Hospice
of Montgomery
uplifting care

Campaigns Project Proposal

PRCM 4500 (Public Relations Campaigns)

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Executive Summary

Being the first hospice in Alabama, and one of the first in the nation, Hospice of Montgomery serves as an independent non-profit organization aiding to those in various counties surrounding Montgomery. Hospice of Montgomery's mission is to provide excellent, uplifting health care and services to local families in need.

Hospice of Montgomery was constructed in 1976 by Sister Elizabeth Parpart after her hearing about a similar program in Connecticut. Since forming over three decades ago, Hospice of Montgomery has helped thousands of families throughout Alabama and steadily continues to do so.

We have conducted research and created a campaign based on Hospice of Montgomery's Annual Kentucky Derby Benefit and on the organization as a whole in hopes of gaining knowledge on its publics, the wants of that public and needs that are essential for this organization to broaden its publics and gain more attendance to the Kentucky Derby and more donations.

One of the ways Hospice of Montgomery engages with its publics is through its Kentucky Derby Annual Benefit. The event is held in May every year and is hosted like an actual derby-- so don't forget your fancy hat or snazzy bowtie! Post-position horse draws, casino tables and best dressed contests are going on to entertain the guests throughout the day while the derby is going on.

With the campaign we have created, we plan to increase the awareness and attendance of our target audience for this event. A major topic we will discuss is the implementation of more

social media posts and activity on their platforms. Our research shows why social media will benefit Hospice of Montgomery. We believe that with an increase in content on social media will come an increase in attendance at this event. Creating content to share across its platforms will be a great way to engage with this audience and spread awareness through new audiences in general.

We also aim to have better communication with the organizations different outlets. We suggest adequately using emailing and press releases in order to attain coverage by local news outlets. We believe that increasing content across Hospice of Montgomery's platforms can broaden its audience and result in a great turn out for the Annual Kentucky Derby Fundraising Event.

<u>Introduction</u>

We are seniors at Auburn University majoring in Public Relations. One of our required courses is PRCM 4500 (Public Relations Campaigns). For this course, we were tasked to create an effective, successful campaign for a local organization. Students were divided into teams to collaborate with one another in order to achieve the goal of creating this campaign. Jessica Wall, Sierra McNeel, Amy Schutt and Alan Lee have had the pleasure of working with Hospice of Montgomery for its public relations needs this semester.

Throughout the semester our group has communicated with Ms. Abby Loudermilk to gather data, resources and expectations of what needs to be executed for this campaign. The main focus is Hospice of Montgomery's Annual Kentucky Derby benefit. The proceeds of this event directly benefits the organization and its patients. Throughout this proposal, we will

discuss in greater detail what Hospice of Montgomery is, its strengths, weaknesses and what our team recommends for its success.

To begin this process, our team created a charter to outline the plans we have. We also set dates to have our plans executed by in order to stay on track. Next, we began Facetiming with Abby to gather information about the organization, its hopes and to keep her up to speed with things.

Over the semester, we have worked together to gather research through a survey, analyzed the research, created a SWOT analysis and formed what we believe will be a successful campaign for our client. We have provided our recommendations and implementations that we believe will be a success for this organization--such as different tactics for increasing audience on its social media platforms--throughout this proposal. We hope that all of the information that we have provided is useful and beneficial to the success of Hospice of Montgomery's Annual Kentucky Derby Fundraiser.

Research

The purpose of this research is to resolve Hospice of Montgomery's (HOM)

organization-initiated PR problem: raising awareness for its fundraising Kentucky Derby event

through online platforms. To resolve the problem, this report analyzes the client and its public

through SWOT analysis, secondary research and an online survey.

Secondary Research

About HOM:

From nursing to counseling to assistance with paperwork, Hospice of Montgomery offers

a host of hospice services. The mission of Hospice of Montgomery is to provide quality

palliative care to meet the physical, emotional, and spiritual needs of those in the community

affected by terminal illness. Its platform also consists of educating the community about hospice

and end-of-life issues.

Hospice of Montgomery was the first hospice in the state of Alabama and one of the first

few of the entire nation launched by Sister Elizabeth Parpart in 1976. She was inspired by the

approach that the first U.S. hospice in Connecticut took and decided to start one of her own.

SWOT:

Strengths:

Hospice of Montgomery has many strengths. It is a well-established organization that has

been in the community for almost 50 years. It has strong ties with the surrounding area that

include, not just Montgomery County, but the surrounding counties as well. Additionally, the

Kentucky Derby event this project analyzes is well established. According to the organization,

the event attracts 400-500 participants each year and garners between $100,000-$130,000 each

year. These results were based primarily off efforts utilizing traditional media such as fliers,

radio ads and billboards.

Weaknesses:

Though turnout and subsequent donations have been significant, neither met the desired

goal of $150,000-200,000. Additionally, Hospice of Montgomery does not utilize social media to

its fullest potential. In the past, HOM has used Facebook and Instagram. Though it has a

significant number of followers on its Facebook page, its content lacks a strong connection back

to the organization. The content also lacks messages that promote interaction or dialogue with

the public. Recently, HOM started an Instagram account, but have voiced concerns about how to

best use the platform and have yet to make content.

Opportunities:

Until this point, HOM has mostly relied on members of older generations to attend its

event. However, there is a significant opportunity to gain the attention of younger patrons. Older

Millennials are now in their mid-to-late-30s and are the largest generation since the Baby

Boomers. The size and age of millennials means that they not only hold weight in population but

in buying power as well.

<u>Threats:</u>

        Threats would include other organizations vying for attention of our target audience on various digital platforms. More specifically, it would also include other non-profits attempting to solicit donations and interest. Lastly, other events and activities the same weekend as the Kentucky Derby event would be a threat to turnout.

<u>SWOT Conclusion:</u>

        After reviewing information gathered from Hospice of Montgomery's team and preliminary research, we've concluded that Hospice of Montgomery is successful in garnering the attention of and participation in the Kentucky Derby event with older publics (50+) using traditional media. However, HOM need help and experience in using social media to attract its established audience (50+) as well as younger audiences (30-50).

Public:

When researching our public, we attempted to answer the following questions:

1.   How do younger and older audiences behave online? and

2.   How do they respond to online campaigns?

<u>Demographics:</u>

        Hospice of Montgomery is in Montgomery County, Alabama and serves surrounding counties in addition to its own. Therefore, publics in this area are of focus.

