



BUILDING A

BRIGHTER

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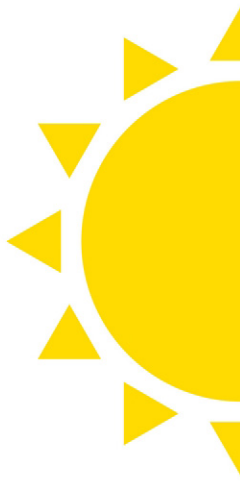
The Future's

Bright

The Future's Forward

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EXECUTIVE SUMMARY

Community Service, Inc. is a nonprofit organization that is dedicated to serving the youth of west central Arkansas. CSI's mission and values have impacted many lives thus far and have the potential to make an even greater impact. For the organization to expand its reach, it must increase its brand awareness.

THE RISING SUN

For this campaign to be successful, we had to set attainable, straightforward goals. Our overall goals are simple: to increase awareness of CSI and its mission and to obtain donations and referrals. The campaign goals must grow awareness, change attitudes and inspire action for it to reach its highest potential. By creating an action plan, all of the target audiences can be reached effectively.

A BRIGHTER DAY

The key for success in this campaign is to reach out to the most valuable audiences. The four target audiences that we have will help us to reach our goals. Those audiences are:

Parents of Children Ages 12-18 in Faulkner County

Churches and Ministries in Faulkner County

Media in Faulkner County

Public Schools in Faulkner County

For each target audience, we have created specific goals that will reach each audience. These tactics will aid in bringing awareness to CSI and its mission as well as increasing donations and referrals.

A BETTER TOMORROW

This is a 12-month campaign with an overall investment of \$2,027.31 that will assist CSI in fulfilling its mission. This campaign will help CSI shed light on an issue that is affecting the community and serve the organization in moving their values forward.



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SECONDARY RESEARCH REPORT



This is the Secondary Research Report. In this section, we will be summarizing the research that we, along with other groups, found on CSI, aspirational peers, local competitors and target audiences. We will also be sharing our counter perceptions, which includes suggestions for more research and a comparison of the research we found. Finally, we will do a SWOT analysis, a situational analysis and identify our Statement of Core Challenge.

CLIENT

To understand more about CSI, one group collected research on many elements of the organization. After we read through the AI Report and the findings that made up the Client Research Report, we found key information that helped our group better understand CSI. The programs that CSI has helped us understand what they do and how sincerely they want to help.

Before, we did not realize the depth and impact CSI has on the community they serve. With the program Therapeutic Foster Care, CSI works to provide a stable environment for the children who go through their system. Through this program, CSI provides trainings for the families, clinical support, in-home visits and call assistance. We realized through this program alone that CSI works hard to not only help the children get better, but give them a stable environment when they leave the center. CSI programs serve 1,600 youth each year, backing up their mission by working to keep children out of the juvenile system and helping them in becoming successful people. CSI's "Earn It" program helps youth who have committed crimes understand the crimes they committed were wrong, and they need to realize they have to work to repay the people they hurt. They also have mental health and substance abuse programs, which helps back up their mission even more of helping youth in the state of Arkansas. CSI helps more males than females, more white youth than any other race, and more youth ages 13 to 19. CSI is operating in seven different communities, providing parenting tips on their website and easy access links for parents and children statewide and beyond.

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In the AI report, staff discussed how they would do anything and everything to solve clients' problems. This shows how willing and persistent the staff is, and they will work hard to serve the youth in their community. CSI provides youth with strategies to be successful, a clean reputation, a variety of services at no cost to them, help for youth and their family and are available no matter what time of day it is. The AI report also discussed what families thought about the impact CSI had on their lives. Families went on to discuss how CSI took the crisis out of their families, got clients back in school and gave their children a voice. They explained CSI is always available, always has time for them and teaches the children social skills and life lessons. We did not realize how many different issues youth across the state are facing and how much CSI works to provide help to the children.

INDUSTRY & ASPIRATIONAL PEERS

CSI is a local youth organization that has some room to grow in regards to other local organizations and even national organizations. Looking at other organizations such as Big Brothers Big Sisters of America, Children's Defense Fund and Youth M.O.V.E. National can help us gain insight as to how we can better reach our target audiences and utilize certain tools to expand the brand.

Big Brothers Big Sisters of America is an organization that allows caring adults to have an influential role in children's and teen's lives to help them reach their potential. Their website is informative and clearly points back to their mission. It is easy to navigate and contains information on how to join, donate and learn more about the cause. On social media, they post often with content related to the brand and upcoming events. Their YouTube channel, however, is where they hit the mark. They share success stories, mentorship stories and celebrity endorsements to both inform the public of their organization and increase their credibility. They have several programs that target different groups of children including children of military families and a program that connects youth with police officers to help them see law enforcement in a positive light. Because CSI has stated they would like to get a



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YouTube channel up and running, it would be beneficial to look more in-depth at Big Brothers Big Sisters of America's channel to see how they get their messages across and promote their organization without infringing on any privacy issues.

Children's Defense Fund is another great example of a peer CSI could learn from. This organization is dedicated to the idea of "no child left behind." Their mission is to give every child a chance at a healthy, safe and fair childhood. They have a great website with navigation tabs to allow viewers to easily find information about them such as contact information and programs. A great tool they have is their policies and priorities which lays out the objectives they hope to reach through the various programs they have. We believe this is a great tool CSI could use because it could increase their credibility. They would be laying out their goals as well as backing up the reasons they have those goals in terms of helping children and/or youth. They also have a newsroom with monthly articles pertaining to helping children, which is something CSI could look into. Their programs include a faith-based program that allows a partnership between Children's Defense Fund and churches, as well as a Youth Development and Leadership program which helps youth work towards becoming servant leaders in their community. CSI is dedicated to teaching their clients how to become servants in their community rather than following along the same bad path they're used to, so Children's Defense Fund sheds light on how to do so.

Youth M.O.V.E. National is dedicated to "improving services and systems that support positive growth and development...in various systems including mental health, juvenile justice, education and child welfare," which is similar to CSI. The programs they offer include Dare to Dream America which provides grant funding for youth and Youth Peer Support which provides webinar training and technical support for their organization. As CSI is concerned with the safety of their clients, so is Youth M.O.V.E. National, and looking at this organization can give CSI something to work with so they know what they can share without putting children and youth in danger. They utilize the 80/20 rule for content so they aren't necessarily sharing that much

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information about their clients but more articles and information about related organizations. They do share photos from events, but that is mainly to promote those events or share what happened at the events.

LOCAL COMPETITORS

Through looking into and researching CSI's local competitors, Boys and Girls Club, Choosing to Excel, Haven, Children's Advocacy Alliance and Community Connections, we were able to see the areas for CSI to improve and areas they were doing well by researching these other nonprofit organizations.

Haven is a local nonprofit organization desiring to provide a safe and nurturing environment for every child who comes there, providing programs for girls in need in the community. Haven offers help getting jobs, getting through school, counseling and housing while they make the transition from foster care to community living. Haven has been featured in The Cabin, offering stories from employees and girls who have formerly lived there. They make posts on Facebook highlighting donors and sponsorships for rooms in their new home. We found they make posts often, and they specify posts on sponsorships that have been made to the shelter being built and what the sponsorship will provide, such as a back porch or staff office. While offering these stories on Facebook, they are also offered on their website. They have an easy-to-navigate website, including easily-accessible donation areas as well as a FAQ for visitors who have questions. CSI should offer specific posts sharing testimonials and highlighting sponsorships. This will help create more community within their network and allow people to stay involved and know how they can help.

Children's Advocacy Alliance is a nonprofit organization serving Faulkner, Van Buren, Searcy, Pope and Conway counties, "providing hope, healing and a voice for justice for abused and neglected children in our community." CAA provides treatment and support for victims of abuse and neglect, Court Appointed Special Advocates, mental and medical health services and investigation and treatment efforts involving law





enforcement. The CAA website provides an easy layout to get information about CAA and has links available for their Facebook and Twitter page. The events such as Festival of Chairs live auction and Heroes for Hope race they host provide opportunities for community involvement and often produce good results. After getting social media, CSI should add links of their profiles on their website. CSI should implement more events, such as live auctions or races to get the community involved and to get their mission and message known.

Community Connections is a nonprofit organization dedicated to improving the lives of children with disabilities and their families. They provide programs to help the youth in the community by offering different activities such as basketball, first tee golf, martial arts and music for all different ages. They keep their Facebook up-to-date and are posting about current events often; they even have a newsletter giving the community another outlet to keep in touch and stay involved. They have so many programs available, there is always a way for a person to get involved. CSI should implement writing a monthly newsletter to offer testimonial stories, future ways to get involved or needs they can meet for the community. CSI should post on Facebook, Instagram and Twitter consistently like Community Connections does, when they start up their social media.

TARGET AUDIENCES

CSI should target parents and guardians because it is important for us to connect with the people who will be making the ultimate decisions for their children. They should be able to have a big voice in advocating for CSI. This will allow all of CSI's programs to be used to their full potential. Research shows when parents feel connected to CSI, they feel like they have a role in their life. Communications with the parents assures them their child is getting the best treatment possible and will continue to do so.

CSI should target public schools because most of CSI's clients fall within this category. Some surrounding public schools provide more information to students about places to find additional support than

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other public schools do. The services CSI provides, though, would cater to any students in need. It was seen through research a need for programs which offer quality and affordable counseling for students who do not qualify for the school-based counseling services through Counseling Associates. Schools like Mayflower need exactly what CSI provides.

CSI should also target the media because it will provide easy access and awareness to what the organization offers and ways the community can get involved and help. The media would be a clear way to share stories and testimonies.

CSI targeting churches will provide access to counseling opportunities specific to the youth for the families who attend church in the community. What CSI provides will help support families who are lacking in this area and will allow families to know what they offer.

COUNTER PERCEPTIONS

After thoroughly reading through the summaries of the AI report and the Client Research Report, our group found there is room for additional research. We found it would be beneficial for CSI to conduct research using focus groups with several audiences. Examples for focus groups would be clients (youth), mothers of all ethnic backgrounds and possibly even counselors. According to the AI report, research was conducted with a professional group and a client group. We think CSI should create surveys for their clients and their clients' families. A survey could cover what they expect before entering the program, what is changing, what they think during the program and what they got out of the program.

When we finished the interview in class with Jamie Higgins, we wanted to learn more about CSI. We received good information during the interview but were still unclear on what exactly CSI does. We were curious about what programs they offer and how they help youth across the state. After taking the tour, our group had a completely different perception of CSI. We realized this organization works tirelessly to provide youth with the tools they need to better themselves and get on the right track





to becoming successful people. From multiple programs, to rehab groups, mental health evaluations and counseling, CSI has all the tools they need to positively affect children in the state. They work hard to host fundraising events so children and their families do not have to pay for treatment at CSI. At the tour we learned a lot about the programs they had to offer and the treatment plans they were using during their process with youth. Visiting the organization was an eye-opener for our group, and we want the community to understand CSI and the hard work put into helping youth across the state.

SWOT ANALYSIS (APPENDIX C)

A SWOT Analysis is an analysis of an organization's internal strengths and weaknesses, as well as its external opportunities and threats. We will use the research and data that were collected to analyze Community Service, Inc.'s strengths, weaknesses, opportunities and threats. This analysis will give us a better understanding of the organization's current state as well as aid us in predicting the future of Community Service, Inc. Furthermore, this analysis will be used to help establish goals, objectives, strategies and tactics in the later stages of the public relations campaign.

SITUATIONAL ANALYSIS

CSI's current situation is a lack of brand awareness. If no one knows what the cause is, where it's located or how to make donations to an organization, the brand does not seem to be very important to consumers. CSI is an organization that does not exist to make a profit from their cause. As an organization, striving to earn unpaid brand recognition seems like the best way to go. With technology advancing rapidly within the past 10 years, social media have become popular online media outlets. According to Business Insider, there are over 2.3 billion social media users. CSI currently has no social media. Since there are many users on social media and this organization is not a part of this category, we would highly recommend joining the social media domain. According to brightedge.com, "In 2016, an estimated 78 percent of people in the United States have at least one social media profile." When creating a social media page,

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you are providing your audience a way to connect with your brand more personally. “87 percent of consumers who interact with a brand daily feel more loyal to that organization. Social media provides you with the perfect means of having this daily interaction, which will build your brand recognition and positive brand associations,” (Maryasin, 2016).

Within this situation, challenges continue to rise. If the organization does not have much money, is not well-known, nor has a news-breaking story, you can almost count out any paid or earned media. The ideal thing to do to get your brand’s name out there would be to create owned media. This is where CSI lacks with their public relations voice; they have not taken the time to learn or get involved with social media. Without the help of radio or television, your best option is the world wide web. CSI’s lack of recognition results in a limited number becoming aware of their cause. This could potentially lead to a clientele downfall, which could result in a brand collapse. Since social media is free, CSI’s best chance of brand awareness improvement would be to embrace social media as essential to its brand identity.

STATEMENT OF CORE CHALLENGE

Community Service Inc. cannot operate without donations and volunteer efforts, but to obtain this type of reinforcement, CSI must gain more brand awareness.

CONCLUSION

We reviewed the secondary research pertaining to the client, aspirational peers, local competitors and target audiences. Taking into consideration our newfound secondary research, we then shared our counter perceptions which includes suggestions for more primary research and a comparison of the secondary research to our perceptions after the interview. We also completed a SWOT analysis which analyzed the organization’s internal and current strengths and weaknesses as well as their external and future opportunities and threats. To complete this secondary research report, we concluded with the situational analysis and a statement of the organization’s core challenge. Our hope is this report will help us better understand the client’s needs.



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PRIMARY RESEARCH PLAN

In this primary research plan for CSI, a list of the public relations campaign's four priority audiences are developed. For each of these audiences, a brief description of who comprises that audience and a rationale for targeting that audience are supplied. Furthermore, research objectives for each target audience in the areas of awareness, attitude and action are established. Lastly, a research instrument corresponding to at least one proposed method is demonstrated in the appendix. This plan will be detailed enough for an intern, volunteer or staff member of CSI to execute.

TARGET AUDIENCE 1 - PARENTS

Description

Parents of children ages 12-18 residing in Faulkner County.

Rationale

All parents are affected by at-risk youth in the community, and we want to build a sense of stewardship to care about, be aware of and contribute to the solution of this issue.

Current Relationship

Minimal unless personally affected.

Influentials

Families, other parents, churches, community, school system, local and national media, celebrities.

Self-Interests

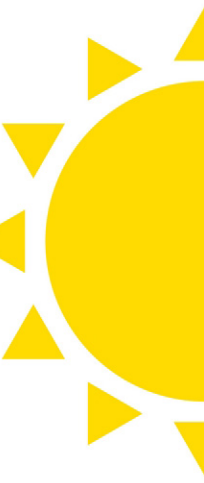
Gain concern for juveniles in Faulkner County because they will be personally affected in the future, if not already personally affected.

Research Objectives

Research Objective 1- To determine the current awareness level of CSI among Faulkner County parents.

Research Objective 2 - To establish key motivators for Faulkner County parents to get involved with CSI.

Research Objective 3 - To identify what local nonprofits are popular to volunteer for and donate to among Faulkner County parents.



Research Method - Focus Group (APPENDIX D)

Step 1: Assign CSI employee to set up voluntary focus groups with parents of children involved in CSI

Step 2: Recruit parents from local high schools and churches

Step 3: Send out message to parents about voluntary focus groups

Step 4: Determine how many parents want to participate

Step 5: Assign facilitator and associate to instruct focus groups

Step 6: Refer to (Appendix A) introduction to begin focus groups

Step 7: Compare results and analyze feedback

TARGET AUDIENCE 2 - CHURCHES & MINISTRIES

Description

Larger churches with diverse congregations and bigger impacts in the community.

Rationale

They are part of the community, and we assume they have an impact on families. It would be a way for them to reach multiple types of people and focus on at-risk youth.

Current Relationship

They may have little recognition but likely not much.

They may have current volunteers and donors in the area.

Conclusively not a strong current relationship.

Influentials

Families, community, youth, local media, and schools.

Self-Interests

Community involvement, recognition, increased level of donations and volunteers.





