

**MAGNETIC**  
public relations

A public relations plansbook for



Under the direction of  
**Dr. Michael Mitrook**  
**Advanced Public Relations**  
**Fall 2014**

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# Meet Magnetic

## OUR TEAM



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Account Manager



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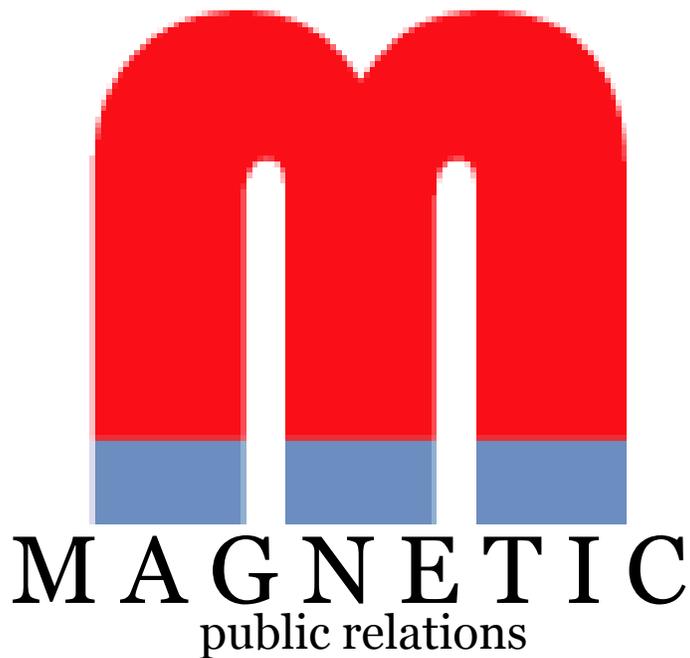
**Vanessa Malagon**  
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# OUR ~~MISSION~~ PROMISE

We, at Magnetic PR, are an integrity-oriented team committed to providing a personalized experience and fostering long-term collaborative relationships.



# Executive Summary

Daystar Life Center is a social service agency, located in St. Petersburg, FL, that is determined to provide families and individuals of Pinellas County living below the poverty line emergency services. This non-profit organization stands on the belief of “people helping people” and is run almost entirely with the help of volunteers. We at Magnetic PR believe in the work that Daystar provides for the community and want to help grow the organization into a household name.

We have prepared research through two different surveys and developed our plans, goals and objectives for the campaign. Our objectives for our 12 month campaign include:

## SMART OBJECTIVES

- To increase social media activity, including more followers on Facebook, Twitter, and Instagram, by 15% by the end of December 2015.
- To increase the amount of donations by businesses and community leaders by 10% by the end of December 2015.
- To attract 30 new local long-term volunteers between the ages of 18-25 by the end of December 2015.

We believe that by using the strategies and tactics we have provided, including open house events, a social media campaign and an internship program, Daystar will be able to easily reach these objectives by the end of 2015.

# Background

## **Purpose & Objectives**

Daystar Life Center, Inc. began as a small parish ministry, which provided emergency assistance to people from all walks of life. Daystar's objective to mitigate the hardship of individuals and families in the community of St. Petersburg, FL has helped them grow into a major social service industry. By believing in the idea of "people helping people", monetary or tangible donations, and volunteer efforts, Daystar Life Center continues to provide basic necessities and services.

## **SERVICES**

- Food Supplies
- Rent and Utilities
- Household
- Identification
- Mail and Phone
- Transportation
- Tax Service
- Thrift Shoppe
- Personal Hygiene

Daystar Life Center, Inc. has also won many notable grants, such as the Bank of America Grant and participated in many events and campaigns with sponsors including The Gold & Diamond Source.

## **Composition**

The governance of Daystar includes an executive director, as well as a board of sponsors. The personnel of Daystar vary from project to project, due to the fact that they ask for volunteers

for each initiative. Daystar gathers resources to assist its underserved clients via help from their sponsors, which includes locally well-known names.

### **Relevant Publics**

According to their website, Daystar Life Center, Inc. targets clientele that is below the poverty level at 12.6% in Pinellas County. This clientele is mostly made up of families who are struggling. The parish ministry focuses on five zones with the Pinellas County area in which these residents have low access to food and must travel more than one mile in order to get food. They also focus on the involvement of their volunteers and encourage involvement of students in order to deliver services to those in need.

### **Funding**

Daystar Life Center relies heavily on donations and fundraising efforts. Several events are put on throughout the year benefitting the Daystar Life Center, including a signature golf scramble event. Additionally, Daystar has been awarded several grants throughout the life of the organization, including annual donations from Pinellas County, award grants from Bank of America, and has received sponsorship support from many businesses in the Tampa Bay area.

This past year, Daystar Life Center brought in \$1,230,724.00 and spent \$1,380,039.00 on services, administration costs, and other fundraising expenses. According to their annual report to the United States IRS, 97%, or about \$1,335,075.00 was spent on program services, two percent, about \$32,106.00, was spent on administrative costs, and one percent, around \$12,858.00, went towards fundraising efforts. The organization needs to increase donations and other revenue by about \$150,000 in order to truly serve Pinellas County to the best of their ability.

## Competitive Frame

Daystar Life Center has some local charities and national charities that they are in competition with. Due to the vast amount of services that Daystar offers, there are many different charities that could indirectly be a competitor for the organization.

Specifically in St. Pete, there's Catholic Charities, Diocese of St. Petersburg who also offers housing assistance as well. They made a total of \$37,700 in total assets last year. Another competitor would be the Salvation Army of St. Pete. Since this is a nationally recognized brand, they do gain more donations. In total, Salvation Army as a national brand gained over \$4.3 million last year in revenue. These foundations offer similar services that Daystar Life Center does.