According to the US Census Bureau, over half (55 percent) of residents in Montgomery County are between the ages of 18 and 65. This statistic indicates that there is a significant group in the area that Hospice of Montgomery could target. Additionally, the Pew Research Center states that a substantial portion of this population are online and use social media. Millennials (roughly ages 23-37 and otherwise known as Generation Y) are now coming to age and are the largest generation since the Baby Boomers. Because Millennials have become an influential generation, they have significant influence and spending power. The Pew Research center states that 77 percent of those ages 30-49 use social media. This statistic is up from 8 percent in 2005. This age group's presence online indicates that utilizing social media is important to reach this public.

However, older populations are still significant. They occupy about 15 percent of the Montgomery County population according to the US Census Bureau. This population's size in the area, compounded with its direct interest in Hospice of Montgomery, emphasizes that it is an important public to the organization. Additionally, more adults over 65 are online than ever before. The Pew Research Center states that in 2015, 35 percent of those 65 and older report using social media, compared with just 2 percent in 2005. This means older generations should be kept in mind when creating online content and strategies.

Psychographics:

Engaging Publics Online

Whether young or old, online publics respond to interactive communication. Social media is where this type of communication can be utilized to its fullest. For example, in a case

study examining the American Red Cross (ARC), communicators found Facebook vital in building relationships with its publics. The ARC built those relationships by having chapters tailor communication strategies to various demographics. While tailoring communication, HOM always kept four actions in mind:

1. Include useful information on the site.
2. Frequently update sites and generate new content to engage publics and encourage return visits.
3. Make the sites easy to use and navigate.
4. Strive to keep publics on the site.

The result of the ARC using Facebook to build relationships and tailor messages was improved commonality and satisfaction with Red Cross volunteers. Additionally, it was shown to be a great spring-board for the media and is often where first contact was made between the organization and journalist. Overall, using the four actions listed above kept internal, external and media publics engaged.

A study published by Gregory D. Saxton and Richard D. Waters analyzed the most effective messages to engage audiences on Facebook. The study looked at 100 different non-profits that used Facebook to communicate with its publics. HOM analyzed five different messages (Informational, fundraising, event and promotional, call-to-action, and community-building) and measured how often each message was "liked", shared or commented on. The study showed four significant results in the types of messages audiences respond to.

First, and unsurprising, the study showed that publics prefer dialogue over information. Community building messages--those dealing with organizations' efforts to build relationships,

networks, and communities through messages that promote interactivity and dialogue –attracted the second highest amount of likes and the highest amount of comments than any other post. This indicates that publics want to be affiliated with posts that highlight a member of the community. An example would be a post that praises a Hospice of Montgomery volunteer for their contributions.

However, this does not mean informational messages aren't important. In fact, the second noteworthy finding of this study showed that informational posts had significantly more shares than any other type of message. This is because tolerance is low for non-profit updates on social media, and informational posts are more passive than other types of messages. Therefore, sharing maybe limited to informational updates so that participants don't aggravate those within its own social networks. An example for Hospice of Montgomery would be tips on how to prepare when loved ones enter hospice

The third finding was that call-to-action messages elicited high engagement from the audience. This type of message asks publics to do something for the organization and had the highest number or "likes" and the second highest number of comments. This indicates that soliciting the public for help with a specific goal (ie action) motivates audiences to act online through "liking" and commenting.

Call-to-action posts do not include, however, messages that promote events or solicit donations. Rather, in the case of Hospice of Montgomery, an example of a call-to-action post would be a Facebook post that asked audience members to volunteer with hospice patients. It would not include posts informing those about the Kentucky Derby event or asking for funds. In fact, the fourth significant result of the study showed that posts soliciting donations or promoting

events did the worst out of all the messages in terms of engagement. Also, These posts were the least likely to be viewed favorably. This means that HOM should carefully craft event and promotional messages to resemble call-to-action messages.

Engaging Generations X and Y Online

Generation X is roughly defined by those between the ages of 38 and 55. Generation Y, or better known as Millennials, are roughly defined as those between the ages of 23 and 37. There are a few key distinctions between these two generations. First, in a study by Dawn B. Valentine and Thomas L. Powers, those in Generation Y prefer word-of-mouth and friends' opinions when making decisions on a brand or company. The study reported that 18 to 34-year-olds are more likely than older age groups to prefer social media for interactions with those they know. Furthermore, Millennials are also more likely to interact online because they value others' opinions in social media and feel important when they provide feedback. Secondly, they are wearier of traditional media than older publics such as Generation X. Millennials dislike being an advertising target and respond more favorably to messages involving surprise and humor. This means that Hospice of Montgomery must tailor its messages for Gen Y users to be subtler than those meant for Gen X users who are more trusting of traditional media. Additionally, messages must be quick, direct and honest to grab this public's trust and attention.

Primary Research

After conducting secondary research, we concluded that it was necessary to conduct further research in the form of a survey. In the survey we attempted to learn how attendees of

Hospice of Montgomery discovered the event and how HOM generally obtain its information.

The Survey was distributed in October, was active for two weeks and garnered 24 responses. The survey asked introductory questions such as if participants had attended the event before. It asked demographic questions such as the participants' age and average income. It also asked psychographic questions such as asking what type of social media they use. After conducting the survey, a couple of results showed to be noteworthy:

In the data we recovered, there was no significant demographic differentiation among participants of the survey. (i.e. age, income, etc...) Because participants were not clearly defined by characteristics like age or income, then Hospice of Montgomery should continue to target publics in a wide range of ages, income and other demographic characteristics in its campaign.

The data showed 45 percent of participants generally glean information from social media. However, the data also revealed 80 percent of participants heard about the event from word-of-mouth. This indicates that though many participants get their information online, they don't learn of the event from this platform but from acquaintances and friends. Furthermore, when asked if participants would follow Hospice of Montgomery on social media, 65 percent responded that they would. This finding could be an indication that HOM is not utilizing social media to its fullest.

<u>Conclusion</u>

There are few key factors to keep in mind going forward with Hospice of Montgomery's Kentucky Derby campaign. First, this campaign should focus on a social media campaign to supplement the traditional media strategy used by HOM's PR team. Though HOM needs

guidance in engaging a younger public online, the campaign should still bear in mind older publics because our research shows that social media is used heavily across generations.

Second, though social media usage is almost ubiquitous among age groups, messages should still be tailored to target publics. Additionally, the goal of online audience participation should be kept in mind when creating content and tailoring messages, for instance, considering if the goal of the message is to be "liked," shared or commented on.

