

# A Woman's Place Strategic Communication Plan

Road to Chocolate Lovers' Fantasy Fundraiser

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*a Woman's Place*  
ON THE ROAD TO FLOURISHING



## **Executive Summary**

### **Goal and Desired Outcome**

A Woman's Place is a small non-profit organization dedicated to domestic violence protection and providing shelter for families in domestic violence situations. Due to lack of resources, the organization relies on brand recognition and "word of mouth" advertising. For A Woman's Place, it is difficult to discern how effectively each communication strategy works. The organization has an opportunity to optimize their communications strategy for A Chocolate Lovers' Fantasy Fundraiser in order to raise more money and collect measurable data about their target audiences.

### **Proposed Solution**

The proposed plan will help mitigate this problem. It is crucial to set into place certain measurable objectives in order to make this work. The first objective is to increase repeat donation by 10% by June 2016. This will be achieved by perfectly deployed communications to current donors. The current donors need to be provided with immediate recognition and feel as if they are involved in a special community. The tactics needed to achieve this are thank you cards after each donation and an annual special donor event.

The second objective is to increase attendees to the annual fundraiser, A Chocolate Lovers' Fantasy by 10% in 2016. This will be achieved by targeting two audiences: Public Safety Professionals and the Business Community. Both audiences are important partners for A Woman's Place. Using strategic tactics and influencers help, this communications plan will motivate these key people to attend the Chocolate Lovers' Fantasy.

### **Cost, Risk, Timeline**

This plan requires more manpower and resources with a budget of \$18,000 during the following year (Summer 2015- Spring 2016). This is a risk to overcome for a small non-profit organization like A Woman's Place. However, using volunteer efforts and interns to assist during this campaign would overcome this risk. Investing time into creating these measurable tactics will meet the objectives and give the AWP communications team a better understanding of their effectiveness.

### **Recommendation**

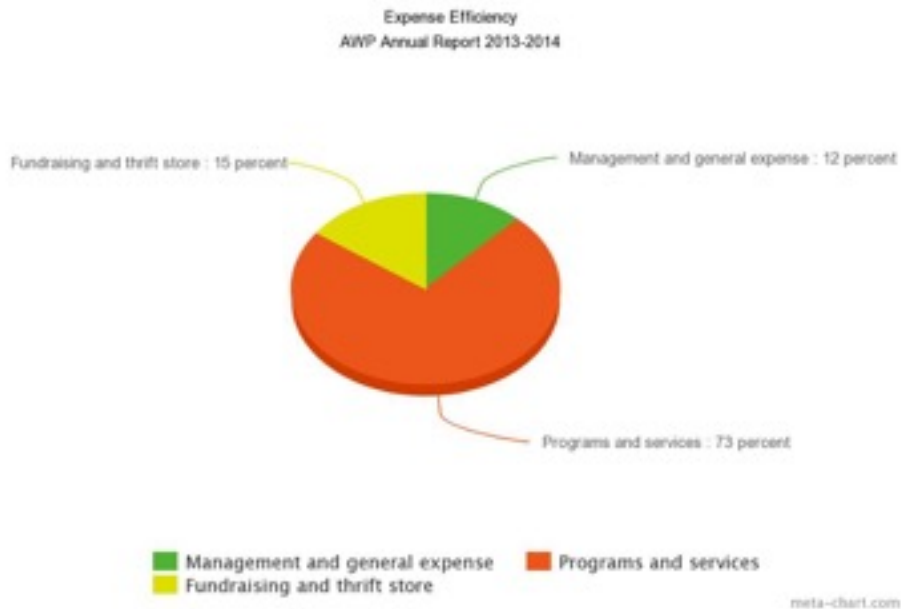
With the implementation of the plan, the organization will have a strategic method to put into practice so that AWP will have direct communication with certain niche audiences and have measurable data about what each audience responds to in terms of communications tactics. The organization will no longer have to rely on "word of mouth" advertising and they will see what motivates each donor to participate in their most important fundraiser.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Strong brand known in the community</li> <li>• Known message of domestic violence prevention</li> <li>• Seen as a pillar of the community</li> <li>• Positive image in press</li> <li>• Strong followings on social media</li> <li>• Experienced staff</li> <li>• Knowledgeable and passionate interns with strong writing skills</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of ad budget</li> <li>• Rely on “word of mouth”</li> <li>• Weak communication with donors. The organization could benefit from a stronger protocol to communicate with recent donors.</li> <li>• Lack of evaluation data. Without this data, the communications team has a difficult task when trying to convince decision makers in the organization to increase their funding.</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• 5k Fundraiser called Walk to Empower.</li> <li>• New Recycling Program- AWP recently partnered with a new recycling company</li> <li>• Chocolate Lover’s Fundraiser (Major Fundraiser each year)</li> <li>• Communication with donors to establish good relations</li> <li>• Following up with donors</li> <li>• Recognizing donor contributions and allowing them to brainstorm ideas for future fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• Rely on government funding which can change each fiscal year</li> <li>• Small communications staff. It seems that they could be easily overwhelmed.</li> <li>• Lack of resources</li> <li>• With the resources that the organization has, they are segmented. It seems that they are attempting too much with little organization or plan behind it.</li> <li>• Similar organizations in the area may take donation focus off of AWP.</li> </ul>

**About A Woman’s Place**

In 1976, A Woman’s Place (AWP) opened their doors in Bucks County, PA with the mission of being a safe haven for abused people. Thirty-nine years after opening their doors, the organization continues to be the only domestic abuse shelter in Bucks County, but the organization has become so much more than a shelter. It is a resource for education and domestic abuse prevention in the region. The organization wants to build a community and a positive, long-term behavioral and attitude change about domestic violence. They provide a twenty-four hour hotline, counseling, support groups, emergency shelter, leadership programs, and prevention education. They currently have six ways a person can support the organization in many ways including: donating money, a recycling program, a thrift shop, grant a wish program, sponsorship of an event and a volunteer program. With an operating budget of two million annually, resources and how they are used are extremely important to the organization. According to their 2013-2014 annual report, AWP spends 12% on management and general expense, 73% on programs and services, and 15% on fundraising and thrift store. Programming and services include: the safe options project, the prevention project, and the empowerment project; all of these programs are dedicated to providing counsel to domestic violence victims or domestic violence awareness and education. In addition to these programs, AWP holds the “Walk to Empower” and “Chocolate Lovers’ Fantasy”. Each of these fundraisers is important to AWP annual revenue.

