



Public Relations Plan

JOUR 3410.001 - Fall 2018



December 4, 2018

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Executive Summary

SCRAP Denton is a donation-based creative reuse store and donation center located in Denton, Texas. This public relations plan aims to improve the organization’s impact on college students in the Denton area. It also aims to increase the public’s understanding of the organization’s values.

This plan will achieve this goal by hosting informational events that promote SCRAP’s values and an increase in partnerships with university organizations. The plan will also implement strategic traditional and new media campaigns.



Situation Analysis

As part of SCRAP USA, SCRAP Denton opened its doors in 2012 to inspire the community to engage in creative reuse and promote sustainability. The organization offers workshops and educational programs and allows for volunteers. While the organization's purpose and execution of it are different compared to other stores, it remains small and in need of expanding as a brand.

SCRAP Denton partners and collaborates with university programs and other nonprofits, such as Texas Woman's University and Keep Denton Beautiful for the annual Denton Redbud Festival. The current audience that the organization focuses on is broadly the city of Denton. SCRAP Denton pushes for sustainability by accepting donations of scrap materials and selling them for creative reuse, competitors include arts and crafts stores that sell new materials such as Michaels and Jo-Ann.

Position and Beliefs

- Educate and raise awareness about sustainability and creative reuse of recyclable items and materials through programming and retail sales
- Prevent scrap materials from piling up in the landfill
- Provide affordable materials to the community and inspire to find value in items

Primary Distribution Methods

- Newsletters
- Word of mouth
- Social media, primarily Facebook
- Events and partnerships with other organizations

Products and Services

- Educational programs, workshops (hosted by SCRAP, rented by the community as well)
- Birthday parties
- Memberships, volunteer opportunities, donated materials on sale
- "Re:Vision Gallery" on display in-store

Fundraising

- Retail and art sales from the shop
- Auctions and galas
- Donors and sponsors, memberships, straight financial donations
- Classes



- Kroger Community Rewards Program, SCRAP Gift Card

SWOT Analysis

<p><u>Strengths:</u> <i>What the organization does well</i></p> <ul style="list-style-type: none"> ● Niche store, which means it can target more specific groups of people ● Location, city specifically ● Large social media following <ul style="list-style-type: none"> ○ 6,053 Facebook followers ○ 3,365 Instagram followers ○ 916 monthly unique viewers on Pinterest ● Sustainability and recyclable aesthetic which is good for the environmentally conscious ● Lower prices than traditional ‘arts and crafts’ stores ● Consistent programming (workshops and events) 	<p><u>Weaknesses:</u> <i>What the organization needs to improve on</i></p> <ul style="list-style-type: none"> ● No clear audience <ul style="list-style-type: none"> ○ Unable to cater specific messages ● Website appearance/functionality <ul style="list-style-type: none"> ○ Some pages are under the wrong sections ● Low Twitter following (156 followers) <ul style="list-style-type: none"> ○ Missing out on a potential target audience, college students ● Lack of social media engagement <ul style="list-style-type: none"> ○ Not catering posts for different audiences on different platforms
<p><u>Opportunities:</u> <i>What the organization can capitalize on</i></p> <ul style="list-style-type: none"> ● Access to large amounts of college students (UNT and TWU, specifically) <ul style="list-style-type: none"> ○ In need of arts & crafts, office supplies ○ Are seeking low prices ○ Opportunities to collaborate with on-campus organizations ● A non-profit with a storefront as an extra source of income ● The arts are valued in the Denton and can be useful if we can engage ● Sustainability is a trend at UNT and this can potentially create room for collaborations and sponsorships ● Clients creating DIY crafts and sharing them online. 	<p><u>Threats:</u> <i>The organization’s obstacles and competition</i></p> <ul style="list-style-type: none"> ● Michaels <ul style="list-style-type: none"> ○ Targets a similar audience, artistic teenagers and young adults ● Jo-Ann Fabrics and Crafts <ul style="list-style-type: none"> ○ Targets 18-25 year-old college students or recent graduates ○ Clearly outlined and visually appealing website ● Hobby Lobby <ul style="list-style-type: none"> ○ Target audience, older women seeking home improvement may make purchases for SCRAP’s target audience ○ Caters social media posts for each platform



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SWOT Action Plan

Looking at the strengths and weaknesses of the organization, along with the opportunities and threats, the public relations strategy will focus on SCRAP's accessibility to college students by collaborating with student organizations with similar interests. SCRAP will also host workshops on the university campuses to establish it as a trustworthy organization and brand for the students.



