Well organized. Transparent. Vibrant" to "I wish I could have bowled more than one game." The results from question one show that 91.7 percent of participants were either "very satisfied" or "satisfied."

Question two asked, "What did you like most about BFKS?" Several short answers were given in response to this question. Some of those answers include, "Seeing my friends," "Raising money for the kids," "Great atmosphere," "Easy, efficient, low commitment way to contribute," "The amazing turnout," and "Interacting with co-workers outside of work." The results of question two informed us of the variety of things participants liked most about BFKS. It also brought to our attention what BBBSGC did well in terms of the event.

Question three asked, "What did you like least about the event?" Like question two, most responses to question three were short answer. Some of those answers include, "Not enough time to bowl," "Really crowded this time," "I felt the event was rushed" and "The bowling teams should be more organized and competitive." These responses informed us of aspects of the event that need work or changes to improve participant experience.

Question four asked, "How clearly did our organization explain our fundraising goals and expectations for teams?" Of the participants who responded, 41.7 percent said BBBSGC was "extremely clear" and 52.8 percent reported that they felt BBBSGC was "very clear." Other participants, totaling 5.6 percent, felt BBBSGC was either "moderately clear" or "slightly clear" in its explanation of fundraising goals and expectations for teams. Comments included, "Our captain kept us informed. I assume she received all the info. she needed." Another respondent commented on the effectiveness of the BFKS kick-off breakfast, held three months before the event, saying, "That breakfast you held was key, in my opinion, to instill a sense of responsibility among team captains." These percentages and comments informed us that although BBBSGC does an excellent job informing and explaining information to some, it can make improvements to ensure all participants feel the organization explains its fundraising goals and expectations for teams extremely clearly.

Question five asked, "What are your thoughts on the fundraising goal of \$375 per team or \$75 per bowler?" Most respondents, 69.4 percent, said the fundraising goal was "just right." Others, 16.7 percent, said the goal "was too low," and 13.9 percent said that it "was too high." A respondent commented, "I was terrified that I couldn't do it, but it turned out okay." Other participants said, "It discourages individual bowlers," "Could easily go to \$500 per team" and "Put a little fire under them...\$100 a person at least." This information informed us that although a small percentage of participants thought the fundraising goal to be too high, the majority of participants thought the goal was just right or too low. This means that the goal could be raised if even more participants felt comfortable with soliciting donations.

Question six asked, "What are your thoughts on the day/time of the event." Most respondents or 69.4 percent, said, "Saturday afternoon works best," with others, 36.1 percent, preferring Saturday morning instead. This information led us to believe that most participants are happy with the current day and time of the event.



Question seven asked, “Were you satisfied with the location?” Of the participants who responded, 27.8 percent were “very satisfied,” 55.6 percent were “satisfied,” 13.9 percent were “neither satisfied or dissatisfied” and 2.8 percent thought the location “was disappointing.” Some respondents commented, “A little crowded due to the tournament they had scheduled on the same day” and “Better than last year’s location.” This information informed us that most participants were either “satisfied” or “very satisfied” with the location, therefore the location wasn’t a serious problem and it won’t need to be changed for the 2014 event.

Question eight asked, “How likely are you to participate in Bowl For Kids’ Sake again?” The majority of respondents, 61.1 percent, said they are “very likely” to participate again. Other respondents, 36.1 percent, said they are “somewhat likely,” while 2.8 percent said they “might participate again.” No participants said they were “unlikely” or “highly unlikely” to participate again. This information informed us that despite any problems participants had with the location, fundraising goals or other aspects of the event, the majority would participate again.

Question nine asked participants to make suggestions for next year’s event. Respondents commented, “Let’s have even more teams,” “More signage about what to do, where to go upon arrival,” “Stress the exact time that bowlers should arrive so that they can maximize their time,” “Stress to volunteers to recruit teams early,” “Step up the design of the t-shirts” and “Make it into a party and get people to hang out and watch and socialize...” This information gave us ideas about new things that could be implemented to ensure the success of the 2014 event. Attached to the questionnaire was a list of general suggestions for the 2014 event. That information is included in Appendix A.

We drew a few important conclusions from the questionnaire results. Most participants surveyed were satisfied or highly satisfied with the 2013 BFKS event. We also learned that most participants felt the fundraising goals were clear and they were comfortable with those goals. Finally, we learned that most respondents would participate in BFKS again. All of this information was useful when we were creating the campaign.

The complete findings are in Appendix A.

Research of other Big Brothers Big Sisters agencies

In our initial meeting with Johnson on March 22, 2013, she mentioned the success of other Big Brothers Big Sisters agencies in Bowl for Kids’ Sake, namely the Winston-Salem agency. This drove our research to find out what other BBBS agencies were doing successfully. We began our search exploring other BBBS’ websites. We looked at Winston-Salem, Greater Charlotte, Metro Atlanta and Greater Richmond. We also participated in a webinar on May 30, 2013 with other agencies regarding BFKS. From our research we found that the most notable difference between other agencies and Greater Columbia is the focus on corporate sponsors.

As far as information on the websites of other agencies, BBBS Winston-Salem prominently displays that it raised more than \$215,000 in its 2012 Bowl for Kids’ Sake. BBBS Greater Charlotte has an icon displayed on the homepage which takes you directly to see more about BFKS. These agencies, along with Metro Atlanta and Greater Richmond, all have at least three fundraising events with information listed on their sites, including in-depth information on BFKS. Metro Atlanta displays photos of its par-



ticipants all dressed up for BFKS. BBBSGC has recently had a website update, which has provided much more information to site visitors, but could still borrow ideas from other agencies.

An important finding on Greater Richmond's site is its alumni network. On the page visitors can fill out a form to be re-connected with other BBBS Greater Richmond alumni, followed by this quote, "Whatever the case, hopefully your experience has benefited you in ways you can't even begin to describe. If you're looking to give back to Big Brothers Big Sisters, but aren't sure how, joining our alumni network and reconnecting with our organization is a great place to start." This is an excellent way for Greater Richmond to find more individual donors and participants because, as we learned from our focus group, people are more likely to donate to a non-profit they have a connection with.

The other agencies also focus on corporate sponsors. Metro Atlanta has a special tab specifically for corporate sponsors. Each of the chapters' websites has a section dedicated to displaying sponsor logos and featuring a "thank you" to the sponsors. The Winston-Salem chapter of BBBS raised \$67,500 in corporate sponsorship alone for BFKS. Based on their respective websites, it was obvious that these agencies put a heavy focus on their corporate sponsors. We also found evidence supporting this through the BFKS webinar we attended on May 30, 2013.

The BFKS webinar included speakers from Big Brothers Big Sisters of America, BBBS Greater Charlotte and BBBS of Cedar Rapids & East Central Iowa. Kathy Beardsworth, Director of Development, spoke for Cedar Rapids & East Central Iowa. Douglas Hartjes, Vice President, and Joseph Butler, Director, Corporate and Events, spoke for Greater Charlotte. The presentation included in the webinar featured five "Best Practices" for creating a successful BFKS:

- Know how you want to grow and why
- Involve leadership
- Corporate support
- Don't forget our program
- Stewardship

Two of those "Best Practices" really applied to our campaign's focus. When speaking about involving leadership, both Beardsworth and Butler noted the importance of using board members for help. Board members have contacts in the community and within businesses that can be used for the success of BFKS. Beardsworth said, "We are asking our board members to use the relationships they already have in place." Butler also emphasized how important it is to market the event and get everyone possible involved. "From board to Bigs" was a phrase he used often throughout the presentation.

Corporate support was a huge focus in the webinar. Both agencies attribute much of their success to corporate sponsors. Cedar Rapids & East Central Iowa reported that they raised nearly \$82,000 in corporate sponsorship alone in 2013 BFKS. According to Beardsworth, "What we did to grow the event for the most part is to increase our sponsorships. (We) just try and cultivate the larger relationships." The agency has sponsorship levels which include different things such as announcements throughout the event, signs over the lanes and mentions in media coverage. Beardsworth mentioned that it will take time and research to really grow corporate sponsors. You must learn about them, know how to engage them and build relationships.

Below are the two slides used in the webinar that represent these points.

Best Practice #2- Involve Leadership

Big Brothers Big Sisters of Cedar Rapids and East Central Iowa

- Ask Board Members to help us engage new companies
 - Use their personal/business connections to avoid cold calls
 - Present our program to company and talk about opportunities for them to be involved: Donate. Volunteer. Advocate
 - Build a relationship within the company

Big Brothers Big Sisters of Greater Charlotte

- Board Member chairs Bowl for Kids' Sake
 - Willing to rally other companies to support Bowl
 - Willing to leverage board members connections
 - Serves as your BFKS Champion to the board and the community

Best Practice #3- Corporate Support

Big Brothers Big Sisters of Cedar Rapids and East Central Iowa

- Seek corporations for both corporate sponsorship and teams
- Invest time in filling all sponsorship levels
- Leverage benefits of each level

Big Brothers Big Sisters of Greater Charlotte

- Retain promotions brought in a significant amount of revenue.
- Check out the Media System for a sample Bowling Ball & Pin cutout that your agency can use locally.

The webinar was filled with fantastic ideas carried out by other agencies not mentioned in this paper. Due to our time limitations and the limited scope of our campaign, we would be unable to implement all of these ideas in one year but we recommend that BBBSGC further explore these ideas.

From our research of other agencies we have found many key insights to drive our campaign forward.

- Get Bigs and board members involved. Supported also by our in-depth interviews, we can see that board members are essential to increasing participation through their connections. The Bigs of BBBS Greater Charlotte are very involved with the event, and there is the opportunity to do so with BBBSGC. According to Johnson, there is very little participation from Bigs. With the findings of our research we will implement tactics to reach out to Bigs.
- Corporate support is crucial to success. BBBSGC is hesitant to put more focus on corporate sponsorship to the event, but our research shows that they should. We advise BBBSGC to look more into corporate sponsorship and will give them ideas on where to start.
- Market the event. BBBS Greater Charlotte has attributed much of the event's success to marketing. Based on this and some of our other research we will market the event through posters and advertising.
- Learn from other chapters. The webinar provided many great ideas that BBBSGC could implement for BFKS. We will borrow from some of these ideas for our tactics, but it would be helpful for BBBSGC to continue to follow these other chapters after our campaign has ended.

Meeting with Bigs

On Monday, July 1, Heidi Johnson, President & CEO of BBBSGC, and Gill Weathers, a Fund Development Committee member for BBBSGC, called a special meeting for invited Bigs. The goal of the meeting was to learn what Bigs know about BFKS and if they'd be interested in participating. During the meeting, all of the questions were asked by Heidi Johnson or Gill Weathers. The following is a list of Bigs who attended the meeting and participated in the discussion.

Gill Weathers (Big for three years)
Jenny Williams (Big for three years)
Rile Curtis (Big for four months)
Julia Evans (Big for five years)
Grant Gillespie (Big for six years)
Steven Dial (Big for three months)

John Carring (Big for one year)
Saun Eubanks (Big for one year)
John Wilkerson (Big for four years)
Gavin Wiser (Big for one year)
Nick Collins (Big for seven years)

The first question Johnson asked was, "What are your opinions about the effort you give to BBBSGC in terms of spending time with your Little?" Nick Collins said, "It's not a chore." He also said that he felt like his relationship with his Littles feels regular, like any other part of his day. Stevan Dial said, "I see it as a service. I want to make an impact and it feels good." Another Big, Rile Curtis, said, "I like getting feedback from my Little's family because I'm able to see what my efforts are doing." From this question, we learned that Bigs enjoy the time they spend with their Littles, and that they don't view it as a chore but as a meaningful relationship.

The second question Johnson asked was, "What do you all know about BBBSGC and what do you tell people when they ask about the organization?" Curtis said, "You have to break down preconceived notions of what people think." Another Big, Grant Gillespie said, "Some people see it as a huge commitment." This question showed us that most of the Bigs in the room felt like many people don't understand what the organization does in terms of mentoring and that people are afraid of committing to a mentorship role and a child.

The third question Johnson asked was, "In terms of spreading the word to get more participation in BBBSGC events, how do you feel about the organization reaching out to you as a Big?" Following this question, Johnson asked for a show of hands as to how many Bigs were familiar with BFKS. Though almost everyone in the room raised their hands to indicate they heard of BFKS, all were unfamiliar with how the fundraising event works. Afterward, Johnson explained the event and its significance to BBBSGC. Nick Collins said, "I never really took into consideration participating in events for BBBSGC and I didn't know the bowling is the second, less important, part of BFKS." Big John Wilkinson suggested that Bigs be given updates about upcoming events during the check-up calls they receive from BBBSGC. The calls are generally made to inquire about the status of Bigs' relationships with their Littles. Wilkinson also suggested that long-term calendars be sent to Bigs to keep them informed about events like BFKS.