Research Objectives

Research Objective 1 - To determine awareness and understanding of the organization among churches

Research Objective 2 - To identify what churches have volunteered and donated to nonprofit organizations in Faulkner County

Research Objective 3 - To measure the likelihood of volunteers and donations to be made to CSI

Research Method - Phone Interview (APPENDIX E)

Step 1: Select three larger churches in Faulkner County. For example, New Life Church Conway, First United Methodist Church, First Baptist Church, etc.

Step 2: Identify two primary leaders in the church. For example, pastors, ministry leaders, office managers, etc.

Step 3: Assign a volunteer, intern or employee to call and conduct the survey.

Step 4: Refer to the introduction at the top of the Survey Guide (Appendix B) when asking the church about participating in the survey. If you are unaware of the title of the person you are talking to, ask to speak with whomever you identified for step 2.

Step 5: Before beginning the survey, list the title of whomever is answering the questions at the top of the survey. Conduct the survey and record each answer on paper.

Step 6: Analyze data that was gathered.

TARGET AUDIENCE 3 - MEDIA

Description

Local media covering nonprofits, CSI specifically.

Rationale

This would allow the community to be more involved, awareness of CSI to grow, and newsworthy stories to be covered and shared.

Current Relationship

The current relationship with the media has been minimal.

Influentials

The key influentials for media are the viewers and current events in the community or across the world.

Self-Interests

It would be beneficial for the media to cover CSI because it is newsworthy information.

Research Objectives

Research Objective 1 - To determine the current awareness level of CSI among local media.

Research Objective 2- To establish key reasons for media to get involved with CSI and share their newsworthy stories.

Research Objective 3 - To identify what local nonprofits are popular among the media currently.

Research Method - Phone Interview (APPENDIX F)

Step 1: Determine at least three media outlets in Central Arkansas that cover non-profit organizations.

Step 2: Choose which media outlets to contact and survey.

Step 3: Determine phone numbers for each of the contacts at the media outlets you are wanting to survey.

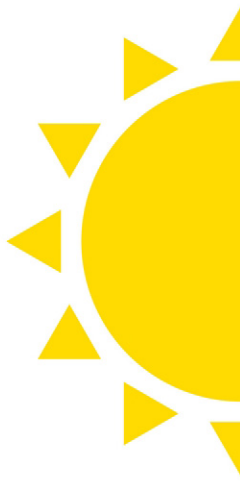
Step 4: Refer to Appendix C when making calls for the survey for introduction and explanation of what it is.

Step 5: Begin the survey and record responses on paper.

Step 6: Analyze the results.

By gathering this research from media outlets you will better understand which ones to target, send stories to and better the relationship with.





TARGET AUDIENCE 4 - PUBLIC SCHOOLS

Description

Middle schools and high schools in Faulkner County.

Rationale

All public schools are affected by at-risk youth in their schools, and we want to help build awareness among them to in turn help the youth stay on the right path.

Current Relationship

Their current relationship is minimal, unless they have students in the program currently or have referred students to CSI in the past.

Influentials

Parents, the government, other public schools, the community and local and national media.

Self-Interests

It's beneficial for public schools to gain awareness for not only troubled youth, but others, because problems in the community will affect a student's ability to perform well in school.

Research Objective

Research Objective 1 - To identify the current level of awareness of CSI among public schools in Faulkner County.

Research Objective 2 - To find out reasons why public schools in Faulkner County would be involved with CSI.

Research Objective 3 - To determine which nonprofit organizations public schools in Faulkner County are most likely to refer troubled youth to.

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Research Method - Email Survey (APPENDIX G)

Step 1: Determine at least three public middle/high schools in Faulkner County.

Step 2: Choose who will be asked to participate in the survey (school administrators, teachers, guidance counselors).

Step 3: Obtain names and email addresses of faculty and staff from school website.

Step 4: Contact possible participants about their willingness to complete the survey, including introducing the organization and the rationale behind the survey.

Step 5: Send out surveys to participants.

By obtaining this information from employees of public schools, you will be able to see what makes them refer a certain organization over another in regards to youth who need help.



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GOALS AND THEME



In this campaign planning report, we list the goals we want to achieve throughout this campaign along with a theme for the campaign. For each target audience, objectives and messages have been developed. Furthermore, the three strategy categories are listed with separate strategies and channels for each. This campaign will last a full year and will begin on June 30, 2017 and will end on June 30, 2018.

CAMPAIGN GOALS

To increase awareness of CSI and its mission among Faulkner County parents, churches, media and public schools.

To obtain donations and referrals from parents, churches, media and public schools in Faulkner County.

CAMPAIGN THEME

**The future's bright.
The future's forward.**

CSI is dedicated to providing a bright future for at-risk youth in Faulkner County. We want to focus on moving forward with youth instead of focusing on the past.

Teens that come into CSI are often faced with judgment and criticism because of their choices in the past, and it is our job to show them that their future is not dependent on their past.

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OBJECTIVES AND MESSAGES

TARGET AUDIENCE 1 - PARENTS

Campaign Objectives

Objective 1 - To increase awareness of CSI's mission among Faulkner County parents with children ages 12-18 to 40-50% by June 30, 2018.

Objective 2 - To increase a sense of stewardship among Faulkner County parents with children ages 12-18 to 25% by June 30, 2018.

Sense of stewardship could be measured through survey questions.

Objective 3 - To raise \$10,000 from new donors/parents by June 30, 2018.

Campaign Messages

Message 1 - CSI is a nonprofit organization that works with children to give them skills they need to better their lifestyles for the good of our community.

Message 2 - "I want to help raise money for CSI so my child's at-risk friends can get the help they need to be successful."

Message 3 - "I will commit to donating \$25 a month to CSI."

TARGET AUDIENCE 2 - CHURCHES & MINISTRIES

Campaign Objectives

Objective 1 - To increase awareness of CSI's mission to 70% of members of select large churches in Faulkner County by June 30, 2018.

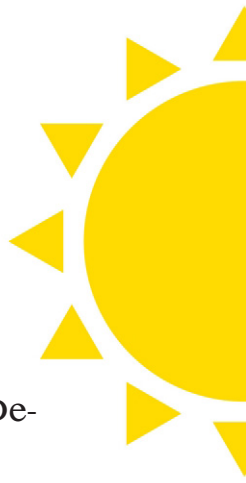
Objective 2 - To increase the number of monthly donations from churches in Faulkner County to \$5,000 by June 30, 2018.

Campaign Messages

Message 1 - CSI is a local nonprofit that helps at-risk youth by providing them with skills and tools to be successful in life.

Message 2 - "I want to help a nonprofit that serves my community and reflects well on my church and benefits their cause."





TARGET AUDIENCE 3 - MEDIA

Campaign Objectives

Objective 1 - To inform three local media outlets of CSI's mission and goals by December 30, 2017.

Objective 2 - To have 20 news stories published in local media as a part of CSI's capital campaign by June 30, 2018.

Campaign Messages

Message 1 - CSI works to provide at-risk youth with multiple skill sets to achieve their dreams and become successful in their life outside of the programs they provide.

Message 2 - "CSI works hard for youth in the state of Arkansas with minimal resources, and I want people across the state to know about this program."

TARGET AUDIENCE 4 - PUBLIC SCHOOLS

Campaign Objectives

Objective 1 - To increase awareness of CSI among public middle schools and high schools in Faulkner County to 25% by June 30, 2018.

Objective 2 - To get 10 staff members of public middle schools and high schools in Faulkner County to refer a student and/or parent to CSI by June 30, 2018.

Campaign Messages

Message 1 - CSI's mission is "is to be a leader in providing quality services to youth and their families that will empower them to attain success in their homes, schools, careers and communities."

Message 2 - CSI is not an institution, but a nonprofit organization seeking to help at-risk youth in the state of Arkansas.

Message 3 - "I want to help at-risk youth in the community who may not have the resources, so I need to refer them to CSI."

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STRATEGIES

Strategies¹ - the overall concept, approach, or general plan for the campaign designed to achieve the objectives. Frequently associated with channels of communication, the broad categories of communication methods to be used.

Mass Media Strategies/Channels - broad dissemination of messages through traditional print and electronic media, including newspapers, magazines, radio, and television.

- **Media relations** - earning traditional media coverage through gaining the attention of media gatekeepers by disseminating newsworthy information. Content is considered uncontrolled but generally more credible because third parties decide what is included.
- **Institutional advertising** - paying for messages to be placed in traditional media with a focus on overall brand/image/reputation. (Content is considered controlled and thus less credible because it appears exactly as the sponsor intends.)

Digital (Online) Media Strategies/Channels - broad or niched dissemination of messages through online channels.

- **Blogs** - websites hosted by an individual or organization with entries listed in reverse chronological order, usually with the ability for others to subscribe, share, and post comments (e.g., Wordpress is a common blog-hosting platform)
- **Media sharing sites** - websites that enable users to share digital content, including images, music, and video (e.g., Instagram, Pinterest, and YouTube).
- **Podcasts** - websites that enable users to download digital content in audio and/or video format.
- **Social networking sites** - websites hosted by an individual or organization that enable users to interact with other users in the form of “friends” or “followers,” (e.g., Facebook, Twitter).

All definitions were developed by Dr. Amy Hawkins based on broadly agreed upon characterizations of communication-related strategies.





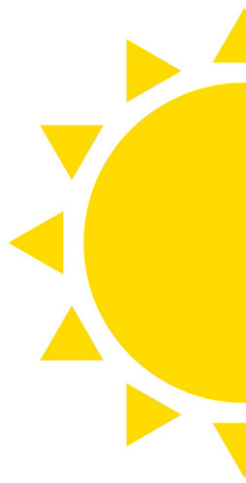
Direct Communication Strategies/Channels - other means of reaching target audiences directly, without the use of traditional or digital media third parties.

- **Special events** - gathering people together for a purpose, including celebration, education, promotion, and reunion.
- **Sponsorships** - a relationship in which individuals or organizations supply money and/or resources to support a program or event, usually in exchange for public recognition of the donation.
- **Internal relations** - managing relationships with internal publics, including employees, volunteers, and board members.
- **In-person communication** - delivering messages face-to-face, including one-on-one (e.g., over lunch or coffee), one-to-few (e.g., town hall meeting), and one-to-one (e.g., public presentations).
- **Collateral materials** - print items and merchandise that support the promotion of an organization, program, or event (e.g., brochures, t-shirts).

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afraid of
MOVING FORWARD
the future's
bright

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TACTICS



This is our Campaign Tactics and Logistics Report. We list overall tactics, as well as several tactics for each of our four target audiences. Out of our budgeted \$2, we have allotted only \$2,027.31 (APPENDIX H) for these tactics. This campaign will span over a 12-month period (APPENDIX I) beginning on August 1, 2017, and run until July 31, 2018. We suggest the team conduct research over the summer and familiarize themselves with the campaign before launching it.

OVERALL TACTICS

Face the Sun

1. Create an organization Facebook page (APPENDIX J).

Rationale: Facebook is the main platform for parents and adults. We would like to reach those audiences to gain brand awareness and donors.

Implementation

Step 1: Create the Facebook page.

Step 2: Create content for platforms such as videos, fliers, pictures, success stories and event information.

Step 3: Reach out to parents and adults through public school Facebook pages.

Timeline: August 2017

Budget: \$0

Supervisor: Public relations and film/broadcast intern

Tweeting Arrows

2. Create an organization Twitter page (APPENDIX K).

Rationale: We can reach the media and key influencers through Twitter. By following them, we can inform them on events and current needs that our organization has. We can also gain media coverage from the main media outlets in Central Arkansas.

Implementation

Step 1: Create the Twitter account.

Step 2: Follow key influencers pertaining to our cause.

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Step 3: Follow media outlets and journalists in Central Arkansas (**APPENDIX L**).

Step 4: Create online content such as Twitter banners, infographics, posts with facts, etc.

Step 5: Create a unique hashtag.

Timeline: August 2017

Budget: \$0

Supervisor: Public relations intern

Setting the Horizon

3. Establish a Public Relations Internship Program and a Film Internship Program (APPENDICES M, N, O & P).

Rationale: An intern could help with the implementation of this campaign; there will be needs, but the intern can take on responsibilities to help the staff.

Implementation

Step 1: Structure an internship program. What will the intern do? We suggest that this person be skilled in social media and brand awareness and they take on those areas of responsibility.

Step 2: Evaluate where CSI could use volunteer support.

Step 3: Publicize these opportunities through social media.

Step 4: Interview applicants and evaluate who would be the best fit for the organization.

Timeline: August 2017

Budget: \$0

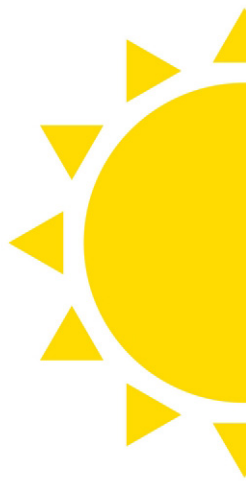
Supervisor: Director of Development

A Ray of Sunshine

4. Design and give away CSI branded merchandise (APPENDIX Q) .

Rationale: Brand awareness increases when people wear the logo, carry the logo out in public with them and/or place it around their house to keep the organization in mind.





Implementation

Step 1: Design a t-shirt, cup, pen, button with CSI's logo and mission

Step 2: Have items printed/made for staff and volunteers/interns.

Step 3: Print extras for giveaways on social media and at events.

Timeline: August 2017 (design) - July 2018

Budget: \$1,413.44

Supervisor: Director of Development

Sun Daze

5. Set up a booth at UCA's Conway Daze.

Rationale: Various target audiences attend this event, so it would be a great opportunity for brand awareness as well as telling them about the internship program and volunteer opportunities that CSI will offer.

Implementation

Step 1: Sign up to have a booth at UCA Conway Daze.

Step 2: Design the look of the booth and assemble a team of people to go and represent at the event.

Step 3: At the event, handout CSI merchandise (pens, buttons) to the students if they sign up to volunteer. Have them fill out the volunteer application (**APPENDIX R**) and sign up on a spreadsheet so that all of the information is gathered in one safe place.

Timeline: August 2017

Budget: \$0

Supervisor: Public relations intern

TARGET AUDIENCE 1 - PARENTS

Objective 1. To increase awareness of CSI's mission among Faulkner County parents with children ages 12-18 to 40-50% by June 30, 2018.

Objective 2. To increase a sense of stewardship among Faulkner County parents with children ages 12-18 to 25% by June 30, 2018.

Moving Facebook Forward

6. Use Facebook to reach out to parents.

Rationale: Parents use Facebook the most often, so connecting with them on Facebook could inform them of our mission, events and donation opportunities.

Implementation

Step 1: Check out public schools in Faulkner County's Facebook pages and follow/reach out to parents from them.

Step 2: Post engaging content to get parents interested in the organization.

Timeline: September 2017 - July 2018

Budget: \$0

Supervisor: Public relations intern.

Share the Sun

7. Set up information booth at Parent-Teacher Conferences.

Rationale: An information table at parent-teacher conferences at a high school level will appeal to the parents of students. We will also include a door prize that parents can sign up for. They will simply include their name, phone number and email to sign up for our newsletter and we will draw for the winner of a tablet.

Implementation

Step 1: Sign up to participate in two parent-teacher conferences throughout the school year.

Step 2: Purchase Amazon Fire HD tablet for giveaway.

Step 3: Print slips for people to sign up on and information sheets (**APPENDIX S**).

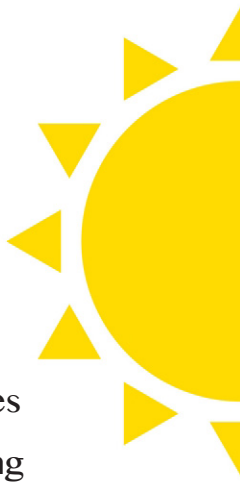
Step 3: Set up a table with tablet and information sheets.

Timeline: October 2017 & March 2018

Budget: \$144.99

Supervisor: Public relations intern





Sending Arrows Forward

8. Send out a monthly newsletter via email (APPENDIX T).

Rationale: A newsletter would inform parents on upcoming events, success stories and opportunities to donate in a comprehensive list in case they've missed anything on social media in the past month.

Implementation

Step 1: Post an opportunity on CSI's website and social media accounts to allow parents to sign up to receive emails.

Step 2: Create an email list.

Step 3: Have an intern work on a newsletter each month.