PR Strategy

	Organizational Strengths	Organizational Weaknesses
External Opportunities	<p><i>SO Strategies</i></p> <ul style="list-style-type: none"> ● Building on SCRAP Denton’s message and collaborate with other organizations that have similar messages ● Programming is consistent and accessible to the Denton community and provides a local sense that other stores do not 	<p><i>WO Strategies</i></p> <ul style="list-style-type: none"> ● Catering messages on social media to specific audiences on each platform ● Having a specific audience in order to fit the needs and spread the brand ● Increasing social media and foot traffic to the store by collaborating with universities and providing opportunities to tag SCRAP Denton
External Threats	<p><i>ST Strategies</i></p> <ul style="list-style-type: none"> ● Have a storefront that is a source of income, emphasize it when tabling and sharing information with students at events ● Much lower prices compared to other stores and budget-friendly to families, educators, and students ● Provide a different aesthetic compared to competitors 	<p><i>WT Strategies</i></p> <ul style="list-style-type: none"> ● Increase social media engagement in order to provide friendly customer service and show value in consumers similar to competitors. ● Having a specific audience to cater to and build relationships with

Strengths/Opportunities Strategies: *Builds on organizational strengths to take advantage of external opportunities*

Strengths/Threats Strategies: *Builds on organizational strengths to counter external threats*

Weaknesses/Opportunities Strategies: *Attempt to overcome organizational weaknesses so as to take advantage of external opportunities*



Weaknesses/Threats Strategies: Attempt to minimize organizational weaknesses so as to counter external threats

Through the campaign plan strategy, the focus is on a smaller target audience to expand upon and reach the younger generation. College students are a more accessible audience considering proximity to universities and more likely on a budget. Specifically, the “artsy” students and the current trend of thrifting which is popular among them. It is most likely an audience that will be able to find value in the reuse of materials that the organization strives for.

The campaign plans are structured for the organization to work with college organizations and provide events on campuses for students. It allows the nonprofit organization to directly work and engage with students while providing easy access to them. While this focuses on reaching out and building relationships with external publics, the need of a focused and driven internal publics are needed which would be the employees of SCRAP.

The current position and beliefs of the organization is being used as an opportunity to expand as a brand and build relationships with other groups that share the same values. One of the [core values for the University of North Texas](#) is to be a leader in environmental sustainability, therefore a partnership or collaboration would be mutually beneficial.

Distribution methods

To distribute its message, SCRAP Denton capitalizes on using both traditional and social/new media outlets. It also uses distributes its materials at its storefront, which is located at 420 S Bell Avenue in Denton, Texas.

SCRAP Denton and its events have been featured in traditional media in the Denton area such as the ‘Denton Record-Chronicle’. It should continue to distribute promotional materials to potential customers through this platform and others such as: ‘The North Texas Daily’ and North Texas Television. Flyers will also be printed and posted in high-population areas to encourage social media interaction and increased event attendance.

SCRAP uses its own social media outlets to share its message but can use other platforms to reach a greater audience. SCRAP can use online and local publications like ‘The Dentonite’ to better reach its target audience.



Traditional Media

UNT EarthFest Craft Workshop

Earth Day provides an opportunity for SCRAP Denton to partner with the UNT's University Program Council (or UPC) and the College of Visual Arts and Design (or CVAD). Every year around Earth Day, the University hosts [EarthFest](#), an event with "live entertainment, local vendors and student organizations, food, and educational activities," with over 3,000 students in attendance in 2018.

SCRAP would co-host a do-it-yourself (DIY) crafts workshop with entirely recycled materials in the University Union. SCRAP would supply materials from its store for students to use, as well as provide flyers that include information about the non-profit, such as its mission and how to access the website/social media pages. A CVAD representative, such as an undergraduate or graduate sculpture major, will be present to assist students with the crafting and a SCRAP representative will help distribute materials and information.

The event will help generate more awareness of the organization with university students, as well as encourage students to use SCRAP as a resource for low-priced, repurposed materials for a variety of uses.