Our next step is to interpret and apply this research to plan, implement and evaluate a social media campaign for Hospice of Montgomery's Kentucky Derby event.

Planning

Goals:

- Increase the under 40 age group attendance at the derby by 30 percent.
- Increase social media following by 50 percent by the time of the derby.

Objectives:

- Take more advantage of social media by creating patient profiles on Facebook and giveaways on Instagram to humanize the company and make them more active which will result in more followers.
- Utilize Instagram more which will resonate with the under 40 age group and raise awareness amongst that public about the event.

Strategy and Tactics:

In order to increase social media following, we need to be more personable. For example, the Facebook page right now solely consists of a scripted caption along the lines of, "Let us be here to help," and their number directly after. People who come across this type of post will simply scroll past and it will not register with them. Creating patient profiles that give stories about the people in hospice care will strike a chord with people. Also, implementing a planned post every week such as "Tip Tuesday" will inform people about the services you provide which would lead to more shared posts which increases interactions which in turn, increases followers. If you can establish a personal connection with your audience, the likelihood that they will remember you in the future skyrockets.

Another way to increase followers is to interact with them. By posting things such as a giveaway, you are encouraging your audience to interact with your posts. Something along the lines of, "Follow and share this post for your chance to win 2 free drink tickets to the Hospice of Montgomery Derby," will encourage your followers to become active followers. This will also help increase attendance and awareness for the derby event.

One way to reach the under 40 age group and increase social media following is to utilize Instagram. Hospice of Montgomery's Instagram account right now has 43 followers and zero posts. According to a study performed by the Pew Research Center in 2018, Facebook is still king with around 80 percent of people under 40 using Facebook, however, over 50 percent of those people are using Instagram as well and that statistic should not be ignored (Appendix A). Posting pictures with short captions, such as "Tip Tuesday" mentioned earlier, fits Instagram's style and would increase following just by being active. With zero posts and only 43 followers, Hospice of Montgomery is not taking full advantage of this strategy.

Creating a calendar of social media posts in the month leading up to the Derby will greatly increase awareness and most likely attendance. The calendar will consist of both Facebook and Instagram posts and with a set timecard, each post will go out automatically once completed which will take out room for human error such as forgetting to post on a certain day.

The logo Hospice of Montgomery currently has for its Derby event, is a lady in a wide-brimmed hat showcasing the fashion for the Derby. However, the logo does not highlight any services that Hospice of Montgomery provides, or any identifying features about the Derby other than a wide-brimmed hat. The simplicity of the current logo is a positive. By having a simple logo, viewers will not be overwhelmed by different pictures, styles, fonts or words. A simple logo is easy to remember and will stick with someone. However, the logo needs to represent Hospice and the Derby simultaneously. There are many different layers to our suggested logo. We were able to showcase a horse, symbolizing the derby, a woman symbolizing the hospice service, and the Hospice of Montgomery's butterfly, symbolizing the company. The logo is not overwhelming, your eyes are not being pulled in 10 different directions. Rather your eyes start with the horse and flow through the woman to her outstretched arm where the hospice butterfly lies.

Budget

Billboard To Showcase New Logo (4 weeks): (more information in appendices)

8 sheet (60"w x 80"h): $267.11-$667.76

32 sheet (160"w x 120"h): $667.76-$1780.70

**A sample of a billboard with a new logo can be found in the next section, implementation.

Giveaway Items:

Visa Gift Card: $100 (or however much is decided)

Any other items that are donated prior to the event (gift-baskets, gift-cards or hotel)

**A sample of a Facebook giveaway can be found in the next section, implementation.

<u>**Calendar**</u>

1 month prior to the event

April 1: Unveiling of new logo- see implementation

April 1: "Opportunity to sponsor" post with link to sponsor page

- Opportunity to give money to the event

April 2: "Tip Tuesday" See implementation for examples

April 9: "Tip Tuesday"

April 16: "Tip Tuesday"

April 21: Easter Post

April 23: "Tip Tuesday"

April 28: "Eight Days Until Derby" Last year we sold a Bonefish Grill brunch for 8!

- Countdown Post

April 29: Giveaway- see implementation for example

April 29: "Seven Days Until Derby" Last year we sold a Seven piece tool set!

- Countdown Post

April 30: "Tip Tuesday"

April 30: Derby Countdown Post

May 1: "Four Days Until Derby" Last year we sold a Golf for Four Package at Montgomery Country Club with Cart and Lunch!

May 3: "Two Days Until Derby" Last year we sold Two Auburn SEC Football Tickets!

Implementation

Hospice of Montgomery reaches many different age demographics in order to promote the Kentucky Derby Fundraising event and are already using a number of traditional media in order to reach an array age ranges such as flyers in local businesses, billboards and radio ads in the Montgomery area. Hospice of Montgomery could benefit from reaching outside of their community for support. This may not reach more attendees or more donations, however it could inform the public of how to get involved in volunteerism. A non-profit organization could always benefit from volunteerism. Some flyers should include how to volunteer and the different ways you can volunteer such as set up and break down, working an event and assisting with the children's "derby camp".

Example Volunteer Flyer

According to our secondary research, many of the 50+ age range are not in attendance but do make exceptional donations, so we want to make sure to keep this demographic included. However, from our research we were able to see that many 25-45 age group are in attendance of the annual Kentucky Derby fundraising event. This is also typically the age range that has children. Hospice of Montgomery revealed to us that they have a program called "derby camp" which aides in child care while giving the children a good time. Information regarding this program cannot be seen anywhere on their website or on any Hospice of Montgomery's social media accounts. It would be beneficial to Hospice of Montgomery to have a link on their website that provides information about what "derby camp" is, an interactive PDF to sign up and candid photos to encourage attendance. These photos and the information can also be posted on Hospice of Montgomery's social media platforms such as Facebook and Instagram. More people this age range would be in attendance if there were more resources and information about child care considering many of the events at the Kentucky Derby fundraiser are not child-friendly such as the wine auction and the casino tables.