Timeline: September 2017 - July 2018

Budget: \$0

Supervisor: Public relations intern

Creating Bright Content

9. Create shareable video.

Rationale: Creating an informative video will exemplify features and benefits and showcase the impact CSI has on the community.

Implementation

Step 1: Create an informative voiceover and/or spokesperson for video.

Step 2: Create b-roll footage of what the organization represents.

Steps 3: Finalize an overall video.

Step 4: Post to Facebook for parents to view/share.

Timeline: January 2018

Budget: \$0

Supervisor: Film/broadcast intern

TARGET AUDIENCE 2- CHURCHES & MINISTRIES

Objective 1: To increase awareness of CSI's mission to 70% of members of select large churches in Faulkner County by June 30, 2018.

Objective 2: To increase the number of monthly donations from churches in Faulkner County to \$5,000 by June 30, 2018.

Shine the Light

10. One-on-one speaking opportunities at churches. Rationale: This will allow for churches, who are the biggest supporters and donors of nonprofit organizations, to know about CSI.

Implementation

Step 1: Contact larger churches in the area and ask them if you can speak to their staff and leaders about CSI.

Antioch Baptist Church | Conway

501-329-5153

maryellen@antiochconway.com

150 Amity Rd Conway, AR 72034

Central Baptist Church | Conway

501-329-9283

info@conwaycentralchurch.org

3333 Dave Ward Dr Conway, AR 72034

New Life Church | Conway

501-328-5433

conway@newlifechurch.tv

633 S Country Club Rd Conway, AR 72034

Second Baptist Church | Conway

501-327-6565

pollyb@2bc.tv

2600 Dave Ward Dr Conway, AR 72034

Step 2: Form an informative and persuasive presentation (**APPENDIX U**) to present



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to the church. Pro tip - bring some cookies or a sweet treat.

Step 3: Handout brochures with CSI's information on them to the people who attended and be prepared to tell them about volunteer opportunities.

Timeline: September 2017

Budget: \$103.59

Supervisor: Public relations intern

Keep Moving Forward

11. Set up booths in local church lobbies.

Rationale: Setting up booths in church lobbies will reach church members who are willing to help by volunteering and donating. This will also allow help with brand awareness among the biggest supporters and donors of nonprofit organizations.

Implementation

Step 1: Ask local churches if you can set up a booth in the lobby before or after services.

Step 2: Design the look of the booth and gather a group of volunteers to put it together.

Step 3: Create a spreadsheet for volunteers to sign up or donate.

Step 4: Hand out CSI t-shirts to those who sign up to volunteer.

Step 5: Give away cups, pens, buttons to those who sign up to donate/inquire about donating.

Timeline: December 2017

Budget: \$38.59

Supervisor: Public relations intern

Exploring a Brighter Future

12. Create an open house at CSI for churches.

Rationale: This would allow for members of the church to see CSI first hand and get a better idea of exactly what CSI provides for the children of Faulkner County.

Implementation

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Step 1: Contact larger churches and invite them to join you in an open house event at CSI.

Step 2: Provide the church with CSI's mission and an address, time and date to be at CSI (**APPENDIX V**).

Step 3: Provide refreshments at the open house.

Step 4: Set up a table of shirts, pens, cups, buttons and pieces of the media kit to showcase CSI and raise brand awareness.

Step 5: Print business cards and information sheets for visitors to take.

Timeline: September 2017

Budget: \$68.40

Supervisor: Public relations intern

Shedding Light Through Ministry

13. Contact college ministries (APPENDIX W).

Rationale: College ministries are always looking for service opportunities. This would be a great way to gain volunteers, interns and supporters.

Implementation

Step 1: Gain access to a list of college ministries.

Step 2: Contact them, tell them about CSI, and ask if they're interested in serving.

Timeline: November 2017

Budget: \$0

Supervisor: Public relations intern

Rise for a Cause

14. Partner with local churches for fundraising events (APPENDIX X).

Rationale: By using churches for fundraising events, this will allow CSI to have more opportunities and resources to raise money for the organization.

Implementation

Step 1: Contact Sonic Drive-In in Conway, AR and explain CSI's mission, asking if the organization can participate in a car hop fundraiser.





Step 2: Contact churches and ask for volunteers for a local fundraising event at Sonic.

Step 3: Provide each volunteer with a t-shirt to wear during the event.

Step 4: Once the event is finalized, relay the time and date to the volunteers for a successful event.

Timeline: September 2017 - July 2018

Budget: \$0

Supervisor: Public relations intern

TARGET AUDIENCE 3 - MEDIA

Objective 1: To inform three local media outlets of CSI's mission and goals by December 30, 2017.

Objective 2: To have 20 news stories published in local media as a part of CSI's capital campaign by June 30, 2018.

Being in the Light

15. Connect with reporters on twitter.

Rationale: Building relationships with the media can get CSI's brand out to the public. They may be more willing to cover stories about CSI if they have started establishing relationships with the organization.

Implementation

Step 1: Follow local reporters and news outlets on twitter (**APPENDIX L**).

Step 2: Favorite and retweet some of their tweets.

Step 3: Start conversations with them about past stories they've covered or current events they may be talking about.

Timeline: Bimonthly - Starting in September 2017 - July 2017

Budget: \$0

Supervisor: Public relations intern

Swinging Arrows

16. Create a digital news release for the CSI golf tournament (**APPENDIX AA**).

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Rationale: The local media outlets will be aware of CSI's Golf Tournament, which could in turn help us to more teams and donations.

Implementation

Step 1: Establish journalists to send out news release to.

Step 2: Write a news release for the golf tournament.

Step 3: Follow up with journalists to answer questions about the tournament and to confirm their attendance.

Timeline: April 2017

Budget: \$0

Supervisor: Public relations intern

Shining Bright for the Future

17. Create a heartfelt feature to send out to journalists (APPENDIX Z).

Rationale: This will allow us to keep the community aware of how CSI is impacting the local youth and their families.

Implementation

Step 1: Have an intern write a feature story of a success story each month.

Step 2: Send out personalized email to select journalists and include feature story.

Timeline: February 2017

Budget: \$0

Supervisor: Public relations intern

A Bundle of Light

18. Media kit (APPENDIX AA).

Rationale: A media kit will allow people to have information about CSI at their disposal.

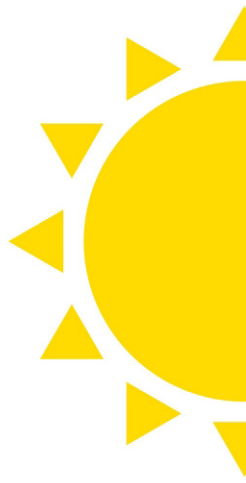
Implementation

Step 1: Create a FAQ page.

Step 2: Create a fact sheet.

Step 3: Create a business card.





Step 4: Create a news release for an event.

Step 5: Combine it all in a folder or simply staple it for journalists and reporters.

Timeline: September 2017 - July 2018

Budget: \$0

Supervisor: Public relations intern

TARGET AUDIENCE 4 - PUBLIC SCHOOLS

Objective 1: To increase awareness of CSI among public middle schools and high schools in Faulkner County to 25% by June 30, 2018.

Objective 2: To get 10 staff members of public middle schools and high schools in Faulkner County to refer a student and/or parent to CSI by June 30, 2018.

Fun in the Sun

19. Schedule announcements at sporting events (APPENDIX BB).

Rationale: Have the announcers plug CSI before a game or during halftime to make public school employees aware of CSI and its mission.

Implementation

Step 1: Get permission from the school.

Step 2: Create a few short speaking points for the announcer.

Timeline: October 2017

Budget: \$0

Supervisor: Public relations intern

Brighten the Day

20. Be involved with community school events.

Rationale: Schools often hold events like a track and field day, and CSI could have volunteers participate and hand out water bottles in their booth. This would show credibility in that they care about the community, and school staff would become aware of the organization.

Implementation

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Step 1: Purchase water bottles.

Step 2: Stay informed on upcoming school events that allow outside organizations to work.

Step 3: Have volunteers from local churches and campus ministries sign up to participate.

Timeline: September 2017 - July 2018

Budget: \$41.80

Supervisor: Public relations intern

Follow the Arrows

21. Design folders for schools with CSI information.

Rationale: Teachers and principals at public schools are often some of the first people to see a student acting out and in danger of being expelled. If they had the information about CSI readily available, they may be more likely to send information home to a parent or refer a student to CSI.

Implementation

Step 1: Create information/contact sheets and organize in a folder (**APPENDIX S**).

Step 2: Pass out to public school staff.

Step 3: Have teachers send them home with students or mail to parents when they notice a risk.

Timeline: August 2017

Budget: \$216.50

Supervisor: Public relations intern

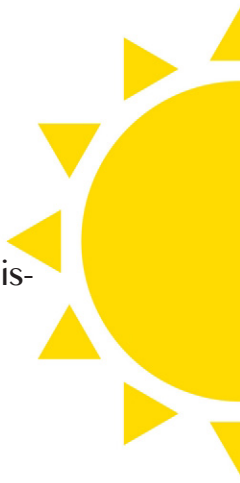
Sun Exposure

22. Schedule one-to-one meetings with school counselors (**APPENDIX CC**).

Rationale: School counselors may have more inside information about students who are at risk for being expelled. Students sometimes come to them to talk about problems outside of school, or counselors set up meetings to talk to those students and let them know they need to straighten up before they get kicked out of school. By



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speaking with counselors, CSI can make them aware of the organization and its mission and thus, may receive referrals.

Implementation

Step 1: Obtain contact information of counselors at schools in Faulkner County.

Step 2: Contact counselors and set up meetings.

Timeline: February 2017

Budget: \$0

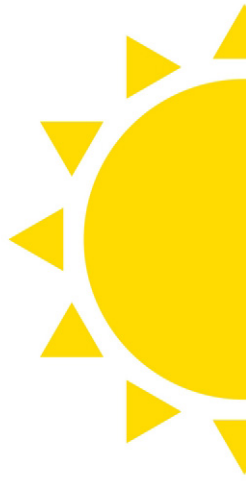
Supervisor: Public relations intern

The page features a large, light blue circle in the center, which is partially enclosed by thick, vibrant blue arcs that curve around the top and bottom edges of the frame.

The youth is the hope of our future.

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EVALUATION PLAN



In the evaluation plan, we list the four target audiences along with their individual objectives. For each objective, we will an evaluation method that will allow you measure those objectives. By evaluating the tactics, you will be able to see how effective the 12-month campaign was from August 2017 to July 2018.

TARGET AUDIENCE 1 - PARENTS

Objective 1 - To increase awareness of CSI's mission among Faulkner County parents with children ages 12-18 to 40-50% by June 30, 2018.

Evaluation: Send out a second survey to determine the stewardship reached by Faulkner County parents with children ages 12-18.

Rationale: Sending out a post-campaign survey will allow CSI to determine the percentage of people whose sense of stewardship increased during the campaign.

Objective 2 - To increase a sense of stewardship among Faulkner County parents with children ages 12-18 to 25% by June 30, 2018.

Evaluation: Count the number of parents of children ages 12-18 who have signed up to receive CSI's newsletter, volunteered at the organization, donated funds to the organization, or otherwise supported the mission of CSI.

Rationale: By counting the number of parents who are signed up to receive a monthly newsletter, it will show you how many parents of children ages 12-18 are aware of CSI and its mission.

TARGET AUDIENCE 2 - CHURCHES/MINISTRIES

Objective 1 - To increase awareness of CSI's mission to 70% of members of select large churches in Faulkner County by June 30, 2018.

Evaluation: Conduct a second phone interview with the four largest churches in Conway, Arkansas, to determine the awareness of CSI's mission.

Rationale: Conducting a phone interview will allow CSI to determine the awareness of churches in Faulkner County.

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Objective 2 - To increase the number of monthly donations from churches in Faulkner County to \$5,000 by June 30, 2018.

Evaluation: Count the total number of monthly donations from churches in Faulkner County.

Rationale: Counting the number of donations received monthly allows CSI to determine how many new donations came from local churches.

TARGET AUDIENCE 3 - MEDIA

Objective 1 - To inform three local media outlets of CSI's mission and goals by December 30, 2017.

Evaluation: Count the number of times that CSI received earned media coverage from a local media outlet from August-December 2017.

Rationale: By counting the number of times that CSI received earned media coverage, CSI will be able to determine how established the program is with local media outlets.

Objective 2 - To have 20 news stories published in local media as a part of CSI's capital campaign by June 30, 2018.

Evaluation: Count the number of news stories published in local media as a part of CSI's capital campaign from August 2017-June 2018.

Rationale: By counting the number of news stories published in local media, CSI can see how much coverage they have gained since the beginning of this campaign.

TARGET AUDIENCE 4 - PUBLIC SCHOOLS

Objective 1 - To increase awareness of CSI among public middle schools and high schools in Faulkner County to 25% by June 30, 2018.

Evaluation: Send out a second email survey to determine the awareness of CSI among public middle schools and high schools.



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Rationale: Sending out a second email survey will allow CSI to compare the percentage of people aware of CSI before and after the campaign.

Objective 2 - To get 10 staff members of public middle schools and high schools in Faulkner County to refer a student and/or parent to CSI by June 30, 2018.

Evaluation: Count the number of referrals CSI has received from staff members of public schools.

Rationale: Counting the number of referrals will show CSI how many staff members have referred students to them, as well as show you how many of those staff members may see you as a reputable resource for at-risk youth.

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APPENDIX A -

PRELIMINARY INTERVIEW REPORT

Emily: “Okay, our first question is just can you just give us an overview of your organization?”

Mr Higgins: “Sure. First, I’m Jamie Higgins, APR, Director of Development for Community Service. I’ve worked for Community Service for about seven years. We were formed back in 1958. By a circuit judge by the name of Audrey Straight because he saw an increase in the number of juveniles entering his court system. Since then, we’ve evolved to a number of different programs all targeted at youths keeping them out of trouble when they come into adulthood.”

Emily: “Awesome. Could you explain the structure of your organization?”

Mr Higgins: “We’re a nonprofit organization a 501(c)(3). We are governed by a board of directors, we have a CEO and then under the CEO there’s sort of the executive level of management, and then we have office managers at each one of our seven office locations.”

Emily: “And where are those seven office locations?”

Mr Higgins: “They’re sort of spread out across the River Valley. There’s one in Clinton, Conway, Morrilton, Danville, Russellville, Clarksville and Ozark.”

Emily: “What, if any, research do you have that we can review?”

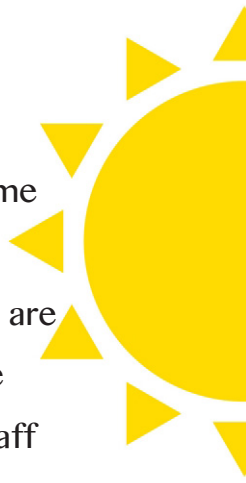
Mr Higgins: “We were fortunate back in 2014 to do what’s called an appreciative inquiry, which Amy has a copy of that for y’all to look at and basically what that is we hired a person to interview our stakeholders, and they asked a round of several questions about what their feelings were about Community Service, and then they asked our clients what their feelings are, and you can sort of see how they match up and intertwined with each other.”

Emily: “Cool. So you talked a little bit about the overview of your organization; could you elaborate just on the history, specifically your personal history working with the organization?”

Mr Higgins: “As I said before, we started back in 1958. Just last year alone we served more than 1,600 youth. The youth that come to our organization come from a variety



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of different backgrounds. Some are just dealing with maturing into adulthood. Some have parents that have been divorced and are having problems with that.

Unfortunately, some of them are addicted to substance abuse, and some of them are just acting out and have gotten into the juvenile court system. As I said before, we have a variety of different programs. We have more than 60 full-time staff. Our staff consists of licensed therapists, case managers, of course we have billing clerks that bill Medicaid and insurance companies, but one of the things we pride ourselves on at Community Service is we are sort of like St. Jude. If you go to St. Jude, you don't get billed for your services. So, if you come to Community Service, our families never get billed or have to pay out of pocket because the last thing we want is a family that's in need of mental health services not getting that because they can't pay for it."

Emily: "Last, but not least, what are some of your organization's strengths as well as weaknesses?"