We drew a few important conclusions from the meeting: the Bigs present knew little or nothing about the fundraising or bowling component of BFKS, they would like to be informed about current and upcoming events like BFKS and they may be willing to participate in BFKS if they received information about it. These conclusions helped us create messaging and tactics to reach Bigs.

Research on young professionals

Our team was fortunate enough to have access to research regarding young professionals conducted by a previous Integrated Communications Campaigns team. In the summer of 2012, the team of Laura McClure, Ali O'Hara, Alice Valdetaro and Tiara Suber conducted a Qualtrics questionnaire that was completed by 26 members of three different young professionals groups in Columbia, S.C. This primary research gave our team valuable information regarding the social media sites they frequent, the media channels they pay attention to and the things they do in their spare time.

Nearly all respondents (96 percent) selected Facebook as their primary social media outlet, thus supporting our decision to use this medium to increase interaction among BFKS participants. Twitter was also selected by 48 percent of respondents as a commonly used social site.

In terms of restaurants most often patronized, three locations appeared as responses most often. These are Hunter Gatherer, Miyo's and M Vista. This information will be valuable when determining relevant locations for disseminating BFKS advertisements. Additionally, we could ask these restaurants to donate gift cards as prizes for our social media contest. Other restaurants listed included Thirsty Fellow, Flying Saucer, Cafe Caturra, Cantina 76, Tsunami, Groucho's, Wild Wings Cafe, Red Bowl Asian Bistro and Garibaldi Cafe.

The survey questions regarding media usage reinforced our belief that press releases should be sent to The State (68 percent) and Free Times (78 percent). These two were indicated as being the newspapers young professionals are most likely to read (Valdetaro et. al., 2012).

This previous team also researched several statistics regarding young professionals that will be helpful in determining the ways in which we reach them.

- Known as Gen Y, these young professionals usually range in age from 25-35 (Stewart, 2010).
- Upon first entering the workforce, the media habits of these individuals change, which will affect how they choose to interact with brands (Stewart, 2010).
- For these young professionals, email is a key medium of the mix of channels that are constantly monitored (Stewart, 2010).
- 82 percent of these young professionals use social media and 89 percent use text messaging (Stewart, 2010).

Primary Research

Questionnaire Results

Our team created a questionnaire about charitable giving and overall awareness of both BBBSGC and BFKS to be completed by a convenience sample of respondents. We used www.kwiksurveys.com to create our questionnaire because this site allowed us to easily analyze results for free. The questionnaire was posted to each team member's Facebook page as a means of encouraging our friends to participate. We received 112 responses between April 19, 2013 and April 26, 2013.

Our first question was, "How likely are you to donate money to a charity or non-profit organization in the next 12 months?" Results showed that 53 respondents were "Highly Likely," 31 were "Somewhat Likely," nine were "Unsure," another nine were "Somewhat Unlikely" and 10 were "Not at all Likely." These answers showed our team that the vast majority of respondents (76.4 percent) were either somewhat or highly likely to donate to an organization like BBBSGC.

Question two asked, "What is the most important factor for you when choosing a charity or non-profit organization to donate to? (Please check all that apply.)" Not surprisingly, 89 respondents cited the group they benefit/support the mission and goals as a deciding factor. Fifty-six respondents chose "I have a personal connection with the organization." "Tax write-off" was chosen by 15 respondents, while "Feeling good about myself" was selected by 22 respondents. Only one respondent chose "celebrity endorsements." Finally, "They asked me" was the response of choice for 21 participants. The two most frequently chosen categories indicated we should target Bigs to encourage their participation in BFKS. Similarly, former Littles would also be an excellent target. (See our "Limitations and Suggestions for Future Research" section for more information on this.)

Question three asked respondents to list any additional reasons they have for supporting certain organizations. Some of those answers include, "A member of the family dealt with a problem that the organization helps," "If the donation would help a family member or friend," and "A well-established organization or one that supports a cause that hits home." These responses further reinforced the notion that our team should conduct further research on Bigs and their knowledge of and participation in BFKS.

Question four asked, "How helpful do you think your donations to charities or non-profit organizations are?" We chose to ask this question because there has been speculation recently via social media regarding the validity of well-known causes. Only one respondent chose "Not at all Helpful" as their answer. "Somewhat Helpful" was chosen by 37 respondents, while 18 of them were "Unsure" as to how their money was being used. The majority of respondents (52) felt their donations were "Very Helpful." These responses were a positive indication that those who donate to charity trust their money is going toward a cause they believe in.

Question five asked, "To what type of charity or non-profit do you most often donate?" To our team's surprise, 55 respondents chose "children" as their response and 36 chose "Educational/literacy." This was a great realization and showed us that people understand the value of non-profit organizations that focus on youth and education. "Religious" organizations were chosen by 45 respondents. This

was almost tied with “Health,” which was chosen by 48 respondents. Six respondents said “I don’t donate to charity” and 14 chose “Other.”

Paired with the responses in our second question, these answers provided excellent direction for our team. Not only do people who frequently donate to non-profit organizations often choose those that benefit children, they also wish to have a personal connection with it. Based on these insights, what better group for us to learn more about than both current and former Bigs?

Question six asked participants to list any charities they currently donate to. The most frequently mentioned responses included American Red Cross, March of Dimes, United Way, American Cancer Society, St. Jude Children’s Research Hospital and local schools. Again, our team noticed a pattern of children-based organizations taking precedence for those who completed our survey.

Question seven asked, “How much per year do you donate to charities or non-profits?” The majority of respondents (42) chose between “\$0-\$100.” Tied for second place were the choices of “\$101-\$250” and “Over \$1,000,” both of which were chosen by 21 respondents. “\$250-\$500” was chosen by 15 respondents. Finally, 11 respondents said they donate between “\$501-\$1,000” to charities or non-profits each year. It was interesting to note that nearly half of our respondents, 43 percent, donate more than \$200 every year. Because BFKS requires each team member to raise only \$75, these answers informed us that potential participants could probably easily raise this amount.

Question eight asked, “Do you ever participate in any fundraisers for charities or non-profits?” Sixty-one respondents said “Yes” and 48 said “No.” Question nine asked respondents to list these fundraisers. Respondents commented “Race for the Cure” and “Relay for Life” more often than any other fundraisers. Other common answers included “church and school fundraisers,” “school-related” and “educational groups at local schools.” This information showed us individuals are not afraid of participating in physical activities for good causes. Even though BFKS is much more focused on raising money than on being a good bowler, it was good for our team to learn that people enjoy sports-related events. Also, children’s fundraisers were once again a common theme.

Question 10 asked, “Have you ever heard of Big Brothers Big Sisters of Greater Columbia? (BBBSGC)” “Yes” was chosen by 62 respondents and 48 said “No.” These answers led our team to believe that most people have probably heard of the national organization but are unfamiliar with the local affiliate of BBBS.

Question 11 asked respondents to tell us what they knew about BBBSGC if they answered “Yes” to the previous question. Nearly all of the short answer responses we received mentioned knowing the organization is a mentor program for children, but “that’s about it.” For example, one response said “They mentor and provide role models for children in need of this.” Slight variations of this response were written 27 different times. Another response mentioned, “I know the basic premise of BBBS, but I don’t really know of the work they do locally.” This response was familiar to our team, as all three of us came into our project with similar knowledge; we had all heard of BBBS, but knew nothing about how the program truly furthered children’s development or the activities Bigs and Littles did together. This information made us realize that potential BFKS participants – and potential donors – should be provided with more specific information about BBBSGC to understand the impact it has in the local community.

Question 12 asked, “Would you ever consider donating to BBBSGC?” Fortunately, 80 respondents said “Yes,” but 29 respondents said “No.” We attribute this to the fact that some respondents live hundreds of miles from Columbia, S.C. (See “Limitations and Suggestions for Future Research” for a more detailed explanation.) Question 13 then asked respondents to say why or why not they would choose to donate. We had an overwhelmingly positive response to this question; see our appendices section for the full list of responses. Again, the common theme of “They help children in need” and “I support their mission and goals” was cited multiple times. Additionally, responses such as “I might if I knew more about it – maybe not because it is not local for me” reinforced our assumption as mentioned above.

Question 14 asked, “Have you ever heard of Bowl for Kids’ Sake?” A whopping 96 respondents had never heard of BFKS, while 13 said “Yes, I have heard of it.” This indicates a significant lack of awareness, which could be directly impacting the number of participants BBBSGC has for the event each year. To further explore this topic, question 15 asked, “If yes, would you ever consider participating in BFKS? If no, please follow this link and tell us if you would ever be willing to participate in BFKS.” (The link took respondents to the BFKS home page on BBBS’ website.) Thirty respondents said “Yes,” while 41 said “No.” Unfortunately, we could not base much on this question because nearly 40 survey participants chose not to answer.

Question 16 asked, “Would you be interested in starting a team and being the team captain?” Only 11 respondents said “Yes;” 91 respondents said “No.” When analyzing this question, our team hypothesized that these mostly negative results mean respondents feel such a leadership role would require too much time. This helped us to decide that, when creating a fundraiser packet for BFKS participants, we will include a list of tips to make the fundraising process more convenient.

Question 17 asked, “What would motivate you to participate in Bowl for Kids’ Sake? (Any incentives that would spark your interest?)” Responses included, “When the event is and how much time I would need to donate,” “Just a smile on a kid’s face” and “Kids are motivating; however, time may cause some limitations.” See our appendices to view all responses. As we suspected, it seemed many respondents were concerned with the commitment involved, even though they were willing to participate for the sake of children. We decided citing specific examples regarding how their fundraising efforts were benefitting children may motivate potential participants to get involved.

Question 18 asked, “Please tell us your age.” We wanted to examine demographic information to determine potential targets. Twenty respondents were “19-25,” 33 were “26-34,” and 16 respondents were “35-45.” While it was not an overwhelming majority, the bulk of respondents could be considered “young professionals,” which fall in the age range of 25 to 35. No respondents were “0-18.”

Finally, question 19 asked, “What is your income level?” Answers were spread across the board. “\$0-\$25,000” was chosen by 21 respondents. “\$26,000-\$35,000” was chosen by 11 respondents and “\$36,000-\$50,000” was chosen by 27 respondents, which was the majority for this question. Sixteen respondents said they make between “\$51,000-\$75,000” per year. “Over \$7,000” was the income level chosen by 22 respondents. Thirteen respondents chose, “I prefer not to say.” This indicates that this sample of potential donors is in a financial position to be able to continuously donate at least a small amount to one specific charity on a regular basis.

Focus Group with Omega Phi Alpha National Service Sorority

As part of our research, we conducted a focus group among 10 members of the University of South Carolina chapter of Omega Phi Alpha Service Sorority on April 9, 2013. Because the university is such a large part of Columbia, we thought it would be beneficial to speak with college students to see if they should be in our target market for Bowl for Kids' Sake.

The service directors for the group told us that they shy away from projects that require raising money. As college students, it is difficult to raise money for their own organization, let alone another organization. One member of the focus group said, "I think fundraising is always hard, especially for a group of college students. We see these opportunities and we take them with a grain of salt knowing that not everyone would be able to participate in something like this. If we are trying to get a lot of people involved, we usually stay away from fundraising. We don't have a lot of girls participate in additional fundraising events."

Although fundraising is difficult for the group, when we asked members of the group if they make individual donations to charities and non-profits, many of them did. When asked why they made the donations, the common response was that they have a personal connection to the charity or non-profit. For example, one participant said she donates to a women's shelter because she and her mother once had to use their services.

From our focus group with Omega Phi Alpha, we learned that college students should not be a primary or even secondary target market for our communication strategy. We did, however, find support for our notion that people are more likely to donate to a non-profit organization if they have a personal connection with it. The focus group transcript is located in Appendix C.

In-Depth Interview with Robbie Rodgers

On June 21, 2013, the team conducted an in-depth interview with Robbie Rodgers, who is one of BFKS' highest fundraisers and a team captain. Rodgers gave us insights on her own tactics for growing participation and fundraising. We took away several key points from this meeting.

- Rodgers was recruited to participate by a board member. Board members can be strategically used to recruit more participants through their networks.
- This is a great event for families. Rodgers has recruited her family members to her team.
- Rodgers has also recruited participants through her job. Her co-workers have participated and from that, they have begun to bring their families as well. Younger, single co-workers also participate.
- To raise more money, Rodgers advises to start early. As soon as the event is announced, you should begin fundraising.
- Rodgers creates her own fundraising package to aid in increasing donations.
- Rodgers believes that the event needs more awareness and recommends advertising.

We used several ideas from this meeting in our strategies and tactics. We plan to create a fundraising packet to make things easier for all participants and we will include helpful tips such as start fundraising early and look to your family members for help. We plan to place an advertisement



in Columbia Business Monthly to increase awareness of the event and to recruit those who would join in a workplace team. Posters in local restaurants will also aid in awareness and recruit young professionals. See Appendix D for the notes from this interview.