Other possible competitors include Feeding America Tampa Bay and Meals on Wheels of Tampa Bay, who both offer food for the needy. Habitat for Humanity of Hillsborough County and Habitat for Humanity of Pinellas County are indirect competitors as well.

Daystar Life Center's biggest competition would be the local charity, Catholic Charities, Diocese of St. Petersburg because it is a local and has very similar services. Daystar could use more help gaining revenue in comparison to its competitors above. As of last year, Daystar is in a deficit of funds, spending more than what was gained.

# Current Situations

## **Development**

Daystar Life Center was founded in 1982. In the beginning, it was a small ministry serving those needing emergency assistance in the St. Petersburg community. Now, 32 years later, Daystar has helped more than 45,000 men, women, and children in need. It has expanded to a staff of four full time employee, two part time employees, and a group of volunteers to help thousands of families a year who need urgent assistance to get back on their feet. 96% of funding is used for client services, and four percent used for administrative costs.

Daystar has grown to have a volunteer social media manager and relies on their full time staff members to organize and coordinate community events, such as golf tournaments and clothing drives, which are supported by community participation. They are active on social media sites, including Facebook, Twitter, Instagram, and YouTube. They promote themselves as a part of the community, “people helping people”.

## **Current Position**

Daystar Life Center was founded on the ideal of “People Helping People”. They are a known part of the community, especially by those in need of their services. With volunteer opportunities to students at local high schools, they are known as a beneficial organization. They are unique in that they rely on the St. Petersburg community to benefit the St. Petersburg community. They are a locally born and grown non-profit organization who has reached their

capacity. With an ever growing St. Pete community, Daystar is in need of more donations, more volunteers, and more time to fully serve all those in need in the area.

The community knows who Daystar is, but for whatever reason, Daystar isn't gaining as much support as an organization that does this much good should be receiving. Whether they are just in competition with other religious organizations in the area or there is a stigma on helping the poor, Daystar needs to break through the market as the top charity in the Tampa Bay area.

### **Direction**

The key opportunity/problem to be addressed for Daystar is lack of resources. This is a problem that they are currently experiencing, because their name is not well-known or Established in the St. Petersburg community as a place of service. Aside from the annual drive run by the St. Petersburg Catholic High School, they do not receive donations in mass amounts. Due to their short staffing and limited hours, the resources that they receive from the drive mostly suffice for their everyday operations. However, they are in need of more than just food donations. They are in need of human resources, meaning more staff and volunteers. They are also in need of financial resources. They've received some one-time grants in the past, but they are looking for more stable options that provide them with consistent funding.

These are all opportunities because Daystar has many options that they can solicit to receive the resources that they are seeking and in need of. For food donations, there are many community members that would be willing to donate unused food pantry items to help out with that, in addition to the resources that Daystar receives from the high school drive. For the financial resources, strategic partnerships can be formed with larger corporations in the area. There would be an arrangement with these businesses that would require employees to regularly volunteer time with Daystar, while the company simultaneously provides Daystar with its

financial resources. The need for human resources also serves as an opportunity, because of the large population of community members that could be potentially willing to serve at Daystar. Specifically at colleges, there are entire student organizations dedicated to finding opportunities to serve the community. This gives much room for Daystar to find enough people, specifically students, willing to volunteer their time at their facilities.

### **Vision**

Daystar Life Center wants to use public relations as a means to garner more attention towards their services. They are not necessarily interested in gaining more clients but would like an increase in donations as well as an increase in volunteers.

Building long-term relationships is something they are working towards. Considering that many of their current volunteers are seasonal, they would like to bring in local volunteers for long-term involvement. They would also like to increase the ethnic and age diversity of their volunteers. An average profile of volunteers who work at Daystar currently are Caucasian retirees.

Daystar seeks to maintain a positive public perception in hopes that donation monies will increase. Daystar looks to use donations to not only serve current clients but to expand their services and offerings. By the end of 2015, Daystar would like to be known for “being a compassionate, caring service provider that is adaptable, flexible and true to our mission.”

Daystar believes with communications, they will be able to achieve these goals as well as create better partnerships to serve more people. With connections to other partners, they can use these partnerships to offer services that Daystar is not able to provide.

Daystar is aware that they have a small facility that will not be able to keep many volunteers, some hope for the future with some donations would be to create a bigger space so

more volunteers could be in the facility and they would be able to accommodate more people and perhaps more services.

Daystar is open to many suggestions for the communication effort but there is a limit as far as financial budget is concerned. Daystar does not have much funding to give to public relations efforts and would need to use efforts that are little or no money.

### **Pitfalls**

The problems that could be encountered with Daystar's communication efforts could be related specifically to our target public. Due to the fact that we are aiming to reach college students, there could be trouble with finding out how to target the exact public within our target public, because aiming for college students in general is too broad of a public. Daystar would have to research which groups on campus would be most interested in serving the community, as well as solicit their contact information. There's also the chance that these groups could be unresponsive after attempting to contact them about the opportunity to volunteer with Daystar. In addition to this, there could be issues with managing Daystar's social media. The social media accounts must be disseminating information that is engaging and interesting to potential college-aged volunteers. If the audiences being reached via social media are not latent publics, then the use of social media for attracting potential volunteers would be rendered ineffectual.

The most effective way for these pitfalls to be overcome would be for Daystar to employ college ambassadors. These ambassadors would be sure to reach out to the appropriate contacts on campus interested in working with Daystar, and the communication barrier would be nonexistent. Far more organizations can be reached this way as well. In addition to that, one of the college ambassadors should manage the Daystar social media accounts. This student would be sure that Daystar's messaging would be consistent across all accounts, as well as in person.

This person would also give the perspective of what content would be most appealing and engaging for college-aged students, and would be able to more easily attract the specific target public that Daystar is seeking.