This strategic campaign is focused on communications surrounding The Chocolate Lovers’ Fantasy Fundraiser. This is an annual fundraiser that includes a raffle, silent auction, and live auction. The attendees enjoy dining, dancing, and of course have the chance to indulge in chocolate. The 2015 Chocolate Fantasy Fundraiser raised \$98,000 for A Woman’s Place. For the 2016 Fundraiser, this plan lays out a communication strategy to increase repeat donations and increase in Chocolate Lover’s Fantasy Fundraiser attendees.



## **Situational Analysis**

A Woman's Place is a unique organization with opportunity to grow. People know they are a safe place to look for help if they are in an abusive relationship or need help in a domestic violence situation. The organization has an established brand in Bucks County as a community partner and resource. But due to limited resources, they have segmented their resources. However, the focus of their communications efforts continues to be domestic violence prevention and education. The core message of the organization is communicating these ideas to the target audiences. However due to limited resources, many of the organization's activities are actually serving many goals at one time. The small communications team is forced to rely on "word of mouth" and it is difficult to evaluate communication successes.

For example, In Full Swing, the shelter's thrift store, raises money for AWP while also solidifying itself as a positive merchant in the community. Therefore, it allows the customers to learn more about the organization which may lead to someone to volunteer their time or donate their money to the organization. This is a great way to engage the audience; however, relying on word of mouth is not measurable. The core opportunity presenting itself to the organization is optimizing the message of domestic violence awareness and prevention for the target audience in order to increase fundraising dollars. AWP needs to employ measurable data to persuade the organization's decision makers of each communication tools' value when it comes time for budget planning each fiscal year.

## **Media Content Analysis**

AWP is very active in Bucks County and is featured in the local press frequently. Usually, the organization is mentioned in the news in relation to one of their events or partnerships for other organizations' events. For example, AWP's involvement in "Take Back the Night" and "Walk A Mile in Her Shoes" was featured in *The Philadelphia Inquirer* and *Bucks County Courier Times* respectively. In the *Philadelphia Inquirer* piece, the main point of the article is that Delaware Valley College's chapter of American Association of University Women was hosting a "Take Back the Night" event, an event that occurs across the country at many college campuses encouraging women to fight against sexual and domestic assault. AWP was mentioned in relation to the event as a partner organization. The message of the article was generally positive. It's purpose was to announce that Delaware Valley College was having this event, but it didn't expand to other discussion. However, AWP's association with the event reinforces their position in the community as a resource for information about domestic violence. The article about the AWP's involvement in "Walking a Mile in Her Shoes" highlighted the organization in more detail.

"Walking a Mile in Her Shoes" featured an interview with AWP's director of public advocacy, Heather Gianpapa and a personal story from a former client of AWP, Donna Allen. Walk a Mile in Her Shoes is a one mile walk in which men wear high heels to fundraise and raise awareness for domestic violence. The proceeds from this event went to AWP. The most interesting part of the article was the brief speech from Donna Allen, a client of AWP. Her story showed the immense impact that AWP has on the peo-

ple they help<sup>1</sup>. The article was an interesting piece about a fun event benefitting the organization, but the power of the piece came from the message that AWP is a trusted support system in the Bucks County community.

Another piece from the Bucks County Courier Times titled “Saving Bucks and Helping A Woman’s Place”, shows a different way that AWP supports the community. AWP has a thrift store that supports the shelter called “In Full Swing”. *Bucks County Courier Times* did an article and video segment about the store that detailed there generous pricing and great variety of items<sup>2</sup>. But, the more important part of the article was that it highlighted the wonderful community of volunteers working to help AWP. The article strengthened the message of AWP being a helpful community organization. Overall, AWP is portrayed in the local media as an important and incredible force of support for the Bucks County community.

### Digital Media Assessment

Platform	Description	Level of Engagement	Assesment
Website	AWP’s website is the one stop for all the information about the organization. It is a resource for prospective volunteers and donors. But, more importantly it is a place for a person that needs AWP’s help to find solace and support. A highlight of the website is that it includes an “a escape this site button” that will jump the user to a generic page. It is for anybody in abusive situation to feel safe seeking information.	In May 2015, the website had 4,303 visitors, 5,807 page views, and 371 downloads. Popular pages include the home page and In Full Swing, the thrift shop.	The AWP website is a resource for anyone seeking information about the organization. It is well-organized and detailed. Generally, it is the best first impression for a person that isn’t familiar with AWP’s work.

<sup>1</sup> Ruvo, Chris. (16 Jan 2015). Walking a mile in her shoes in Middletown. *Bucks County Courier Times*. Retrieved from: [http://www.buckscountycouriertimes.com/news/local/walking-a-mile-in-her-shoes-in-middletown/article\\_13d99cd9-5403-5c7e-9496-e2489957919a.html](http://www.buckscountycouriertimes.com/news/local/walking-a-mile-in-her-shoes-in-middletown/article_13d99cd9-5403-5c7e-9496-e2489957919a.html)

<sup>2</sup> Callahan, Marion. (10 May 2015). Saving Bucks and helping A Woman’s Place. *Bucks County Courier Times*. Retrieved from: [http://www.theintell.com/videos/saving-bucks/aving-bucks-and-helping-a-woman-s-place/article\\_7796b5f8-9719-5498-b1be-56c59409a33e.html](http://www.theintell.com/videos/saving-bucks/aving-bucks-and-helping-a-woman-s-place/article_7796b5f8-9719-5498-b1be-56c59409a33e.html)

Platform	Description	Level of Engagement	Assesment
<b>Blog</b>	AWP's blog lives on the website. It discusses issues related to domestic violence, prevention, and awareness. It is usually written by the AWP Communications intern. An example of a blog post's content is the most recent one. The most recent <u>post</u> was from the latest Board of Directors President, Christine Hasson and the impact that AWP has had on her life. However, the content on the blog ranges from discussion of current events, things that are happening within the organization, or any topic related to domestic violence.	No direct numbers for the blog. But, the blog is shared with the audience via the website and other social media outlets. Posted are published weekly.	The blog is succesful at showing AWP's audience the immensity of the issue of domestic violence. Also, it is a great tactic to use when trying to promote an event or new program that the organization is involved with.
<b>Facebook</b>	AWP's Facebook is a platform to discuss the work that the organization is doing and a place to discuss issues surrounding domestic violence. An example of a <u>post</u> is #Flourishing-Friday. These posts show the success of people associated with AWP and their programs. Recently, the post featured a young girl involved in a Peace Corp Workshop	In May, the Facebook had 2,906 followers. They had an average of 5 people sharing their posts and an average of less than one comment.	The Facebook page is a great place for discussion. It is evident through the content the organization posts that they are attempting to spark a discussion that may change the way people speak about domestic violence.