Mr. Higgins: "I think our strengths are we're very dedicated to quality because we're not after the client's money; we are able to spend a lot of time and get to the root of the problem. We take pride in our quality. We get audited just like any other mental health institution, and we always are at the top of the institutions in the state by the number of infractions that we have. Our audits are always very clean, so that's one of the things we pride ourselves on is the quality of our work. Our therapists, some of them have been with us for more than 30 years, so that speaks volumes that they really sort of take hold of our mission and what we do to help the kids."

Emily: "Could you flip and tell us some of the weaknesses that you may see?"

Mr. Higgins: "Sure. Funding is always a weakness because we don't charge our clients. And because of that some of the salaries that our therapists make aren't as high as some of the other ones, so.."

Mr. Higgins: "...as we do have some that are 30 and 35 years, sometimes we do have a little bit of turnover in the lower positions like case managers and things like that that we have to keep track of.

Emily: "So funding is the only one that you'd really point out?"

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Mr. Higgins: “Um, well, funding is the major one that I can point to. I really feel strongly that our organization is well ran. Our board members have been there for several years, so we’ve been pretty tried and true.”

Treslyn: “Okay, so for the next group, we’re the planning portion of this class. My name is Treslyn Fletcher.”

Audrey: “I’m Audrey Forbes.”

Emilia: “I’m Emilia Barrick.”

Ethan: “And I’m Ethan Bly.”

Treslyn: “Okay, so our first question that we came up with is what is the overarching goal of Community Service Inc., and what are they hoping to accomplish through a public relations campaign?”

Mr. Higgins: “Our mission is to make sure that youth and families are on the path to success. So whether that be a child that’s been addicted to some type of substance abuse, our mission is to put them back on track and to keep them out of the court system and then become adults. Just a fact for you: It costs a hundred thousand dollars a year to keep a juvenile in a lockup facility. So our mission is to help taxpayers by keeping them out of the court system and saving taxpayers that hundred thousand dollars a year. So the more kids we can keep out of lockup and going to a lockup facility when they become adults helps everybody. And I’m sorry I forgot the second half of your question.”

Treslyn: “Oh I mean, we also were wondering what you were hoping to accomplish through a public relations campaign, so maybe some of the outcomes you wish to see after.”

Mr. Higgins: “Sure. Our target audiences of course we only deal with youth, but youth do not make their own decisions. So we, when we do a marketing campaign, have target audiences such as their family physicians that make referrals to us. School counselors, school administrators also make referrals to us. Of course, the parents of kids that are under the age of 18. And then of course we work directly with the juvenile court system here in Faulkner County. The Judge’s name is Mr. Braswell.



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Treslyn: “Thank you. What are your ideal demographics you reach in terms of your audience? You kind of already touched on that a little bit, but what are the groups you feel like could use the most attention when it comes to our campaign?”

Mr. Higgins: “Sure. Our relationship with the court system is very strong. We don’t get a lot of referrals from physicians because for-profit industries spend money in recruiting them pretty heavily, so family physicians would be a great PR campaign for us because we could use that to sort of spread the word about our organization. That would be the biggest one for us.”

Treslyn: “That’s great. What information has Community Service Inc. gathered about the target audiences prior to the interview? I know you just said that physicians usually tend to refer to for-profit. Have you noticed any other research about target audiences that we might need to know?”

Mr. Higgins: “I would refer back to the Appreciative Inquiry Study. It has a ton of information- I think it’s over 50 pages- of interviews.”

Dr. Hawkins: “That’s great.”

Mr. Higgins: “Yes, and it really is fun, it was fun for me to read; it may not be fun for y’all to read.”

Dr. Hawkins: “It’s fun if it’s positive. It’s about the positive attributes that distinguish them.”

Mr. Higgins: “But other than that, it’s not any scientific research that we’ve done. We just keep track of who refers clients to us, and physicians are always our lowest total because they do refer to the for-profits more because they actually have staff that go out and meet with those physicians on a regular basis to get those referrals and recruitments.”

Treslyn: “What are some of the desired actions of your target audiences, and what do you want each target audience to think and feel as a result?”

Mr. Higgins: “We want them to know that Community Service provides a quality service to the kids and youth in the communities and that when they send us a kid, they’re gonna get the best service they could possibly get.”

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Treslyn: “And finally, what specific voice or tone do you want used in the messages for your audience? In other words, what kinds of emotions do you want to evoke in your publics?”

Mr. Higgins: “Well our sort of tagline is ‘Caring and responsive services’ so we want any type of wording or images to reflect a caring and responsive type of service.”

Treslyn: “Okay. Thank you.”

Nick: “So we are the implementation group. I’m Nick Bell.”

Anna: “I’m Anna Broadway.”

James: “I’m James Lassiter”

Colby: “I’m Colby Kinggard.”

Mr. Higgins: “Alright.”

Dr. Hawkins: “And did you want to mention?”

Nick: “Oh yeah, also we have another member but he is sick today so he won’t be here, but he is working also.”

Mr. Higgins: “Alright.”

Anna: “Alright, so our first question for you today is about how long do you want this campaign to last, like I know that the typical amount is like 12 months, 18 months, 24 months. Do you have like a projected timeline there?”

Mr. Higgins: “I think 12 months is always a good timeline, because we could- we already have 12 months- that’s how we keep our data now, so when we evaluate I think that would be a good benchmarker.”

Anna: “Okay. Our second question is how many paid hours per week can your staff devote to this campaign?”

Mr. Higgins: “Well, I will devote as much time as needed to the campaign. So, you know, I don’t have a family or kids to take care of, so if you need something from me you can count on me getting it back to you.”

Anna: “What is your hypothetical budget for this campaign?”

Mr. Higgins: “I would say \$2,500 dollars for the total campaign I think would be sufficient.”



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Anna: “Which tactics do you think worked best in your past campaigns, and what tactics have not worked well in the past?”

Mr. Higgins: “I want to go back to the budget part just for a minute and then I’ll answer that question. Since we are a nonprofit in a 501 (c)(3), we would like to see a lot of pro bono and free services because they can get tax credit. So PSA’s and those kinds of things are things that we currently use, those have been productive for us. We have good relationships with the radio stations and newspapers. Unfortunately, newsprint is probably, other than getting our name out there a little more, doesn’t have a lot of return on the value. So radio, I always like radio because it’s cheap. If you can target at the right times, you can get those families when they’re taking their kids to school, so that’s worked well for us. We do a lot of community fairs where we give out brochures and flyers, so those have worked well for us as well.”

Anna: “Which tactics do you think worked best in your past campaigns, and what tactics did not work well in the past?”

Mr. Higgins: “Well, I talked about the radio ads and the flyers and brochures that we pass out at community events. The newspaper ads do not work very well for our target audience. We haven’t had a lot of good response on online ads either, that might be something that y’all have a more creative approach to where they would work, but we haven’t had good response with those on click rates and things like that.”

Anna: “And how do you measure that, whenever you have a new client, and you ask them how they heard about you or where the referral came from?”

Mr. Higgins: “We do and then especially with a radio ad or something like that, we can sort of measure if we’re getting an uptick in the number of clicks that we’ve had, so that’s the main way that we measure it is after an ad has ran, we sort of look how many referrals do we have and how many do we usually have.”

Anna: “Which social media platforms are you already using, and which ones are most effective?”

Mr. Higgins: “We’re sort of unique in that since we provide services to youth and it has to be confidential, we have made a conscious decision not to be on Facebook

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because a child could be seen going into our facility and someone could either tweet about it or tag them in a Facebook post, so we have just decided to eliminate that so we wouldn't have any problems with confidentiality so we are not on any social media. We don't have Twitter, Instagram or Facebook. We would like to create like a YouTube channel and put videos on that. We haven't done that yet, but that is part of our plan in the future."

Dr. Hawkins: "Can I interject? If they came up with a creative way for you to use a social media platform that didn't involve the kids directly, would you be open to that?"

Mr. Higgins: "Sure, sure."

Dr. Hawkins: "Okay, your brain needs to start spinning on that because there's ways to tell stories that could work around them."

Anna: "Have you planned and executed any fundraisers or events in the last two years, and if so, how successful were they?"

Mr. Higgins: "We do a lot of fundraisers because we're a nonprofit. Our biggest fundraiser, we do up at the Winthrop Rockefeller Center to honor our CEO that was the CEO for forty years of our organization, and we select someone in the community that has made significant contributions to the lives and improvement of youth. We raise about \$35,000 from that event. We're doing a fundraiser here in Faulkner County on April the 22nd. It's the first time that we've had that so it's our inaugural event. It's.. since Conway doesn't have a miniature golf course, we're bringing one to the Arkansas Golf Center, and so we're having a miniature golf spectacular on April the 22nd, and then in other areas we do have what's called a first-tee program and we do golf tournaments in Russellville and in Morrilton, and we raise about \$10,000 each on that event. And other than that we do a lot of grantwriting and those things for our funding."

Anna: "And then do you have any influential partner organizations or businesses that we should be aware of?"

Mr. Higgins: "The most influential partner that we have is the court system, the juvenile court system in each of the circuit districts in Arkansas. The juvenile judge in each one



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of those communities is very important to what we do so that's our most important relationship. We like to have good relationships with legislators just because they have a big impact on juvenile justice in the state of Arkansas, just how you handle a kid that has made a mistake so we try to stay involved with those people as well."

Anna: "Would you be open to working with the Children's Advocacy Alliance or any of their partner organizations? Because I know there is quite a bit of overlap; a lot of times you see children who are from abusive homes who also have some behavioral issues."

Mr. Higgins: "We do work with CASA, there's some...basically, what will happen is if a child has been abused, they'll work with CASA to get that advocate, and then we will a lot of times provide the therapy to that child so we do work very closely with the CASA organization."

Anna: "That's all we've got."

Lindsey: "We're the evaluation group over here, my name's Lindsey Agerton."

Kilee: "I'm Kilee Hall."

Paige: "I'm Paige Willis."

Whitney: "And I'm Whitney Mayo."

Lindsey: "We also have another member that's not with us today, her name's Yaminah Cummings. So what does a successful public relations campaign look like through your eyes?"

Mr. Higgins: "I think it's one that is diverse in the number of tactics; it has a clear, you know, strategy on why you're using those tactics in your campaign and there's a measurable result at the end of it."

Lindsey: "At the end of this, when you're judging the campaign, what exactly are you looking for?"

Mr. Higgins: "I'll be looking for those things, basically what is your strategy is the main thing and then based on that strategy, what tactics did you use to help you achieve that strategy."

Lindsey: "Okay, what kind of things will you judge whether the proposal campaign was

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effective?”

Mr. Higgins: “Did you hit one of our target audiences? Did you...how many people do you think it’s going to reach and also the ease of implementation. There’s not a lot of people...you’re looking at the only person that will be able to implement this for our organization, so it needs to be something that can be implemented by a small PR staff.”

Lindsey: “From start to finish, what would you like to see change by the end of this campaign?”

Mr. Higgins: “Can you repeat that?”

Lindsey: “From start to finish, what would you like to see the biggest change?”

Mr. Higgins: “Probably just bigger brand recognition; a lot of people don’t know Community Service in the area because a lot of people, this is a good thing, a lot of people don’t go to court with their kids so if they don’t, they probably don’t know about our organization so we would like to expand that knowledge.”

Lindsey: “What measures will help you determine that?”

Mr. Higgins: “We could measure that by just increase in the number of donations that we have, we can measure by the increase of the clicks that we have to the website and then we can measure it by the increase in the number of clients that we have. You could also do a post...a pre and post survey of just people in the community if you wanted to.”

Dr. Hawkins: “And they will be designing surveys for you to use, pre and post.”

Lindsey: “That’s it.”

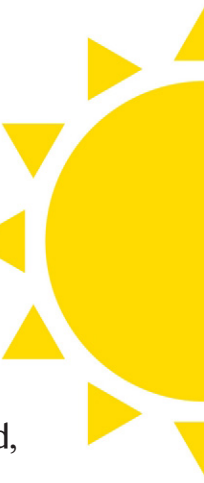
Dr. Hawkins: “Well, Jamie, I appreciate that you’re very succinct, like your answers are so easy to take notes on because you’re focused. We’ve had clients across the spectrum, right? I told them “be prepared, you might be on question three at the end of class. So that’s their prepared questions, but first of all I want to ask?”

Dr. Hawkins: “Is there anything that you really want them to know that hasn’t come out yet?, in terms of the organization, its heart, its soul?”

Mr. Higgins: “All of our employees have a strong adherence to the mission, so just



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so just make sure that you touch on that caring aspect of our tag line because that's what we are known for, and if people think of us, we want all of the people to think 'Oh, those are the people that care for the youth and community.'"

Dr. Hawkins: "That's really good, okay what are some other questions that you guys have that maybe have come out in some of these answers? So if you raise your hand, it can be anybody."

Male: "Is there any access to some of your past promotions you've mentioned like on-line ones or radio ones or things like that? Just any way to get ahold of them and look at what those have been like in the past?"

Mr. Higgins: "Sure. I have a packet for each of your teams. It has a lot of collateral. It has brochures. Some of our programs, fast facts, our last year's annual report, I haven't finalized this year's yet. It's January so I'm doing the final touches on that. I forget what else is in there, but it has a lot of data so you can look at that. But I'll be happy to send you some of our print ad campaigns that we've done that can be helpful. I can send those to Amy, and she can get those out to you."

Dr. Hawkins: "Yes, if you share them with me then I can get them to the whole class. Oh sorry, and you said you had an annual report that you were finishing?"

Mr. Higgins: "Yes, for 2016. The 2015 annual report is in there. The data is not gonna be too much different. But as soon as I finish it, I can give it to you, but it may be another month."

Dr. Hawkins: "If you give it to us in a month, we'll still use it. We'll still be here!"

Nick: "So you mentioned you may want to start a YouTube channel."

Mr. Higgins: "Hmmhmm!"

Nick: "So could tell us a little bit more on how you vision that, and what would the concept be like, and what would that look like to y'all?"

Mr. Higgins: "Basically, testimonials from our clients. We have a day treatment program, which is a program designed for youth that have been expelled in the public school system and at the end of that program they do what's called an 'I was, I am' presentation, and so we have those in written format. We have a few of them taped,

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but we would like to start taping more of them and putting them on YouTube so people can look at them. But I can give you some of those ‘I was, I am’ statements if you want because those are pretty powerful to use in any type of tactic that you want.”

Female: “As far as confidentiality, you mentioned putting that on YouTube, could you use those stories on social media as well, or would that interfere with confidentiality?”

Mr. Higgins: “You can because we get releases on those.”

Dr. Hawkins: “At the end of their time.”

Mr. Higgins: “Yeah, if anyone that we’ve videoed or any statement that I’ve given to you, we’re gonna have a release on.”

Miranda: “I noticed that you mentioned physicians and how they have people that actually work for-profit go and actually talk to them and meet with them and probably have brochures in their offices. Do you have someone that goes around and meets with the physician so that y’all can maybe target them more and leave brochures there for parents as well?”

Mr. Higgins: “We do not have a dedicated staff person that that’s their sole job. We have done that in the past, but it’s maybe like once a year?”

Miranda: “Right.”

Mr. Higgins: “Where we may get to go and visit with them because we have seven different communities.”

Miranda: “Right.”

Mr. Higgins: “We only have so much staff, and most of our staff is targeted to serve actual clients that come through our doors. Unless, there was a big influx of funding that’s not something we would probably be able to do.”

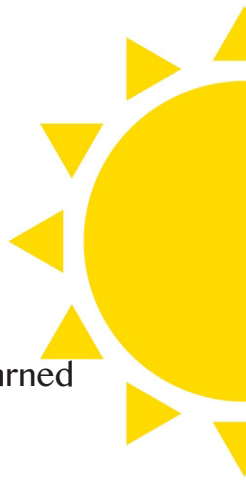
Dr. Hawkins: “Do you have a blog?”

Mr. Higgins: “I do not have a blog. We have a blog on our website. There’s only one entry right now. But we do have what’s called “Parent Tips,” and so we would like to add to that more. We asked our therapist to give us some parental tips. I thought that would be a way to increase traffic, but we need to add to that a little bit more.”

Dr. Hawkins: “You’d probably be open to ideas..”



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Mr. Higgins: “Oh yeah.”

Dr. Hawkins: “Like a blog type sense.”