Interview with Nina Moreno

The team conducted an in-depth interview with Nina Moreno, a two-year BFKS team captain, on July 1, 2013 in Moreno's office. Moreno is a professor in the Spanish department at the University of South Carolina. We sought to learn what motivated her to participate, any special tactics she used in recruiting team members and new donors, and any suggestions she had for improving the overall BFKS program.

Moreno lives in the same neighborhood as BBBSGC CEO Heidi Johnson and was approached by her to create her own team in 2012. She stated she first obliged Johnson out of friendship but was quickly convinced of the validity of the organization.

First and foremost, Moreno mentioned she initially tried to approach people who were good at bowling because she is terrible. This idea led to a conversation about possibly contacting local bowling leagues to get them interested in participating. Moreno said she recently sent Heidi a link to USC's intramural bowling league page. "If they already like bowling, perhaps they'd be willing to compete and raise money for a cause!" This is something our team had never considered and we agreed it was a worthwhile opportunity.

In terms of getting people to donate, Moreno cited a few specific tactics she used that seemed to do the trick. She relied heavily on social media for fundraising and took the conversation offline whenever possible as well. At every social event, Moreno said, she would work BFKS into the conversation. She would also ask friends in other areas of the country who she knew were already into non-profit fundraising. Because she used to live in Washington D.C., for example, she had many cause-driven contacts in this area. On Facebook, she would post a status stating, "I've nearly reached my fundraising goal for BFKS. Please help me by donating!" When this goal was reached, she would raise it on her fundraising page and continue posting similar social media updates. She said her virtual friends were more willing to donate when they felt they were the ones helping her reach that goal. Moreno stated she would advise anyone starting out as a first-time captain for a BFKS team to always "keep the event in the back of your mind; never miss an opportunity to talk about it with new people."

Moreno also spoke extensively about what our team refers to as the "Trickle Down Effect," in which newly recruited team members often become captains the following year. The friends she recruited to be a part of her team in 2012 knew nothing about BBBSGC prior to their participation in BFKS. They are more than impressed with the work of BBBSGC now and many of them formed their own teams in 2013, thus recruiting new participants to join them. Moreno feels it is extremely important to encourage her teammates to become captains in the future. This is a great way to consistently recruit new participants and thus expand the network of fundraisers. Conversely, Moreno believes she has exhausted her resources between her two years of BFKS participation and is concerned with how she will create new interest in the cause. She believes those who have donated to her individual efforts in the past will not be inclined to donate as much next year. "I suppose I will have to start making new friends," she joked.

Despite this drawback, Moreno stated Johnson did a great job of pushing friendly competition among team captains. This was especially easy to do among USC faculty and staff teams because all team captains knew one another and were excited to take on the challenge. Moreno also mentioned her favorite part of the bowling event itself was seeing all of these same USC friends. She enjoyed that Johnson put “friendly teams” (i.e., all teams consisting of members who work at USC) bowling at the same time so they could enjoy one another’s company. She said this aspect was an improvement from her first year with BFKS, in that the 2012 event felt very isolated and there was no sense of community. During the 2013 event, Moreno and her fellow participants wanted to stick around and spend time at the alley.

Finally, Moreno cited a few suggestions for improving BFKS as a whole. The 2013 venue was definitely better, she said, but it would still be nice to have the entire bowling alley rented out instead of only one section. The raffle during the event went completely unnoticed by Moreno and her teammates because they could not hear anything that was going on. She said having access to information stating when the auction would start and what the prizes were going to be would have been helpful. This way, she could use these gifts as an incentive for participation. “If you agree to be on my BFKS team, there is a possibility you could win a \$50 iTunes gift card!” Additionally, Moreno said the amount that must be raised by each individual participant is very reasonable. She said \$375 has “a nice ring to it,” because \$75 per person is less than \$100 and thus sounds a little more attainable. (See Appendix E for notes from this interview.)

Email Interview with Noelle Phillips

The team conducted an email interview with Noelle Phillips, a two-year team member on The State’s BFKS team. Heidi Johnson connected us with her as a result of her stellar work on The State’s team. The email was sent to Phillips on June 17 and we received her response on June 18. We contacted Phillips to find out more information about BFKS participants, why they participate and how they recruit others to participate.

Our first question asked, “How did you first hear about BFKS?” Phillips responded by saying that she was a Big in Kentucky before moving to South Carolina and that she got involved with BBBSGC’s event when she learned that The State had a team.

Our second question was, “What made you first participate in BFKS?” Phillips said that she got involved because she was a Big Sister. This informed us that Phillips’ prior involvement with the organization helped to guide her decision about participating in BBBSGC’s BFKS event. Following question two, we asked, “Why have you continued to participate?” Phillips responded that she “believes in the organization’s mission to help children through mentoring” and that she probably got as much out of the experience as her Little did.

Question four asked, “What could be done to make your experience with BFKS even better than past years?” Phillips suggested that there be more incentives for being a team captain and for raising certain amounts of money, like the BBBS in Kentucky did. She said, “That inspired people to work a little harder and volunteer their time as team captains.” In terms of the actual bowling, Phillips said she’d “like more time between sessions to mingle with others.”



Question five asked if Phillips recruits other people to participate, to which she responded positively. Question six asked, “If you were trying to encourage a friend to participate in BFKS, what would you say?” Phillips said that her approach depends on who she is asking. She said that with some people, she tries to appeal to their competitive nature, but with others, she explains why she likes BBBSGC and that being a team member isn’t that difficult.

Question seven asked, “What would you do to attract more people BFKS?” Phillips said, “The more you ask, the more you receive. I would send Big Brother/Big Sister’s (sic) reps to various companies to ask for participation.” Question eight asked about Phillips’ most successful fundraising tactics. She said social media is a huge tactic for her. Phillips said, “I raise almost all of my money by posting it about once a week on my Facebook page.”

When asked what is her favorite part of BFKS, Phillips said, “raising money for the organization” and when asked about her least favorite part of BFKS, she said, “encouraging my team members to raise money. I want them to do it. I don’t want to be a nag.”

We drew important conclusions as a result of our email interview with Phillips. According to Phillips, it would serve BBBSGC well to inform more people of its mission, vision and goals so that people will become familiar with the organization. In Phillips’ case, she was more inclined to participate because she was familiar with the organization and had participated in the past. We also found that it may be necessary for BBBSGC to offer more incentives to participants and team leaders. Different types of incentives may be necessary to motivate some participants and team leaders to raise more money and recruit more participants. Another important thing we learned as a result of our interview was that team leaders, especially first-time leaders, may need some direction as to how to approach potential participants. If new team leaders are given some instruction as to how to recruit participants, team leaders may be more effective with recruiting and motivating participants. Finally, we found Phillips’ suggestion to send Bigs to speak with employees at companies to be a great one. Bigs are excellent spokespeople for the organization. They can explain the difference they make in the lives of children and how that difference is exactly the mission and goal of BBBSGC. Explaining this information to potential participants could encourage them to participate and raise money for BBBSGC. The email transcript for this interview is in Appendix F.

Media Research

Columbia Business Monthly

According to *Columbia Business Monthly*’s Power Kit, “*Columbia Business Monthly* is the go-to resource for Midlands business leaders, rising stars, entrepreneurs and any person or group that have a vested interest in the success of the Midlands business community. Any magazine can deliver business news. *Columbia Business Monthly* delivers business value.” Their readership is as follows:

- CBM is mailed to owners, corporate executives and managers of businesses, large and small. Copies are also mailed to doctors, dentists, lawyers, accountants, engineers and architects.
- 33,600 total approximate monthly readership (CBM Power Kit, 2013)

Because we are trying to reach young professionals and seasoned business professionals, we found that advertising in *CBM* will allow us to reach that demographic. Each month of *CBM* has a different theme, December's theme is Corporate Giving. We recommend that BBBSGC places an advertisement in this issue. We will also send a pitch to the magazine to try and gain earned media.

The State

The State is South Carolina's largest newspaper. It is published daily and has a readership of 268,374. According to its website, "Three-fourths of adults and two-thirds of 18- to 34-year-olds in the core market read *The State* in print or online over the course of a week. The Media Audit, which measures only website visitors from the immediate market area and is an arm of 35-year-old market research firm International Demographics Inc., recently reported that TheState.com is one of just 10 daily newspapers with an 80 percent audience reach (print and online) over the course of a month."

The State's core market is Richland, Lexington and Kershaw counties, which coincides with the reach of BBBSGC. Based on *The State's* demographics, pitching a story to *The State* will be the best way to reach residents and make them aware of BFKS. This awareness could also lead to increased participation and fund-raising.

USC Times and Day Times

USC Times is a publication sent to all faculty and staff of the University of South Carolina. *Day Times* is a daily email newsletter sent to faculty and staff of the university. Both publications reach approximately 6,032 people. Based on past participation of university staff, we believe reaching this demographic would be a way to further increase participation. We will pitch to these publications to increase earned media. Using a university employee in the pitch will also provide a link between the university and BFKS.

Limitations and Suggestions for Future Research

Through our focus groups, in-depth interviews and survey research results, our team gained many valuable insights that guided us in planning this campaign. Our secondary research also helped us understand more about BBBSGC and BFKS. Despite the vast amount of information collected, there were a few limitations to our research.

Due to the nature of our project, we had a very limited amount of time in which to complete our plans. This campaign was designed through a class curriculum that only spans a two-month period and we had less than half of this time to conduct our research. Our survey was only available for one week, which significantly impacted our response rate. Additionally, a handful of survey participants lived too far away from Columbia, S.C. and BBBSGC to ever be interested in donating or participating in BFKS. When sending our questionnaire link to our sample, family members in both California and Louisiana completed the questionnaire. While we were appreciative of their participation, their responses impacted the team's analyses of questions such as "Have you ever heard of BBBSGC?" and "Would you ever consider participating in BFKS?"



Because we had such a short time to conduct research, our team was unable to focus on targeting more than a couple of audiences. As mentioned in our survey research results, Littles would be another great target for BFKS participation. We simply did not have the time to conduct in-depth interviews with former Littles in addition to the Bigs and participants we spoke with. Future researchers may wish to explore this audience as well.

Many of the interviews we conducted and meetings we attended were also cut short due to prior commitments. For example, during the meeting with board members and Bigs on July 1, we were only able to stay for 30 minutes because it fell during class time. This was an incredibly insightful brainstorming session and we would have definitely benefited from listening to the interaction between Bigs.

A lack of response from many potential interviewees also hindered our research. Heidi Johnson gave us the name of a Big who was a great BFKS fundraiser in 2012. She never returned our phone calls or emails. Our team also attempted to contact Joseph Butler, Director, Corporate and Events, for the Charlotte, N.C. chapter of BBBS. After listening to his commentary during the webinar we attended, we felt he would be a great person to speak to. Unfortunately, Butler never responded either.

Another inevitable aspect of our campaign is the fact that some research was conducted during Integrated Communication Strategies, a prerequisite to our current class. Because our previous instructor wanted our campaign to go in a direction different from what our client requested, (targeting different audiences and achieving different goals), we had to start from scratch. Changing our goals and objectives took up valuable time that could have been spent conducting further primary research. We had initially considered creating a separate questionnaire for Bigs to gauge their interest in BFKS participation. However, because of the changes we encountered at the beginning of Professor Sisk's course, we did not have the time to collect and analyze such data.

Our team strongly suggests that more research be conducted on Bigs in the future. It is essential to learn what would motivate them to participate in BFKS as well as their general knowledge of the event. During our meeting with board members on July 1, several Bigs mentioned knowing little to nothing about BFKS. These responses were a huge surprise to us and being able to explore this further would have been highly beneficial in planning our campaign. Had this meeting been conducted earlier in the summer, we would have had more time to research this ourselves.

Corporate sponsors are another group that need to be researched further. The webinar also highlighted the importance of corporate sponsorships and the benefits that come from building these relationships. It would have been very helpful to more accurately define the specific sponsors BBBSGC should target and their reasons for supporting non-profit organizations.

Overall, a longer time frame is needed to adequately conduct both primary and secondary research and analyze the resulting data. These plans require more time than was allotted through our classes.

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PLANNING



Big Brothers Big Sisters
of Greater Columbia

B  **WL**
FOR KIDS' SAKE

Based on the needs of the client and our analysis of research, broad goals and measurable objectives have been used to design an integrated communications campaign for Big Brothers Big Sisters of Greater Columbia. We developed specific strategies and tactics to meet these goals and objectives.