GOST

- Goal
 - To improve university student awareness of SCRAP and its values
- Objectives
 - To increase partnerships with university organizations
 - To increase understanding of the value of the store with students
- Strategies
 - Seek face-to-face opportunities with university students and organization leaders
 - Use traditional print and digital public advertisements to promote the store and events
 - Co-host events with students/student organizations to promote and inform about sustainability and SCRAP's values
- Tactics



- Co-host an Earth Day DIY craft workshop with UPC and CVAD using recycled materials from SCRAP Denton on the UNT campus during its EarthFest on April 25
- Design and print lawn post advertisements for the workshop Denton through Design Works and place around UNT campus for three weeks
- Design and print informational flyers about SCRAP Denton through Design Works that will be distributed at the workshop
- Implement digital versions of the lawn post advertisements in the University Union through the University Union Marketing's Digital Signage Network for a week

Operational Steps

The operational steps needed to carry out the EarthFest Craft Workshop include contacting UPC to initiate cooperation and to designate a location within the Union to host the workshop and at what time. UPC can be contacted at 940-565-4909, or through their Twitter ([@UNT_UPC](#)) and Facebook pages. The UNT CVAD will also need to be contacted in order to recruit a representative to assist students with creating art during the workshop. The College of Visual Arts and Design can be contacted at 940-565-2855 or cvad@unt.edu.

The amount and type of supplies from the store also need to be designated and coordinated. There needs to be enough supplies for dozens, if not hundreds, of students to be able to use. Informational flyers and lawn post advertisements also need to be designed and printed, which can be done through [Design Works](#). Design Works is located in the University Union, 1155 Union Cir, Suite 223 and can be contacted at 940-565-3829. Contact UPC to coordinate where on campus to place the lawn post advertisements.

University Union Marketing should be contacted to implement the [Digital Signage Network](#) advertisements, which will be a digital version of the lawn post advertisements used throughout the University Union for a week prior to the workshop where more than 20,000 people visit each day. University Union Marketing can be contacted at 940-369-5979 or union@unt.edu.

Timeline/Budget

UNT's EarthFest will be held on Thursday, April 25, 2019, from 4 to 7 p.m. on the University's campus. SCRAP Denton should contact UPC and the CVAD periodically, beginning January 14, 2019, which is the start of the spring semester.



Informational flyers and lawn post advertisements should be designed and printed by the end of March. Lawn posts should be placed around campus in early April, at least three weeks prior to the workshop. A location for the workshop, preferably Union Room 401 (which seats 24 people and overlooks the Library Mall, where many of the EarthFest events will be held), should be reserved at least two weeks (10 business days) prior to the workshop, although location is more dependent on the decisions of UPC and the University. Two weeks prior to the workshop, the Digital Signage Network advertisements must be submitted to the University Union Marketing in order for the ads to run for a week prior to the workshop. Supplies should also be designated, sorted and prepared a week prior to the workshop. The day of the workshop, SCRAP should arrive at 3:30 p.m. to set up, break down the workshop at 7 p.m. and leave by 7:30 p.m.

When budgeting, \$40 should be allotted for the design of the lawn post/Digital Signage Network advertisements through Design Works, \$100 allotted to print 10 lawn post advertisements, \$5 allotted for 30 pages of cardstock informational flyers (three flyers printed per page, totalling 90 individual flyers), \$40 allotted for the Digital Signage Network advertisements and the hourly pay of the SCRAP representative working with/on UNT campus and coordinating the event should be allotted.

Room reservation will be free and designing/printing will be discounted if they are done by a student organization, so coordination with UPC to make reservations and advertisements through Design Works and University Union Marketing is vital.



A TIMELINE OF EARTHFEST

EarthFest is a proposed craft workshop to be hosted by SCRAP Denton in collaboration with the UNT's UPC.

● March 28

Informational flyers and **lawn post advertisements** should be **designed** and **printed** through Design Works

● April 4

Lawn posts should be **placed** at all locations

● April 11

Room reservation should be **sent in** through UNT Student Affairs

Digital Signage Network advertisements must be **submitted** to UNT University Union Marketing

● April 18

Supplies should be **designated, sorted** and **prepared**

● April 25, 3:30 p.m.

SCRAP should be on location to **set up**

● April 25, 4 p.m.

The **event** will **begin**

● April 25, 7 p.m.