Mr. Higgins: “Absolutely.”

Dr. Hawkins: “What about television? You talked about radio, but what about like earned media? Have you had much interaction with television in central Arkansas?”

Mr. Higgins: “No, because of the market. We’re not in Little Rock. It’s harder to get those PSAs. We haven’t tried the media market in Fort Smith, but we do have Clarks-ville and Ozark in the Fort Smith media market. We haven’t tried that media market yet. That may be more successful because it’s a smaller media market. For Little Rock it’s been difficult to get traction because it takes them a long time. If there was like a new story or anything like that it would take them a long time to come all the way up to Morrilton and then drive all the way back to edit. So unfortunately, unless it was something really bad, they’re not gonna come.”

Dr. Hawkins: “You’ve got seven locations, when we think about tactics, what are your thoughts on how many of those locations we can focus on? I mean obviously you can replicate, but in terms of specifics?”

Mr. Higgins: “I sort of came in here thinking y’all would focus on Faulkner County. And we could use the tactics and strategies y’all create and implement them elsewhere.”

Dr. Hawkins: “When they think about that, if we want to turn one campaign, because there’s four groups, we could do some research in different counties. But, I agree with you, you piloted one county. It’s appropriate. Okay, what else?”

Dr. Hawkins: “Each group will be contacting you through one liaison, let’s try to define those. Do you know who those are? Who’s the liaison in this group?”

Treslyn: “I can do it.”

Mr. Higgins: “I do not bite, I promise.”

Treslyn: “No, no.”

Dr. Hawkins: “Over there? Whitney Mayo. Okay. Then back here? Colby. Then Miranda. It’s not that the other folks couldn’t, we try to keep it to where you’re only hearing from four people and not nineteen.”

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Mr. Higgins: “And I have a card in each one of those packets so you have all of my information.”

Dr. Hawkins: “And you prefer email?”

Mr. Higgins: “Email is the best. If I don’t get back to you, you can feel free to call.”

Dr. Hawkins: “Each group will be contacting you through that liaison to schedule a site visit.”

Mr. Higgins: “Okay.”

Dr. Hawkins: “In the Conway location, and some of you were interested in maybe going to another program. Specific location, you know some programs might be unique to other locations.”

Mr. Higgins: “Sure, we can do that.

Dr. Hawkins: “Didn’t you have a leadership development?”

Mr. Higgins: “We have a youth leadership class in Johnson County. That’s in Clarksville. So that’s about an hour and 15 minutes away.”

Dr. Hawkins: “Some groups would be interested in that..and if they need to get permission for them to be.”

Mr. Higgins: “Okay, they all have that one has releases too so they can come up it’s only one day a month, so we would sort of need to probably work on scheduling that now so you can be sure to get there when they meet.”

Dr. Hawkins: “If your group decides that you would be interested in something like that, then you are gonna want to get with him really soon.”

Miranda: “I noticed I did a little bit of research on your website already, and I noticed that there was a place to schedule a tour there; would you rather us email you, or would it be easier to go through the website.”

Mr. Higgins: “Just email me. I mean I am going to get the email either way because all of those come to me but yea just email me.”

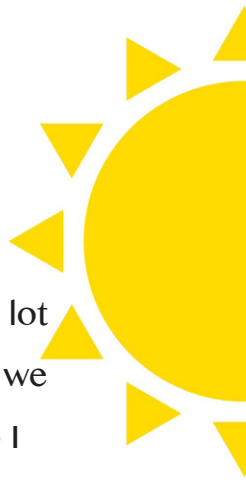
Miranda: “Right, just directly, okay.”

Dr. Hawkins: “Well, what’s the most relevant, helpful things you’ve learned today?”

Mr. Higgins: “Go ahead.”



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Miranda: “Caring.”

Mr. Higgins: “Good.”

Miranda: “I really like, I enjoy nonprofit organizations because I have a heart for a lot of things and so too many things almost, and so caring was a really big thing, and we talked about strategy. That was a word that was brought up multiple times, and so I think we will be able to really work with that and come up with a very concise strategy that is easy to implement.”

Mr. Higgins: “Good. Awesome awesome. Good.”

Nick: “I thought the social media and YouTube conversation was really helpful. I think it gives us a lot and gives every group something we can kinda look at and start working on. As far as something new for your organization cause like you said you’ve done a lot of stuff in the past and so a lot of it would be like remaking the wheel for social media that could be like a big direction for CSI.”

Mr. Higgins: “Sure.”

Dr. Hawkins: “Might not want to pile a bunch of new event ideas. They are expensive and they are very labor intensive so you are right the social media and earned media could be.”

Mr. Higgins: “And we did have a day treatment program in Conway if you’re interested in video taping that for...do they actually make collaterals or is it sort of the plan?”

Dr. Hawkins: “We tend to make more, because they don’t have a lot of video production experience, they tend to do more writing the PSA scripts, so yes there are collateral materials provided, typically not a lot of video.”

Mr. Higgins: “Okay, well that would be a good opportunity to interview the person and get actual quotes from a client at that presentation because that is the end of their experience at Community Service.”

Treslyn: “What were the details on that? That you were just talking about.”

Mr. Higgins: “The day treatment?”

Treslyn: “The ‘this is who i was this is who i am.’”

Mr. Higgins: “During day treatment, at the end of their experience during day

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treatment they present an I was I am statement, so if you didn't want to do a video you could interview them after that and get quotes from them for your collateral materials."

Treslyn: "Do you have a date scheduled for whenever that presentation is?"

Mr. Higgins: "Not off the top of my head, but I can get with the program coordinators and get when those dates are."

Dr. Hawkins: "It's gonna be important for you guys to move quickly to get these dates on your schedule because you are busy people. Emily did you have a question?"

Emily: "Yeah, I have a quick question. So we talked a little about how you have seven locations and then you're one organization, does each, I keep wanting to say campuses, does each location have a different voice and a different way that they try to reach people, or is it all one voice coming from the Faulkner County, does that make sense?"

Mr. Higgins: "It's the same message, different people. You know, we sort of tend to lean a lot on our office managers who run the location on community outreach but we definitely want the same message in each one of those communities. We don't want to have a different message going on in Clarksville then what's going on in Conway."

Dr. Hawkins: "Well, thank you."

Mr. Higgins: "I hope that was alright."



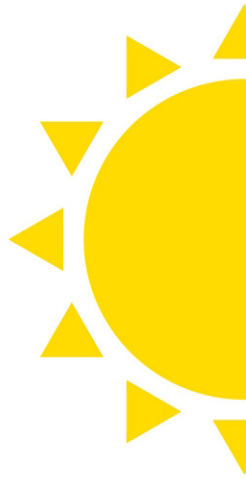
APPENDIX B - SECONDARY RESEARCH REPORT

This is the Secondary Research Report. In this section, we will be summarizing the research that we, along with other groups, found on CSI, aspirational peers, competitors and target audiences. We will also be sharing our counter perception which includes suggestions for more research and a comparison of the research found. Finally, we will do a SWOT analysis, a situational analysis and identify our Statement of Core Challenge.

CLIENT

To understand more about CSI, one group collected research on many elements of the organization. After we read through the AI Report and the findings that made up the Client Research Report, we found key information that helped our group better understand CSI. The programs that CSI has helped us understand what they do and how sincerely they want to help.

Before, we did not realize the depth and impact CSI has on the community they serve. With the program Therapeutic Foster Care, CSI works to provide a stable environment for the children who go through their system. Through this program, CSI provides trainings for the families, clinical support, in-home visits and call assistance. We realized through this program alone that CSI works hard to not only help the children get better, but give them a stable environment when they leave the center. CSI programs serve 1,600 youth each year, backing up their mission by working to keep children out of the juvenile system and helping them in becoming successful people. CSI's "Earn It" program helps youth who have committed crimes understand the crimes they committed were wrong, and they need to realize they have to work to repay the people they hurt. They also have mental health and substance abuse programs, which helps back up their mission even more of helping youth in the state of Arkansas. CSI helps more males than females, more white youth than any other race, and more youth ages 13 to 19. CSI is operating in seven different communities, providing parenting tips on their website and easy access links for parents and children statewide and beyond.



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In the AI report, staff discussed how they would do anything and everything to solve clients' problems. This shows how willing and persistent the staff is, and they will work hard to serve the youth in their community. CSI provides youth with strategies to be successful, a clean reputation, a variety of services at no cost to them, help for youth and their family and are available no matter what time of day it is. The AI report also discussed what families thought about the impact CSI had on their lives. Families went on to discuss how CSI took the crisis out of their families, got clients back in school and gave their children a voice. They explained CSI is always available, always has time for them and teaches the children social skills and life lessons. We did not realize how many different issues youth across the state are facing and how much CSI works to provide help to the children.

INDUSTRY & ASPIRATIONAL PEERS

CSI is a local youth organization that has some room to grow in regards to other local organizations and even national organizations. Looking at other organizations such as Big Brothers Big Sisters of America, Children's Defense Fund and Youth M.O.V.E. National can help us gain insight as to how we can better reach our target audiences and utilize certain tools to expand the brand.

Big Brothers Big Sisters of America is an organization that allows caring adults to have an influential role in children's and teen's lives to help them reach their potential. Their website is informative and clearly points back to their mission. It is easy to navigate and contains information on how to join, donate and learn more about the cause. On social media, they post often with content related to the brand and upcoming events. Their YouTube channel, however, is where they hit the mark. They share success stories, mentorship stories and celebrity endorsements to both inform the public of their organization and increase their credibility. They have several programs that target different groups of children including children of military families and a program that connects youth with police officers to help them see law enforcement in a positive light. Because CSI has stated they would like to get a



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YouTube channel up and running, it would be beneficial to look more in-depth at Big Brothers Big Sisters of America's channel to see how they get their messages across and promote their organization without infringing on any privacy issues.

Children's Defense Fund is another great example of a peer CSI could learn from. This organization is dedicated to the idea of "no child left behind." Their mission is to give every child a chance at a healthy, safe and fair childhood. They have a great website with navigation tabs to allow viewers to easily find information about them such as contact information and programs. A great tool they have is their policies and priorities which lays out the objectives they hope to reach through the various programs they have. We believe this is a great tool CSI could use because it could increase their credibility. They would be laying out their goals as well as backing up the reasons they have those goals in terms of helping children and/or youth. They also have a newsroom with monthly articles pertaining to helping children, which is something CSI could look into. Their programs include a faith-based program that allows a partnership between Children's Defense Fund and churches, as well as a Youth Development and Leadership program which helps youth work towards becoming servant leaders in their community. CSI is dedicated to teaching their clients how to become servants in their community rather than following along the same bad path they're used to, so Children's Defense Fund sheds light on how to do so.

Youth M.O.V.E. National is dedicated to "improving services and systems that support positive growth and development...in various systems including mental health, juvenile justice, education and child welfare," which is similar to CSI. The programs they offer include Dare to Dream America which provides grant funding for youth and Youth Peer Support which provides webinar training and technical support for their organization. As CSI is concerned with the safety of their clients, so is Youth M.O.V.E. National, and looking at this organization can give CSI something to work with so they know what they can share without putting children and youth in danger. They utilize the 80/20 rule for content so they aren't necessarily sharing that much

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information about their clients but more articles and information about related organizations. They do share photos from events, but that is mainly to promote those events or share what happened at the events.

LOCAL COMPETITORS

Through looking into and researching CSI's local competitors, Boys and Girls Club, Choosing to Excel, Haven, Children's Advocacy Alliance and Community Connections, we were able to see the areas for CSI to improve and areas they were doing well by researching these other nonprofit organizations.

Haven is a local nonprofit organization desiring to provide a safe and nurturing environment for every child who comes there, providing programs for girls in need in the community. Haven offers help getting jobs, getting through school, counseling and housing while they make the transition from foster care to community living. Haven has been featured in The Cabin, offering stories from employees and girls who have formerly lived there. They make posts on Facebook highlighting donors and sponsorships for rooms in their new home. We found they make posts often, and they specify posts on sponsorships that have been made to the shelter being built and what the sponsorship will provide, such as a back porch or staff office. While offering these stories on Facebook, they are also offered on their website. They have an easy-to-navigate website, including easily-accessible donation areas as well as a FAQ for visitors who have questions. CSI should offer specific posts sharing testimonials and highlighting sponsorships. This will help create more community within their network and allow people to stay involved and know how they can help.

Children's Advocacy Alliance is a nonprofit organization serving Faulkner, Van Buren, Searcy, Pope and Conway counties, "providing hope, healing and a voice for justice for abused and neglected children in our community." CAA provides treatment and support for victims of abuse and neglect, Court Appointed Special Advocates, mental and medical health services and investigation and treatment efforts involving law





enforcement. The CAA website provides an easy layout to get information about CAA and has links available for their Facebook and Twitter page. The events such as Festival of Chairs live auction and Heroes for Hope race they host provide opportunities for community involvement and often produce good results. After getting social media, CSI should add links of their profiles on their website. CSI should implement more events, such as live auctions or races to get the community involved and to get their mission and message known.

Community Connections is a nonprofit organization dedicated to improving the lives of children with disabilities and their families. They provide programs to help the youth in the community by offering different activities such as basketball, first tee golf, martial arts and music for all different ages. They keep their Facebook up-to-date and are posting about current events often; they even have a newsletter giving the community another outlet to keep in touch and stay involved. They have so many programs available, there is always a way for a person to get involved. CSI should implement writing a monthly newsletter to offer testimonial stories, future ways to get involved or needs they can meet for the community. CSI should post on Facebook, Instagram and Twitter consistently like Community Connections does, when they start up their social media.

TARGET AUDIENCES

CSI should target parents and guardians because it is important for us to connect with the people who will be making the ultimate decisions for their children. They should be able to have a big voice in advocating for CSI. This will allow all of CSI's programs to be used to their full potential. Research shows when parents feel connected to CSI, they feel like they have a role in their life. Communications with the parents assures them their child is getting the best treatment possible and will continue to do so.

CSI should target public schools because most of CSI's clients fall within this category. Some surrounding public schools provide more information to students about places to find additional support than

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other public schools do. The services CSI provides, though, would cater to any students in need. It was seen through research a need for programs which offer quality and affordable counseling for students who do not qualify for the school-based counseling services through Counseling Associates. Schools like Mayflower need exactly what CSI provides.

CSI should also target the media because it will provide easy access and awareness to what the organization offers and ways the community can get involved and help. The media would be a clear way to share stories and testimonies.

CSI targeting churches will provide access to counseling opportunities specific to the youth for the families who attend church in the community. What CSI provides will help support families who are lacking in this area and will allow families to know what they offer.

COUNTER PERCEPTIONS

After thoroughly reading through the summaries of the AI report and the Client Research Report, our group found there is room for additional research. We found it would be beneficial for CSI to conduct research using focus groups with several audiences. Examples for focus groups would be clients (youth), mothers of all ethnic backgrounds and possibly even counselors. According to the AI report, research was conducted with a professional group and a client group. We think CSI should create surveys for their clients and their clients' families. A survey could cover what they expect before entering the program, what is changing, what they think during the program and what they got out of the program.

When we finished the interview in class with Jamie Higgins, we wanted to learn more about CSI. We received good information during the interview but were still unclear on what exactly CSI does. We were curious about what programs they offer and how they help youth across the state. After taking the tour, our group had a completely different perception of CSI. We realized this organization works tirelessly to provide youth with the tools they need to better themselves and get on the right track





to becoming successful people. From multiple programs, to rehab groups, mental health evaluations and counseling, CSI has all the tools they need to positively affect children in the state. They work hard to host fundraising events so children and their families do not have to pay for treatment at CSI. At the tour we learned a lot about the programs they had to offer and the treatment plans they were using during their process with youth. Visiting the organization was an eye-opener for our group, and we want the community to understand CSI and the hard work put into helping youth across the state.

SWOT ANALYSIS (APPENDIX C)

A SWOT Analysis is an analysis of an organization's internal strengths and weaknesses, as well as its external opportunities and threats. We will use the research and data that were collected to analyze Community Service, Inc.'s strengths, weaknesses, opportunities and threats. This analysis will give us a better understanding of the organization's current state as well as aid us in predicting the future of Community Service, Inc. Furthermore, this analysis will be used to help establish goals, objectives, strategies and tactics in the later stages of the public relations campaign.