After conducting our research, we have decided that planning Facebook and Instagram posts will increase attendance of Hospice of Montgomery's annual Kentucky Derby Fundraising event. A detailed calendar of what to post and when to post on each social media platform has been provided in the planning portion of this proposal. Along with the planned Facebook postings, we would like to implement a few hashtags in order for followers to keep up with what Hospice of Montgomery has been doing, social media wise. We would also like to implement

press releases to the media in order for the event to gain more coverage. Lastly, we would like to regularly email former attendees of the Kentucky Derby fundraising event.
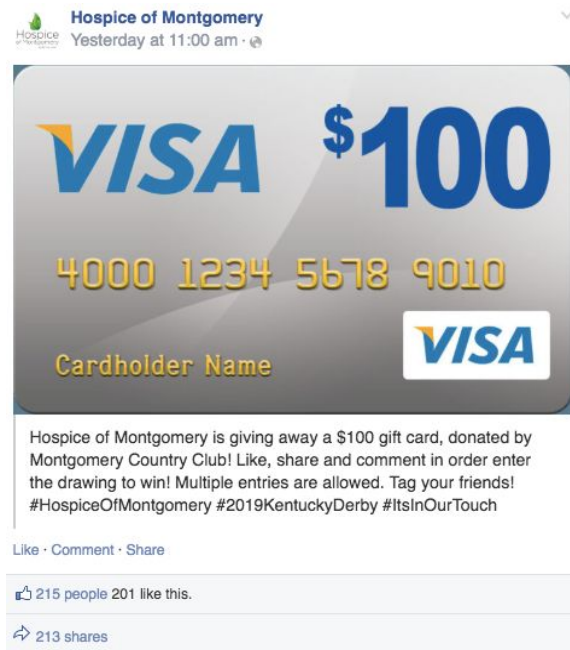
Hashtags

The hashtags can be used on Facebook and Instagram. Hashtags are beneficial because if someone clicks on the hyperlinked hashtag, the platform takes you to a log of everyones photos and posting that include that hashtag. It is a great way to document the progress of your event and can be a reference point for potential guests to find information. Some of the hashtags should include #HospiceofMontgomery, the organization's name; #2019KentuckyDerby, the name of the fundraising event; and #ItsInOurTouch, the organization's slogan. More hashtags could be implemented, but initially these are the few that relate the most to the organization and that will likely increase their event turnout. Postings that are specific to a certain occasion during the even could also be implemented. For example, it is getting time for the wine auction. The social media coordinator could go live on Facebook for the occasion and post what this occasion is. "We are getting ready for our annual Kentucky Derby wine Auction! Who will be the lucky winner of some tasty craft wine!? #HospiceofMontgomery #2019KentuckyDerby #ItsInOurTouch #KentuckyDerbyWineAuction."

Facebook

Hospice of Montgomery's Facebook page has 661 followers. For Facebook, an example of a posting would be a give-away. We would suggest a goodie basket or even a gift-card to a local business that has contributed to the annual Hospice of Montgomery. The giveaway on

Facebook will require a like, a share and a comment in order to enter to win. The shares and comments will give Hospice of Montgomery's Facebook page more exposure. This exposure is likely to lead to more people to seeing posts about the event which can strike curiosity. It is a domino effect that could greatly benefit Hospice of Montgomery. With the event being held in May, this post would be appropriate to post in February or March.

We would also recommend many other types of post such as how to buy tickets to the event, what the funds of the event benefit and how to make donations if you cannot attend the event. Postings like this should be created early and often. A post a day starting in January would be adequate and nearing the event (maybe 2 weeks prior) it would be appropriate to post 2 times a day. We would not recommend posting 3 times a day until 2-3 days prior to the event. Too many postings could defer potential guests and result in a decrease in followers.

Instagram

Hospice of Montgomery also revealed to us that they had just recently created an instagram, but had not really been using it quite yet. In terms of the Kentucky Derby event, frequent posts on Instagram would be beneficial, especially nearing the day of the event.

hospiceofmontgomery: Hold onto your hats because Hospice of Montgomery's Annual Kentucky Derby Fundraising Event is right around the corner! Buy your tickets TODAY! #HospiceOfMontgomery #2019KentuckyDerby #ItsInOurTouch

Since this event is on May 5, 2019, this post (in a variety of different forms) would be appropriate to post from January up until the day before the event. Other examples of good instagram posts would include candid photos from previous events and pictures of set up nearing the event. Nearing the day of the event, posts should be more frequent.

Since we have established hashtags, the leaders of the event should promote having the guests post on instagram using those hashtags. This is a great way to have additional candid photos. When guest visit Hospice of Montgomery's instagram page, they will be able to see pictures and posts from guests having a good time at the event. Having your guests promote your event or organization is great Public Relations tactic that easy free and easy while building your organization's credibility.

Sample Billboard

A billboard is a great way to get the word out about an event. With the new sleek logo design, a billboard is a great way to show it off. With this billboard placed either on the exit into Montgomery on I-85, or somewhere in downtown Montgomery, the billboard will be seen by all kinds of people coming to and leaving Montgomery.

Press Releases

Press releases could also be beneficial to attaining a greater audience for Hospice of Montgomery's Kentucky Derby. A press release is defined by Merriam-Webster as an official statement that gives information to newspapers, magazines, television news programs and radio stations. The press release will be sent to media outlets that Hospice of Montgomery would like to cover the event and the days leading up to the event.

Example Media Contact:

WSFA 12

12 East Delano Avenue

Montgomery, AL 36105

334-288-1212

Press releases give the organization (in this case Hospice of Montgomery) an opportunity to influence what the press will be covering. The media can be contact by phone for a pitch, by email or by mail. If a media outlet such as WSFA decides to cover the Kentucky Derby Fundraising event, they could choose to write a short article or even broadcast. A tv broadcast could be beneficial to Hospice of Montgomery because it will allow more coverage.

In the example, you can see key things that we would like to have the media cover such as what each of the different attractions are, how you can still purchase tickets and what is going on as far as set up.

Hospice of Montgomery
111 Holloway Court
Montgomery, AL 36117

Abby Loudermilk
334-279-6677
info@hospiceofmontgomery.org

Press Release - April 27, 2019

FOR IMMEDIATE RELEASE

Hospice of Montgomery's Annual Kentucky Derby Event is Nearing!

Purchase Your Tickets TODAY!

MONTGOMERY, Ala. (April 27th, 2019) --Since 2014 Hospice of Montgomery has had a big Kentucky Derby event in order to raise money for the non-profit organization. The event is held at the Montgomery Country Club (3001 Narrow Lane Rd.).

The event will take place on May 5th from 3:30-6:30 p.m. and wear your Kentucky Derby best! Tickets are $50 a person. Many events will take place such as a wine auction, a post-position horse draw and a casino table. Dinner will be provided. There will also be a "best dressed couple" and a "best hat" competition.