Goals, Objectives, Strategies and Tactics

Goal #1: To make the 2014 Bowl For Kids' Sake event more successful than any other previous year by increasing fundraising for BBBSGC through Bowl For Kids' Sake

Objectives:

- Increase fundraising from BFKS from \$65,204 to \$75,000 (8.8 percent)
- Be featured in four earned media stories leading up to BFKS

Strategies:

- Develop comprehensive media outreach plan
- Develop an easy-to-use fundraising packet for all participants

Tactics

- Social media
 - Consistent weekly Facebook promotions as an incentive for people to "like" the BBBSGC page
 - Create a new Facebook page specifically for Bowl for Kids' Sake participants to interact and give each other fundraising ideas
 - Consistent Twitter contact
- Announcement news releases of the event to local media
- Fundraising Packet
 - List of helpful tips to raise more money
 - List of donation facts ("Your donations will help BBBSGC...")
 - Fliers for BFKS and BBBSGC
 - Information about the BFKS Facebook page, made into a visually appealing flier



Goal #2: Increase participation for 2014 Bowl for Kids' Sake

Objectives:

- Increase participation in Bowl For Kids' Sake from 275 participants to 300 participants in 2014 (9 percent)
- Be featured in four earned media stories leading up to BFKS

Strategies:

- Develop comprehensive media outreach plan
- Develop an outreach plan to Bigs to remind them of their contribution and encourage them to participate
- Establish relationships with local young professional organizations to attract this demographic to participate

Tactics:

- Social media
- Announcement news releases of the event to local media
- Feature release or pitch story about Robbie Rodgers to Columbia Business Monthly
- Pitch story featuring Noelle Phillips to The State
- Pitch story featuring Nina Moreno to the USC Times and Day Times
- Fliers for BFKS and BBBSGC
- Advertisement in December 2013 issue of Greater Columbia Business Monthly (annual Corporate Giving issue)
- Send BFKS champion to young professional organizations to give testimonial and hand out information
- Quarterly mini-magazine for Bigs to reconnect them to the organization and BFKS



Broad Message

The broad message we wish to impart to its publics is that anyone can assist children in the Midlands by supporting BBBSGC and participating in BFKS. We want key publics to understand that each individual who participates in BFKS helps provide more services and programs to children in the Midlands.

Publics

As a result of the secondary and primary research, we decided to focus our efforts on three publics: Bigs, young professionals and business professionals.

Bigs

Individuals who act as role models and mentors to children who participate in programs offered by Big Brothers Big Sisters of Greater Columbia are commonly known as Bigs. These individuals go through an extensive interview and vetting process to ensure they are excellent matches for the Littles, or children, with whom they are paired.

According to our primary research, Bigs are an untapped pool in terms of participation in BFKS. We believe if more Bigs participate in the event, BBBSGC will secure more teams and raise more money than in past years.

Young Professionals

We defined young professionals as individuals who are between the ages of 25 and 35. These individuals have been in the workforce no more than 15 years but they are active in various organizations and professional groups.

We chose young professionals as a key public because they are active in their communities and participate in various organizations and social and professional groups. We believe that if more young professionals get involved with BBBSGC and BFKS, they will attract other young professionals, which will increase the number of teams, donors and participants for the event.

Business Professionals

Business professionals are those who work in companies or organizations within Columbia and the surrounding areas. These individuals have fostered relationships with others within their organizations and companies, including the board members of BBBSGC. Their relationships within the workplace make them potential proponents for the BBBSGC mission and programs as well as excellent potential BFKS team leaders.

We identified business professionals as a necessary public to target because of the number of teams and participants that could result from their participation. This is backed by information found in our in-depth interviews and webinar on BFKS. More participants and teams will ensure an increase in donations for the 2014 BFKS event.

Timelines

Research Timeline

One year before

- Began secondary research to gather more information about BBBSGC and BFKS
- Scheduled meeting with Heidi Johnson, President & CEO of BBBSGC, to discuss the organization, BFKS and any other pertinent information
- Continued secondary research and began to create primary research focus
- Conducted SWOT analysis of BBBSGC and BFKS
- Narrowed potential publics to create a list of key publics

11 months before

- Met with Heidi Johnson
- Confirmed list of key publics
- Began creating questions for University of South Carolina students
- Began creating questions for potential participant questionnaire
- Scheduled focus group to meet with undergraduate members of service sorority at the University of South Carolina
- Distributed questionnaire via email and Facebook
- Met with undergraduate members of service sorority at the University of South Carolina to conduct a focus group
- Reviewed results from focus group session
- Attended BFKS Committee Meeting
- Reviewed notes taken at BFKS Committee Meeting
- Reviewed results from potential participant questionnaire
- Analyzed research findings
- Created goals, objectives, strategies and tactics

10 months before

- Presented primary and secondary research findings and potential strategies to Heidi Johnson
- Met with Heidi Johnson to discuss new direction of campaign
- Began creating questions for one-on-one in-depth interviews

9 months before

- Emailed questions about BFKS to event participant, Noelle Phillips, a reporter for The State
- Reviewed Phillips' answers to questions
- Met with BFKS participant and award winning team leader, Robbie Rodgers, to discuss BFKS and her suggestions, likes and dislikes about the event
- Reviewed information from in-depth interview with Robbie Rodgers
- Met with BFKS team leader and top fundraiser from 2012, Nina Moreno, to discuss BFKS and her suggestions, likes and dislikes about the event



- Reviewed information from in-depth interview with Nina Moreno
- Attended BBBSGC meeting for Bigs
- Reviewed information from meeting with Bigs
- Analyzed all of research findings
- Edited and revised goals, objectives, strategies and tactics

Social Media Timeline

Eight months before

- Create a donation suggestion list for weekly Facebook contest

Six months before

- Create Bowl for Kids' Sake Facebook page
- Write copy for the "About" section of the BFKS Facebook page and find pictures for the profile and cover photo
- Invite all past participants to become fans of the page

Four months before

- Visit locations listed on donation suggestion list to request gift card donations for weekly contests and to confirm participating businesses

Three months before

- Invite all registrants to become fans of the page
- Post Facebook status to BBBSGC Facebook page about the start of the weekly contest and send a tweet
- Post status BFKS Facebook page reminding participants to ask friends and family to donate
- Start weekly Facebook contest featuring BBBS trivia questions, giving followers a chance to win a gift card
- Encourage BBBSGC employees and bowling team members to post about BFKS to Facebook and Twitter
- Start consistent, daily re-tweeting from BFKS team members and BBBS national account concerning BFKS
- Start bi-weekly tweets as a means of exciting team members about the event and their fundraising efforts

Two months before

- Continue weekly BBBSGC Facebook contest
- Collect data from Facebook analytics
- Compile a report depicting percentage increase of new "likes"
- Post status to BFKS Facebook page reminding participants to ask friends and family to donate



Media Timeline

July 2013

- July 9-16 - Create content for advertisement in Columbia Business Monthly
- Create pitch featuring Nina Moreno
- Create pitch featuring Noelle Phillips
- Create pitch featuring Robbie Rodgers
- Create announcement press release

October 2013

- Oct. 11 - Reserve space for advertisement in Columbia Business Monthly for December 2013 issue, which has a deadline of Nov. 1 for reserving ad space
- Oct. 13 - Review previously created content for advertisement in Columbia Business Monthly
- Oct. 20 - Review pitch featuring Nina Moreno to send to USC Times and Day Times
- Oct. 28 - Send pitch featuring Nina Moreno to Liz McCarthy at USC Times and Day Times

November 2013

- Nov. 1 - Submit content for advertisement in Columbia Business Monthly, which has a deadline of Nov.15 for artwork submissions
- Nov. 11 - Review pitch featuring Noelle Phillips
- Nov. 12 - Send Noelle Phillips pitch to Bertram Rantin at The State
- Nov. 18 - Review pitch featuring Robbie Rodgers for Columbia Business Monthly

December 2013

- Dec. 2 - Send pitch featuring Robbie Rodgers to Allison Caldwell at Columbia Business Monthly
- Dec. 2 - Create message to be posted in community calendars
- Dec. 4 - Submit message to various community calendars

January 2014

- Jan. 6 - Review announcement press release
- Jan. 13 - Send announcement press release to all relevant media

Fundraising Packet Timeline

Eight months before official BFKS kick-off

- Create list of fundraising packet contents
- Compile donation facts
 - Example: "Your donations will help BBBSGC..."
 - Compile facts into an infographic to place into fundraising packet
- Create content for posters

- Create list of helpful tips to raise more money
- Create visually appealing flier about information for the BFKS Facebook page

Two months before official BFKS kick-off

- Print contents of fundraising packets
- Assemble fundraising packets

Young Professionals Timeline

Eight months before BFKS official kick-off

- Research young professionals groups in Columbia
- Create fliers to give to young professionals at the meetings
- Create content for posters to put up at local restaurants

Two months before BFKS official kick-off

- Find a past participant who is willing to talk with young professionals groups, preferably a member of that demographic

One month before BFKS official kick-off

- Compile a list of young professionals groups in Columbia to visit
- Contact and set up appointments to visit the young professionals organizations

One week before BFKS official kick-off

- Visit young professionals groups meetings to promote participation in BFKS and hand out participation information
- Visit local restaurants to place BFKS posters in their establishments

Mini-Magazine for Bigs Timeline

August

- Begin creating content for first quarterly mini-magazine to go out to the Bigs of BBBSGC
- Letter from Heidi explaining the magazine and its purpose
- Calendar of events
- Feature story
- Story about the impact of BFKS on the organization



September

- Coordinate with printer for mailing
- Send mini-magazines to all Bigs

December

- Begin creating content for second quarterly mini-magazine
- Letter from Heidi offering an update of the organization
- Calendar of events
- Story encouraging participation in BFKS and creating excitement
- List of reasons to participate in BFKS
- Other feature story

January

- Coordinate with printer for mailing
- Send mini-magazines to all Bigs



About our Tactics

Media Channels

The registration deadline for BFKS and the date of the event should be sent to the websites of the businesses listed below to ensure publication and display on their online community calendars:

- The State, WLTX, WIS, WACH Fox, Columbia Business Monthly, Columbia Metropolitan Magazine, Columbia Convention and Visitors Bureau
- WOLO
- Free Times
- Midlands Biz
- USC Times and Day Times
- Columbia Star

Fundraising Packet

The fundraising packet will include a fact sheet about Big Brothers Big Sisters of Greater Columbia and how the money from Bowl for Kids' Sake will impact the organization. It will also include information on the BFKS Facebook page, posters with sign-up lists attached and a list of helpful fundraising tips. We based the information in these handouts on our research.

Mini-Magazines for Bigs

To reinforce the connection between BBBSGC and the Bigs, we propose sending quarterly mini-magazines via mail to all of the Bigs. The magazine will update the Bigs about the organization and events. The magazine will include a letter from Heidi, a relevant feature story, a calendar of events and more information about BFKS.

Social Media

To increase awareness of and participation in BFKS, we will use social media to share news about BBBSGC and BFKS. Primary and secondary research results were analyzed to understand the benefits of using social media in our campaign. According to our primary research, young professionals, a key audience, are likely to have social media accounts that they check multiple times weekly. They find it convenient to get information about cultural events through Facebook and Twitter.

Young Professionals

Secondary research results informed us that young professionals, with their affinity for volunteering, would be excellent targets or key publics for the campaign and its message. We will reach them by attending professional and social group meetings that attract young professionals.



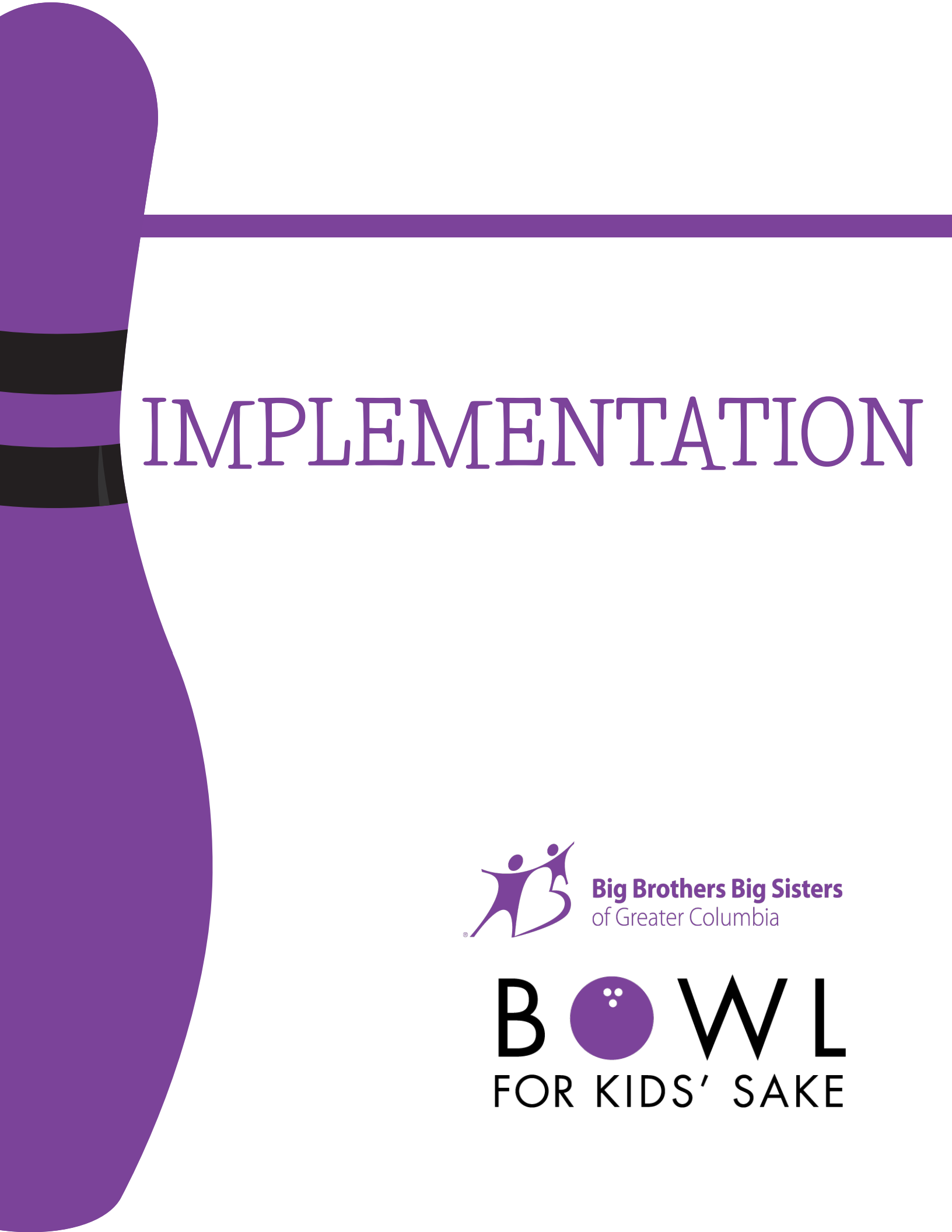
Advertising

Based on our research we are targeting young professionals and professionals in general to participate in BFKS. We recommend that BBBSGC place an advertisement in the December 2013 issue of Columbia Business Monthly. We chose the December issue because this is the yearly Corporate Giving and Charitable Registry issue.