# Research

## **Statement of the Problem**

Daystar Life Center has found it difficult to establish and maintain meaningful connections with the broader public outside of its clientele; According to Edward Riehl a director and volunteer at Daystar, “The message is often secondary.” Riehl believes that Daystar is still trying to figure out how to maintain a client focus while reaching out to the community (personal communication, October 15). What’s more, in order for the center to continue to provide its comprehensive list of services, additional volunteers and donations (in-kind and monetary) are required (Kitty Rawson, personal communication, November 4, 2014). However, with a lack of staff and space, Daystar would have trouble accommodating an influx of donations, and therefore needs a means to be able to expand without compromising services to the community.

## **Situation**

For 32 years, Daystar Life Center has served the impoverished community in the St. Petersburg, FL area. Last year, the organization served more than 45,000 men, women and children (Home, 2014). However, in order to continue serving the community, Daystar needs some internal operational adjustments. According to Guidestar.org, Daystar reported a financial loss of \$149,315 for the 2013 fiscal year (2014). Daystar executive staff have also expressed concern over an inconsistent volunteer rate. The staff has noted that Daystar has more volunteers during the winter months than during the summer months. Staff have also noted that Daystar

receives few volunteers from younger demographics, such as college students (Daystar staff, class interview, October 15, 2014).

### **Goal Statement**

The goal is to gauge the level of volunteer activity and/or interest among Tampa Bay area college students and faith-based institutions in volunteering or partnering with charities.

### **Research Questions/Hypotheses**

#### *Questions the Research Attempted to Answer*

1. How many Tampa Bay area college students are seeking volunteer opportunities?
2. How many faith-based institutions are seeking volunteer opportunities for their congregations?
3. What prevents college students and faith-based institutions from working with the impoverished community?

### **Phenomenon Observed**

#### *Religious Survey*

Many of the organizations surveyed have heard of Daystar and have even worked with them before. However, many of the organizations have also already partnered with other charities in the area or host their own services that would conflict with Daystar.

#### *Student Survey*

The student survey showed that college students in the Tampa Bay/St. Pete area are interested in volunteering for local non-profits. Many have not heard of Daystar but already have volunteered for similar organizations. Many students surveyed also have limited availability for volunteering which unfortunately does not fit in with Daystar's volunteer scheduling.

Gaining insight into why certain students and faith-based institutions volunteer will help the Daystar team to tailor communications to those publics that share values with Daystar and that are seeking involvement in the community. Likewise, information about the volunteering trends among these groups will help the team to develop a plan to create community networks and partnerships for Daystar to be a part of. Showing that students do want to help the same people Daystar helps will allow PR efforts to focus in on these people with similar values and give them the chance to make a connection with Daystar. Research will aid in identifying key publics for the PR campaign and proving the benefit of making some internal operational adjustments for the greater benefit of the organization.

## **Method**

The following section discusses the research in more detail and includes information about survey methods, data collection and researchers' procedures. Concerns of usability and reliability are also briefly examined.

## **Data Collection**

Researchers collected data by means of online questionnaires. Researchers emailed Survey A directly to decision makers at faith-based-institutions within a 5-mile, 10-mile and 15-mile radius of zip code 33701. Researchers emailed Survey B to gatekeepers at non-profit higher-education institutions within a 10-mile radius of zip code 33701. The research team struggled to obtain results through contact with gatekeepers. Researchers attempted to disseminate Survey B to students through the use of social media. When this attempt failed, the team expanded the population to include the University of South Florida, Tampa campus. Researchers emailed the survey directly to students utilizing the university's "Canvas" email system. Researchers emailed recipients directly and emailed professors, and other administrators,

requesting that the survey be shared with their students.

Researchers chose the survey method for its usability. The online questionnaires are easy to administer across a large target population. Additionally, the survey included simple directions and straightforward questions in order to guard against problems of participant interpretation. Moreover, the research team selected the survey method for its reliability: results from each survey will be easy to score and to interpret with quantitative analysis. While the surveys did not yield a high response rate compared to the target population (especially in the case of Survey B), in order to establish high levels of external validity, researchers were able to ensure content validity: Questions were carefully worded and the survey accurately assess the observable phenomenon. Survey A: Why do(n't) faith-based institutions partner with nonprofits? Why do(n't) faith-based institutions partner or volunteer with Daystar Life Center? Survey B: Why do(n't) college students volunteer? Why do(n't) college student volunteer with Daystar Life Center?

In order to infer deeper meaning and develop ground theory, researchers scored open-ended questions using qualitative analysis.

## **Population**

**Survey A:** Decision Makers from faith-based institutions within a 5-15 mile radius of zip code 33701; the list is comprised of the following: Central Christian Church, First Unity of St. Petersburg, Temple Beth-El, Life Church, Shambhala Meditation Group, Saint Mary Our Lady of Grace Catholic Church, Southwest Florida Buddhist, Lakewood United Church of Christ, Maximo Presbyterian Church, Pinellas Community Church, First Baptist Church of St. Petersburg, Calvary Chapel St Pete, God's Appointed Angels Ministries, Clearwater Central

Catholic, Islamic Society of Pinellas County, Jewish National Fund, and Beacon of Hope Ministries (Yelp.com, 2014).

**Survey B: College Students.** College students that are currently enrolled in classes at the following higher-education institutions: University Of South Florida St. Petersburg (4,722 Students), Eckerd: (1,850 students), Pinellas Technical Education Center: (2,063 students) (W. Whitmore, personal communication, October 15, 2014), and Southeastern College St. Petersburg (1,500 students). Later addition to survey population: University of South Florida, Tampa (41,888 students).

**Universe Survey A.** The universe, or total population for Survey A, consists of about 17 organizations and targets decision makers from various faith-based institutions within a 5-10 mile radius of zip code 33701 (Yelp.com, 2014).