If you have children under the age of 12, do not worry about calling the baby-sitter! The event will have a "derby camp" where your children will be watched while they enjoy an array of events as well!

Hospice of Montgomery is still seeking volunteers for a few different areas such as the kid's derby camp and with set up and break down.

A volunteer from last year's event, Jessica Hill said, "I truly enjoyed getting to spend time with the kids during the event. I volunteer often for hospice and playing with the kids was a breath of fresh air."

Another volunteer, James Daniel said, "I have volunteered every year for the set up and break down. It was very rewarding knowing that I did something for a good cause."

To volunteer call 334-279-6677 or email info@hospiceofmontgomery.org.

About Hospice of Montgomery:
Hospice of Montgomery is the only non-profit hospice in Montgomery, Autauga, Elmore, Crenshaw and Butler counties. Hospice of Montgomery is also the first hospice in the state of Alabama and among the first in the nation. We are focused on our mission, helping thousands of local families as we've grown to meet today's needs and challenges. The annual Kentucky Derby event helps assist with all of the costs associated with running the organization.

Emails

Lastly, we would like to be sure that previous guests and donors are regularly emailed with information regarding Hospice of Montgomery. Every donor and guest should be emailed as soon as the information is gathered about how much money was raised and how Hospice of Montgomery intends to use these funds. This stage is important because knowing how the funds are used will encourage donors and guests to return next year and may influence donors to donate a greater amount or more often. An email should also be sent after the funds are used detailing how they were allocated.

Guests and donors should also be emailed regularly about what is going on in the organization. These people help keep the organization running and should know what is going on such as if parts of the building need improving and if there are changes within the organization and the board of directors. Emails could also consist of how to get involved with the organization such as volunteering. Donors and previous guests can post fliers and applications within their place of work for volunteerism. Non-profit organizations can always use volunteers and should constantly be seeking them.
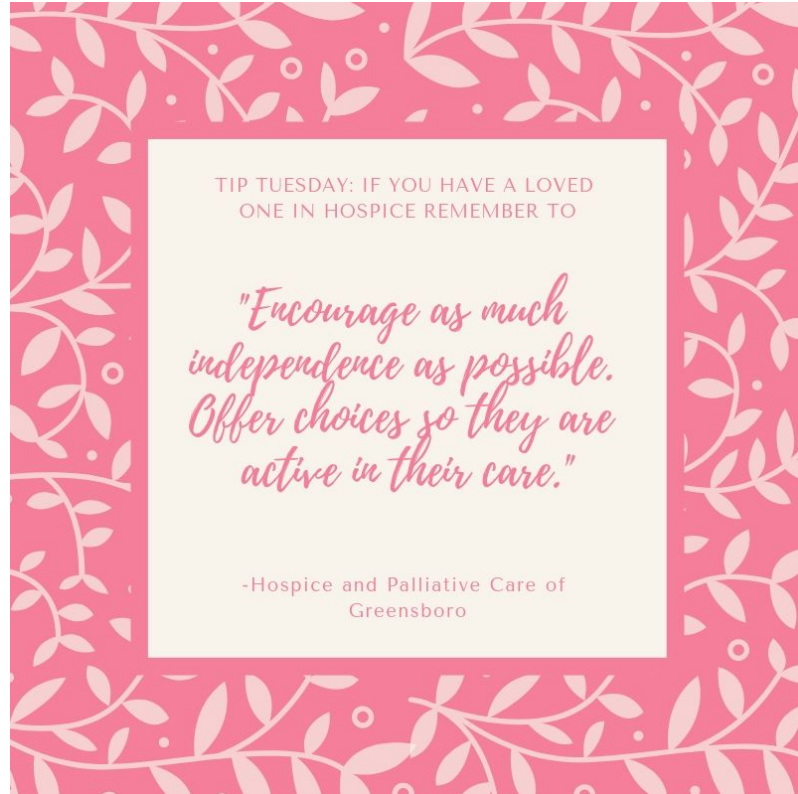
Many times when emails are too frequent, they are sent to junk automatically. If emails are sent too often and are not sent to junk, then they are probably not being read and being trashed before they are even read. With that being said, emails should be sent once or twice a month. Emails can be more frequent leading up to an event.

Additional Ideas

There were many things that our group wanted to tackle for Hospice of Montgomery this semester, but there is only so much that can be done in a semester's time span. Our research focused on how to increase attendance at the Kentucky Derby Fundraising Event. Here are some ideas outside of the Kentucky Derby that we have for Hospice of Montgomery.

Tip Tuesdays

Regular posting on social media platforms is key in engaging and maintaining audiences and something that we really honed in on in our implementation section of this proposal. Once a week, Hospice of Montgomery could post a helpful tip or piece of advice on social media. These post could vary in topics from tips on health care, advice on assisting a sick loved one, grievance tips, etc. Much of the follower base on Facebook and Instagram are families of those who are using hospice services. This could also influence "word of mouth" promotion from good experiences.

TIP TUESDAY: IF YOU HAVE A LOVED
ONE IN HOSPICE REMEMBER TO

"Encourage as much
independence as possible.
Offer choices so they are
active in their care."

-Hospice and Palliative Care of
Greensboro

A fun and engaging option Hospice of Montgomery could take with this is creating

"Secret Tip Tuesday" posts to share near the time of the Kentucky derby event. These posts

would reveal faint images and vague clues of items that will be auctioned off during the silent

auction. The caption of the posts should be appealing to the public so they feel intrigued to like,

comment and share the post. Hospice of Montgomery can offer different incentives--"Like/share

this post, comment your guess and tag a friend below to enter in a chance to win two free tickets

to Hospice of Montgomery's Annual Kentucky Derby Event."--to encourage people to engage

and generate more buzz throughout the media. Offering free event tickets, souvenirs and food

discounts are always options for incentives. Tips regarding what to expect at the event or on

what to wear are also an option when forming these posts closer to the event. An example of this would be weather postings such as chance of rain and the temperature.

<u>Personality Profiles</u>

Facebook and Instagram are great platforms to use when storytelling. Stories can be inspiring and make the organization more personable. Although hospice is a service for end of life, we believe that if Hospice of Montgomery uses these platforms to share families experiences and patient's stories while being involved with the non-profit that it will gain positive attention from the target audience that is trying to be reached.

Highlighting an employee, patient, volunteer or event guest with a short profile blurb would be an interesting way to gain attention and spread a message through a new channel. The profile post can focus on an experience if it is based on a volunteer or patient. Or maybe for an employee profile post, it can focus on their background and their hobbies outside of work along with their favorite things about working with hospice is.The opportunities and ideas with profile post are really endless but it is important to keep a consistent theme and relevant hashtags for related profiles.