Platform	Description	Level of Engagement	Assesment
<b>Twitter</b>	The content found on AWP's <a href="#">twitter</a> is similar to the Facebook page. For example, #FlourishingFriday is also featured on Twitter. However, many tweets are @mentions to their followers or people that tweet about AWP	In May, AWP's Twitter had 1,257 followers, 20 retweets, and 44 favorites.	From the numbers, it seems that the audience is more willing to engage with AWP with Twitter. The content on Twitter is easier to engage with and the organization engages more directly with the audience with direct @mentions and follows.
<b>LinkedIn</b>	The LinkedIn Company page seems to be used for just connections. However, A Woman's Place has an additional page that has seems to act like an individual page would. However, this page publishes similar content to the <a href="#">blog</a> . The most recent post was about a book with the themes of power and control and how that relates to domestic violence.	The LinkedIn Page had 2,049 connections in May and 2,099 connections in July.	The best practice for the LinkedIn page may be to combine both pages and just act from the company page to avoid confusion for the audience.  A Woman's Place's company page currently posts no content.

In addition to mentions in the media, A Woman's Place communicates with their audience via social media. The organization engages their audience on Twitter, Facebook, LinkedIn, and a Blog. Each social media platform is kept up date with frequent posts. Mostly the content is AWP, however, the organization will post related content from other sources. Overall, AWP's website and social media are active and engage their target audience. The only suggestion to create more engagement on these platforms would be to encourage more shares and comments on Facebook. Another suggestion would be to avoid additional pages besides the main organization page and two LinkedIn pages. It would be easier for the audience to find the pages if everything were consolidated.



## Competition Audit

AWP's competitors have similar media attention, social media pages and websites. An organization like A Woman's Place doesn't really have "competitors" like other organizations do. AWP wishes any other similar organization success because it helps the greater cause. However, AWP needs to make themselves seem more attractive to donors. A similar organization to AWP in the area is Laurel House<sup>3</sup>. Their online communications are similar to AWP. Laurel House communicates via their website, blog, Twitter and Facebook. It also seems that their media attention is positive from the local media. It does appear that AWP does more activity to become a community member and go beyond the duties of domestic violence shelter. For example, Laurel House doesn't have a thrift shop or workshops to teach the community about domestic violence.

In addition to Laurel House, there is the larger and better connected organization named Women Against Abuse operating in Philadelphia, PA<sup>4</sup>. This organization is about as established as A Woman's Place with forty years of service to the Philadelphia community. From the website, it seems that they have more access to communications consultants. For example, Pew Charitable Trusts granted the organization money to construct an entire strategic plan for each pillar of the organization's goals: safety, social change, shared leadership, and sustainable infrastructure. The impressive plan details the organization's trajectory from 2015-2019. It is clear that Women Against Abuse has more resources than A Woman's Place, but studying the organization and their communication efforts would be a good source for best practices for AWP. However, smaller organizations like AWP and Laurel House must engage their target audiences effectively to avoid losing donations to larger and better equipped organizations like Women Against Abuse.

## Recent Campaign Assessment

An example of partnering with another organization is a recent campaign that AWP took part in called the The Father's Day Pledge. The Father's Day Pledge is a campaign that attempted to encourage men to get involved in domestic violence prevention. The Pledge was a campaign initiated by Pennsylvania Coalition against Rape (PCAR) and Pennsylvania Coalition Against Domestic Violence (PCADV). The Father's Day Pledge was featured in the media, but for AWP's purposes they deployed an online campaign to support the greater campaign. It was included in their newsletter and social media platforms. The strategy was appropriate for the objective. However, there wasn't much engagement with the audience. A suggestion for next year's campaign would be to post more frequently and encourage the audience to tweet or share their own story of signing the pledge. This strategy would allow for AWP to retweet the stories, making the audience feeling more engaged and making more people empowered to sign it.

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<sup>3</sup> Laurel House. Retrieved from: <http://laurel-house.org/>

<sup>4</sup> Women Against Abuse Strategic Plan 2015-2019. *Women Against Abuse*. Retrieved from <http://www.womenagainstabuse.org/index.php/about-us/strategic-plan>

### **Audience Overview**

Throughout this situational analysis, the audience of AWP has been mentioned. However, an appropriate snapshot of the target audience for AWP is anyone in the Bucks County community. This means any person living or working in Bucks County, PA. The demographics for this audience are ages 16-65, suburban lifestyle, majority Catholic families with children. The audience is overwhelmingly female due to the nature of the organization and the cause that it promotes. However, the organization also communicates with the men of the community. But, the age of the audience fluctuates depending on the program. For example, AWP would be less likely to ask teens for donations and more likely to communicate to established men and women for fundraising efforts. But, teens would be a target audience when looking for volunteers.

### **Conclusion**

A Woman's Place has robust communications with its audience using many different tactics. Generally, each tactic is deployed well leading to positive media attention and successful events. However, the core opportunity at AWP is optimizing the message for the target audience in order to increase fundraising dollars. The organization needs a strategy to increase donations with strategic tactics and measurable evaluation.

Overall Goal: Create a community and optimize the message to the target fundraising audiences to increase donations to A Woman's Place.

Objectives:

1. Increase repeat donations by 10% by June 2016.
2. Increase participants for the 2016 Chocolate Lover's Fantasy Fundraiser by 10%

Target Audience: Current Donors

Demographics<sup>5</sup>

- Current Donor demographic is made up of people within a wide age range.
- Individual donors are usually 30-45.
- But, donors also can be a part of an organization that donates to A Woman's Place. These people range from teens to elderly. For example, Interact Club at local high school, Council Rock HS North, donated \$1,000 to AWP<sup>6</sup>.
- Ages 16-65, Suburban lifestyle, majority Catholic, families with children, males and female<sup>7</sup>.
- Belong to Community Organizations
  - Newtown Rotary Club
  - Central Bucks Business Women
  - Girl Scouts
  - Boy Scouts

Psychographics

- Motivated by community service or philanthropy
- Potential Pain Point: Being dedicated to one certain cause, causing him/her to only donate to that particular one.
- Millennial volunteerism and interest in philanthropy is increasing<sup>8</sup>
- According to *Forbes* Contributors, Russ Alan Prince and Bruce Rodgers, there are 7 distinct segments for donor motivation.
  - The Communitarian donating because "doing good makes sense"
  - The Devout donating because "doing good is God's grace".
  - The Investor donating because "doing good is good business".
  - The Socialite donating because "doing good is fun".
  - The Repayer donating because "doing good in return".
  - The Altruist donating because "doing good feels right".