**Sample Size.** Researchers surveyed one decision maker from all 17 institutions. The research team obtained seven, resulting in Survey A reflecting the target population with a confidence level of 95 percent and a confidence interval of 4.

**Universe Survey B.** Approximately 10,135 students made up the original universe, or total population for Survey B, which consists of students that are currently enrolled at one of the 4 non-profit colleges (University of South Florida St. Petersburg, Eckerd College, Pinellas Technical Education Center and Southeastern College St. Petersburg) within a 10 mile radius of zip code 33701 (National Center for Education Statistics, 2014). The addition of the University of South Florida, Tampa increases the total population to 52,023.

**Sample Size.** With a view to surveying an accurate representation of the original college student population of 10,135, researchers needed a sample size of 567 students. **(Insert number upon survey close)** responded to the survey. With the addition of the University of South Florida,

Tampa, the survey needed to yield survey results from 2601 students. (**Insert number upon survey close**) responded to the survey. Survey B reflects the target population with a confidence level of 95 percent and a confidence interval of 4.

**Non-probability Convenience Sampling** Subjects for Survey B were selected based on their convenient accessibility to the researchers. Researchers approached gatekeepers from the original four higher-education-institutions, and one thing is clear: mass emailing was not a valid option, nor could researchers rely on administrators, teachers, and department heads to forward surveys to students in their contact lists. The use of social media and direct email contact, gave researchers more control over the survey distribution in spite of a lowered response rate. Despite the flawed nature of convenience sampling and the relatively low external validity, the technique allowed researchers to document phenomena within the given sample and to detect relationships among different phenomena.

## **Analysis**

### *Analyze*

Once survey participants completed the survey, researchers entered the data into Google Forms. The team used Google analytics to analyze the results.

### *Test Run*

Researchers ran an in-house test survey among four people to confirm ease of use before disseminating the survey to target publics.

### *Software*

The research team opted to use Google Forms. The software breaks down the responses by question using bar graphs, pie charts and/or percentages.

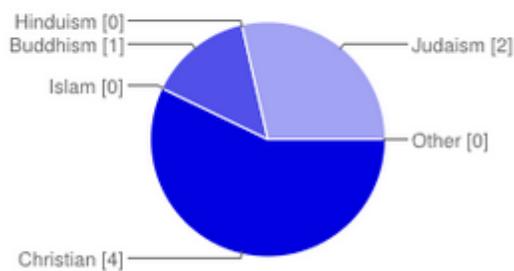
Researchers found three disadvantages to using the Google Form:

1. Participants must open the link directly on their computer or download the Google Docs application to a smart device.
2. Google Forms created two different links. Researchers had to manually add all information from each of the links and into a singular cohesive data set.
3. Survey participants had the ability to take the survey more than once. A request to take the survey only once was added to the survey directions.

## Findings

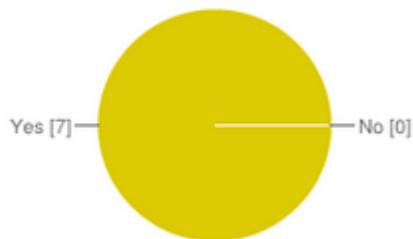
Survey A Findings:

### 2. What is your organization's affiliation?



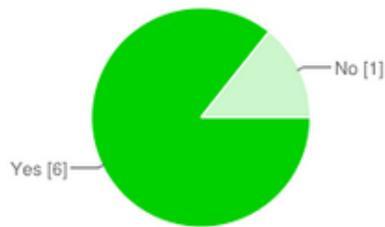
Christian	4	57%
Islam	0	0%
Buddhism	1	14%
Hinduism	0	0%
Judaism	2	29%
Other	0	0%

### 5. Does your organization provide volunteer opportunities for your members?



Yes	7	100%
No	0	0%

**9. Does your organization currently have a partnership with a specific non-profit in the community?**



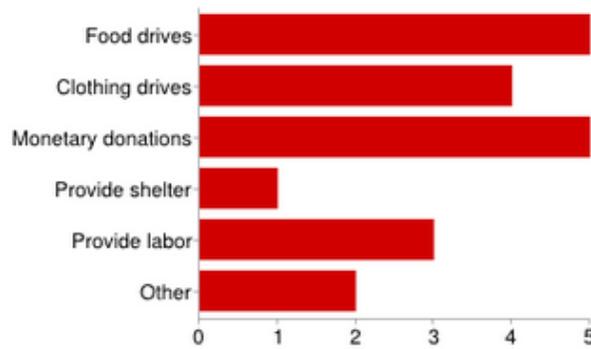
Yes	6	86%
No	1	14%

**12. What is your organization's involvement with the impoverished population in its community?**

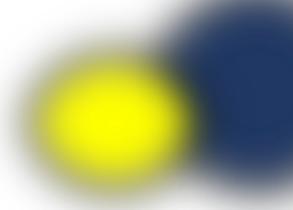


Active in helping the impoverished	7	100%
Aware of the poverty situation, but inactive	0	0%
Unaware of the poverty situation in the community	0	0%
Does not care about the poverty situation in the community	0	0%

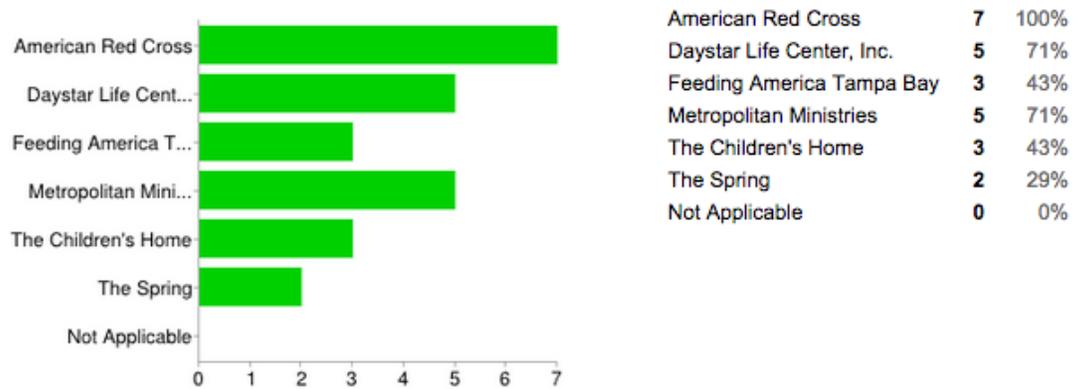
**13. If active, how does your organization contribute? Please check all that apply.**