A heartfelt quote, witty caption on an occurrence or a short blurb about the profile would work for the captions of majority of the profile posts. If the organization wanted to create longer profile stories and share them as a blog post, and in their newsletters if they felt necessary, they could create a short caption to post along with the link to access the full profile story. Creating this content for social media would be a great way to share stories that would allow the public to feel emotion and engagement at once.

Annual Kentucky Derby's Webpage/Logo

Webpage

Hospice of Montgomery does have a very impressive, easy to navigate website which is great. But while researching we realized that the Kentucky Derby page only has photos of posed people such as for the best dress contest. The website is really missing some pictures of people participating in different activities that are happening throughout the event. The event also puts on a derby camp for children. The website is missing photos and information for this activity. If there were more photos of activities, auction items and interactions during these events it would add more interest and give more detail of the event. A photo can tell an entire story by itself. Food photos are great, too. Displaying the delicious food being served at the event is a great way to grab someone's attention.

Logo

While Hospice of Montgomery's current derby logo is sharp and clean, it is lacking in visual information that gives away what the event actually is a derby. The photo that is currently being used could be perceived as a fashion show or a boutique. If we could take the look of the woman in the current logo and apply it to one with a horse in it, the logo would keep the elegant touch and be more informative about the derby event. The photo could include how to dress for the event for men, women and children.

An idea for a new logo would be a beautiful horse staring ahead with a woman sporting derby-like attire pressed against the horse as the focal point. The woman's hand is lifted and the Hospice of Montgomery's green butterfly would be flying away from her fingertips. This type of

format would create a visually pleasing and informational logo that is easily understood. This could combine the importance of the Kentucky Derby Fundraising event and part of Hospice of Montgomery's already standing logo that includes their slogan "It is in our Touch" that already has a butterfly on it.

Hospice of Montgomery could do a "revealing" of their new look with a billboard along with sharing it over the organization's social media platforms and through newsletters.

Grieving Support Group

On Hospice of Montgomery's website there is an option for helping a grieving friend, which is thoughtful and great. If Hospice of Montgomery wanted to take an extra step and provide a grievance support group it would give them an advantage because other hospice cares in the area do not offer that. Another thing Hospice of Montgomery could do, is list grievance services or support groups that are in the area of the counties they support on their website and social media platforms. A great reference for this is Alacare. On their website they have listed

local support and conversation groups that are free for the public. This is just an extra, easy way to show sympathy and also gain a good name with the public.

<u>Evaluation</u>

In this section, we are going to implement a way to show whether or not the campaign was successful after the Kentucky Derby Fundraiser. This phase is very significant to the public relations process in knowing how to move forward for the next event. If the audience did not respond to social media approach, next year Hospice of Montgomery could implement different ideas such as new events at the fundraiser or maybe an entirely different event in general.

We would first recommend a survey that can be distributed first at the end of the event on paper as guests are walking out of the door. There could be an incentive such as a little goodie bag if guests fill out the survey upon departure. Past that this survey can also be distributed through email, social media platforms and by mail.

<u>Sample Survey</u>

Thank you so much for attending the 2019 Kentucky Derby Fundraiser! Your contributions are greatly appreciated and do not go unnoticed. We want to continue to make this a fun event that everyone looks forward to each year. Below we have created a survey that can help us better the event and the ways in which the public finds out about the event. We would really appreciate your time and answers if you complete the survey. All answers will be anonymous.

1. How did you find out about the 2019 Kentucky Derby Fundraiser?

2. Did you follow our social media platforms or receive regular email about the event?

3. Was this your first Hospice of Montgomery Kentucky Derby event? If not, how many years have you attended the event?

4. What is your current age?

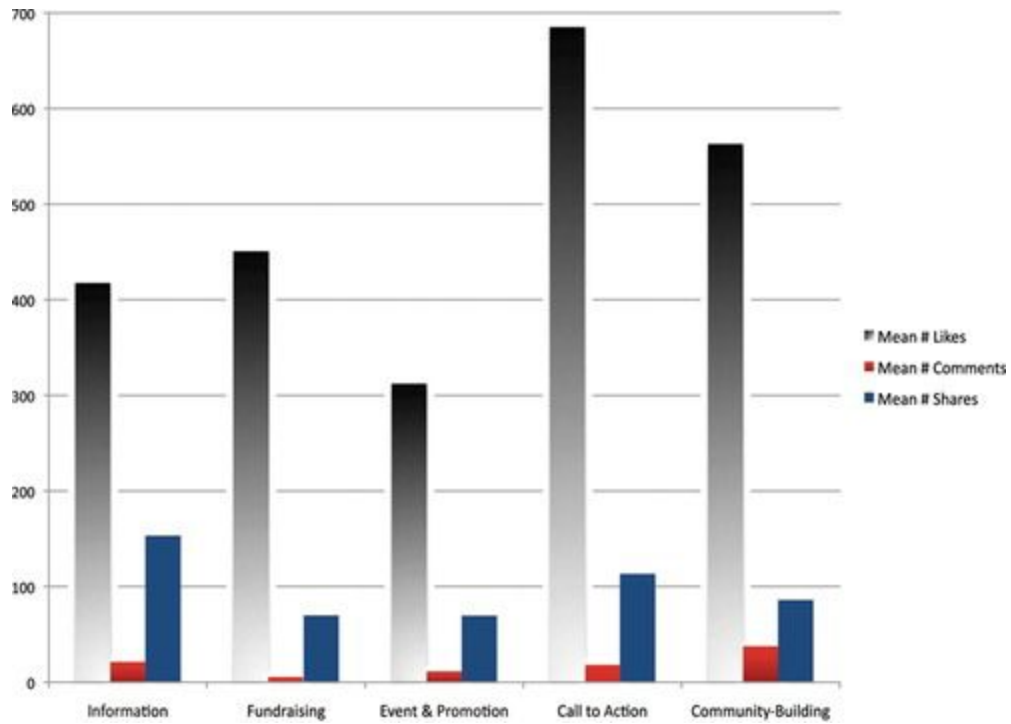5. Did you use the Derby Camp services? If so, how did you find out about them?

Thank you so much for taking the time to complete this survey. Your answers will be used to continue to better this event in our guests interest.