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<sup>5</sup> 2014 AWP Donors. *A Woman's Place*. Retrieved from: <https://www.flickr.com/photos/awomansplace/sets/72157648616278307/>

<sup>6</sup> Donate. *A Woman's Place*. Retrieved from: [http://awomansplace.org/donate/thank\\_you.html](http://awomansplace.org/donate/thank_you.html)

<sup>7</sup> All Religions Details - Bucks County, PA. City-Data. Retrieved from: <http://www.city-data.com/county/religion/Bucks-County-PA.html>

<sup>8</sup> Cass, Connie. (29 December 2014). Millennials Are Volunteering More than Past Generations and Haven't Peaked Yet. *Huffington Post*. [http://www.huffingtonpost.com/2014/12/29/millennials-volunteering\\_n\\_6390446.html](http://www.huffingtonpost.com/2014/12/29/millennials-volunteering_n_6390446.html)

- The Dynast donating because “doing good is a family tradition”.

### Media Habits<sup>9</sup>

- Due to the wide range of ages, all types of media would have to be employed to communicate with this audience.
- Direct forms of communication like mail or email are also important for this audience because the organization has their contact information.
- 59.9 % of Baby Boomers are Internet Users, more than 1 in 5 uses Facebook.
- GenXers use the Internet more than Baby Boomers. 65.6% of them are on Facebook. Only 14.7% of them use Twitter at the end of 2012, but that is expected to increase to 19.5% of 2017.
- Millennials use digital media the most. They make up more than half of Twitter’s users.
- Overall, each generation is online proving that email is also a effective way to communicate with them.

### Influencers

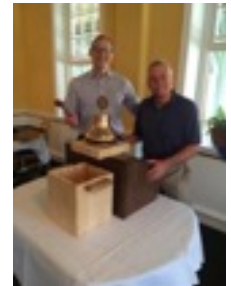
Christine Hasson , Former President of Board of Directors of A Woman’s Place<sup>10</sup>



- Familiar name for the Current Donor Audience
- Speaks passionately about A Woman’s Place’s impact on the community and her own life
- Her influence can convince people that they need to engage with A Woman’s Place to have that same life-changing experience.

Paul Orihel, Newtown Rotary President<sup>11</sup>

- Active in Bucks County Philanthropy
- Leader of respected philanthropic organization
- Influential in a group already donating to A Woman’s Place
- His influence can greatly affect the people in rotary organization to make their own individual donations to a Woman’s Place.



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<sup>9</sup> (21 March 2013) How Digital Behavior Differs Among Millenials, Gen Xers and Boomers. *EMarketer*. Retrieved from: <http://www.emarketer.com/Article/How-Digital-Behavior-Differs-Among-Millennials-Gen-Xers-Boomers/1009748>

<sup>10</sup> Hasson, Christine. (9 August 2015). *A Woman’s Place*. Retrieved from: <http://blog.awomansplace.org/?tag=christine-hasson>

<sup>11</sup> Newtown Rotary. *Facebook*. Retrieved from: <https://www.facebook.com/Rotary.Newtown.PA?fref=photo>

President of Bucks County Community College - Dr. Stephanie Shanblatt<sup>12</sup>

- Leader of an AWP partner
- Bucks County Community College provides the event space for Chocolate Lover's Fundraiser
- Her continued support to AWP can influence others to do the same.



Message: A Woman's Place greatly appreciates all you have done in the past for the organization. Your continued support means more success! Please donate or attend this year's Chocolate Lovers' Fantasy Fundraiser.

Secondary Messages:

- The annual Chocolate Lovers' Fantasy is a fun event where attendees can indulge in dining, dancing, 55 feet of chocolate, raffles, and both a silent and live auction.
- Past donations have supported costs needed to run A Woman's Place, our fundraising efforts, and all of our programming.
- A Woman's Place's revenue is incredibly efficient with \$1 invested in fundraising translating into \$6.41 raised in contributions.

Strategy: Use donor recognition to develop a dedicated donor community and to encourage future donations.

Tactics

- Thank You Cards after each donation or after participation in an event (For example, if the current donor donated in summer 2015, he/she would receive a thank you card within two weeks of their donation. The Thank You Card will include a testimonial from a client of AWP in order to show the donor the direct impact of their donation.
- Annual Mailer used to keep current donors aware of the progress of the organization, new programming, and other opportunities to donate.
- Monthly E-Newsletter with donor testimonials and pictures, as well as, details of upcoming events. For example, the e-newsletter would alert the current donors to the upcoming Chocolate Lover's Fantasy Fundraiser.
- E-Invites to Donor Shopping Night are a special invitation for the current donor list to motivate them to come to the Shopping Night.
- Donor Shopping Night where donors would be invited to shop at Bucks County's premier boutiques privately and a portion of the proceeds would go to AWP. This tactic is a form of donor recognition and will raise additional funds for AWP. Also, at the shopping night, allow for a donor forum, in which the donors will have an opportunity to make suggestions for the organization in writing or talk to an AWP representative.
- Follow Up thank you cards for going to the Donor event or any recent donation or participation with AWP

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<sup>12</sup> President's Welcome. *Bucks County Community College*. Retrieved from: <http://www.bucks.edu/catalog/intro/welcome/>.

Rationale: Donor recognition is the most valuable strategy for this target audience. Using donor recognition will make the donor feel appreciated. Also, outlining the cause and effect relationship with the donor's donation causing the organization's success will show the audience the importance of their donation. This will motivate them to donate to AWP again.

In order to increase repeat donors by 10% in 2015-2016, the donors need to be engaged in consistent communication with AWP. "Creating a culture of engagement and recognizing the important role of giving at our organizations should be primary goals of any Donor Relations program"<sup>13</sup>. The strategy and tactics laid out in this plan will engage the current donors and motivate them to stay involved with the organization. The Thank You Cards and the E-Newsletter will recognize their efforts, as well as, include donor testimonials to show appreciation to the donor community. This recognition will motivate them to continue donating to the organization. The use of the testimonial in the Thank You Card is crucial to this effort. According to the Association of Donor Relation Professionals, "the most heartfelt and impactful acknowledgements come from those who directly benefit from a donor's generosity — for a example, client of a social services agency [...]"<sup>14</sup>. The Mailer and E-Newsletter will engage the donor audience and motivate them to come to more events. It will provide the information they need to stay active in the organization. The E-invite and special donor event will act as another form of recognition; however, it will serve two purposes. It will make the donors feel appreciated, while still raising money for AWP. Also, this tactic will be used in the future for new donors. For example, for the other two target audiences, Public Safety Professionals and the Business Community, if they attend the fundraiser or make a donation, they will be invited to the next donor shopping night.