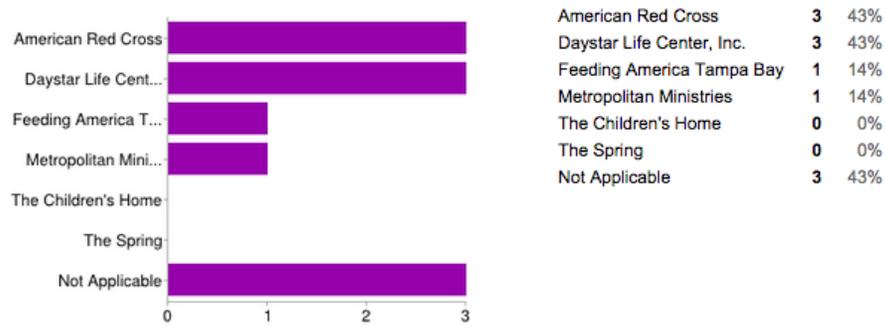
Food drives	5	71%
Clothing drives	4	57%
Monetary donations	5	71%
Provide shelter	1	14%
Provide labor	3	43%
Other	2	29%



**15. Have you heard of any of the following organizations? Please check all that apply.**

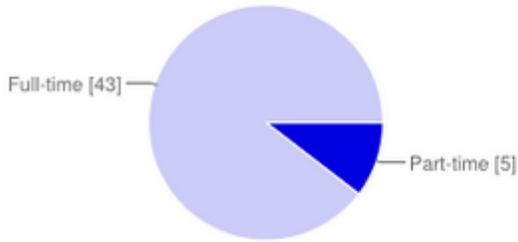


**16. Has your organization partnered/ volunteered with any of the following organizations. Please check all that apply.**



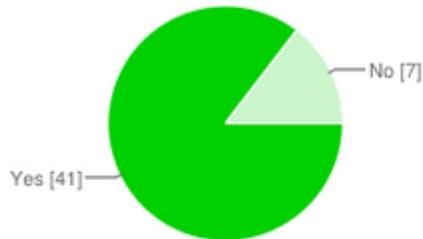
Survey B Findings

**1. What is your school enrollment status?**



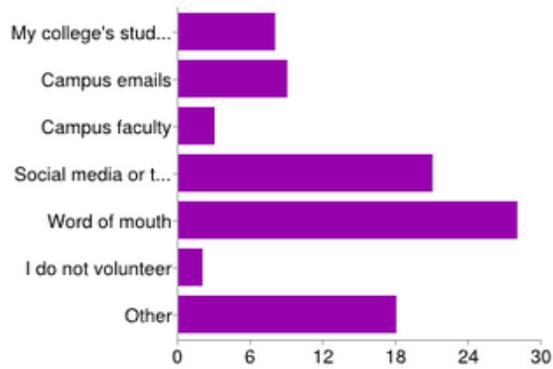
Part-time	5	10%
Full-time	43	90%

**5. Have you volunteered in the last 12 months?**

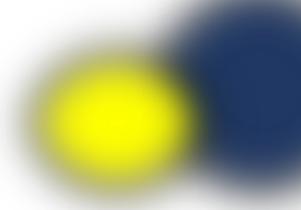


Yes	41	85%
No	7	15%

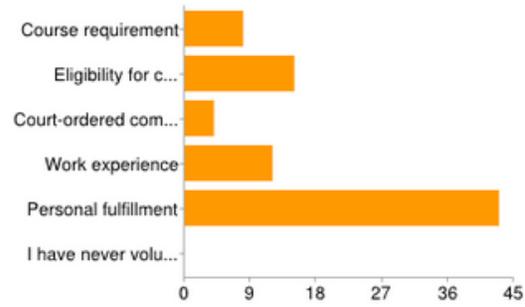
**6. How do you find out about volunteer opportunities? Please check all that apply.**



My college's student center	8	17%
Campus emails	9	19%
Campus faculty	3	6%
Social media or the web	21	44%
Word of mouth	28	58%
I do not volunteer	2	4%
Other	18	38%

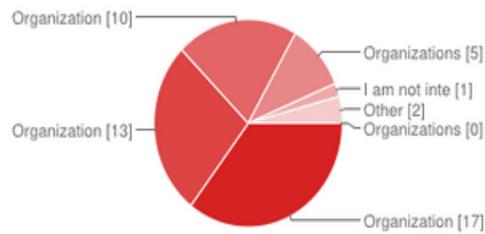


**8. For which of the following reasons have you volunteered in the past? Please check all that apply.**



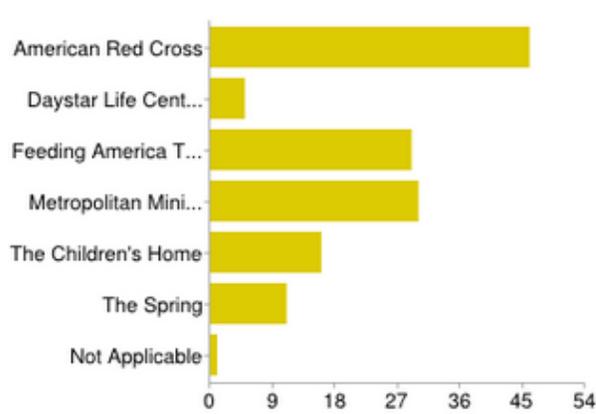
Course requirement	8	17%
Eligibility for college scholarship(s)	15	31%
Court-ordered community service hours	4	8%
Work experience	12	25%
Personal fulfillment	43	90%
I have never volunteered	0	0%