SITUATIONAL ANALYSIS

CSI's current situation is a lack of brand awareness. If no one knows what the cause is, where it's located or how to make donations to an organization, the brand does not seem to be very important to consumers. CSI is an organization that does not exist to make a profit from their cause. As an organization, striving to earn unpaid brand recognition seems like the best way to go. With technology advancing rapidly within the past 10 years, social media have become popular online media outlets. According to Business Insider, there are over 2.3 billion social media users. CSI currently has no social media. Since there are many users on social media and this organization is not a part of this category, we would highly recommend joining the social media domain.

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According to brightedge.com, “In 2016, an estimated 78 percent of people in the United States have at least one social media profile.” When creating a social media page, you are providing your audience a way to connect with your brand more personally. “87 percent of consumers who interact with a brand daily feel more loyal to that organization. Social media provides you with the perfect means of having this daily interaction, which will build your brand recognition and positive brand associations,” (Maryasin, 2016).

Within this situation, challenges continue to rise. If the organization does not have much money, is not well-known, nor has a news-breaking story, you can almost count out any paid or earned media. The ideal thing to do to get your brand’s name out there would be to create owned media. This is where CSI lacks with their public relations voice; they have not taken the time to learn or get involved with social media. Without the help of radio or television, your best option is the world wide web. CSI’s lack of recognition results in a limited number becoming aware of their cause. This could potentially lead to a clientele downfall, which could result in a brand collapse. Since social media is free, CSI’s best chance of brand awareness improvement would be to embrace social media as essential to its brand identity.

STATEMENT OF CORE CHALLENGE

Community Service Inc. cannot operate without donations and volunteer efforts, but to obtain this type of reinforcement, CSI must gain more brand awareness.

CONCLUSION

We reviewed the secondary research pertaining to the client, aspirational peers, local competitors and target audiences. Taking into consideration our newfound secondary research, we then shared our counter perceptions which includes suggestions for more primary research and a comparison of the secondary research to our perceptions after the interview. We also completed a SWOT analysis which analyzed the organization’s internal and current strengths and weaknesses as well as their external and future opportunities and threats. To complete this secondary research report,



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we concluded with the situational analysis and a statement of the organization's core challenge. Our hope is this report will help us better understand the client and their needs for this campaign.

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APPENDIX C - SWOT ANALYSIS

Community Service, Inc. SWOT Analysis	
A SWOT Analysis is an analysis of an organization's internal strengths and weaknesses, as well as its external opportunities and threats. We will use the research and data that were collected to analyze Community Service, Inc.'s strengths, weaknesses, opportunities and threats. This analysis will give us a better understanding of the organization's current state as well as aid us in predicting the future of Community Service, Inc. Furthermore, this analysis will be used to help establish goals, objectives, strategies and tactics in the later stages of the public relations campaign.	
Strengths ● Services: Provides essential services to the community. ● Cost: Doesn't charge any fees to their clients. ● Staff: Has a pretty large staff for being a <u>nonprofit</u> organization. ● Relationships: Relationship with the juvenile court system is strong right now.	Weaknesses ● Interior Design: Physical environment doesn't represent the organization's mission. ● Social Media: Not present on any social media platforms. ● Referrals: Don't receive many referrals from physicians. ● Volunteers: Don't have many volunteer opportunities; therefore, there aren't many volunteers.
Opportunities ● Social Media: Establish social media presence. ● Relationships: Enhance relationships with schools' administrators and staff members. ● Brand Awareness: Increase brand awareness within the community. ● Referrals: Increase referrals from physicians and other target audiences.	Threats ● Environment: Conservative, legislative environment among communities. ● Competitors: For-profit competitors have staff members to recruit referrals. ● Clientele: The number of students can fluctuate based on the need at that time. ● Salaries: Salaries are lower than other competing organizations or corporations.



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APPENDIX D - PARENTS FOCUS GROUP GUIDE

Parents of Children Involved in CSI- Focus Group Facilitation Guide

Hello! My name is _____, and I am your facilitator today. I am [Title] for Community Service, Inc. On behalf of CSI, I want to thank you for your participation in this focus group session. Tonight we will be seeking your feedback on your experiences as you've interacted with CSI.

This session will last about 45 minutes and will be audio recorded for analysis purposes. An associate from my organization is here to take notes by hand in case anything goes wrong with the recording. Because CSI wants your candid feedback, they will not have access to the transcript of this recording, and all identities will be protected in the final report.

What questions do you have before we get started?

1. When considering a CSI program for your child, what other similar organizations did you consider?
2. How did you hear about CSI?
3. What previous interactions or experiences, if any, have you had with CSI?
4. How responsive have you found the CSI staff to be?
5. How would you evaluate the efficiency of your interactions with CSI staff?
6. What changes would you make to improve your child's experience with CSI?
7. How familiar are you with CSI's past promotional activities?
8. What would motivate you to get involved with supporting CSI?
9. What other nonprofits have you supported in the past year and why?
10. What else can you tell me I haven't asked about.

That concludes our focus group session for today. I'd like to thank you all for giving such careful and insightful answers to our questions and we hope you had fun in the process. We appreciate the opportunity to learn what you know and believe and we thank you for your time.



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APPENDIX E - CHURCHES INTERVIEW GUIDE

Hello, this is _____ from Community Services, Inc., a local nonprofit organization. I am calling to ask you a few questions regarding our organization. This is a survey that will help us to better understand how the community perceives our organization. Do you have a minute to answer some questions?

1. Have you ever heard of Community Services, Inc.?

a. If answered yes:

i. How did you hear about us?

b. If answered no:

i. We serve the youth of west central Arkansas. Our service professionals are committed to helping youth in need through prevention and education, therapeutic foster care, day treatment, substance abuse services, mental health services and juvenile justice.

2. How involved is your church in serving and donating funds to local nonprofit organizations?

a. If highly involved:

i. How do you go about choosing which nonprofit to support?

ii. What local nonprofits have you supported in the past few years?

iii. What motivates you to support local nonprofits?

b. If not highly involved:

i. Move on to next question.

3. How likely are you to be interested in partnering with Community Service Inc.?

a. If highly likely:

i. Who should we get in touch with to make this happen?

b. If not likely:

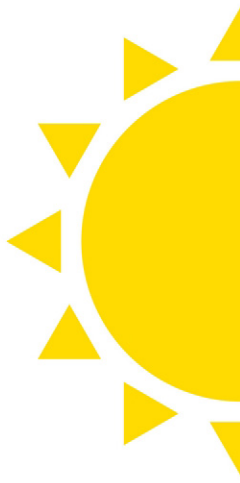
i. What, if anything, can we do to change this?



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APPENDIX F - MEDIA PHONE INTERVIEW GUIDE

Faulkner County Media Survey - Phone Version



Hello, this is _____ from Community Service, Inc. I am calling to ask you a few questions regarding our organization, Community Service, Inc. This is a survey that will help us to better understand which media outlets know about our organization and how we can better our relationship with you all. These will be open-ended questions so please elaborate.

1. How would you describe your role in your company?
2. Could you describe your previous relationship with Community Service, Inc, if any?
3. Could you briefly describe what you know and what you have heard about Community Service, Inc.?
4. What determines why you would pick one nonprofit over another to highlight in your stories?
5. In your opinion, how does a nonprofit build a strong relationship with your company?
6. How many stories are written/shared with the community through your company about nonprofits on a weekly basis?
7. Is there anything else you can tell me about to earn media coverage from you company?

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**APPENDIX G - PUBLIC SCHOOLS
EMAIL SURVEY**

Faulkner County Public Schools Survey - Email Version

Hello, this is _____ from Community Service, Inc. You replied to a previous email stating your willingness to participate in our email survey regarding nonprofit youth organizations in Faulkner County. We have included the survey, which should take no longer than five minutes to complete.

Does your daily job at a public school often include face-to-face conversations with students?

Yes

No [TERMINATE]

Which of the following best describes your position at a public school?

Coach

Guidance counselor

Nurse

Principal

Teacher

Custodial [TERMINATE]

Food service [TERMINATE]

How long have you worked at this public school?

Less than 2 years

3-6 years

7-10 years

More than 10 years

Have you experienced troubled youth in your position?

Yes

No





**Have you had the opportunity to help youth who are on the brink of expulsion/
have been expelled to continue their education?**

Yes

No

**Do you consider it partly your responsibility to help troubled youth to be placed
somewhere that can help their futures?**

I don't feel responsible for their futures; parents should be responsible for
them.

I feel responsible for their futures, going alongside their parents.

I feel very responsible for their futures; parents may not be supportive.

**Have you ever referred troubled youth and/or their families to a nonprofit facili-
ty?**

Yes

No

**What is the most important factor you consider when referring troubled youth
and/or their families to a non-profit organization?**

Accessibility

Educational aspects

Experienced employees

Faculty

Popularity

Reputation

Does not apply

**How important is a social media presence to you when considering a non-profit
organization to refer troubled youth to?**

Not important

Somewhat important

Very important

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How likely would you be to refer troubled youth to Community Service, Inc?

- Not at all likely
- Somewhat likely
- Somewhat likely

We're almost done -- the following questions are for classification purposes only.

Which of the following best describes your current employment status at a public school?

- Full-time employee
- Part-time employee
- Volunteer

What would you describe yourself as?

- American Indian/Native American
- Asian
- Black/African-American
- Hispanic/Latino
- Pacific Islander
- White/Caucasian
- Other

Finally, which gender do you identify with?

- Female
- Male
- Other

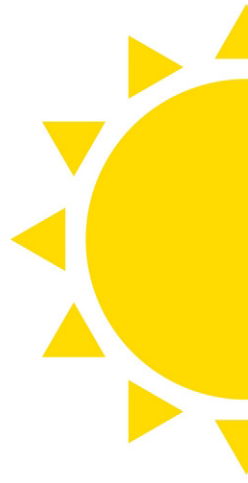
That concludes our survey. Thank you very much for your time! Community Service, Inc. appreciates your opinion and will greatly benefit from your participation.



APPENDIX H - CAMPAIGN BUDGET

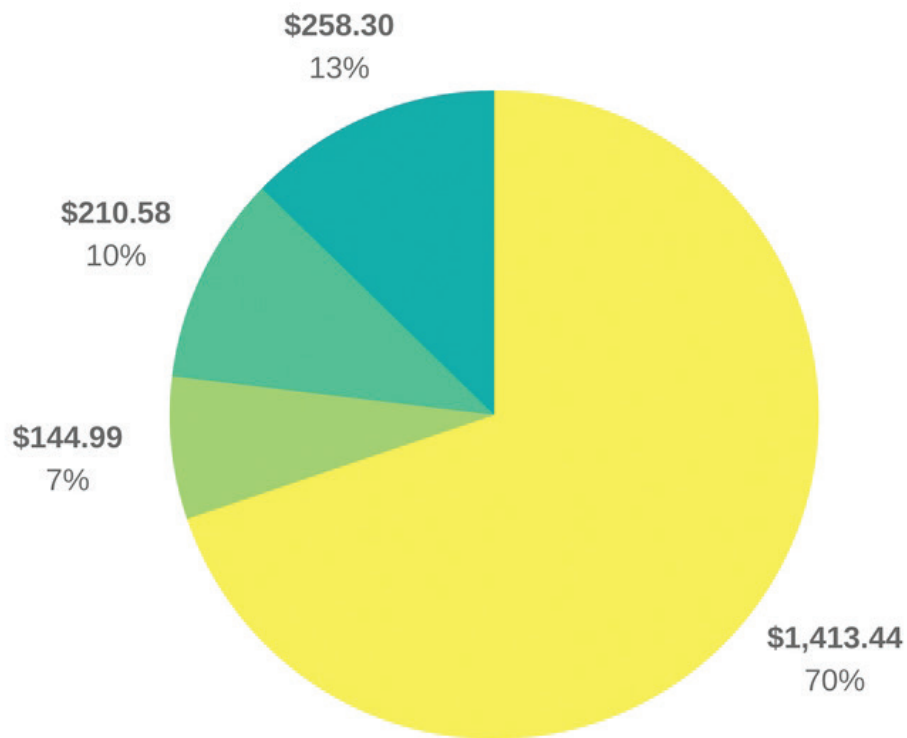
ALL TOTALS INCLUDE SALES TAX AND SHIPPING

TACTIC	ITEM	SUPPLIER	QUANTITY	TOTAL
4	Business Cards	Vista Print	200	31.96
	Buttons	Conway Copies	250	194.00
	Cups	Conway Copies	500	195.00
	Pens	Conway Copies	1,000	155.00
	T-Shirts	OooShirts	200	837.48
				1,413.44
5	Buttons	<i>Inventory</i>	25	
	T-Shirts	<i>Inventory</i>	25	
7	Amazon Fire HD Tablet	Amazon	1	89.99
	Buttons	<i>Inventory</i>	100	
	Cups	<i>Inventory</i>	100	
	Information Sheets	Staples	500	55.00
	Pens	<i>Inventory</i>	100	
				144.99
10	Brochures	Vista Print	100	69.60
	Cookies with CSI logo	PattiCakes	48 (4 dozen)	33.99
				103.59
11	Buttons	<i>Inventory</i>	50	
	Cups	<i>Inventory</i>	50	
	Information Sheets	Staples	250	27.50
	Pens	<i>Inventory</i>	50	
	Table Cloth	Walmart	1	11.09
	T-Shirts	<i>Inventory</i>	25	
12				38.59
	Bottles of Water	Walmart	2 24-packs	20.90
	Business Cards	<i>Inventory</i>	100	
	Buttons	<i>Inventory</i>	50	
	Cups	<i>Inventory</i>	50	
	Information Sheets	Staples	250	27.50
	Pens	<i>Inventory</i>	50	
	Soft Drink Liters	Walmart	20	20.00
	Table Cloth	<i>Inventory</i>	1	
	T-Shirt	<i>Inventory</i>	1	
14				68.40
	T-Shirts	<i>Inventory</i>	20	
20	Bottles of Water	Walmart	4 24-packs	41.80
21	Folder	Conway Copies	100	189.00
	Information Sheets	Staples	250	27.50
				216.50
			TOTAL	2,027.31



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- Overall
- Parents
- Churches & Ministries
- Public Schools



Looking forward

**TO
THE**

future



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APPENDIX I - CAMPAIGN TIMELINE

Target Audience Key

- Parents
- Churches & Ministries
- Media
- Public Schools

Summer

- Research

August

2. Create an organization Twitter page.
3. Establish a PR & Film internship program.
21. Design folders for schools with CSI info.
4. Design and giveaway CSI merchandise.
5. Set up a booth at UCA Conway Daze.
1. Create an organization Facebook page.

September

10. One-on-one speaking engagements with churches.
15. Connect with reporters on Twitter.
12. Create an open house at CSI for churches.
14. Partner with local churches for fundraising.
20. Be involved with school events.
18. Media Kit.
8. Send out monthly newsletter via email.
6. Use Facebook to reach out to parents.
4. Design and give away CSI branded merchandise.

October

19. Schedule announcements at sporting events.
7. Set up booth at parent teacher conferences.
20. Be involved with school events.