#### Evaluation:

- Measure the effectiveness of the Thank You Cards with additional follow-up calls around the giving season (November-December). AWP representatives will ask if they received the Thank You Card and if they prefer mail or e-mail communication.
- The Mailer is measured with a survey. This survey will measure the effectiveness of the mailer. Basically, the data will determine if the mailer motivated the audience to do anything or if it was a passive communication. **(Please see survey at end of document)**. The survey will be delivered via email and use an online survey tool like SurveyMonkey to deliver and track the results.
- The monthly e-newsletter will be measured by the subscription service's analytics. The analytics will provide information on how many people opened the email, how many people clicked on each item in the newsletter, and if any traffic to any other AWP platform. For example, if the link to buy tickets to Chocolate Lover's Fantasy Fundraiser was included in the newsletter, the analytics system will provide the number of people that clicked on that link.

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<sup>13</sup> Bulletin on Advancement. *GosnerGerber*. December 2013.

<sup>14</sup> Donor Relations and Stewardship Defined. *Association of Advancement Services Professionals*. Retrieved from: <http://www.adrp.net/assets/documents/adrpdefinitionsexpanded.pdf>

- The power of the e-invite will be evaluated by the attendance of the Shopping Night Event. A part of the e-invite will include a RSVP. Comparing the amount of people saying they would attend to the attendance of the event would evaluate the success of the e-invite. If the attendance is high then it was a successful way to communicate with the audience.
- The event is evaluated by attendees and fundraising dollars. If both are high by the end of the night then AWP knows that their current donors are engaged in the organization and that these types of efforts will continue to foster a donor community for AWP.
- Follow up calls will also take place after the event in addition to the Thank You Cards, to verify information and make the most up to date list of current donors. If repeated donors increase by 10% by June 2016, this strategy would be a success.

## Target Audience: Public Safety Professionals

### Demographics

- Ages 25-65, Suburban lifestyle, majority Catholic, families with children, males and female<sup>15</sup>.
- People with a bachelors degree or higher in Bucks County is 35.8%<sup>16</sup>
- 21,538 persons employed in local government.
- Police, Fire Fighters Local Government officials, Nurses, Doctors, and Paramedics
- Some of the largest employers in Bucks County are related to safety and health<sup>17</sup>
  - St. Mary's Medical Center
  - Vitacare Home Health
  - GrandView Hospital
- Average Wage for persons employed in Protective Service Professions is \$51,640. For Healthcare support it is \$28,540<sup>18</sup>

### Psychographics

- Motivation: Serving the community<sup>19</sup>
- Potential Pain Point: Work/Life balance due to long work hours or complicated cases<sup>20</sup>.
- Frequently stressed
- Able to juggle multiple tasks

### Media Habits

- Based on the range of ages for this audience, the best way to communicate with them is newspaper, radio, TV.
- According to the American Press Institute, older Americans watch, read, or hear the news more often than younger Americans<sup>21</sup>.
  - Ages 30-39 -75%
  - Ages 40-59- 77%

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<sup>15</sup> All Religions Details - Bucks County, PA. City-Data. Retrieved from: <http://www.city-data.com/county/religion/Bucks-County-PA.html>

<sup>16</sup> Bucks County Quick Facts. U.S. Census Bureau. Retrieved from: <http://quickfacts.census.gov/qfd/states/42/42017.html>

<sup>17</sup> Bucks County Top 50 Employers. Bucks County Economic Development Corporation. Retrieved from: <http://www.bcedc.com/about-bucks-county/bucks-county-facts/largest-employers>

<sup>18</sup> Labor/Employment. Bucks County Economic Development Corporation. Retrieved from: <http://www.bcedc.com/about-bucks-county/bucks-county-facts/labor-employment>

<sup>19</sup> Aaron Richwine- Bucks & Montco 40 Under 40. Bucks County Courier Times. Retrieved from: [http://www.buckscountycourier-times.com/tabs/40under40/aaron-richwine/article\\_87c3a092-283e-5f75-b5eb-88a1922b331f.html](http://www.buckscountycourier-times.com/tabs/40under40/aaron-richwine/article_87c3a092-283e-5f75-b5eb-88a1922b331f.html)

<sup>20</sup> Roufa, Timothy. A Day in the Life of a Police Officer. Criminology Careers. Retrieved from: [http://criminologycareers.about.com/od/Work\\_Environment/a/Day-in-the-life-of-a-police-officer.htm](http://criminologycareers.about.com/od/Work_Environment/a/Day-in-the-life-of-a-police-officer.htm)

<sup>21</sup> (17 March 2014). Social and demographic differences in news habits and attitudes. American Press Institute. Retrieved from: <http://www.americanpressinstitute.org/publications/reports/survey-research/social-demographic-differences-news-habits-attitudes/>



- 60+- 89%
- Adults ages 30-49 are more likely to watch television.
- Radio is popular with Americans ages 40-49.
- Facebook is the most popular social media platform among adults.

### Influencers

Bucks County Sheriff, Edward J. Donnelly<sup>22</sup>

- Leader in Bucks County
- Leader in Public Safety community
- Respected by peers
- Familiar relationship with AWP
- He could influence his colleagues to support AWP and their cause



Congressman, Mike Fitzpatrick<sup>23</sup>

- United States Congressman representing Bucks County
- Respected figure in community
- His influence could greatly affect public safety professionals as they are involved in local government.



Corporal Aaron Richwine, Warwick Township<sup>24</sup>

- Leader in Public Safety community
- Voted Bucks Top 40 Under 40 in local paper, Bucks Courier Times
- Family man
- As a respected and popular police officer, he could influence his peers to support AWP.



Message: Protecting Bucks County is important to you. Continue your partnership with A Woman's Place to end domestic violence and show your support at AWP's annual fundraiser, Chocolate Lover's Fantasy.

### Secondary Messages:

- The annual Chocolate Lovers' Fantasy is a fun event where attendees can indulge in dining, dancing, 55 feet of chocolate, raffles, and both a silent and live auction.

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<sup>22</sup> Sheriff. Bucks County Government. Retrieved from: <http://www.buckscounty.org/government/rowofficers/Sheriff>

<sup>23</sup> Congressman Mike Fitzpatrick. *House of United States Representatives*. Retrieved from: <http://fitzpatrick.house.gov/>

<sup>24</sup> Aaron Richwine- Bucks & Montco 40 Under 40. Bucks County Courier Times. Retrieved from: [http://www.buckscountycourier-times.com/tabs/40under40/aaron-richwine/article\\_87c3a092-283e-5f75-b5eb-88a1922b331f.html](http://www.buckscountycourier-times.com/tabs/40under40/aaron-richwine/article_87c3a092-283e-5f75-b5eb-88a1922b331f.html)

- Public Safety Professionals have constant communication with A Woman's Place because they are partners in identifying domestic violence issues and bringing the affected family to safety.
- A Woman's Place has many programs to educate Public Safety Professionals and First Responders about domestic violence situations. The money raised from A Chocolate Lovers' Fantasy funds the following programs:
  - First Response Training
  - Domestic Violence Fatality Review
  - Risk Assessment Tool
  - Bucks County Domestic Abuse Protocol

Strategy: Evoke their need to help their community to steer them towards helping A Woman's Place.