**9. From the following list, which type of organization are you most interested in volunteering for?**



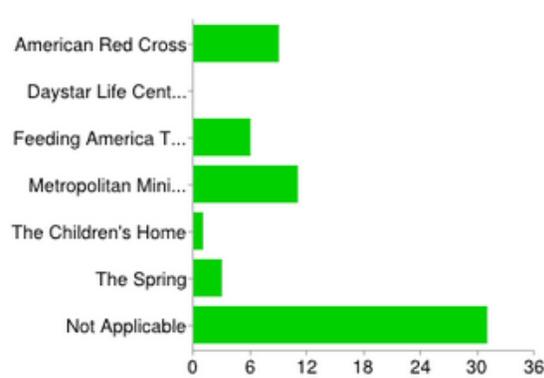
Organizations that help the elderly	0	0%
Organizations that help children	17	35%
Organizations that provide assistance to impoverished individuals/families	13	27%
Organizations that help animals and/or nature	10	21%
Organizations that assist the disabled	5	10%
I am not interested in volunteering	1	2%
Other	2	4%

**11. Have you heard of any of the following organizations?**



American Red Cross	<b>46</b>	96%
Daystar Life Center, Inc.	<b>5</b>	10%
Feeding America Tampa Bay	<b>29</b>	60%
Metropolitan Ministries	<b>30</b>	63%
The Children's Home	<b>16</b>	33%
The Spring	<b>11</b>	23%
Not Applicable	<b>1</b>	2%

**12. Have you partnered/ volunteered with any of the following organizations. Please check all that apply.**



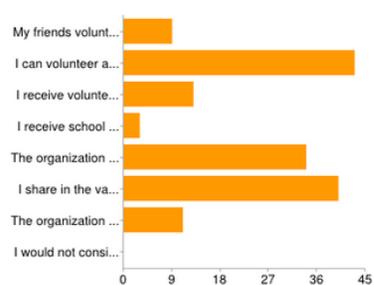
American Red Cross	<b>9</b>	19%
Daystar Life Center, Inc.	<b>0</b>	0%
Feeding America Tampa Bay	<b>6</b>	13%
Metropolitan Ministries	<b>11</b>	23%
The Children's Home	<b>1</b>	2%
The Spring	<b>3</b>	6%
Not Applicable	<b>31</b>	65%

**13. Would you be willing to volunteer at an organization that assists impoverished individuals/families?**

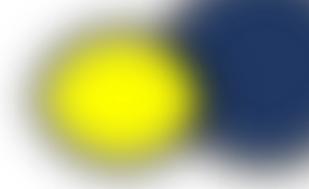


Yes	<b>42</b>	88%
No	<b>6</b>	13%

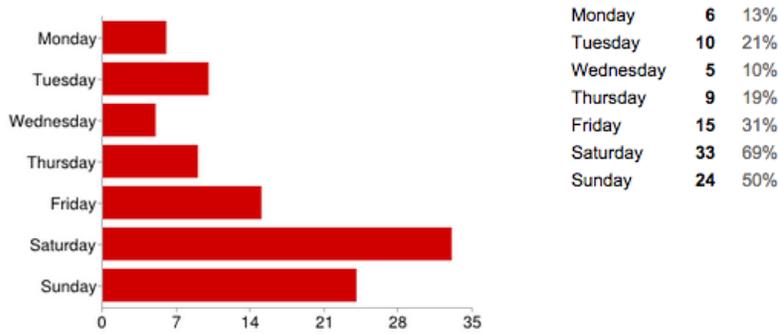
**16. Select the answer(s) that you most agree with in order to finish the following statement: "When deciding on which charitable organization that I want to volunteer for, it is important that\_\_\_\_\_."**



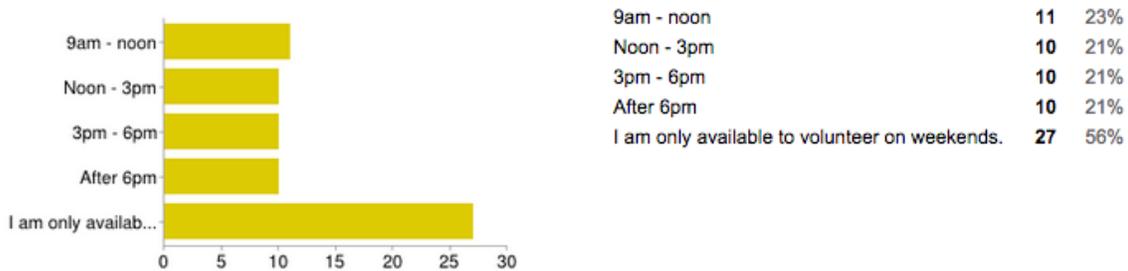
My friends volunteer for the same organization	<b>9</b>	19%
I can volunteer around my work/school schedule	<b>43</b>	90%
I receive volunteer training	<b>13</b>	27%
I receive school credit	<b>3</b>	6%
The organization is reputable	<b>34</b>	71%
I share in the values of the organization	<b>40</b>	83%
The organization makes its contributions well known	<b>11</b>	23%
I would not consider volunteer work	<b>0</b>	0%



**17. What day would you be most interested in volunteering for a charitable organization? Please check all that apply.**



**18. On the average weekday, what time frame would you be able to volunteer? Please check all that apply.**



**Application/Interpretation**

*Religious Survey*

Based on the results of the survey of local religious organizations, we believe there to be a clear opportunity to really try to establish partnerships. Many of the religious organizations have programs with students- whether high school or older- that can be utilized to create volunteer partnerships. Since many of the organizations hold similar values and goals to Daystar, at the very least they should create a supportive partnership that allows members to easily find volunteer opportunities in the community. The survey results also provide evidence that not only religious organizations are worth trying to establish partnerships with.