14. Partner with local churches for fundraising.

18. Media Kit.

6. Use Facebook to reach out to parents.

8. Send out monthly newsletter via email.

4. Design and give away CSI branded merchandise.

November

13. Contact college ministries.

15. Connect with reporters on Twitter.

14. Partner with local churches for fundraising.

20. Be involved with school events.

18. Media Kit.

6. Use Facebook to reach out to parents.

8. Send out monthly newsletter via email.

4. Design and give away CSI branded merchandise.

December

11. Set up booths in church lobbies.

8. Send out monthly newsletter via email.

14. Partner with local churches for fundraising.

20. Be involved with school events.

18. Media Kit.

6. Use Facebook to reach out to parents.

4. Design and give away CSI branded merchandise.

January

15. Connect with reporters on Twitter.

9. Create shareable video.

14. Partner with local churches for fundraising.

20. Be involved with school events.

6. Use Facebook to reach out to parents.

8. Send out monthly newsletter via email.

4. Design and give away CSI branded merchandise.

February



BUILDING A *brighter* FUTURE

MONTH BY MONTH TIMELINE

17. Create heartfelt feature to send out to journalists.

22. One-on-one meetings with school counselors.

14. Partner with local churches for fundraising.

20. Be involved with school events.

18. Media Kit.

6. Use Facebook to reach out to parents.

8. Send out monthly newsletter via email.

4. Design and give away CSI branded merchandise.

March

15. Connect with reports on Twitter.

7. Set up booth at parent teacher conferences.

14. Partner with local churches for fundraising.

20. Be involved with school events.

18. Media Kit.

6. Use Facebook to reach out to parents.

8. Send out monthly newsletter via email.

4. Design and give away CSI branded merchandise.

April

16. Create a digital news release for golf tournament.

14. Partner with local churches for fundraising.

20. Be involved with school events.

18. Media Kit.

6. Use Facebook to reach out to parents.

8. Send out monthly newsletter via email.

4. Design and give away CSI branded merchandise.

May

15. Connect with reporters on Twitter.

14. Partner with local churches for fundraising.

20. Be involved with school events.

18. Media Kit.

6. Use Facebook to reach out to parents.

8. Send out monthly newsletter via email.

4. Design and give away CSI branded merchandise.

June

14. Partner with local churches for fundraising.

20. Be involved with school events.

18. Media Kit.

6. Use Facebook to reach out to parents.

8. Send out monthly newsletter via email.

4. Design and give away CSI branded merchandise.

July

15. Connect with reporters on Twitter.

20. Be involved with school events.

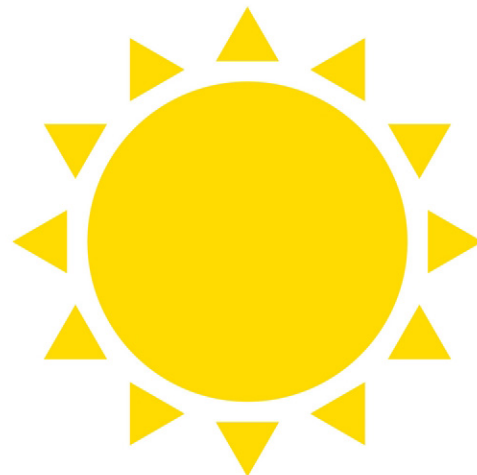
14. Partner with local churches for fundraising.

6. Use Facebook to reach out to parents.

18. Media Kit.

8. Send out monthly newsletter via email.

4. Design and give away CSI branded merchandise.



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	August	September	October	November	December	January
Create an organization Facebook page						
Create an organization Twitter page						
Establish a PR & Film internship program						
Design and give away CSI branded merchandise						
Set up a booth at UCA Conway Daze						
Use Facebook to reach out to parents						
Set up information booth at parent teacher conferences						
Send out monthly newsletter via email						
Create shareable video						
One-on-one speaking engagements with churches						
Set up booths in church lobbies						
Create an open house for parents						
Contact college ministries						
Partner with local churches for fundraising						
Connect with reporters on Twitter						
Create a digital news release for CSI golf tournament						
Create a heartfelt feature to send to journalists						
Media Kit						
Schedule announcements at sporting events						
Be involved with school events						
Design folders for schools with CSI information						
One-on-one meeting with counselors			77			

[illegible]

Target Audience Key
Overall
Parents
Churches/Ministries
Media
Public Schools

APPENDIX J - FACEBOOK EXAMPLES



Success story: Andrew was 15 when the court ordered him to our Day Treatment Program. He was sent there for buying prescription pills in school and for being disruptive because of his severe ADHD. After 11 months, Andrew successfully completed the program and was able to return to regular school. At last report, Andrew was still thriving and doing well.

Fast fact: \$50 a month (\$600 a year) can provide six weeks of intensive day treatment, six weeks of individual or family therapy or six weeks of prevention presentations in schools.

Our student's favorite dish this month is lasagna. Check the CSI recipe here.



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Ever have problems knowing if your child is feeling loved or understood? Yes, we have all been there as parents. Here is a article that will help you better relate with your children and make sure they are feeling loved.

“Parenting is probably one of the most challenging, yet most rewarding, jobs we will ever have. Here our expert behavioral health professionals will provide tips on a variety of parenting topics. If you are experiencing difficulty with your child or teen we can help get you back on the right track. Give us a call today at 1-800-379-0553.”

Read what our experts have to say. http://www.csiyouth.com/?page_id=100

Community Service is proud to serve 11 counties including Conway, Faulkner, Franklin, Johnson, Logan, Perry, Pope, Scott, Searcy, Van Buren & Yell through our SEVEN Youth Resource Center locations. Our goal is to build a brighter future for teens across the state of Arkansas. The future is bright. The future is forward!

DID YOU KNOW? CSI serves all youth and their families regardless of financial status or ability to pay!



Are you a Public Relations major or minor? Are you searching for that right internship to get the experience you need? WE WANT YOU. We are looking for a passionate, innovative, and determined public relations intern this semester! Applications are available at _____.



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APPENDIX K - TWITTER EXAMPLES

Our annual First Tee Golf Tournament is coming up! Contact Sam Taylor at staylor@csi youth.com to register your team.

For just \$1 a day you can provide three therapy sessions for a youth in need. Visit us at csi youth.com to donate today!

Find out how you can help at-risk youth today! The future's bright, the future's forward!

Parenting Tip 2: CHOOSE your battles! Read more here; http://www.csi youth.com/?page_id=100!



www.csi youth.com

Send us ways CSI can give back to the community here.



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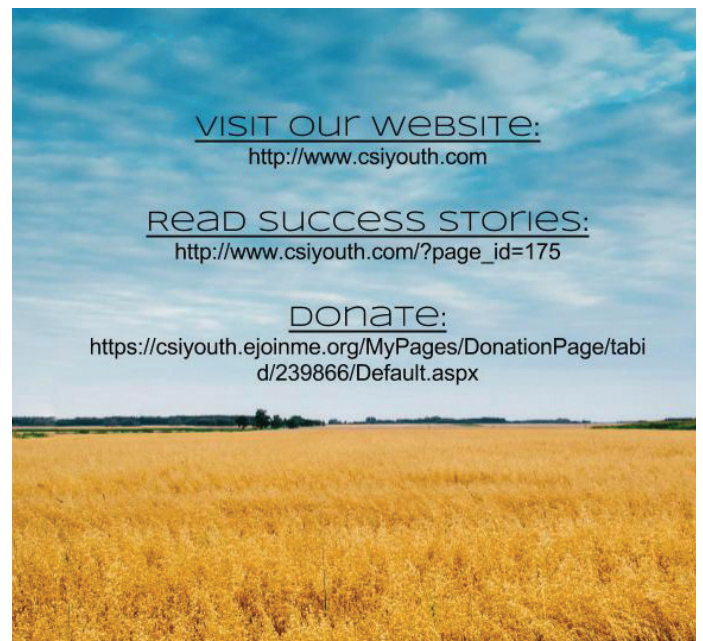
Fast Fact: We have offices that are located in Clarksville, Clinton, Conway, Danville, Morrilton, Ozark and Russellville.

Seeking applicants for a licensed clinical therapist in our Russellville location! Click now to apply! (Link to application)

Find out how you can help at-risk youth today! The future's bright, the future's forward!

Want to leave a legacy? Talk to us about how you writing us into your will make a permanent impact on youth!

No donation is too small or too big to help make a real difference.



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APPENDIX L - LOCAL REPORTERS CONTACT INFORMATION

Sarafina Brooks

- KATV
- @KATVSarafina

The UCA Echo

- @UCAEcho

Chris Heady

- Arkansas Democrat Gazette Features Intern
- @heady_chris

Cynthia Howell

- Arkansas Democrat Gazette Education Reporter
- @howelloman

Beth Hunt

- KATV
- @KATVBeth

Sonja Keith

- 501 Life
- @501LIFEChick

Janelle Lilley

- KATV
- @KATVJanelle

Melinda Mayo

- KATV
- @KATVMelinda

News 6 UCA

- @News6UCA

Cheese Williams

- KARK
- @CheesaWilliams

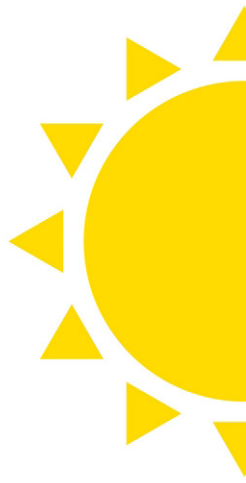
Y107.1

- FM Radio
- @Y107Conway



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**APPENDIX M -
PUBLIC RELATIONS INTERSHIP
REQUIREMENTS AND INTERVIEW
QUESTIONS**



Public Relations Internship

We are looking for a passionate, innovative, and determined public relations intern this semester.

This is an unpaid internship.

Tasks include:

Social Media

Monthly Newsletters

Event News Release

Promotion

Volunteer Coordination

Evaluation of the Organization

For more information, contact:

Jamie Higgins, APR

Director of Development, Community Service, Inc.

Rotary District 6170 Assistant Governor

Office: (501) 354-4589 | Mobile: (501) 279-8951

Web: csiyouth.com | Email: jhiggins@csiyouth.com

Address: PO Box 679, Morrilton, AR 72110 statewide and beyond.

Public Relations Intern | Interview Questions

Name _____

What are your greatest strengths and weaknesses?

How can you help Community Service, Inc?

What does public relations mean to you?

What's your experience with social media?

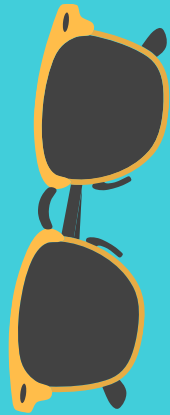
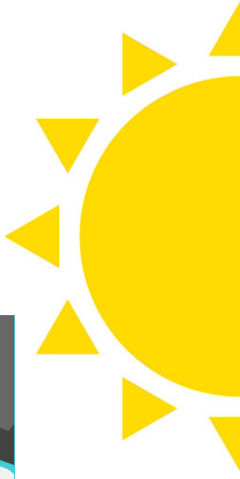
What experiences have you had in the past that have prepared you for this position?

Do you have any questions for us?



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APPENDIX N - PUBLIC RELATIONS INTERNSHIP FLIER



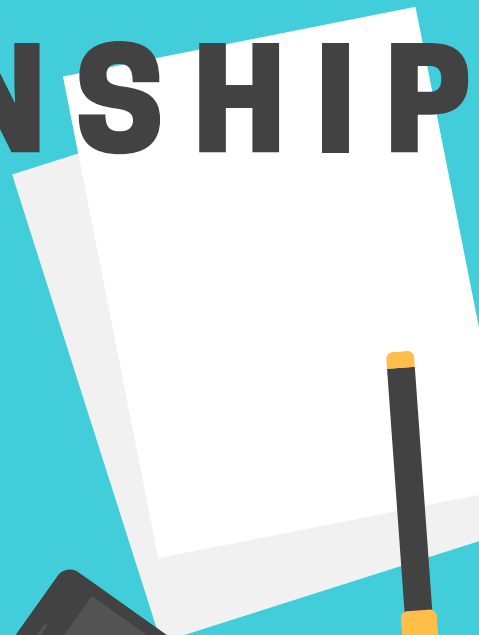
JOIN THE TEAM

PR INTERNSHIP

COMMUNITY SERVICE INC

- SOCIAL MEDIA
- NEWS RELEASES
- VOLUNTEER COORDINATION
- NEWSLETTERS

FOR MORE DETAILS, EMAIL
JHIGGINS@CSIYOUTH.COM



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APPENDIX O -

FILM INTERNSHIP REQUIREMENTS

AND INTERVIEW QUESTIONS

FILM INTERNSHIP

We are looking for a passionate, innovative, and determined film intern for Fall 2017 and Spring 2018.

This is an unpaid internship.

Tasks include:

Research
Filming and production coordination
Basic editing
Transcriptions
Concept development
Scripting
Storyboards
Camera work

Must be proficient in:

Final Cut or Adobe Premiere
Adobe Photoshop
Adobe InDesign
YouTube
Facebook

For more information, contact:

Jamie Higgins, APR

Director of Development, Community Service, Inc.

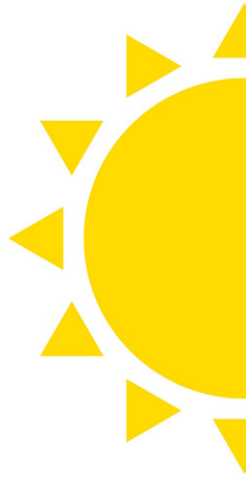
Rotary District 6170 Assistant Governor

Office: (501) 354-4589 | Mobile: (501) 279-8951

Web: csiyouth.com | Email: jhiggins@csiyouth.com

Address: PO Box 679, Morrilton, AR 72111 statewide and beyond.





Film Intern | Interview Questions

Name _____

What are your greatest strengths and weaknesses?

How can you help Community Service Incorporated?

What experiences have you had in the past that have prepared you for this position?

What are you passionate about?

Tell us about a time that you've had to meet a strict deadline. How did you handle that?

Do you have any questions for us?

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APPENDIX P - FILM INTERNSHIP
FLIER

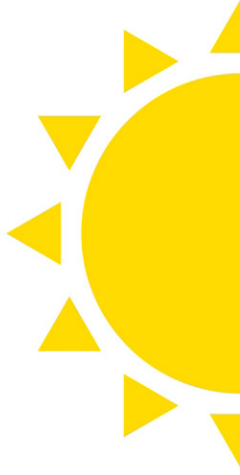
FILM INTERNSHIP

COMMUNITY SERVICE INC

RESEARCH
FILMING AND PRODUCTION
COORDINATION
BASIC EDITING
TRANSCRIPTIONS
CONCEPT DEVELOPMENT
SCRIPTING
STORYBOARDS
CAMERA WORK

FOR MORE INFORMATION,
EMAIL JAMIE HUGGINS





APPENDIX Q

SHIRT

Print & Design

Screenprint ([edit design](#))

Front: 3 colors

Back: 0 colors



BUTTON



FOLDER



CUP



PEN



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**APPENDIX R -
VOLUNTEER APPLICATION**



Volunteer Application

Date _____

Name _____

Address _____

City _____

State _____ Zip _____

Home Phone: _____

Work Phone: _____

E-mail: _____

What is your previous volunteer experience? _____

Occupation _____

Time Preferences and Availability _____

How many hours are you seeking to fulfill _____

Do You Have Any Physical Condition that May Limit Your Activities? Yes No

If Yes, Describe _____

Emergency Contact Name _____

Emergency Contact Phone Number _____

Reference:

Please list a person that you have a relationship with other than a personal friend. This person may or may not be contacted.

Name _____

Phone _____

Address _____

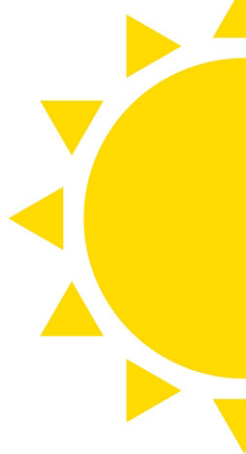
Relationship _____

Thank you!



BUILDING A *brighter* FUTURE

APPENDIX S - INFORMATION SHEET



- Community Service Inc. (CSI) is a dedicated, nonprofit organization that serves the youth of west Central Arkansas.
- CSI was founded in 1958 by Conway County Circuit Judge Audrey Strait.
- For more than 50 years, we have provided quality care through professionals specializing in psychiatry, social work, behavioral health, prevention and education, health science and substance abuse.
- We align our actions by providing services in a respectful, caring, and ethical manner, which reflect the highest personal and professional standards.
- Jamie Higgins, Director of Development, said CSI's strengths begin with taking pride in their quality of work.
- "We want them to know that Community Service provides a quality service to the kids and youth in the communities and that when they send us a kid, they're gonna get the best service they could possibly get," said Higgins.
- In addition to offering our professional services, we are able to offer them regardless of financial status or ability to pay.
- Higgins said, "Our families never get billed or have to pay out of pocket because the last thing we want is a family that's in need of mental health services not getting that because they can't pay for it."
- We offer programs in behavioral health services, substance abuse treatment, day treatment, therapeutic foster care, youth justice, the first tee and prevention and education.
- We have locations in seven counties in west central Arkansas including Conway, Faulkner, Franklin, Johnson, Pope, Van Buren and Yell counties. Last year more than 1,500 youth were helped statewide and beyond.