SCRAP should begin the **break down** process





Measurement/Evaluation Plan

To evaluate the event's success, a sign-in sheet will be implemented at the workshop to collect data on how many students participate in order to measure the success of lawn post/Digital Signage Network advertisements. SCRAP should keep track of its sales in the weeks/months following the workshop to measure if the event contributed to any revenue increases. A survey should be incorporated into the checkout process in the store after the workshop to measure if customers were students and how they heard about the organization (via friend, social media, flyer, lawn post advertisement, Digital Signage Network advertisements, or the EarthFest workshop).



Social Media/New Media

#SCRAPable

By utilizing social media and creating more of an online presence by interacting digitally with their customers, SCRAP Denton has the opportunity to increase awareness of the organization. The use of a new hashtag, called #SCRAPable, allows SCRAP customers to share and tag photos of creations made with repurposed materials from SCRAP (whether it be art, home decor, and/or crafts) on Facebook, Twitter, and Instagram.

By sharing, retweeting, and/or reposting content made by customers tagged with #SCRAPable on its social media pages, as well as investing in promoted social media posts, SCRAP Denton will increase customers' appreciation for the store and organization, as well as increase visibility and interest in the store to the public online. This would encourage increased visits to SCRAP social media pages, to the website, and to the store.

To encourage customers to engage with #SCRAPable, SCRAP Denton should display crafts and artwork by employees and previous customers underneath a sign that reads "#SCRAPable." Informational flyers about how to use the hashtag and how to be featured on the organization's social media pages should also be displayed with the arts and crafts.

GOST

- Goal
 - To expand public awareness of SCRAP Denton
- Objectives
 - To increase traffic to/interaction with SCRAP Denton's social media pages and website
 - To increase foot traffic and sales in the SCRAP Denton retail store
 - To improve engagement and relationships with customers online
- Strategies
 - Make customers feel more appreciated to establish relationships and loyalty
 - Inspire customers with ways to use recycled materials
 - Seek ways to increase social media following/engagement
- Tactics
 - Share, repost, and retweet posts on Facebook, Twitter, and Instagram of customers; crafts, artwork, decor, and experiences



- Encourage customers in-store during the checkout process to take a picture of crafts, artwork, and decor made from SCRAP materials and tag the organization on Twitter, Instagram, and/or Facebook with the hashtag #SCRAPable
- Hang flyers and posters with printed images or physical pieces of work around the store, including directions for customers to post their art, tag the organization and include the hashtag #SCRAPable
- Pay to promote social media posts on Facebook and Instagram to reach targeted audiences/demographics

Timeline/Budget

The #SCRAPable social media campaign would begin in January and extend over the course of three months, concluding by the end of March. A post will be made on January 1 across all platforms to introduce the campaign and hashtag.

Frequency of posts/reposts is vital to the campaign in order to increase visibility and awareness of the organization. Since Facebook is SCRAP's most popular/used social media platform, reposts and activity on Facebook will occur more frequently; two posts every other day is desirable. Reposting on Instagram will provide increased creative, visual, and varied content to SCRAP's page, and should occur at least once every other day. The organization's presence on Twitter is limited, therefore retweeting content from customers tagged with #SCRAPable will increase engagement on the platform substantially and should occur at least once every other day.

Promoted social media posts will allow more digital engagement with online users that may not follow SCRAP Denton pages. Six total promoted posts should be made--three for Facebook page and three for Instagram, one post per month for each of the two platforms. Targeted demographics set for promoted posts across each platform include both males and females ages 18 to 60, any race/ethnicity, any level of education, lower income, residents in the DFW area, those interested in arts/crafts/DIY, those interested in environmentalism/sustainability, and those interested in volunteering.

When budgeting, \$25 should be allotted for three promoted Instagram posts (\$6.70 per post, 1000 views maximum), \$40 allotted for three promoted Facebook posts (Facebook allows users to set their own advertising budget depending on the desired on the desired engagement), \$60 allotted for the social media analytics tool Hootsuite (the most basic professional Hootsuite membership is \$29 per month, with the first 30 days being free), and the hourly pay of the SCRAP Denton employee tasked with managing the social media accounts.



Measurement/Evaluation Plan

To evaluate the success of the campaign, Hootsuite, a social media analytics program, should be utilized to measure interaction with SCRAP Denton's Facebook, Twitter, and Instagram pages via page visits, post engagement, and hashtag usage. Digital interaction should increase over the course of the three-month campaign. If there is room in the budget, a good investment would be into an account with Hootsuite which allows tracking on a posts' performance across different platforms and would allow all of the work to be done by one person.