Many of these religious organizations operate on similar or the same values that Daystar is based on. They all want to help those in need but some face similar staffing issues to Daystar, which shows that sharing resources would be beneficial to all parties. Daystar is already known

to these religious organizations, so the question is now, why do they not choose to actively partner with Daystar? By reaching out to the community more, Daystar could get a better reputation and receive more assistance from others.

All of the organizations help provide members with volunteer opportunities which shows that people are looking to volunteer, it's just a matter of putting Daystar at the top of a list of suggested organizations to volunteer with.

These survey results show that overall, a non-profit network needs to be established and would be incredibly beneficial to Daystar and other non-profits as well as many other religious organizations and businesses in the area.

### **Student Survey**

The student survey revealed that college aged students not only want to volunteer, but are actively looking for volunteer opportunities in the Tampa Bay area. They want to volunteer for organizations that assist children and families in need, which is the basis of Daystar's activities. Students are also looking to volunteer with organizations whose values align with theirs, are reputable, and well-established. Not many of the students volunteered have heard of Daystar and none have ever volunteered for Daystar, likely because students have to volunteer busy school and work schedules and limited weekday availability. Most students find out about volunteer opportunities by word of mouth from their peers, so students telling other students about Daystar would be a prime marketing opportunity.

Students want to volunteer for a variety of reasons however have trouble finding opportunities because of school and work schedules not being compatible with volunteer programs that have limited open volunteer hours.

The survey overall shows that an organization that can properly adjust to fit the needs of potential volunteers, would be able to attract an influx of volunteers in the area. Adding different days, times and ways for college students to contribute to the organization would allow for Daystar to become even more productive throughout the year. People are willing to volunteer at Daystar, so Daystar needs to find a way to get students out to them.

# Plans, Goals & Objectives

## **Statement of Policy and Intent**

Since 1982, Daystar Life Center has made it their mission to improve the lives of countless families and residents in the Pinellas County community. Their word-of-mouth reputation attracts volunteers in the area, however, many of the volunteers are considered “snow-birds” and leave when the summer season begins. Due to the amount of seasonal volunteers, Daystar wants to establish more long-term relationships with local volunteers. While reaching out to possible volunteers in the community, Daystar would also like to attract a younger generation of volunteers.

Since Daystar would like to build a strong relationship with a different generation of volunteers, they need to improve their social media strategy. By increasing awareness through social media, Daystar will be able to grab the attention of a younger demographic and increase their volunteer opportunities. Not only will the improved social media strategy help engage a younger crowd, it will also assist Daystar in collecting more donations to the organization. With the influx of donations to Daystar’s day-to-day operations, they will be able to continue providing needs for the residents of Pinellas County and showcasing the efforts of the organization.

The goal of this campaign is to enhance Daystar’s efforts and resources in improving the overall quality of life for those in need in the surrounding area. Magnetic Public Relation’s overall plan for the campaign is to create different and long-lasting relationships that will raise

awareness and collect more donations. Our job is to bring new ideas to the table while keeping Daystar's values in mind and to build mutually beneficial relationships with local organizations.

Relationships with other community leaders will help Daystar build stronger connections and enable them provide better resources to the people they serve. In addition, partnerships with other organizations with similar but different resources will allow them to work together to meet a particular demand.

Our plan gives Daystar real, measurable results which relate to our campaign goal. By increasing social media, bringing awareness about the organization to schools in the area, and by partnering with local organizations, Daystar will be able to see the growth in their organization while continuing to help people in need in the community.

Our belief behind our goals allows us to give younger members of the community a way to contribute and help the organization grow, either through internships or school credit. They can expand Daystar and bring new ideas to the table. Since Daystar is open to change, younger volunteers will be more willing to helping families in the community, and diminishing the stigma of people in need.

The theme of our campaign addresses the issue of connecting those who are in need to the overall community of Pinellas County. "A Day in the Life" focuses on highlighting Daystar's past successes, future endeavors and current projects. By creating a campaign that specifically uses pathos to appeal to audiences, we hope to shed light the overall issue that Daystar is trying to rectify.

### **Contribution to Organizational Goals**

Daystar Life Center's philosophy is described as "people helping people" and has helped more than 45,000 children and adults. Through donations including food, clothing, home

furnishings, money and more, they have been able to provide families in Pinellas County some of the most important necessities for survival. Daystar's goals are to raise awareness for their non-profit organization through social media, attract a younger generation of volunteers and increase the amount of donations provided to the facility.

The plan we have set out contributes to the overall goal of trying to attract more people to Daystar Life Center, whether it's donors or volunteers, because it focuses on communication with the public. Whether through social media or through events, gaining attention will be the motive for getting to our goal. We feel that our audience will pursue a connection with the organization once they have learned about Daystar and the services they give to the community. We also want to maintain positive relationships with those who are already involved with the organization.

The primary goal of our public relations plan is to help Daystar further their assistance of people in need in the surrounding area. 12.6 percent of people are living under the poverty line in Pinellas County and many do not have access to everyday necessities. With our plan, Daystar will expand their volunteer base and bring awareness of this epidemic to the county. With an expansion, donations will increase and Daystar will be able to offer further assistance. We will also improve Daystar's social media, by gaining followers and creating two-way conversation between Daystar and the public. Since Daystar is looking for a younger demographic of volunteers social media is the simplest way to reach a large mass of people. Also, with the mutually beneficial relationships they form, more organizations will become involved in helping people in poverty, removing the undesirable stigma.