Printing

Within our tactics we will use many printed items to promote the event. A request for quote was placed with April Gordon at Professional Printers for the printed items. We chose Professional Printers because of their reputation and affordable prices. They are also a local printer, and therefore will be easy to work with.





IMPLEMENTATION



Big Brothers Big Sisters
of Greater Columbia

B  **WL**
FOR KIDS' SAKE

Based on our research, we have developed several tactics to reach our goals and objectives. This chapter has in-depth explanations of these tactics and how to implement them.

In the following pages you will find information on:

- Media channels to contact
- A pitch to Columbia Business Monthly
- A pitch to USC Times and Day Times
- A pitch to The State newspaper
- A press release
- A plan to target young professionals
- A social media plan
- Fundraising packet information
- A mini-magazine for the Bigs of BBBSGC
- Print advertising



Media Channels

Community Calendars

Because many people regularly visit news and community event websites on the Internet, important BFKS dates should be posted to virtual community calendars to build awareness and gain the attention of target markets. The dates should be posted at least three months prior to the event. The registration deadline for BFKS and the date of the event should be sent to the websites of the businesses listed below to ensure publication and display on their online calendars:

- The State, WLTX, WIS, WACH Fox, Columbia Business Monthly, Columbia Metropolitan Magazine, Columbia Convention and Visitors Bureau
 - Submit event information on the website
- WOLO
 - Submit event information on website at least one week before event date
- Free Times
 - Listings must include the date, time, venue, street address, price and contact phone number. Listings are published on a space-available basis and publication is not guaranteed. Priority is given to (1) non-profit, community-based and public institutions over private businesses and (2) local events over regional events. The deadline for listings is noon on Thursday for publication the following Wednesday.
- Midlands Biz
 - Submit event information to Cheryl Cooper at ccooper@midlandsbiz.com
- USC Times
 - Announcements and other ideas should be submitted for consideration by emailing portal@sc.edu. Submission does not guarantee the announcement or event will be used.

Press Releases

To obtain media coverage for the event and raise awareness and participation, we also suggest an announcement press release to all of the above media., except the Columbia CVB. You should also send a press release to the Columbia Star. On the following pages you will find copy for the pitches and press releases.

Pitch featuring Robbie Rodgers to Columbia Business Monthly

To: Allison Caldwell

Subject: Exclusive on Marketing Coordinator turned Master Fundraiser

Ms. Caldwell:

Robbie Rodgers, Marketing Coordinator at Boykin & Davis, has taken her marketing skills and applied them to raise a significant amount of money for Columbia area kids through Bowl For Kids' Sake, a major fundraising event organized by Big Brothers Big Sisters of Greater Columbia. Not only did Rodgers raise money, but she solicited help from her co-workers and their families.

I think Columbia Business Monthly should do a story on Robbie Rodgers. I've followed your work, including your showcase of women leaders in Columbia, "Moe Levy's: Lessons in Longevity," and "The State of State Employees." These stories lead me to believe you would be the perfect writer for a story about Robbie Rodgers. You would be able to tell the story of her compassion and connection to the mission of Big Brothers Big Sisters of Greater Columbia, her need to be involved with the Bowl For Kids' Sake event and how she even creates her own fundraising materials to raise more money for children.

I am offering this idea exclusively to you. Because of its exclusivity, I would appreciate your reply within two weeks. If there is any way I can be of assistance, please don't hesitate to ask. I am at your disposal. I can organize interviews or general meetings, or whatever you feel necessary. For your convenience, below is the contact information for Robbie Rodgers.

Robbie A. Rodgers
Marketing Coordinator
Boykin & Davis, LLC.
(803) 254-0707

I will call on Thursday, Dec. 12, 2013 to see if you are interested in writing the story and if I may be of any assistance to you.

Thanks for your time and consideration,

Heidi Johnson
President & CEO
Big Brothers Big Sisters of Greater Columbia
(803) 691-5709
heidi@bbbsgc.org



Pitch featuring Nina Moreno to USC Times and Day Times

To: Liz McCarthy

Subject: Exclusive on Spanish Professor turned Fundraiser Expert

Ms. McCarthy:

Nina Moreno, associate professor in the Spanish Department, has taken her love of people and competitive spirit and applied them to raise a significant amount of money for Columbia area kids through Bowl For Kids' Sake, a major fundraising event organized by Big Brothers Big Sisters of Greater Columbia. Not only did Moreno raise \$963 for last year's event, but she solicited help from her fellow faculty, friends and family.

I think USC Times should do a story on Nina Moreno. I've followed your work, including stories on faculty and staff integrating community service into learning and the impact a former USC band director had on his students. These stories lead me to believe you would be the perfect writer for a story about Nina Moreno. You would be able to tell the story of her connection to the mission of Big Brothers Big Sisters of Greater Columbia and how her competitive nature served her well in past Bowl For Kids' Sake events.

I am offering this idea exclusively to you, but because of its exclusivity, I would appreciate your reply within two weeks. If there is any way I can be of assistance, please don't hesitate to ask. I am at your disposal. I can organize interviews or general meetings; whatever you feel necessary. For your convenience, Nina Moreno's contact information is below.

Nina Moreno
Associate Professor
University of South Carolina
morenon@mailbox.sc.edu

I will call on Thursday, Dec. 12, 2013 to see if you are interested in writing the story and if I may be of any assistance to you.

Thanks for your time and consideration,

Heidi Johnson
President & CEO
Big Brothers Big Sisters of Greater Columbia
(803) 691-5709
heidi@bbbsgc.org



Pitch featuring Noelle Phillips to The State newspaper

To: Bertram Rantin

Subject: Noelle Phillips: How One Reporter Went From Big to Bowling Champion

Mr. Rantin,

You may already be aware that your fellow reporter at The State, Noelle Phillips, was a Big Sister to a young girl when she lived in Kentucky. What you might not know, however, is how far she is willing to take her commitment to Big Brothers Big Sisters (BBBS), the nation's largest volunteer mentor network.

It all started when a staff member of Big Brothers Big Sisters of Greater Columbia approached The State news crew about creating a Bowl for Kids' Sake (BFKS) team. This signature fundraising event provides financial backing for the local affiliate of BBBS, and Phillips knew this was her opportunity to give back. Because Phillips says she got more out of her mentoring experience than her Little did, she decided to further support their mission by committing to the fundraising event. Phillips has participated in BFKS for the past two years and has been an amazing fundraiser, using a variety of tactics to crush the competition. She wastes no time in recruiting new team members by appealing to their competitive spirits and relies on social media to reach her fundraising goals.

Phillips has gone above and beyond the duties of a typical Big, which is what the organization calls an adult mentor. I believe that her dedication to the mission of BBBS and her meaningful experience as a Big would appeal to your readers. Phillips is an inspiration to other locals working to make a difference in the Columbia community.

If you have further questions about Phillips' story, please do not hesitate to call or email me. Phillips' contact information is below for your convenience.

Noelle Phillips

Vice Reporter, The State Newspaper

(803) 771-8307

nophillips@thestate.com

I will follow up with you in one week to discuss your interest in the story and to provide any necessary information.

Sincerely,

Heidi Johnson

President & CEO, Big Brothers Big Sisters of Greater Columbia

(803) 691-5709

heidi@bbbbsgc.org



Event Announcement Press Release

FOR IMMEDIATE RELEASE

Heidi Johnson, President & CEO
Big Brothers Big Sisters of Greater Columbia
(803) 691-5709
heidi@bbbsgc.com

COLUMBIA, SC - Jan. 13, 2014 - It's that time of year again when nearly half a million Americans come together to try their hands at bowling – and at raising money for the sake of our country's youth. The Capitol City is no stranger to this tradition. Big Brothers Big Sisters of Greater Columbia's signature fundraising event, Bowl for Kids' Sake (BFKS), gives teams of five the chance to crush the competition in raising the most money for the organization. The fundraiser ends with a bowling party at _____ in _____.

Registering a team is quick and easy. Simply go to Big Brothers Big Sisters of Greater Columbia's website at www.bbbsgc.org, and click the BFKS button. Enter your Columbia ZIP code to get started.

Each team must raise at least \$375 or \$75 per person. You'll then recruit four team members to help you raise donations and reach the goal you have set. Don't waste time, though. Team registration closes on _____, 2014.

Money raised through BFKS helps build lifelong relationships between adult mentors and at-risk youth between the ages of 6 and 18. BFKS donations help cover the cost of background checks on each potential mentor.

Big Brothers Big Sisters is the nation's largest donor and volunteer supported mentoring network. The program helps the Littles in its program achieve educational success, avoid risky behaviors and reach higher goals. The children also learn greater self-confidence and build better relationships through their connections with their Bigs. To create successful programs, the organization relies on partnerships with parents and guardians, schools, corporations and others in the Midlands. Big Brothers Big Sisters of Greater Columbia serves 167 children in Richland and Lexington counties. Elgin and Gaston are also included in its service area.

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Young Professionals

Secondary research results informed us that young professionals, with their affinity for volunteering, would be excellent targets or key publics for the campaign and its message. Understanding the importance of reaching these individuals to solicit their assistance with BFKS, we decided to reach out to young professionals through their specific organizations and groups. Attending such meetings and social gatherings will allow BBBSGC to interact with young professionals and inform them about the mission of BBBSGC as well as that of BFKS. It will also present an opportunity for more BFKS teams to be created and more money to be raised.

We recommend the following groups:

Columbia Opportunity Resource (COR)

Young Leaders Society of the United Way (YLS Midlands)

The Palladium Society

Columbia Museum of Art Contemporaries

The Lexington Young Professionals

Columbia Young Professionals

The Greater Columbia Jaycees

To reach young professionals, we recommend posters in each of the following restaurants:

Cowboy Brazilian Steakhouse

Main Street Restaurant

Mac's on Main

The White Mule

Hunter Gatherer

Miyo's

M Vista

Thirsty Fellow

Flying Saucer

Cafe Caturra

Cantina 76

Tsunami

Groucho's

Wild Wings Cafe

Red Bowl Asian Bistro

Garibaldi Cafe

The poster artwork can be found on the following page.



Want a little
friendly competition?



B  **W** **L**
FOR KIDS' SAKE

DATE
TIME
PLACE

Help children of the Midlands all while
having a great time with friends

For more information about how to register
your team, visit www.bbbsgc.org



Big Brothers Big Sisters
of Greater Columbia



Social Media Messages

To increase awareness of and participation in BFKS, we suggest social media to share news about BBBSGC and BFKS. Primary and secondary research results were analyzed to understand the benefits of using social media in our campaign. According to our primary research, young professionals, a key audience, are likely to have social media accounts that they check multiple times weekly. They find it convenient to get information about cultural events through Facebook and Twitter.

While BBBSGC has both a Facebook page and a Twitter account, neither is used to its full potential. Facebook statuses are posted sporadically. For example, posts will happen daily for a week straight then stop completely for a month. This is unfortunate because the posts themselves both encourage audience interaction and highlight key accomplishments. If these posts were to continue on a consistent schedule and follow a more guided strategy for posting, users who “like” the BBBSGC page would be more inclined to pay attention to what’s going on. Similarly, the Twitter page is not used on a regular basis. Promotions such as weekly BBBS trivia questions will be posted for a chance to win a gift card. Other promotions to increase the number of page “likes” will be used to increase the number of participants.