Tactics:

- Op-ed from Influencer in *Bucks County Courier Times* about the importance of domestic violence prevention and A Woman's Place's work in Bucks County. This option piece would also encourage Public Safety Professionals to attend Chocolate Lovers' Fantasy.
- Send press release to local papers, television, and radio contacts
- Pitch interviews with influencers to local papers, television, and radio contacts
- Messages to Public Safety Professionals will be seen in local papers; such as, *Bucks County Courier Times* or *The Intelligencer*. Also would be seen on local news channels and heard on news radio.
- Facebook campaign for Chocolate Lover's Fantasy Fundraiser focused with the message for Public Safety Professionals.
  - Track all social media posts related to this campaign with #AWPloveschocolate2016
  - Include posts from Influencers
  - Share local press achieved on Facebook
  - In addition to the posts, also include social media ads. Introduce two on each platform being used to spread the message during the campaign in order to have some assurance that the message is reaching the intended audience.
- After attending the Chocolate Lover's Fundraiser Fantasy, they would also receive thank you cards and follow-up calls.
- Continued communication post- event via mailer and newsletters

Rationale: For this target audience, the strategy is focused around the public safety professionals' need to help others. The strategy and tactics will evoke their desire to help their community. In addition, it will also recognize public safety professionals as an important partner in A Woman's Place's mission of preventing domestic violence. This audience is already involved with A Woman's Place in their daily work lives and the fundraiser provides a great opportunity to have them involved as donors.

Due to the wide range of ages in this audience, the most logical means of communication are traditional<sup>25</sup>. The key channels of communication will be mass media: newspapers, television, and radio. The press release will motivate the local press to feature AWP's message in their papers and programming. Also, with the help of the influencers, the message will reach the intended audience. The op-ed is crucial in this strategy. Having an influencer write about the importance of A Woman's Place's work will motivate the community to care about the cause. The op-ed is also a shareable item. It can be shared via social media by the influencer, AWP, the paper, and anyone that reads and likes it. It is a good tool to spread the word about the event and this audience's potential involvement. Facebook is ideal tool for this part of the campaign because it will reach the most people. It is the most likely to be used by the audience<sup>26</sup> and it is easy to share the information being channeled through the traditional means.

Once this audience participates in the fundraiser, the individuals will receive thank you cards and donor recognition. They would also be placed on the distribution lists for the mailer and e-newsletter.

#### Evaluation:

- Set Google Alert for A Woman's Place and Chocolate Lovers' Fantasy Fundraiser to be aware of any new media hits.
- To measure the success of the op-ed, refer to the paper's subscriptions and page-views for online readers to determine reach. Also, the comment section on the online version will help determine the success of the op-ed.
- Measure video views or sound bite downloads to determine the success of any broadcast or radio pieces.
- Measure if or how many times the op-ed was shared on social media using Facebook analytics and Twitter analytics (Hootsuite). Also, use these tools to measure the success of the ad.
- Keep track of social media engagement with #awploveschocolate2016
- To measure the success of press release, track media mentions with a Google Alert for Chocolate Lover's Fantasy Fundraiser.
- Also share the article on Facebook and measure with Facebook Analytics.
- To measure success of Facebook posts, measure with Facebook Analytics.
- Create a form for event registration to include occupation to evaluate the amount of public safety professionals that attended the event. With that information, track the amount of public safety professionals to determine if this audience increases the Chocolate Lovers' Fantasy Fundraiser attendees by 10%.
- Measure the success of the thank you cards with follow-up phone calls.
- If attendees increase, this strategy will be a success.

Target Audience: Business Community

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<sup>25</sup> (17 March 2014). Social and demographic differences in news habits and attitudes. American Press Institute. Retrieved from: <http://www.americanpressinstitute.org/publications/reports/survey-research/social-demographic-differences-news-habits-attitudes/>

<sup>26</sup> (17 March 2014). Social and demographic differences in news habits and attitudes. American Press Institute. Retrieved from: <http://www.americanpressinstitute.org/publications/reports/survey-research/social-demographic-differences-news-habits-attitudes/>

### Demographics

- Ages 25-65, Suburban lifestyle, majority Catholic, families with children, male and female<sup>27</sup>
- Small business and corporations
- People with a bachelors degree or higher in Bucks County is 35.8%<sup>28</sup>
- Membership with local business alliances
  - Bucks County Business Association
  - Newtown Business Association
  - Lower Bucks County Chamber of Commerce
  - Central Bucks County Chamber of Commerce
  - Doylestown Business Alliance
  - Northampton Township Business and Professional Association

### Psychographics

- Dedicated to seeing their business succeed<sup>29</sup>
- Active in Bucks County community and culture
- Potential Pain Points: Work/life balance, resources to donate to a non-profit as a small business
- Motivation to donate: Sincere want to “give back” to community, tax breaks, recognition from the organization.

### Media Habits<sup>30</sup>

- Best way to communicate with them: email, online<sup>31</sup>
- Email widely used as the communication within businesses.
- Millennials vs. Gen X and Baby Boomers
- Social networking activity is led by 25-34 year-olds with 34%.
- Of people in this demographic, women do the most social networking.
- Majority of LinkedIn users are ages 30-49.
- Twitter is popular amongst ages 18-49.
- Facebook holds the top spot for 18-65.

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<sup>27</sup> All Religions Details - Bucks County, PA. City-Data. Retrieved from: <http://www.city-data.com/county/religion/Bucks-County-PA.html>

<sup>28</sup> Bucks County Quick Facts. U.S. Census Bureau. Retrieved from: <http://quickfacts.census.gov/qfd/states/42/42017.html>

<sup>29</sup> (16 November 2009). Small-business psychographics. AdAge. Retrieved from: <http://adage.com/article/btob/small-business-psychographics/277429/>

<sup>30</sup> Duggan, Maeve, Nicole B. Ellison, Cliff Lampe, Amanda Lenhart, and Mary Madden. (9 January 2015). Demographics of Key Social Networking Platforms. PewResearch. Retrieved from: <http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>

<sup>31</sup> Muhl, Charles. Workplace e-mail and Internet use: employees and employers beware. Monthly Labor Review. February 2003.

## Influencers

Donna Fedorak, In Full Swing Manager<sup>32</sup>

- In Full Swing is the thrift shop associated with A Woman's Place.
- As the manager, she is involved in the Doylestown Business Community.
- Knowledgeable about AWP and their work
- Established relationships with neighboring business could encourage those businesses to donate to AWP.