This survey should only be conducted in the 2-3 weeks after the event and then it should be taken down. The survey does need to be open for at least 2 weeks though to assure that we receive usable information for the survey. Success can be defined from the survey if Hospice of Montgomery receives answers of yes, the guests did follow the social media accounts and that many guests found out about the fundraiser through social media. Additional measures of success include seeing activity from guests on the social media platforms such as the use of the chosen hashtags and comments on Hospice of Montgomery's postings.

Appendices

Appendix A.1

Gregory D. Saxton and Richard D. Waters Research Graphs (Research)

Appendix A.2

Billboard Information (Budget)

All information courtesy of Billboard Advertising Direct.

Billboard Size						
Billboard Rental Duration	8 sheet (60"w x 80"h)	32 sheet (160"w x 120"h)	48 sheet (240"w x 120"h)	64 sheet (320"w x 120"h)	96 sheet (480w" x120"h)	Bulletins (576w x 168h")
4 Weeks	$267.11 - $667.76	$667.76 - $1780.7	$890.35 - $13355.25	$890.35 - $17807	$1068.42 - $22258.75	$1335.53 - $26710.5
8 Weeks	$534.21 - $1335.53	$1335.53 - $3561.4	$1780.7 - $26710.5	$1780.7 - $35614	$2136.84 - $44517.5	$2671.05 - $53421
16 Weeks	$801.32 - $2003.29	$2003.29 - $5342.1	$2671.05 - $40065.75	$2671.05 - $53421	$3205.26 - $66776.25	$4006.58 - $80131.5
6 Months	$1602.63 - $4006.58	$4006.58 - $10684.2	$5342.1 - $80131.5	$5342.1 - $106842	$5520.17 - $133552.5	$80131.5 - $160263
1 year	$3205.26 - $8013.15	$8013.15 - $21368.4	$10684.2 - $160263	$10684.2 - $213684	$11040.34 - $267105	$160263 - $320526

Depending on the location, the billboards will fluctuate in price. For example, a billboard in the heart of downtown, or a billboard on I-85 right on the exit where everyone will see it, will be on the more expensive side while a billboard on the outskirts of Montgomery not close to a highway or a highly trafficked area will be less expensive.
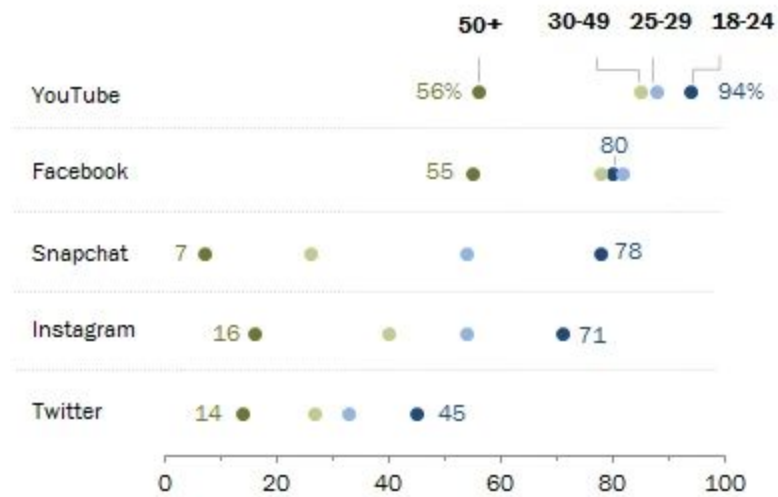
Appendix A.3

Social Media Chart (Planning)

Chart Courtesy of Pew Research Center

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

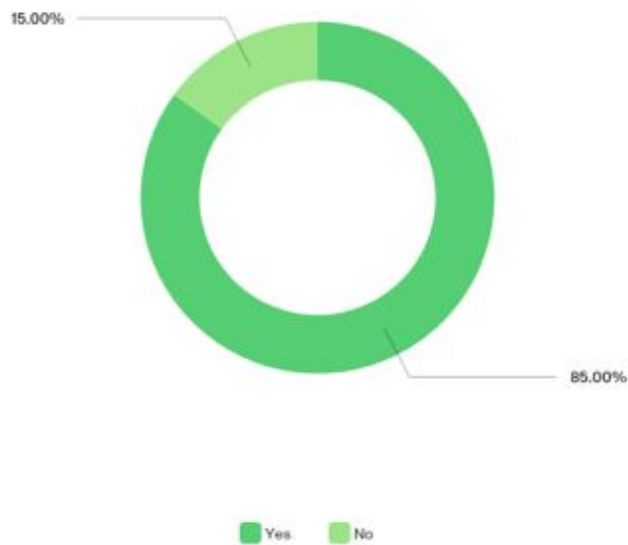*% of U.S. adults in each age group who say they use ...*

	50+	30-49	25-29	18-24
YouTube	56%			94%
Facebook	55	80		
Snapchat	7			78
Instagram	16			71
Twitter	14			45

0   20   40   60   80   100

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

Appendix B

Survey Results

Q1 - Have you ever attended Hospice of Montgomery's Kentucky Derby charity event?
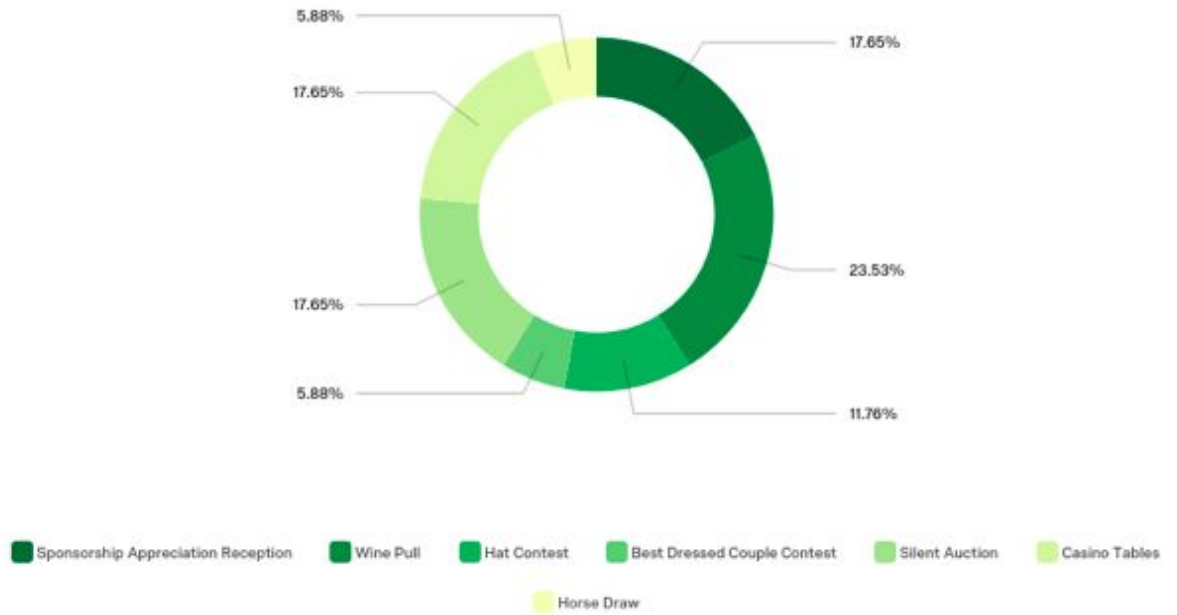