To encourage consistent interaction among BFKS participants, we will create a Facebook page for BFKS team members. Instead of making a private “group” through which they can communicate, a fan page will allow friends of team members to see what they are talking about on their news feeds. The page will allow participants to exchange fundraising ideas and create buzz around the bowling event itself. Twitter will serve as a platform for getting teams excited as well. An example tweet would be: “BFKS bowlers! What’s your team name and how are YOU going to crush the competition? Tweet at us!”

Donation suggestion list for weekly Facebook contest

Moe’s 625 Main Street (803) 256-9663	Cupcake 1213 Lincoln Street (803) 212-4949	Regal Cinemas 450 Town Center Place (803) 736-1896
Yoghut 601 Main Street (803) 386-9786	The Gourmet Shop 724 Saluda Avenue (803) 799-9463	USC football and basketball game tickets Rice Athletics Center 1304 Heyward Street (803) 777-4274
Papa John’s Pizza 136 South Assembly Street (803) 252-2300	Cool Beans 1217 College Street (803) 779-4277	
Insomnia Cookies 2013 Devine Street (877) 632-6654	DiPrato’s 342 Pickens Street (803) 779-0606	



Content for the “About” section of the BFKS Facebook Page

What is Bowl for Kids’ Sake?

Bowl for Kids’ Sake is a fun and easy way to help Big Brothers Big Sisters. Whether you bowl or make a donation, you will make a positive, long-lasting impact on children in our community. Bowl For Kids’ Sake is the nation’s largest bowling event that builds awareness and raises critical funds to provide children facing adversity with strong and enduring, professionally supported one-on-one relationships that change their lives for the better, forever. (http://www.bbbsgc.org/site/c.7oLJKPPkE5LQH/b.8717101/k.BCEB/Bowl_For_Kids_Sake.htm).

Why is Bowl For Kids’ Sake important to Big Brothers Big Sisters?

All services provided by Big Brothers Big Sisters are offered at no cost to families or volunteers. This fundraiser is an important source of unrestricted funds for our program. It is also a source of potential volunteer mentors. (http://www.bbbsgc.org/site/c.7oLJKPPkE5LQH/b.8717101/k.BCEB/Bowl_For_Kids_Sake.htm).

It’s easy to get started as a bowler:

1. Just click the “Register Now” button at the top of the page and tell us a little bit about yourself.
2. Personalize a fundraising page that’s been set up just for you.
3. Send emails or fundraise with Facebook and Twitter. Aim high! Most people raise about \$150 - but top fundraisers raise more than \$10,000.
4. Come out and bowl. After you have secured sponsorships, it’s time to have fun! Join us at the bowling lanes to celebrate your fundraising success!

Big Brothers Big Sisters works to help broaden children’s perspectives and help them learn how to make good choices. Join us! Together, we can start a child on the path to fulfilling his or her potential – and succeeding in school and life (<http://bfkscolumbia.kintera.org/faf/home/default.asp?ievent=1042656>).

Invitation message to be posted on BBBSGC Facebook page:

“If you’re registered for the 2014 Bowl For Kids’ Sake, take a moment to join and check out our new Facebook page dedicated to all things Bowl For Kids’ Sake. Start a conversation, share fundraising suggestions and get competitive all while making a positive, long-lasting impact on children in the community.”

Status to be posted to BBBSGC Facebook page about the start of the weekly contest:

“Enter our weekly contest for a chance to win awesome prizes. Spread the word and we’ll spread the love, announcing a winner every week.”

Tweet to be sent about the start of the weekly contest:

“Do you want to win cool prizes? Enter to win our weekly contest.”



Statuses to be posted on BFKS Facebook page:

"Be sure to remind all of your friends and family to donate. Not only are you helping children in the community, but you can earn the top fundraising team award."

"Did you raise any money today? Tell us how!"

"What are your favorite fundraising tactics?"

"One more week to Bowl for Kids' Sake! Don't forget to get last minute donations!"

Message encouraging BBBSGC employees and bowling team members to post about BFKS to Facebook and Twitter:

"Be sure to share the news about BFKS on your Facebook and Twitter accounts. The more people who hear about it, the more money you could raise. There's no such thing as raising too much money for the children in our community."

Bi-weekly tweets:

"It's that time again. Get excited and start raising money for BFKS. #BBBSColumbiaSC"

"Remind everyone you know to donate to your BFKS team. #BBBSColumbiaSC"

"There's still time to raise more money for BFKS. #BBBSColumbiaSC"

"Keep going! You're doing great raising money for BFKS. #BBBSColumbiaSC"

"Just think of all the children you're helping. Continue raising money for BFKS. #BBBSColumbiaSC"

"Raise more for BFKS and help more children in the community. #BBBSColumbiaSC"

"Just think, there are still people you haven't asked to donate. Keep raising more for the kids. #BBBSColumbiaSC"

"It's not over until it's over. Keep pushing to raise as much as you can. After all, it's for the kids. #BBBSColumbiaSC"

"There are still _____ days to go. Surely you can raise \$5. Go for it! BBBSColumbiaSC"

Trivia Questions

All answers can be found on the BBBSGC website.

1. What is the mission of BBBS?

Answer: to help children reach their potential through one-on-one mentor relationships that have a measurable impact on youth.

2. What is the name of the court clerk who helped form the New York Children's Court?

Answer: Ernest Coulter



3. In what year did The New York Times report that there was Big Brothers activity in 26 cities?

Answer: 1912

4. Where was the first national conference of Big Brothers Big Sisters organizations held?

Answer: Grand Rapids, Mich.

5. In what year did President and Mrs. Franklin D. Roosevelt become patrons of Big Brothers Big Sisters Federation?

Answer: 1934

6. Who produced the sketch that became the symbol for the Big Brothers Association?

Answer: Norman Rockwell

7. When was Big Sisters International incorporated?

Answer: 1970

8. In what year was Big Brothers Big Sisters International founded?

Answer: 1998

9. Where is BBBSGC located?

Answer: 4300 North Main Street, Columbia, 29203

10. Who is the President & CEO of BBBSGC?

Answer: Heidi Johnson

11. Name an event held by BBBSGC.

Answer: Bowl For Kids' Sake or Bow Tie Run

12. Who can participate in BFKS?

Answer: Anyone

13. What are the names of at least three businesses that sponsored the 2013 BFKS event?

Answer: AGFirst Farm Credit Bank, Blue Cross Blue Shield of South Carolina, Michelin, Forsythe, Lexington Medical Center, Nexsen Pruet, Palmetto Health, Pepsi, SCE&G, Symantec, Wells Fargo, First Citizens, Jack Oliver's Pool, Spa & Patio or Nelson Mullins



14. Name at least one BFKS committee member.

Answer: Bakari Middleton, Brandy James, Brian Gaines, David Birge, Glenna Gillentine, Heidi Johnson, Michele Dames, Nina Moreno, Noelle Phillips, Robbie A. Rodgers, Shawn Eubanks, Laura Snellgrove, Lauren Talarico, Zoe Glassman

15. How much money did 2013 BFKS teams raise?

Answer: \$65,204

16. How many types of sponsorship opportunities exist for BFKS?

Answer: Six

17. What percentage of former Littles surveyed agree their Bigs gave them hope and changed their perspective of what they thought possible?

Answer: 81 percent

18. What percentage of former Littles surveyed agree their experience influenced them in overcoming adversity or problems with courage?

Answer: 85 percent

19. What percentage of former Littles surveyed agree their experience influenced them in showing understanding to those less fortunate?

Answer: 84 percent

20. What percentage of former Littles surveyed agree that their Bigs played a role in their decision to attend college?

Answer: 67 percent



Fundraising Packet

To increase fundraising for the event, we want to make fundraising easy and convenient for participants. In one of our in-depth interviews we found that star fundraiser Robbie Rodgers creates her own fundraising packet. If all registrants had a fundraising packet they could spend less time deciding how to fundraise and more time soliciting donations.

The fundraising packet we create will include a fact sheet about Big Brothers Big Sisters of Greater Columbia and how the money from Bowl for Kids' Sake will impact the organization. It will also include information on the BFKS Facebook page, posters with sign-up sheets attached, a list of helpful fundraising tips and a fundraising calendar. We based the information in these handouts on information given to us by past participants Robbie Rodgers and Nina Moreno.

Contents:

- List of helpful tips to raise more money
- List of donation facts
- Fliers for BFKS and BBBSGC (previously created and used by BBBSGC)
- Information about the BFKS Facebook page
- Posters for participants to hang up



Cover Letter of Fundraising Packet, to be printed on BBBSGC letterhead

Dear team member,

Big Brothers Big Sisters of Greater Columbia is proud to have you participate in Bowl for Kids' Sake. In this packet, you'll find tips to help you in your fundraising efforts, information on the new BFKS Facebook fan page, fliers, and infographics with donation statistics to distribute to potential donors. If you run out, feel free to make as many copies of these as necessary.

If you need any further information, do not hesitate to contact your team captain. If you are a team captain, remember BBBSGC staff members are always here to answer your questions! Contact any of us at the main office: (803) 691-5700.

Again, we appreciate your participation and the time and effort you put into raising money for our organization. Together, we're helping children right here in the Midlands reach unlimited potential.

Sincerely,

Heidi Johnson
President & CEO
Big Brothers Big Sisters of Greater Columbia



List of Helpful Fundraising Tips



Tips and Tricks for Successful Fundraising

- **Start early.** The sooner you begin soliciting donations, the sooner it will become a part of your routine. We're all creatures of habit—and we all get busy. Before you know it, the big bowling event will be here!
- **Take advantage of social media.** Post consistent statuses about trying to reach your goal. When you've reached it, raise it again. Your virtual friends will be more likely to donate a few bucks if they know you're "so close to that fundraising goal!"
- **Customize your personal fundraising page on our website.** A recent study proved that participants who customize their fundraising pages raise 20% more than those who don't. A simple personal message, photo or video can make a big difference in dollars raised (<http://blog.donordrive.com/blog/2012/07/10/stats-show-real-impact-of-social-fundraising/>).
- **Never miss an opportunity to talk about Bowl for Kids' Sake.** Always keep it in the back of your mind. Out with your friends, or making new ones? Bring it up in casual conversation. You never know when you'll run into a cause-driven individual who'd be more than interested in donating to a worthy organization. Which brings us to our next tip...
- **Ask those co-workers!** You spend eight hours a day with them. You can find a minute to bring up your newest endeavor of raising money for BFKS! Don't be afraid to ask your boss, either; he'll be so impressed with your philanthropic efforts, he may even offer you a raise. (But we can't guarantee that.)
- **Approach individuals who have approached you in the past.** If you have friends who consistently donate to specific causes, you've got a great place to start! Perhaps you've already donated to their organizations of choice; this provides the perfect opportunity to ask for a reciprocal donation.
- **Humanize the cause.** When speaking with potential donors, open with a story about a Big and Little relationship you've observed. If you don't know any Bigs on a personal level, we suggest you meet with one. Scan the QR code below to read one Big's perspective on the impact he makes on his Little's life. ([QR code to Huffington Post article will go here](#))



- **Put your "BFKS Team Member" poster outside your office door (or outside your home).** We've provided a flier that briefly describes your participation in BFKS and why individuals should consider donating. Simply fill out the empty box with information on where they can go online to help your team raise the most money. This way, you don't even need to be in your office to spread the word.

- **Did we mention social media?** Check out the new BFKS Facebook page!

This page has been created specifically for you. Talk to other fundraisers and exchange ideas for soliciting donations. We can't think of a better way to learn how others are achieving their fundraising goals.



List of Donation Facts

Why should I donate to



BOWL FOR KIDS' SAKE

Your dollars will support the one-on-one relationships between Bigs, our adult mentors who undergo a rigorous interview process, and their Littles. Consider the following:

- With nearly 370 agencies across the country, Big Brothers Big Sisters serves a quarter of a million children
- Big Brothers Big Sisters of Greater Columbia currently manages _____ (current #?) Big/Little relationships, with _____ adult volunteers waiting to be matched
- We strive for matches that are not only safe and well-suited to each child's needs, but also *harmonious and built to last*

Big Brothers Big Sisters of Greater Columbia has a positive, measurable impact on the lives of local children. In a nationwide study, Little Brothers and Little Sisters were:

- 46% less likely to begin using illegal drugs
- 27% less likely to begin using alcohol
- 52% less likely to skip school
- 37% less likely to skip a class
- more confident of their performance in school work
- one-third less likely to hit someone
- getting along better with their families

Source: (http://www.bbbs.org/site/c.9iILl3NGKhK6F/b.5961429/k.5D70/Big_Brothers_Big_Sisters_Fact_Sheet.htm)

Information about the BFKS Facebook Page



Facebook.com/BFKSSC

Screenshot of the Facebook page or Facebook Cover goes here

The BFKS Facebook page, created exclusively for local team members, is your newest virtual resource for connecting with fellow fundraisers.

