



PUBLIC RELATIONS PROPOSAL



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About Bayou Area Habitat for Humanity

Bayou Area Habitat for Humanity is part of a global, nonprofit housing organization operated on Christian principles that seeks to put God's love into action by building homes, communities and hope. Bayou Area Habitat for Humanity is dedicated to eliminating substandard housing locally and worldwide through constructing, rehabilitating and preserving homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter conditions. Habitat for Humanity was founded on the conviction that every man, woman and child should have a simple, durable place to live in dignity and safety, and that decent shelter in decent communities should be a matter of conscience and action for all.

All are welcome

Bayou Area Habitat for Humanity has an open-door policy: All who believe that everyone needs a decent, affordable place to live are welcome to help with the work, regardless of race, religion, age, gender, political views or any of the other distinctions that too often divide people. In short, Habitat welcomes volunteers and supporters from all backgrounds and also serves people in need of decent housing regardless of race or religion. As a matter of policy, Habitat for Humanity International and its affiliated organizations do not proselytize. This means that Habitat will not offer assistance on the expressed or implied condition that people must either adhere to or convert to a particular faith, or listen and respond to messaging designed to induce conversion to a particular faith.

About Habitat for Humanity International

Founded in Americus, Georgia, USA, in 1976, Habitat for Humanity today operates around the globe and has helped build, renovate and repair more than 600,000 decent, affordable houses sheltering more than 3 million people worldwide.

Vision

A world where everyone has a decent place to live.

Mission

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes,

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Planning

Background Research
Priority Audience
Survey Questions and Results

2

Implementation

Campaign Objectives
Plan of Execution

3

Evaluation

Google Analytics
Survey
Engagement on Social Media
Number of Volunteers & Donations

1

Planning

Background Research
Priority Audience

Background Research

Habitat for Humanity is an International, non-governmental and non-profit organization founded in 1976. The affiliate we are willing to help covers the parishes of Lafourche and Terrebonne. The main goal of the organization is to help families with limited resources to build simple, decent and affordable houses.

Few people know that what constitutes the core of Habitat for Humanity is the actual families' involvement in the houses building process. Indeed, families are not picked up randomly by the organization. They have to go through a long application process in which they need to show their motivation and involvement in the future house project.

Another important thing that most people do not know is the fact that families have to pay for their house. Indeed, houses are not given for free. Families are exempt from paying the interests which is a significant advantage. However, they still have to pay the value of the house the organization is building for them and with them.

Priority Audience

Through e-mails Michele Starks, one of the organization's member, gave information about the nature of the donations the Bayou Area Habitat for Humanity gets. Their donations generally comes from local businesses, civic and social organizations, churches and various grant foundations. They often receive donations of "In Memory Of" and "In Honor Of" from families. A part of their donations also comes from Annual Appeal letters, e-Newsletters sent out to volunteers. In a more general way, the organization gets some money from individuals but most of their donations come from different organizations.

Considering this information, it seems important to make individuals a new priority audience. Organizations such as local businesses or churches are important, but individuals represent a key audience, especially in such an area where people are well known to be sympathetic, altruist and where messages are easily spread out within the community.

Donations from both parishes vary, but the weakest areas are South Lafourche and Terrebonne Parish.

This information was useful to help determine the priority audiences. Therefore, the main area of interest will be South Lafourche and Terrebonne Parish. Moreover, as donations mainly come from organizations such as local businesses, civic and social organizations, churches etc. the main focus will be on individuals.

However, to pass the right message, it is essential to get information about people from those two parishes. As the organization could not really give out the information about the actual donors (individuals), a survey was released through Facebook. This survey was meant to assess if people from the concerned areas really knew about the organization and its processes.

1

Planning

Survey Questions Results

Survey Questions

- Are you aware that there is a Bayou Area Habitat for Humanity and ReStore in Thibodaux
- Do you know what services Habitat for Humanity provides
- How are the families chosen for new homes
- What does the family have to contribute to the overall process of obtaining a new home
- Have you ever donated money, volunteered or contributed to Habitat for Humanity ReStore
- If not, why
- Which you will be willing to donate (time, money, both)
- Gender
- Age
- What parish do you live in

Results

- 36% of people do not know about Bayou Area Habitat for Humanity or the ReStore
- 64% of people do not know what services Habitat for Humanity provides
- 50% of people do not know how families are chosen for new homes
- 60% of people have never contributed to Habitat for Humanity
- 58% of people would be willing to donate their time to Habitat for Humanity
- 60% of people live in Lafourche Parish

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Implementation

Short-term Objectives
Long-term Objectives
Messages & Themes

Short-term Objectives

Within six months:

- Increase the number of people who accurately know about the organization and its process by 25%
- Increase the number of “likes” on the Facebook page by 25%
- Increase the number of “views” on their website by 25%
- Increase the number of followers on their Instagram account to at least 800

Long-term Objectives

- Raise awareness of the Bayou Area Habitat for Humanity and ReStore
- Educate the public of Habitat for Humanity’s processes
- Increase the number of volunteers
- Increase the amount of donations

Messages & Themes

The main messages is related to the organization’s reputation. Their reputation will improve in the Lafourche and Terrebonne parishes by releasing important messages. This information will increase the organization’s credibility. The key messages are:

- The quality of the houses built (decent houses)
- The affordability of the houses (low prices and no interests).
- The deserving aspect of the families that get the “chance” to get a new house
- The family spirit dimension (families and volunteers work together to build homes)

Strategies and Channels of Communication

Fundraising Event

An event for the Lafourche community to enjoy, while promoting Habitat for Humanity and its services.