Hootsuite's social media analytics gives an overview of key metrics. It provides monitoring of social media activity and real-time tracking of trends, campaigns, and growth. Additionally, it can track the performance of the organization's account, including response time in order to build consistency.

SCRAP should keep track of its sales in the weeks/months following the workshop to measure if the event contributed to any revenue increases. A survey should be incorporated into the checkout process in the store after the workshop to measure if customers were students and how they heard about the organization (via a friend/word of mouth, social media posts/hashtags, etc.).



A TIMELINE OF #SCRAPable

SCRAPable is a proposed social media campaign that will increase SCRAP's social media presence through customer interactions.

● January 1

First post will be **uploaded** to all social media platforms.

● February 15

Evaluation of the social media campaign; *make alterations as necessary*

● March 31

This is the **last day** of the social media campaign; the last post will be **uploaded** on each platform.

● April 18

Final evaluation of the social media campaign; the feedback will be used to improve future social media campaigns.





Schedule

This public relations plan should begin to be phased in before **January 14**, which is the first day of school for both UNT and TWU. The implementation of this plan should take less than *five months* in total, not including approximately a month for any evaluation and adjustments to the plan.

The organization's director of marketing will be responsible for the management of the public relations plan's implementation. This person will allot responsibilities as necessary among the PR/marketing team members if there is a team. Otherwise, they will work closely with the enlist the help of two of the organization's volunteers -- and add an extra week to the schedule for the training of the volunteers to complete necessary tasks.

THE PR PLAN SCHEDULE

This PR plan should take approximately four months, without evaluations and alterations.

January 1

The social media: #SCRAPable campaign should begin.

January 4

A survey should be created to find the type of factors that influence students to attend events and then become customers.

January 7

Share survey on social media and to student e-newsletter recipients.

February

The plan for EarthFest will be altered, contingent upon student feedback

March 28

Preparation for EarthFest begins

March 31

The #SCRAPable campaign ends

April 25

SCRAP hosts EarthFest at UNT

April 26

EarthFest survey should be created to gather feedback from students

April 29 - May 3

SCRAP should use the survey feedback to improve future events



Budget

Instagram- Average CPM (cost per thousand views) is **\$6.70**.

Facebook- The advertising budget is set by the company- a total amount that will be spent daily or over the course of the campaign can be edited at any time. A bid, which is the maximum amount that the company is willing to pay when someone sees the ad, can also be set.

Twitter- Twitter Ads are an auction-based system; therefore, the budget and bid determine the price of the campaign. Twitter offers three types of advertising options: promoted tweets, promoted accounts and promoted trends. Promoted tweets and accounts cost between **\$.50-\$4.00 per engagement** and promoted trends will cost **\$200,000 per day**.

Item	Total
<u>Marketing Expenses (Total)</u>	\$210
<i>Design</i>	\$40
<i>Flyer printing</i>	\$30 total, 3 flyers per page
<i>Design signage advertisement</i>	\$40
<i>Lawn post advertisement</i>	\$100
<u>Social Media Posts (Total)</u>	\$130
<i>Instagram</i>	\$25
<i>Facebook</i>	\$40
<i>Hootsuite (social media analytics)</i>	\$65, \$30 monthly with a free 30-day trial
Total Budget: \$340	



Measurement and Evaluation

For the purposes of these campaigns, we will measure success as an increase in foot traffic to the store and an increased brand awareness thanks to more meaningful engagements on its social media accounts. Most businesses thrive because customers count on them as a go-to, and also happy customers will refer others. We need to also keep track of where our new customers welcome from (direct mail, emails, ads, social media, etc.) to help decide where to allocate our money.

Going forward, SCRAP Denton needs to be proactive about increasing their social media presence as well as monitoring all engagements on social media. These engagements will begin to build an audience among different ages groups (people between the ages of 35-60 for Facebook and for Twitter and Instagram ages 35 and under.)

The organization should use analytics tools built into the programs as well as ones mentioned in the budget section in order to understand what is working and what is not in their social media posts. Good engagements should have SCRAP Denton seeing an increase in likes and comments across all platforms. The best way to achieve this is by Scrap Denton posting relevant content often. There should be at least 1 post a day on Facebook and Instagram as well as 3-4 posts on Twitter.



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