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APPENDIX T - MONTHLY NEWSLETTER EXAMPLE

Community Service Inc.

April 25, 2017

CSI NEWS

THE FUTURE'S BRIGHT. THE FUTURE'S FORWARD.

Upcoming dates

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Get Involved

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What is CSI about?

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Highlight Story

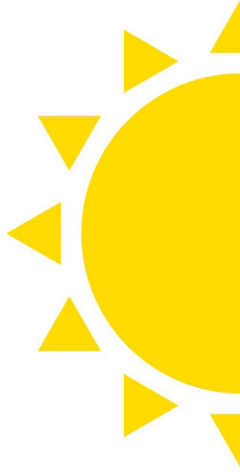
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THE FUTURE'S BRIGHT. THE FUTURE'S FORWARD

D

1



Community Service Inc.

April 25, 2017



Meet Tiffany

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THE FUTURE'S BRIGHT. THE FUTURE'S FORWARD

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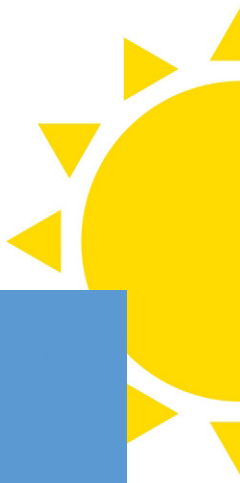
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APPENDIX U - POWERPOINT FOR CHURCHES



What is CSI?

CSI is a nonprofit organization dedicated to providing a bright future for at-risk youth in Faulkner County. We want to focus on moving forward with youth instead of focusing on the past. Teens that come into CSI are often faced with judgment and criticism because of their choices in the past, and it is our job to show them that their future is not dependent on their past.



Statistics

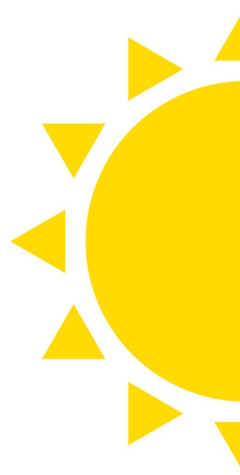


Why we need you



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TALKING POINTS FOR CHURCH PRESENTATION



Beginning slide:

- Thank you for allowing us to come speak to you today.
- Introduce yourselves.

Slide 2:

- First I want to explain to you what CSI is...
- Read powerpoint slide

Slide 3:

- 1 out of 4 6th graders have admitted to drinking alcohol. By 10th grade more than 1 out of 2 have admitted the same
- Only 68% of students think their parents would disapprove of them drinking in grade 12
- Every night in America 100,000 youth will be confined to a lockup facility.

Slide 4:

- Community Service has been providing free mental health services for more than 50 years to clients across the state

We provide

- Behavioral Health Services
- Substance Abuse Treatment
- Day Treatment
- Therapeutic Foster Care
- Youth Justice
- The First Tee
- Prevention & Education

Slide 5:

- We need you to help us create a bright future for the children in need of desperate help.

We are in need of volunteers to help us with events and raise awareness of CSI so

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-We are in need of volunteers to help us with events and raise awareness of CSI so that we can continue to provide these services for free to children across the state.

-We are also in need of donors. We have many different levels in which people can donate and this includes but is not limited to...

\$1.00/wk or just \$52 a year will provide 4 hours of intensive day treatment or 1 day of substance abuse treatment.

\$1.00/day or \$365 a year will provide 3 individual or family therapy sessions, 5 group therapy sessions or 3 prevention presentations in schools.

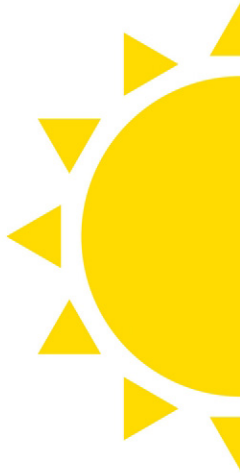
\$50/month or \$600 a year provides 6 weeks of intensive day treatment, 6 weeks of individual or family therapy or 6 weeks of prevention presentations in schools.

Does anyone have any questions?



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**APPENDIX V -
INVITATION FOR CHURCHES
TO OPEN HOUSE**



**Let's find
our common
ground.**

COMMUNITY SERVICE INC OPEN HOUSE

September 25 6-8pm

Join us for coffee and treats as we tell you more
about our organization and how you can be
involved!

818 N CREEK DRIVE | CONWAY, AR 72032



YOU'RE INVITED TO

CSI Open House

**COMMUNITY SERVICE INC.
818 N. CREEK DR
CONWAY, AR 72032**

**NOVEMBER 9, 2017
5 IN THE EVENING
THURSDAY**

For more information, visit our Facebook page at
CSI Faulkner County or call Jamie Higgins at (501) 279-8951

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APPENDIX W - COLLEGE MINISTRY CONTACT INFORMATION

2BCollege

- bflanagan@second.org
- 501-327-6565

BCM

- rscantling@absc.org
- 479-264-5405

Chi Alpha

- xamatt@mac.com
- 501-908-6710

College City

- info@citychurch.tv
- 501-505-4009

Cru

- nick.fast@cru.org
- 479-567-7191

K-Life

- bradley.toone@klife.com
- 501-329-4929

Perspective

- bobby@antiochconway.com
- 501-329-5153

Student Mobilization

- mattpace23@gmail.com
- 501-339-8769

Young Adults

- amir@newlifechurch.tv
- 501-328-5433

Young Life

- lnhardister@gmail.com
- 479-461-1686

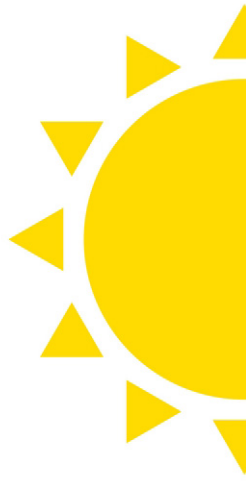
Wesley Foundation

- ucawesley@gmail.com
- 870-283-9498



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**APPENDIX X - RESTAURANT
CONTACT INFORMATION**



Blaze Pizza

- Benefits - 20% of profits
- Address - 455 Elsinger Blvd Conway, AR 72032
- Phone - 501-358-6555
- Website - <http://blazepizza.com/>

Chipotle

- Benefits - 50% of profits
- Address - 915 East Oak St Conway, AR 72032
- Phone - 501-504-2416
- Website - <http://chipotle.com/>

Moe's

- Benefits - 15% of profits
- Address - 625 Salem Rd Conway, AR 72034
- Phone - 501-336-6500
- Website - www.moes.com

Sonic

- Benefits - Profit from carhops
- Address - 1890 E Oak St Conway, AR 72032
- Phone - 501-336-0226
- Website - www.sonicdrivein.com

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APPENDIX Y - GOLF TOURNAMENT FLIER



THE ANNUAL

FIRST TEE

BENEFIT TOURNAMENT

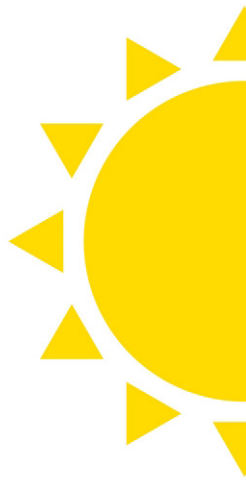
SEPTEMBER 3RD | FRIDAY
112 N. MONTCLAIRE AVE | VANCOUVER, BC

EMAIL SAM TAYLOR TO SIGN UP
STAYLOR@CSIYOUTH.COM



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APPENDIX Z - HEARTFELT STORY EXAMPLE



Jackie began treatment at Community Service, Inc. when she was fourteen. She was arrested for bringing alcohol to school.

Jackie walked into our office with a huge chip on her shoulder. She and her younger brother had been adopted by their grandparents when Jackie was only three. Her parents had a drug abuse problem.

Although Jackie had contact with her mother on and off throughout the years, her mother was also in and out of prison due to a methamphetamine addiction. Jackie's grandparents were terrified that she would follow in her mother's footsteps.

Jackie had problems with anger, poor attitude and a lack of respect for her grandparents. It did not take long though for Jackie to open up about how she felt with her home situation, mother and being bullied at school.

A compressive approach was used with Jackie and our Intervention Specialist worked with Jackie at school and even met with school officials to help resolve some of the issues she was having with bullies.

One major issue in Jackie's life was her mother being in prison and her grandfather preventing her from seeing her mother. Her grandfather did not want her in that setting. After much discussion, Jackie's grandfather let her see her mother during prison visitation. The visit went very well and they continued to visit regularly.

Not long after the visits started, Jackie's mother sent a letter thanking Community Service, Inc. for working with her daughter. She described the changes she was seeing in her daughter and was thankful to Community Service, Inc. for being there helping bring out the best in Jackie.

Jackie is now doing very well. Her mother is out of prison, working fulltime and become an integral part of her children's lives. Jackie has matured and is much more respectful and responsible. Her grandmother reported that she is thrilled with her granddaughter and cannot believe how well she is doing.

Jackie only comes once a month now but she is a true success story.

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APPENDIX AA - MEDIA KIT



818 NCreek Dr, Conway, AR 72032 | (501) 327-9788

Fact Sheet

Community Service, Inc. (CSI) was founded in **1958** by Conway County Circuit Judge Audrey Strait.

CSI employs more than **70** employees.

Offices: are located in Clarksville, Clinton, **Conway**, Danville, Morrilton, Ozark and Russellville.

No **youth** is denied help, regardless of financial status or ability to pay.

We are independently audited and accredited by the **Council on Accreditation.**

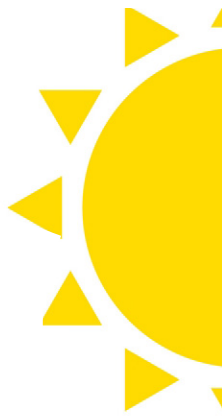
Programs:

- Behavioral Health Services
- Substance Abuse Treatment
- Day Treatment
- Therapeutic Foster Care
- Youth Justice
- The First Tee
- Prevention & Education

We **provide** guidance and life skills through:

- Advocacy
- Prevention
- Intervention
- Education
- Treatment

<http://www.csiyouth.com>



FREQUENTLY ASKED QUESTIONS

How much does it cost?

Absolutely nothing! We are a non-profit organization seeking to better the youth in our community.

What are the benefits?

We provide an array of quality services that empower and provide guidance and life skills through advocacy, prevention, intervention, education, and treatment by an ethical, competent, multi-disciplinary staff that are dedicated to meeting clients' needs.

How long is the program?

We offer multiple programs to our clients. Each program has a unique amount of time in order to make sure our client leave in a better mind-set.

How can I donate?

Visit our website
at <http://www.csiyouth.com> and click
on the DONATE NOW tab.

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**JAMIE
HIGGINS**

DIRECTOR OF DEVELOPMENT

501-354-4589
818 N Creek Dr.
Conway, Arkansas 72034

Community Service, Inc.
818 N. Creek Drive
Conway, AR 72032



COMMUNITY SERVICE, INC. HOLDS ANNUAL FIRST TEE BENEFIT GOLF TOURNAMENT

CONWAY, Ark. (May 20, 2017) -- Community Service, Inc., will be holding its annual First Tee Benefit Golf Tournament on June 24.

The First Tee Benefit Golf Tournament raises money for Community Service, Inc., by allowing people to sign up to play in teams of four at the benefit. Participants are treated to lunch, goodie bags, prizes and a beverage cart service. Individual players can sign up for \$50 or teams for \$150.

The event's funds go to supporting the organization as they help at-risk youth and their families in several different forms including therapy sessions, day treatment and the youth leadership program.

You can also sign up to be a sponsor for the tournament. The five levels of sponsorship are Hole Sponsor for \$50, Team Sponsor for \$200, Complete Sponsor for \$250, Fun Sponsor for \$500 or Presenting Sponsor for \$1,000. As a Presenting Sponsor at the highest level, you have prominent recognition on the event signage, up to three teams of four, company information in the goodie bags and recognition in the annual report, among other things. You can sign up to be a sponsor by visiting www.csiyouth.com

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ABOUT COMMUNITY SERVICE, INC.

Community Service, Inc. is a nonprofit youth and family services organization serving at-risk youth. Their mission is to be a leader in providing quality services to youth and their families that will empower them to attain success in their homes, schools, careers and communities. You can learn more by visiting their website.

CONTACT

Jamie Higgins, Director of Development
jhiggins@csi youth.com

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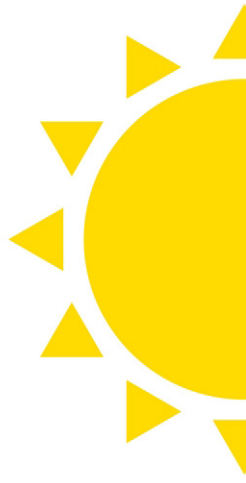
**APPENDIX BB -
PSA FOR SPORTING EVENTS**

“SINCE 1958 WE HAVE BEEN DEDICATED TO SERVING THE YOUTH OF WEST CENTRAL ARKANSAS. COMMUNITY SERVICE INC. PRIDES OURSELVES IN PROVIDING QUALITY CARE THROUGH OUR PROFESSIONALS SPECIALIZING IN MENTAL AND BEHAVIORAL HEALTH, SOCIAL WORK, PREVENTION AND EDUCATION, HEALTH SCIENCE AND SUBSTANCE ABUSE. FOR MORE INFORMATION, CONTACT THEM AT 1-800-379- 0553 OR VISIT THEIR SITE AT 818 N CREEK DR. IN CONWAY.”



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**APPENDIX CC -
PUBLIC SCHOOL CONTACT
INFORMATION**



Conway Junior High School

- 1815 Prince Street Conway, AR 72034
- 501-450-4860
- Facebook: Conway Junior High School

Conway High School

- 2300 Prince Street Conway, AR 72034
- 501-450-4880
- Facebook: Conway High School

Greenbrier Junior High School

- 4 School Dr Greenbrier, AR 72058
- 501-679-3433
- Facebook: Greenbrier Public Schools

Greenbrier High School

- 72 Green Valley Dr Greenbrier, AR 72058
- 501-679-4236
- Facebook: Greenbrier Public Schools

Mayflower Middle High School

- 18 Eagle Circle Mayflower, AR 72106
- 501-470-2111
- Facebook: Mayflower Middle School

Mayflower High School

- 10 Lesley King Drive Mayflower, AR 72106
- 501-470-0388
- Facebook: Mayflower High School

Vilonia Freshman Academy

- 1164a Main Street Vilonia, AR 72173
- 501-796-2037
- Facebook: Vilonia Freshman Academy

Vilonia High School

- 1164 Main Street Vilonia, AR 72173
- 501-796-2111
- Facebook: Vilonia High School

Meet the Team

MIRANDA ALLEN is a senior public relations major. She graduates in May 2017 and hopes to work with Union Pacific in Omaha, Nebraska. Her dream is to work in human resources and build her career around helping others.



EMILY LOWERY is a senior public relations major at the University of Central Arkansas. She graduates in May 2017 and plans to continue her career at New Life Church | Creative as Creative Assistant. Her passion is assisting nonprofit organizations in fulfilling their mission and reaching their goals.

KRISTA OVERHULSER is a senior public relations major. She graduates from the University of Central Arkansas in May 2017. In September she is taking on her dream job and working for Student Mobilization developing student leaders across the world.



Meet the Team



JORDAN REYNOLDS is a senior public relations major. She graduates in May 2017 and plans to work for a PR firm to get her foot in the door. Her dream is to work in the music industry in Los Angeles, California as a publicist or manager.



HANA WILLIAMS is a senior public relations major and digital filmmaking minor at the University of Central Arkansas. She is graduating in August 2017 and plans to work for the National Basketball Association. Working for the Los Angeles Lakers would be an absolute dream career and she is determined to make that happen.



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A Special Thank You



We would like to thank you for allowing us to be a part of your family this semester. It has been an honor learning more about Community Service, Inc. and everything it stands for, as well as the impact it has on the community. We loved being able to grow as public relations professionals while genuinely making an impact on this community. Thank you for building a brighter future with us, and we know the sun will come out tomorrow.

Miranda Allen

Emily Lowery

Krista Overhulser

Jordan Reynolds

Hana Williams



INSPIRED

Inc.