Social Media

To promote Habitat for Humanity's services through videos, flyers and contests.

Website Remodel

To effectively reach our target audience through a current, modern medium.

Video Series

A virtual campaign to advertise Habitat for Humanity and the ReStore.

Fundraising Event

An event for the Lafourche community to enjoy, while promoting Habitat for Humanity and its services.

Fundraising Event

- Raise awareness
- Increase volunteers
- Encourage donations

Event Ideas

- Dance-a-thon
- Softball Tournament
- 5K Race

Benefit Dinner

A Donor Reward Banquet organized to reward past and current donors for their continued generosity.

- Booking a venue and a catering company to feed the guests
- Give awards to any donors who have exceeded the call of service
- Premier the video (Refer to Page 10)

Social Media

To promote Habitat for Humanity's services through videos, flyers and contests.

Social Media

There is a plan for both Facebook and Instagram. The same material will be released on both networks, while keeping in mind the strength of each medium. To effectively promote the Bayou Area chapter, there are three strategies for social media platforms:

- Educate various audiences about the chapter's services.
- Promote the ReStore located at St. Mary Blvd.
- Promote the events and videos within our proposal.

Since both networks have video capabilities, 15 second video teasers of the sequence of videos proposed are released on Facebook and Instagram (page 10). Hashtags are an effective component of social media. The suggestions are #bayouhabitat and #bayouReStore.

Facebook

As of April 21, their Facebook page has very little content, and as a result it has only accumulated 22 likes. The implementation of a series of informative programs that would educate the community about the organization's operations and services.

- Every two weeks feature a family that has utilized the organization's services and explain the role Habitat for Humanity has played in their lives. In doing so, people could see the direct positive impact that Habitat for Humanity has on the community.
- The feature is accomplished with a short story written by the selected family. They would submit family photos in their new home to enhance the appeal of the written content, that if necessary, could be edited by someone in the organization.

Instagram

Since Instagram is not very conducive for text content, it would be used to promote the ReStore by posting photos of newly donated merchandise. This will increase business for the store by advertising its goods to a much broader customer base.

- Posts would include a picture of the item and the price, items on sale and various specials
- This technique is very simple and could lead to much revenue for the ReStore

Website Remodel

To effectively reach our target audience through a current, modern medium.

Website Remodel

- Create a WordPress based website that is user-friendly and visually appealing to the viewer of the website.
- WordPress based websites are available at the nominal cost as only the cost of a domain name, server space, and file transfer is necessary.
- WordPress based websites are also easy to manage and change with only a few clicks needed to make sweeping changes to the entire layout and design of any particular site.
- Implement Google Analytics to track the successfulness of particular pages and make changes as necessary to draw a larger following of viewers to the new website.
- Track Google Analytics to check effectiveness of a new, more visually appealing website and make changes as needed.

Video Series

A virtual campaign to advertise
Habitat for Humanity and the
ReStore.

Video Series

- Hire part time videographer/editor.
- During each home building, the videographer will get b-roll of the building process.
- After the building is complete, the videographer will video the ceremony.
- Three months after the family is living in the home, the videographer will conduct an interview. The family will discuss the process/experience of their new home.
- One week later: after editing the video, the 2-3 minute video will be released on social media and the website.
- Every video made of a family will also be sent to the volunteers of that specific project. (This will be done to incite morale.)

Quarterly Video Series

- Every February, June, and October the videographer will conduct video interviews with families that have been living in their homes for more than one year. This is to get feedback on their experience.
- This will also be used to build the video database for whatever it could be used for in the future.
- At the end of the year, the videographer will have a 5 minute video of a yearly overview. This will be released on social media, the website and sent to all volunteers.

3

Evaluation

Google Analytics
Survey
Engagement on Social Media
Number of Volunteers & Donations

Evaluations

Google Analytics

The website will be tracked using google analytics. This free software is relatively easy to use. The software will report on the website's visitors.

Survey

The same survey will be released to the public to see the increased awareness and education.

Engagement on Social Media

Social media engagement will be tracked on both Facebook and Instagram. The number of "likes" and followers from when the campaign begins and the end of the year will be compared.

Number of Volunteers & Donations

The number of volunteers at the end of the year will be compared to the number of volunteers when the campaign starts. The amount of donations will be compared between campaign start and the end of the year.

Thank You for this Opportunity!

Emily Martinez

Marie Aubert

Sean Ellis

Stuart Percle