Whether you're looking to exchange ideas for increasing donations or you simply want to scope out the competition, you've got the resources to do so. Through this fan page, participants are encouraged to post information such as their team names, how they got involved with the event and any specific strategies they've found helpful in their fundraising efforts. Particularly relevant tips will be selected and posted to the page by BBBSGC staff members and daily updates will unlock hidden secrets – like a heads-up on the trivia questions posted to the BBBSGC page, which could lead to some awesome prizes!

If you're not convinced that ⁶liking³³ our page will be both useful and fun, consider this:

- Animals, children, and health and wellness are the most shared and talked about causes on social media.
- 47% of Americans learn about causes via social media and online channels.
- 57% of Facebook fans "like" a charity on Facebook because they want to publicly display their support of the nonprofit to their friends. Be a part of this trend by interacting with both the BBBSGC page and the new BFKS fan page.

Fundraising Poster

Want a little
friendly competition?



B  **W** **L**
FOR KIDS' SAKE

DATE
TIME
PLACE

Help children of the Midlands while having a
great time with friends

For more information or to join my team,
please write your name and contact info below!



Big Brothers Big Sisters
of Greater Columbia



Mini-Magazines for Bigs

In our first meetings with Johnson, she informed us of a lack of participation from Big Brothers and Big Sisters. Based on her wishes, we would like to attract more Bigs to participate in the event. From a meeting with a group of Bigs, we learned that after a match is made, Bigs tend to become disconnected from the organization. The Bigs said that the relationship happens between the Big and Little and the whole of the organization is virtually forgotten. The only link back to the organization that Bigs tend to have is short, check-in phone calls. Even though all were aware of Bowl for Kids' Sake, none had participated.

We propose a quarterly mini-magazine to send via mail to all Bigs to begin to reconnect them with the organization. We recommend sending the magazine by traditional mail because during the meeting, the Bigs also noted that they do not pay much attention to emails. Sending a physical copy through the mail assures that the Bigs will see it and pay attention. The mini-magazine will give the Bigs updates about the organization and inform them about the importance of Bowl for Kids' Sake. Through the mini-magazine we will encourage Bigs to participate in the event, as well as connect them back to the organization.

We have created a template for the mini-magazine for Bigs. We have not created content for the magazine because it should contain relevant and timely information. We feel this far in advance, we cannot create such content, so content should be generated by the staff during the time noted in the Planning Chapter. The following pages include the magazine template.



The **BIG** Connection

Fall 2013

PHOTO

Here you will place small updates and photos.

PHOTO

PHOTO

Place feature story here. Use photos.
A good possible story would be about the impact of Bowl For Kids' Sake on the organization and why it is important.

A letter from President & CEO

..... **Heidi Johnson**

Page Two

Photo of Heidi

A letter goes here from Heidi Johnson. In the first issue, the letter should stress the importance of connecting Bigs back to the organization (hence the name, The Big Connection). Also update the Bigs on anything else going on within the organization.

Suggest input from the Bigs on future issues.

Calendar of **EVENTS**

.....

Here you can highlight any impactful Bigs and Littles, or in one of the issues make a fun list of "Why you should participate in Bowl for Kids' Sake"

Page Three

MAIL PANEL

Another small story, perhaps to highlight one of your partners or a large donation you have just received.

Printing Quote

Within our tactics we will use many printed items to promote the event. We recognize this may be a significant expense for BBBSGC, so we have provided an idea of pricing for the organization. A request for quote was placed with April Gordon at Professional Printers for the following items:

- 300 Newsletters
 - 11"x17" folded to 8.5"x11"
 - 4 color process / 4 color process
 - House stock gloss paper

300- \$373

500 - \$518

- 1,000 Posters
 - 11"x17"
 - 4 color process 1-sided
 - House stock cover gloss

1,000 - \$565

1,500 - \$780

- 2,000 fliers
 - 8.5"x11"
 - 4 color process / 4 color process
 - house stock gloss paper

1,000 - \$439

2,000 - \$650

3,000 - \$683

Contact:

April Gordon

(803) 796-4000

agordon@proprinters.com

The complete quote can be found in Appendix G.



Notes on printed materials:

The free stock image we obtained for the printed materials is not the optimal resolution for high-quality printing. Below are several images available for purchase on [istockphoto.com](https://www.istockphoto.com) that will work for the printed materials. The photos average about \$40 per photo.



Print Advertising

Based on our research, we are targeting young professionals and professionals in general to participate in BFKS. We created a display advertisement and we recommend that BBBSGC purchase space in the December 2013 issue of Columbia Business Monthly. We chose the December issue because this is the yearly Corporate Giving and Charitable Registry issue.

According to Columbia Business Monthly's 2013 Power Kit:

"Columbia Business Monthly is the go-to resource for Midlands business leaders, rising stars, entrepreneurs and any person or group that have a vested interest in the success of the Midlands business community.

Columbia Business Monthly is mailed to owners, corporate executives and managers of businesses, large or small. Copies are also mailed to doctors, dentists, lawyers, accountants, engineers and architects.

33,600 total approximate monthly readership"

We recommend that BBBSGC place either a full page or half page ad. The magazine offers a discount to non-profit clients. Those prices are listed below.

Full-page ad	Bleed: 8.5" x 11.125" Trim: 8.25" x 10.875"	\$1,865
Half-page ad	7.1875" x 4.875"	\$1,295

Deadline to reserve ad space: Nov. 1, 2013

Deadline to send artwork: Nov. 15, 2013

Contact Information: Kiki Wooley, Account Manager

803-530-5017

kwooley@columbiabusinessmonthly.com

The artwork for the advertisement can be found on the following page.



Full-page advertisement in December 2013
issue of Columbia Business Monthly

Want a little friendly
competition outside
of the office?



B  **W** **L** **DATE**
FOR KIDS' SAKE **TIME**
PLACE

For more information about how to register
your office team, visit www.bbbsgc.org



Big Brothers Big Sisters
of Greater Columbia



EVALUATION



Big Brothers Big Sisters
of Greater Columbia

B  **WL**
FOR KIDS' SAKE

Because our campaign will not be implemented for several months, this chapter will include guidelines and suggestions for evaluation following the completion of the campaign.

The two goals of our campaign are to make the 2014 Bowl For Kids' Sake event more successful than any other previous year by increasing fundraising for BBBSGC through Bowl For Kids' Sake and to increase participation for 2014 Bowl for Kids' Sake. To achieve these goals, we established several objectives previously outlined in the Planning Chapter. To measure whether or not our objectives are achieved, we suggest BBBSGC use the evaluation tools discussed below.

Increasing BBBSGC's Social Media Presence (BFKS Fan Page and Contests)

Both of our campaign goals involved using social media to increase awareness of BFKS and to encourage team members to interact and exchange fundraising ideas. As previously mentioned, weekly Facebook promotions will be used as an incentive to increase the number of likes on BBBSGC's main page. ("The 1,000th 'Like' will win a gift card to M Vista!") A fan page for BFKS team members will also be created to foster interaction among participants and to generate buzz about the event. Facebook has a number of analytical tools that will make monitoring the success of these efforts convenient. Our team suggests that BBBSGC use these to determine if these tactics were successfully executed. Instructions for understanding and using these tools to their full potential are below.

- At the top of your page, you will see the Admin Panel to your left. Use the table to analyze each post. "Total Reach" means the number of people who viewed the story on their news feeds.
- To the right of the Admin Panel, you will see the "Edit Page" tab. Under this, you can select "Activity Log." This log allows you to manage all posts from your own account and those that others have posted to your page as well.
- Under "All," see what others are posting to your timeline in addition to your own posts. (This allows you to edit posts you may have scheduled for the future as well.) We suggest daily monitoring so you can see how often and at what times fans or team members are posting. You could keep personal notes or use a Google Doc to document changes noted each day, such as the most popular times of day for interactive discussion.
- Similarly, under "Your Posts" and "Posts by Others," you may analyze each category individually.
- You will receive an email entitled "Your Weekly Facebook Page Update" each Sunday. This will be sent to the email address you provided when setting up your page and can always be changed under "Edit Page." Keep a running Excel spreadsheet of the statistics included in this email, which are "New Likes" and "Weekly Total Reach." At any time, this can be converted into a chart in Microsoft Word depicting the increase (or decrease) over time.

Money Raised

Comparing the amount of money raised from 2013 to 2014 should be fairly straightforward. We suggest a post-event comparison of not only the overall amount raised for the event but also the amount raised per each individual team member. The average amount raised per team member in 2013 should be compared to the average amount raised in 2014.

Post Bowl For Kids' Sake Survey

BBBSGC surveys BFKS participants after the event each year. The 2013 BFKS questionnaire asked participants questions regarding their satisfaction with the event, what they liked most about the event, what they liked least about the event, whether or not the organization clearly explained fundraising goals and expectations and other similar questions. We suggest, in addition to questions in the 2013 BFKS questionnaire, the organization ask additional questions to measure whether or not objectives are met and goals achieved.

We recommend conducting the evaluation questionnaire no later than one week after the event to ensure participants remember how they found out about the event and why they participated as well as what they liked and disliked. Conducting the survey one week after the event will also ensure BBBSGC receives feedback quickly so that adjustments can be made to objectives, and tactics can be added or changed before planning begins for the 2015 BFKS event.

We also recommend sending the questionnaire directly to participants. This can be accomplished by using personal email addresses submitted by registrants. Posting a link to the questionnaire on Facebook would be another way to make the questionnaire available to participants.

Additional questions to be included in the Bowl For Kids' Sake participant questionnaire:

1. How did you hear about Bowl For Kids' Sake?

- I viewed the Bowl For Kids' Sake Facebook page
- I viewed the BBBSGC Facebook page
- I read a tweet on Twitter
- I was told by someone I know
- Someone from BBBSGC came to my young professionals' group meeting and spoke about it
- I saw an ad for Bowl For Kids' Sake in a magazine or newspaper
 - please specify the publication _____
- I saw it on a community calendar
 - please specify which community calendar you viewed _____
- Other
 - please specify _____

2. Why did you decide to participate in Bowl For Kids' Sake? _____

3. If you were trying to recruit other participants for Bowl For Kids' Sake, how would you encourage them to participate? _____



4. Which online social networking service (Facebook, Twitter, Instagram or others) do you think would be beneficial to use when trying to recruit more people to participate in Bowl For Kids' Sake? _____

4. Gender

- Male
- Female

5. Please select your age range

- 18 - 22 years of age
- 23 - 27 years of age
- 28 - 32 years of age
- 33 - 37 years of age
- 38 - 42 years of age
- 43 - 47 years of age
- 50 or older

Publicity

One of our objectives is to be featured in at least four earned media stories before BFKS. To measure this, the organization must monitor the media outlets that the press releases and pitches went to. If the organization is featured in any stories, they should be analyzed to determine if they are positive, negative or neutral. To aid in monitoring media, BBBSGC can also set up Google News Alerts. Google News Alerts will send an email alert to the organization every time it is mentioned on the Internet. By determining how much earned media attention was gained, the organization can determine if the earned media tactics were successful.

We have proposed several tactics to gain publicity for the event including a magazine advertisement, posters in restaurants, posters for participants, fliers to young professionals, news releases and pitches. There are several ways to measure the amount of publicity for the event. One way is to look at the results of the above survey, to see which tactic the participants were exposed to. Another way to measure the publicity is to approximate the number of people who were exposed to our message. Refer back to the Research Chapter for readership information. BBBSGC should monitor this as they are sending each tactic to its proposed spot.

Survey for Bigs

The Big Connection mini-magazine will be a brand-new publication. To ensure its success and that it meets the goal of reconnecting Bigs, BBBSGC should survey the Big Brothers and Big Sisters. One week after the second publication has been sent, BBBSGC should send the following questionnaire via mail. Included with the survey should be an addressed and stamped envelope.

On the next page you will find the recommended questionnaire.



Dear Big,

You have recently been receiving our new publication, The Big Connection, aimed for our Big Brothers and Big Sisters in the Midlands. Please take this short survey to help us continue to improve the publication.

1. Have you read The Big Connection?

- Yes
- No

2. Please circle the statement that best fits:

- I read every page, front and back.
- I read the articles that interest me.
- I briefly skim the publication.
- I throw it away without looking at it.

3. Since receiving The Big Connection, how informed do you feel about Big Brothers Big Sisters of Greater Columbia? Please circle the best answer.

- No more informed than before the publication.
- Slightly more informed.
- Much more informed.