As intended, most of our survey was taken by people who had attended the event before and were able to give us important feedback as people who have experienced the event. We also redirected the 15 percent who had not participated before to a separate question in which we were able to get valuable information about how to get them to become interested.

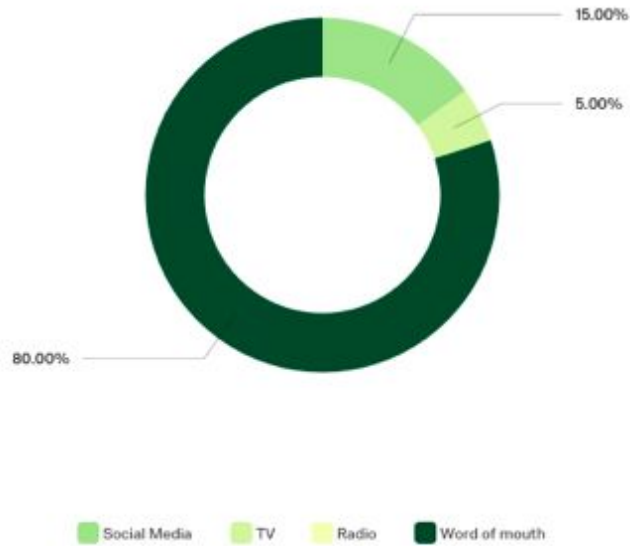Q15 - Do you attend other charity/nonprofit events throughout the year?

This shows us that most of the people who do attend the event are also participants in other

charity events throughout the year. While our sample size was admittedly small, we were still

able to gather that most of our audience knows how charity events work, so having a long,

extended presentation detailing how everything works will be a waste of time. Rather, a quick

and to the point presentation is a good way to explain how the event will be run is best because it

will inform those who do not frequent charity events and also not annoy those who do frequent
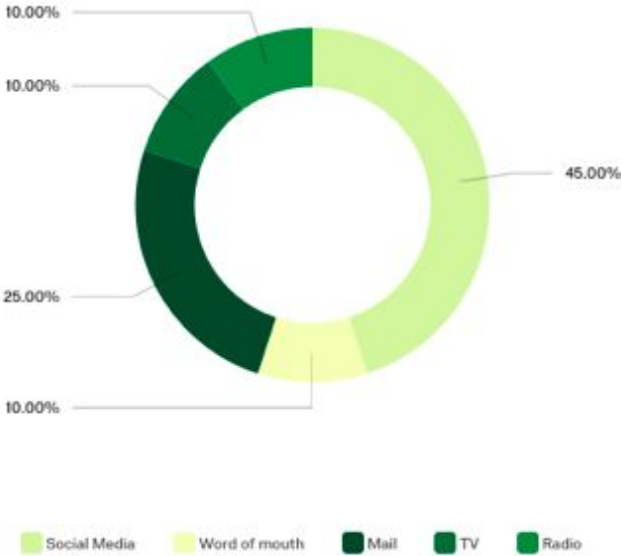
them.

Q17 - Which event did you like the best?

5.88%
17.65%
17.65%
5.88%

17.65%
23.53%
11.76%

Sponsorship Appreciation Reception ■ Wine Pull ■ Hat Contest ■ Best Dressed Couple Contest ■ Silent Auction ■ Casino Tables
Horse Draw

Q13 - How did you hear about the Derby?

This is an alarming statistic. Only 15 percent of our respondents herd about the event through social media. Word of mouth is always going to be high because word gets around, but that social media number needs to be bumped up. By utilizing our strategies to gain more of a following on Facebook and Instagram, the event will be broadcasted to a broader audience causing the event to grow each year.

Q6 - Where do you get most of your information?

10.00%
10.00%
45.00%
25.00%
10.00%

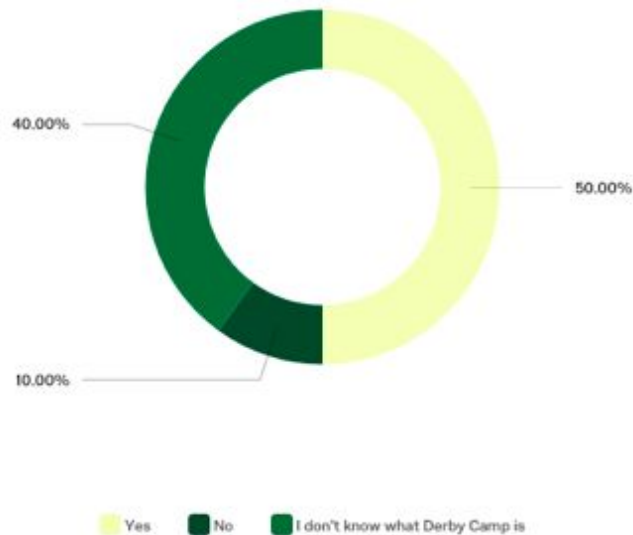Social Media   Word of mouth   Mail   TV   Radio

This statistic goes hand in hand with the previous one. When 45 percent of our participants say they get most of their information on social media but only 15 percent heard about the event through social media, there is a disconnect somewhere.

Q8 - Would you follow social media about the event?

| 65%, 13 | 35%, 7 |

Yes No

This, again harps on how important social media is to any event. Following our strategies will

take advantage of this and grow the event more and more each year.

Q10 - Would you bring your children to Derby Camp?

This shows that Hospice of Montgomery needs to do a better job of promoting their "Derby Camp". Only 50 percent of the people who responded to our survey knew about it. If only half knew about it, think of all the people who decided not to go to the event because they didn't know what to do with their kids.

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