Chris D. Tuck <sup>33</sup>

- Wealth Advisor
- Board member at Habitat for Humanity -Bucks County
- Voted Top 40 Under 40 in Bucks County Courier Times
- Demonstrated interest in non-profits
- With his connections to the business community through his financial services, he could influence many to donate to AWP.



Jessica D. Federman<sup>34</sup>

- Female Business leader
- Marketer and Agency owner
- Voted Top 40 Under 40 in Bucks in local paper Bucks County Courier Times
- Interested in Bucks County non-profits
- As a female leader, she could influence other female business owners in Bucks to donate to AWP, an organization helping a majority of women and children.



Message: Join peer business leaders in helping A Woman's Place at Chocolate Lovers' Fantasy Fundraiser.

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<sup>32</sup> Callahan, Marion. (10 May 2015). Saving Bucks and helping A Woman's Place. *Bucks County Courier Times*. Retrieved from: [http://www.theintell.com/videos/saving-bucks/aving-bucks-and-helping-a-woman-s-place/article\\_7796b5f8-9719-5498-b1be-56c59409a33e.html](http://www.theintell.com/videos/saving-bucks/aving-bucks-and-helping-a-woman-s-place/article_7796b5f8-9719-5498-b1be-56c59409a33e.html)

<sup>33</sup> Chris Tuck- Bucks & Montco 40 Under 40. *Bucks County Courier Times*. Retrieved from: [http://www.buckscountycouriertimes.com/tabs/40under40/chris-tuck/article\\_889babad-19d3-5a4d-9575-6f89f87938f3.html](http://www.buckscountycouriertimes.com/tabs/40under40/chris-tuck/article_889babad-19d3-5a4d-9575-6f89f87938f3.html)

<sup>34</sup> Jessica Federman- Bucks & Montco 40 Under 40. *Bucks County Courier Times*. Retrieved from: [http://www.buckscountycourier-times.com/tabs/40under40/jessica-federman/article\\_167d2ea6-2243-51e1-8b76-60394f583d30.html](http://www.buckscountycourier-times.com/tabs/40under40/jessica-federman/article_167d2ea6-2243-51e1-8b76-60394f583d30.html)

### Secondary Messages

- The annual Chocolate Lovers' Fantasy is a fun event where attendees can indulge in dining, dancing, 55 feet of chocolate, raffles, and both a silent and live auction.
- The fundraiser supports A Woman's Place's mission of preventing domestic violence.
- The proceeds from the fundraiser support AWP programming including The Safe Options Project, The Prevention Project, and The Empowerment Project.
- All donations to A Woman's Place are tax deductible.
- Learn more at [AWomansPlace.org](http://AWomansPlace.org)

Strategy: Tap into the network of business people in Bucks County and showcase the Chocolate Lovers' Fantasy Fundraiser as a opportunity to network for the business community.

### Tactics:

- Send press release to local papers, television, and radio contacts resulting in press coverage geared toward business community.
- Begin posting the message on all social media platforms: Twitter, Facebook, and LinkedIn.
  - Focus communication with businesses to LinkedIn with blog posts about the importance of the event.
  - Reinforce that communication with posts to Twitter and Facebook.
  - Track all social media posts related to this campaign with #AWPloveschocolate2016
- Have influencers post to their social media about the event.
- Include an ad on LinkedIn and Facebook during the campaign to ensure that the message is being seen by the intended audience.
  - For example, on LinkedIn use the sponsored content feature of their advertising. The content posted will show up on A Woman's Place's connections LinkedIn feed.
- After attending the Chocolate Lover's Fundraiser Fantasy, they would also receive thank you cards and follow-up calls.
- Continued communication post-event via mailer and newsletters

Rationale: The Business Community is already connected to each other. They will learn about the fundraiser and see that as another opportunity to network and will leverage their participation as a way to advertise their business.

The tactics used in this plan will facilitate them to discuss A Chocolate Lovers' Fantasy Fundraiser and decide to participate. To alert the community to the event, a press release would be sent out to local press. The important publications for the media hit would be the major papers of the county, *Bucks County Courier Times* and *The Intelligencer*. These papers are crucial for any business in Bucks County because they are the most popular papers in the area. However, another paper that would prove to be important would be *The Philadelphia Business Journal*. Covering an influencer and their involvement with A Woman's Place would result in fantastic, persuasive coverage and would have immense reach within the Bucks County Business Community. The press coverage is crucial in alerting the community about the fundraiser. But because this particular community is savvy online, the bulk of the communications would take place via social media.

LinkedIn would be the most important social media outlet for this particular audience. It is the most important because it is the outlet used for business people to connect. Twitter and Facebook will reinforce this communication. Influencers will be also be utilized in the campaign. They are crucial in the social media posts because they add credibility to the message for the business community and encourage members of the business community to attend the event. The social media posts would engage the audience and motivate them to participate. Influencers will persuade business people to come to A Chocolate Fantasy Fundraiser to further their business network.

#### Evaluation:

- The press release will be evaluated upon media hits tracking with a Google Alert for Chocolate Lovers' Fantasy Fundraiser and A Woman's Place.
- Keep track of social media engagement with #awploveschocolate2016
- Social media posts will be measured by social media analytics from each site. For example, analyzing data from LinkedIn analytics.
- Use the same tools to measure the success of the ad.
- Create a form for event registration to include occupation to evaluate the amount of business professionals that attended the event. With that information, track the amount of business community members to determine if this audience increases the Chocolate Lovers' Fantasy Fundraiser attendees by 10%.
- Measure the success of the thank you cards with follow-up phone calls.
- If attendees increase, this strategy will be a success.

#### Collateral Piece

A crucial collateral piece for this campaign is the Thank You Card. The card will thank the current donors for their donation or participation in the fundraiser. Also, the other audiences will receive them if they donate or participate in the event. The card will feature a testimonial from a client or someone active in AWP. The attached example features a message from the former Board of Director President Kristin Ortlieb-Potts. The testimonials will show the audiences the true impact of their donation. **Please see attached card mock-up.**

**The below section describes the survey previously described in the evaluation section for the current donor target audience.** In order to measure how the mailer affected brand awareness, a survey will be used. AWP could send the list to every citizen in Bucks County. But the only way to know if it is achieving the intended goal, AWP needs to ask the audience if they used the mailer as a source of information. Therefore, for example, a survey will be sent out to the organization's current donor list via email.