4. Since receiving the publication, have you attended any BBBSGC events?

- Yes
- No

5. If so, which ones? Please circle all that apply.

- Bowl for Kids Sake
- Bow Tie Run
- Big/Little Lunch
- (Update this section as needed)
- Other:_____

6. What would you like to see in the publication?

7. What would you change in the publication?



8. Please list any additional comments:

9. Please circle your gender.

- Male
- Female

10. How long have you been matched with your little? -----





APPENDICES



Big Brothers Big Sisters
of Greater Columbia

B  **WL**
FOR KIDS' SAKE



APPENDIX A

BFKS Participant Survey











APPENDIX B

Online Survey





























APPENDIX C

Omega Phi Alpha Focus Group Transcript

Omega Phi Alpha Focus Group Transcript

What do you all know about Big Brothers Big Sisters of Greater Columbia?

- I don't know anything specifically about the chapter, but I know about Big Brothers Big Sisters as a whole. I know generally it is a mentoring program. It takes kids and they have a Big Brother or a Big Sister who works with them.
- I know they do a mingling program where if you want to join to be a Big Brother or Big Sister, they mingle first and then they (BBBSGC) choose how you fit together.

Do you know about any of the events they have?

(After no one responded there was then an off conversation between the students. One asked, "Doesn't Sarah work with them?" and they mentioned an event. Then another student said, "No, that's Best Buddies.")

What other service projects do you typically participate in?

- This semester we worked with the international students in the English Program for Internationals. We planned events where we mingled with them. We planted ferns and trees with them and it gave them a chance to practice their English and learn about some stuff going on in South Carolina.
- We also worked with United Cerebral Palsy of South Carolina in their daycare and helping them do some handy work. We worked with Transitions Homeless Shelter serving lunch and dinner and we planned a bingo night with them.
- Atria is a senior living home that we go to and visit and hang out with the residents there. Dance Marathon was one of our big projects this year.
- We did a hunger awareness week where we participated in Oxfam Hunger Banquet. We brought two goats to campus to raise money for Heifer International. We raised \$360 in a week to send three goats to families in developing countries.

What is your favorite part of volunteering?

- It's just a really good feeling. I've done it ever since I was little and I'm pretty sure a lot of us have and it's just something that's always been a big part of my life. There are so many different opportunities here to get involved. It's just been a really great thing to go out there and help people who can't help themselves.

- I feel the most passionate about service when it's a Saturday morning and I wake up and I'm struggling to get out of bed, but once you are there you are so happy to be there and seeing an impact on people's lives.
- I grew up knowing if you have the time and the means to put the extra effort to help people then that's just something you should do and it makes you feel good, makes them feel good and makes everything a little bit better.
- Not receiving anything for doing it. I love to be able to just make someone's day and not benefit from it. When we do feed the homeless or dance marathon I know that I've helped not just one person smile, but many. Not even raising money, just painting a room for Cerebral Palsy or anything like that, it brightens my day to know that I'm able to help somebody.
- It helps you to realize how blessed you are and how you can help others that aren't as fortunate as you. Like she said, to make their day a little bit better.
- I can't just sit back and twiddle my thumbs when those same hands are capable of helping someone else. That's a big part of why I think it's really important to give back. I've been given so much it just seems unfair.

How many of you knew there was a Big Brothers Big Sisters agency in Columbia?

(9 raised their hands)

Does anyone remember how you found out about them?

- I got emails about people being interested to start a chapter at USC. So I figured there was probably a Columbia chapter.
- I think I just Googled it when we were looking up service things to do. I think I saw thier name on something with organizations in Columbia.
- I knew through the Young Alumni Association, when President Pastides wife planned the event (mingling event referred to earlier) and helped out.

Have any of you ever heard of Bowl for Kids' Sake?

(no one raised their hands)



I then described the event. Does that sound like something you would be interested in, in the future?

- Yeah.
- I think fundraising is always hard, especially for college students, so we see these opportunities and we kind of take it with a grain of salt knowing that someone may not be able to participate in something like this. But we are always interested in those kinds of options.

When you are looking for service projects, does fundraising turn you off from a project?

- If we are trying to get a lot of people involved we usually stay away from fundraising. It's definitely something we would offer but we don't usually have a lot of girls participate in additional fundraising events besides the ones that we have to do already. We already have no money.

What about BFKS sounds good to you, if you took out the fundraising aspect?

- It's competitive, fun, you are helping and still get something fun out of it.
- You get to go bowling with your friends on a team while helping kids.
- It sounds like a good way for everyone to interact with other groups of people.

What other things would make you more likely to participate in BFKS?

- If it was brought to campus and brought school spirit to it.

Would you encourage others to participate if this were to happen?

- Yeah

Do you ever donate any large amounts of money to a particular group?

- For our Nations of the World project, it is usually fundraising for an organization. We usually try to do one that a sister has a direct relationship with. For example, if one of our sisters volunteered at an orphanage in Ghana then we send money there. And we do Relay for Life and Dance Marathon. Those are our big ones. The biggest amount of money we have raised was the \$360 for Heifer International. Because we are an organization we don't usually chose another organization to fundraise for. We have a hard time fundraising for ourselves. We have to do fundraising for OPhiA to help our budget.

Do any of you donate as individuals to any charities?

- I donate to St. Jude's Children's Hospital.
- I donate to Pawmetto Lifeline.
- I donate monthly to Foundation Beyond Belief, which is an organization that donates to five small charities that are very thoroughly vetted by their interns, of which I am one of.
- Sistercare.
- Sexual Trauma Services of the Midlands.

What makes you want to donate to these places?

- I volunteer at Pawmetto Lifeline. I really love them as an organization.
- I was introduced to Sistercare when I was really young. My mom and I had to utilize their services, so it is an organization that has been really dear to me.
- I had a chance to go visit St. Jude's in a student workshop during the summer and it became a passion for me. Since I've been working and making money I have donated to them.
- It helps to have a very tangible result. With the goats I was happy to donate to that. I knew exactly where the money was going and that this family could have a goat and break their cycle of poverty. It was something that has a huge impact even from donating just a couple of dollars.

What would make you consider donating to Big Brothers Big Sisters?

- To know it is going to benefit them. To know its going to make them better.
- I think seeing a presence in the community. My mom works at a local elementary school and the boys and girls club volunteers for their after school program so when I go there to help her I see that around. So seeing the presence in the community makes a difference.
- Sometimes it is as simple as asking. I never thought 'Hey I should donate to them!' So if they were to say, 'Hi I am having this fundraiser and we need help,' it would motivate me to look into it.





APPENDIX D

Robbie Rodgers Interview Transcript

Interview with Robbie Rodgers, Marketing Coordinator at Boykin & Davis and BFKS Team Leader

Does everyone at your job get involved?

I do the marketing for the firm, so I don't ask them. I ask for a donation and I tell them if they can't participate then I need them to at least donate \$75 or try to raise more. So I don't really give them the option because it's a great cause. If they can't make it, they sponsor someone.

How do you recruit them members?

What I do is, if everyone's going to participate, depending upon who is participating with them, if their wives then I coordinate the teams like put the husband and wife together or put some of the single bowlers together but I try to be fair and put stronger bowlers on opposite teams so it can be more fun.

Do you ever get anyone else outside of your job?

Yes, our children so we make it like a family day, so we include the entire family and the wives and their husbands. The children should also start to learn about fundraising so it's a good way to approach that and I try to encourage them to raise money too from their family and friends, and their teachers.

What specific reasons do you continue to participate?

Because as a single-mother honestly the program is awesome and it is so beneficial to the community it makes me really want to work hard at it. And from that event we had some volunteers to become Big Brothers and Big Sisters, its also important-- we have young attorneys that they become a lot more involved in the community and just by chance they recognized what a great organization this was.

You'd say that that demographic of the younger lawyers seem to really respond to Bowl for Kids' Sake?

Oh yes, the website promotes what they do prior to the event. I tell them to look at the website to see what the organization does so they can see where their money goes. Because they are young attorneys and they have expenses so they can see it's a worthy cause.

When you are at the actual events, do you find that there are more families than single participants?

I think there is such a variety. I see sororites, fraternities, families, girlfriends, firemen, policemen. It is so diverse. And every year it grows and grows. I recruited my church also.



What is your favorite thing about the event?

I think it is the energy when you walk in the room, how excited people are and having fun at the same time.

What is something that you think could be improved about the event?

The time we had to bowl.

When you are trying to encourage your friends and family to participate, what exactly do you say to them?

I put together a package, so she (Heidi) gives fliers out and I think that's very important that people have some visuals, so I give them a flier of the event, a little history about the event and I also give them a form where they can break down their payments so they are not intimidated about their contribution. It could be five dollars, a dollar, it's not that hard to raise \$75 or more. Heidi gives out a very colorful flier and kind-of like save the dates, then I attach to it the form that you have people sign and then the different dates that you need to look for and meetings, it's like a calendar.

Does your company compete with any law firms in the area?

Actually, Heidi does that. We won the golden pin the first year because we raised the most money from a law firm so we compete internally. We don't go out and compete.

How do you go about trying to fundraise personally?

I calendar it for the attorneys to remind them and I do ask my family and friends. I take it with me, I always have one in the car, I call them, and I say to them "why don't you let your child bowl?" That's some free time for them and they value that. Different gimmicks that might work. I also get my children to help. They go through the neighborhood and people we know.

Do you find it difficult to fundraise? Are your family and friends responsive?

They are, but that's why you have to start early, you can't wait till the last minute. If you do a little bit at a time I find that I get more contributions.

When do you start?

Usually too late! But when I start it earlier I started like a month or two after she announced it. The later you start the harder I had to work.



What do you think about as far as incentives for people do donate?

I think that would be awesome because people like to win and be recognized for their hard work. I think the t-shirts are great that they give out because it is a reminder of participating and they are nice t-shirts.

In your personal opinion, what do you think BFKS could do to attract more participants?

Advertise more. I think that they should advertise more. I think billboards would help and the signs that people can put out. Even grocery stores, etc. I don't see enough.

Is there anything you want to add that you think we should know?

Marketing is so important, we even find that at work. We have increased our client base just by doing extra marketing. It's a lot of fun, it's a worthy cause.





APPENDIX E

Nina Moreno
Interview Notes









APPENDIX F

Noelle Phillips
Email Interview







APPENDIX G

Printing Quotes from Professional Printers



Professional Printers

Quote #: E 38255
Quote Date: 07/16/13
Page: 1

Quotation For: Valene Sims

Phone:
Fax:
Email:

Project Name: **Big Brother Big Sister Project Newsletters**

Part 1: Newsletters **Pages:** 4 **Bleeds:** 4 Sides
Paper: 80# House Gloss Text
Ink: 4/4; CMYK / CMYK
Flat Size: 17 x 11 **Page Size:** 8.5 x 11 **Finished Size:** 8.5 x 11

Prepress: Files Electronically Supplied - Complete

Proofs: Indigo Proof, PDF Proof

Bindery: Trim, Fold, Carton Pack

Shipping: FOB Columbia, SC, PPI Delivery

Notes:

Quantity	Print
300	\$ 373
500	\$ 518

Submitted By

April Gordon

Thank you for the opportunity
to quote on your project.

This quote is valid for 30 days from the date above. The quote includes shipping in full to one (1) destination unless otherwise noted. Additional deliveries or storage will incur additional charges.





Professional Printers

Quote #: E 38256
Quote Date: 07/16/13
Page: 1

Quotation For: **Valene Sims**

Phone:

Fax:

Email:

Project Name: Big Brother Big Sister Project Posters

Part 1: Posters **Pages:** 2 **Bleeds:** 4 Sides

Paper: 100# House Gloss Cover

Ink: 4/0; CMYK

Flat Size: 17 x 11 **Page Size:** 17 x 11 **Finished Size:** 17 x 11

Prepress: Files Electronically Supplied - Complete

Proofs: Indigo Proof, PDF Proof

Bindery: Trim, Carton Pack

Shipping: FOB Columbia, SC, PPI Delivery

Notes:

Quantity	Print
1,000	\$ 565
1,500	\$ 780

Submitted By

April Gordon

Thank you for the opportunity
to quote on your project.

This quote is valid for 30 days from the date above. The quote includes shipping in full to one (1) destination unless otherwise noted. Additional deliveries or storage will incur additional charges.





Professional Printers

Quote #: E 38257
Quote Date: 07/16/13
Page: 1

Quotation For: Valene Sims

Phone:
Fax:
Email:

Project Name: Big Brother Big Sister Project Fliers

Part 1: Fliers **Pages:** 2 **Bleeds:** 4 Sides

Paper: 80# House Gloss Text

Ink: 4/4; CMYK / CMYK

Flat Size: 8.5 x 11 **Page Size:** 8.5 x 11 **Finished Size:** 8.5 x 11

Prepress: Files Electronically Supplied - Complete

Proofs: Indigo Proof, PDF Proof

Bindery: Trim, Carton Pack

Shipping: FOB Columbia, SC, PPI Delivery

Notes:

Quantity	Print
1,000	\$ 439
2,000	\$ 650
3,000	\$ 683

Submitted By

April Gordon

Thank you for the opportunity
to quote on your project.

This quote is valid for 30 days from the date above. The quote includes shipping in full to one (1) destination unless otherwise noted. Additional deliveries or storage will incur additional charges.