The survey will include the following open-ended questions:

1. What is your connection to A Woman's Place
  - A. Volunteer
  - B. Donor
  - C. Client
  - D. A & B
  - E. B & C
  - F. All of the above
  
2. What communications did you see advertising Chocolate Lovers' Fantasy Fundraiser?
  - A. Mailer
  - B. Social Media Posts
  - C. AWP Website
  - D. Press Coverage

If answer A, what about the Mailer persuaded you to attend Chocolate Lovers' Fantasy Fundraiser?

3. Are you likely to give the information in the Mailer to your friends and family?
  - A. No
  - B. Yes via conversation
  - C. Yes via social media
  - D. Yes via email
  
3. Do you agree that the mailer is a valuable way to receive information about AWP?
  - A. Strongly Agree
  - B. Mostly Agree
  - C. Agree
  - D. Neutral
  - E. Disagree
  - F. Mostly Disagree
  - G. Strongly Disagree
  
4. Are you likely to give the information in the Mailer to your friends and family?
  - A. No
  - B. Yes via conversation
  - C. Yes via social media



D. Yes via email

The surveys will provide AWP with insight about their mailing communications. The questions are determining the reaches of the mailer. The contact list for the mailer measures how far the measure spreads. The survey measures the remaining measure of reaches. AWP is mostly concerned with the person receiving the mailer, the mailer motivating the person to share the information, and the outcome of sharing the information with an uninformed party (Wilson & Ogden, 195). If positive results come back, AWP can discern that the mailer is a worthwhile tactic. Also, it will prove that the brand awareness objective was achieved.

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## **Target Audiences, Messages, and Influencers**

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## **Goals, Objectives, Strategy, Tactics**

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## **Budget**

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### E-Newsletter

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### For Social Media Ads

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For the event, conservative estimates were used and the following articles were consulted:

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Fundraising Event Budget. *Dojiggy*. Retrieved from: <https://www.dojiggy.com/s/fundraising-event-budget>.

Small Fundraising Budgets, Big Results. *Non-Profit Times*. Retrieved from: <http://www.thenon-profitimes.com/news-articles/small-fundraising-budgets-big-results/>

## Timeline

Decided on date for event based off of past dates for the Chocolate Lover's Fantasy Fundraiser:  
2/11/2012  
5/2/2015

Chocolate Lovers' Fantasy Fundraiser Sponsorship Opportunities. *A Woman's Place*. Retrieved from: file:///Users/caitlanmccafferty/Downloads/AWP%20Chocolate%20Lovers'%20Fantasy%20Sponsorship%20Opportunities.pdf

M.Hicks, initial client meeting, June 30, 2015.

## Evaluation

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What You Measure Matters, and Here's How to Do it with Katie Lancos. *Social Media Strategies and Tactics - American University*. Scott Talan Spring Semester 2 2015. Retrieved from: <https://engage.american.edu/learn/mod/page/view.php?id=45241>

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# AWP Project Gantt



Task Name	Q3			Q4			Q1			Q2			Q3			Q4			Q1			Q2			Q3		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
1 Need Help? Learn more about this template.																											
2 Research																											
3 <input type="checkbox"/> Current Donor Communication																											
4 Mailer																											
5 Enewsletter																											
6 Thank You Cards for recent donations																											
7 Special Donor Event																											
8 Event Preparation																											
9 <input type="checkbox"/> Current Donor Communication																											
10 Mailer																											
11 Enewsletter																											
12 Thank You Cards for recent donations																											
13 Secure Content, Influencer Interviews, Op-eds and Testimonials																											
14 Release Press Release																											
15 <input type="checkbox"/> Communications Campaign																											
16 Press Coverage																											
17 Social Media posts from Influencers																											
18 Op-Ed																											
19 Secure Content, Influencer Interviews, Op-eds and Testimonials																											
20 <input type="checkbox"/> Event Planning																											
21 Secure Venue																											
22 Secure Catering																											
23 Secure Auction Items																											
24 <input type="checkbox"/> Chocolate Lover's Fantasy Fundraiser																											
25 Event																											
26 Donor Recognition																											
27 Thank You Cards																											
28 Special Donor Event Invitation																											
29 Special Donor Event																											
30 Evaluation of Campaign																											



Budget					
Tactics		Units	Volunteer Hours	Total Cost	Notes
	Mail				
	Thank you Cards to current donors	470	5	\$343.58	Current Donors: Send 470; If we reach our objective we would be sending 517 for the second mailing.
	Postage	470		\$77.00	
	Thank You Cards to current and new donors	517	5	\$358.14	
	Postage	517		\$85.00	
	Mailer	500	5	\$500.00	Figures based off a number of donors and potential donors. This mailer also goes out to volunteers and other contacts.
	Postage				\$82.00
<b>Total</b>				\$1,363.72	
	Advertisements				
	Social Media-Twitter	2	4	\$5/ad	
	Social Media - LinkedIn	2	4	\$5/ad	
	Social Media - Facebook	2	4	\$5/ad	
<b>Total</b>				30	
<b>Tactic 3</b>	ENewsletter	Mass emailing	3	\$35/month	E-newsletter goes out to each contact every week. Pricing based off of Constant Contact
				\$420 for the year	
<b>Total</b>				\$420.00	
	Event				
	Catering	300 people	3.5 hours (length of event)	\$50/person = \$15,000	Number of attendees based off Sponsorship Opportunities Document
	Venue			\$1,000.00	The event always takes place at Bucks County Community College's Tyler Hall. It is also a public organization and benefits from the event being there.
	Decorations		6 (event setup plus the event time)	\$200.00	Depending on additional donations or partners.
	Parking			Free	
	Auction Items				Donations from business. Free for AWP
	Contingencies		\$500.00		
<b>Total</b>				\$16,700.00	
	Donor Special Event				
	Catering	\$200.00	2 hours (Length of Event)		Includes light snacks and drinks
	Venue	\$0.00			In Full Swing, AWP thrift store
		\$0.00			Donations from neighboring businesses.
<b>Total (\$)</b>				\$200.00	
<b>Grand Total (\$)</b>				\$18,713.72	



Dear \_\_\_\_\_,

Thank you for your recent donation to A Woman's Place. I just wanted to reach out and quickly share how A Woman's Place has affected my life in a positive way. As a member of the Board of Directors, my work usually involves paperwork and drafting bylaws. But, at the AWP Christmas parties I have the opportunity to spend time with AWP clients and their children. I get to sit down and share a meal with our clients, I help children wrap gifts for their moms, and I get to see firsthand the difference we are making for so many women and their children. It is my most favorite party that I go to each holiday season. It helps remind me what the spirit of the holiday season is really about and why I do what I do throughout the rest of the year. I am helping to make a difference in their lives.

Know that your donation helped make a difference in each life at A Woman's Place.

Thank you again!

Best Wishes,

Kristin Ortlieb-Potts, President AWP Board of Directors



THANK YOU.