After the plan is implemented, our hope is that it meets Daystar's expectations. Using the right strategies will bring awareness to the organization and allow them to achieve their goal of

building a foundation of local volunteers. In addition, our social media measures should drive the attention of a younger audience and attract younger volunteers. We also hope that building connections and networking with other community leaders will assist them in acquiring partnerships and donations.

### **Statement of the Objectives**

# **SMART OBJECTIVES**

- To increase social media activity, including more followers on Facebook, Twitter, and Instagram, by 15% by the end of December 2015.
- To increase the amount of donations by businesses and community leaders by 10% by the end of December 2015.
- To attract 30 new local long-term volunteers between the ages of 18-25 by the end of December 2015.

Daystar can measure the plan's success by having weekly updates where they talk about the goals and achievements of the week. Each month Daystar and Magnetic PR can meet and discuss what needs to be done further to make sure the objectives are reached. We can also collect quantitative data by using tracking surveys to capture outcomes. Qualitative data can come from conducting focus group interviews to measure awareness and attitudes of target publics. In addition, we can measure output and response levels of social media strategies by monitoring the number and frequency of page visits and communication by outside

organizations/followers. Overall, the success will be measured by the amount of people they help as it increases, and the amount of donations they generate.

# Strategy

## Publics Addressed by the Plan

# COLLEGE STUDENTS

- USF Tampa
- USF St. Pete
- Eckerd College
- St. Petersburg College
- Hillsborough College
- ITT Technical Institute

College students, between the ages of 18-25, are the target market that Daystar Life Center wants to attract in new long-term volunteers. Students from the listed colleges and universities are close in proximity to Daystar and are home to many residents of St. Petersburg. We want to attract college students in their junior year seeking volunteer opportunities, in terms of professional development. We will attempt to contact several college organizations, such as Greek organizations and on-campus student government, who are familiar with charity work and have a willingness to publicize volunteer opportunities. By creating engaging advertising tools, updating Daystar's website and creating a conversation through social media, we believe that we will be able to reach the younger generation of possible volunteers. Our objective is to attract 30 new local long-term volunteers between the ages of 18-25 by the end of December 2015.

# LOCAL BUSINESSES

- St. Petersburg Chamber of Commerce
- Tampa Bay Rays
- Downtown Business Association of St. Pete

Local businesses in the St. Petersburg area would be a prime partnership for Daystar and would increase a boost in donations. Businesses such as the Chamber of Commerce are the leaders in business in the area. They ensure the economic growth and vitality of the community, which would make them a beneficial partner for Daystar to have. The Chamber of Commerce already has networking events that could help Daystar create relationships and involve more volunteers into their program. There can also be fundraising events put on by the Chamber of Commerce that would attract other local businesses and community leaders, which would allow Daystar to gain future donations.

The Tampa Bay Rays have multiple community outreach programs, as well as the Rays Community Corner, which is dedicated to helping local non-profit organizations. The Rays and Daystar have partnered on few charitable events in the past, but making a partnership would boost Daystar's credibility and awareness in the community. It would also establish a relationship that could be long-lasting for both organizations.

The Downtown Business Association of St. Petersburg is a non-profit organization that caters to local businesses with a common interest of bettering the community. By partnering with Daystar and combining forces the tourism rate would go up while poverty levels would go down. St. Petersburg would become an even more desirable location and the Daystar as well as the Downtown Businesses Association would thrive.

# RELIGIOUS ORGS

- Decision Makers from faith-based institutions within a 5-15 mile radius of zip code 33701
- Central Christian Church
- First Unity of St. Petersburg
- Temple Beth-El
- Life Church
- Lady of Grace Catholic Church
- Southwest Florida Buddhist
- Lakewood United Church of Christ
- Maximo Presbyterian Church
- Pinellas Community Church
- First Baptist Church of St. Petersburg
- Calvary Chapel St Pete
- God's Appointed Angels Ministries
- Clearwater Central Catholic
- Islamic Society of Pinellas County
- Jewish National Fund
- Beacon of Hope Ministries

Daystar Life Center would be a prime charity partnership for any religious organization in proximity to the center. Religious groups located between 5 and 15 miles away from Daystar were surveyed about their current charitable efforts. Having information about the needs and goals of some of these groups, Daystar can contact specific organizations for partnerships that benefit them in the areas they are currently need help in, such as volunteers and donations. Most of the organizations that responded are already partnered with local non-profits; however, they are willing to partner with additional organizations. By creating a community image strategy, Daystar can build up a respectable reputation to attract more churches and religious organizations to desire to establish themselves as a long-term partner. The objectives on increasing donations and attracting new volunteers are best achieved by joining forces with groups in the area with similar goals and values.

# SMART OBJECTIVES

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## *College-Age Volunteer Strategies*

By reaching out and surveying college-age students, we can obtain our objectives of gaining volunteers, social media activity and donations. With our survey data, we can get an idea of the percentage of students that are interested in volunteering with a non-profit like Daystar. We will be creating tools, tangible and electronic, that will spark the interest and help students learn about Daystar's mission and day-to-day operations.

Our plan includes making appearances at each of the targeted colleges with the tools and presentations necessary to showcase Daystar's mission and volunteer opportunities. Appearances include the University of South Florida's Bull Market at the Tampa Campus and small, scheduled education and awareness presentations and workshops at all of the colleges and universities listed. We would also like to host an event at each of our targeted colleges and universities, creating a buzz about Daystar. These events will not only help Daystar

gain recognition with the targeted students and faculty alike, but will also draw possible volunteers with a variety of backgrounds to help Daystar's cause.

We will also create an internship program that will cover the different needs of Daystar Life Center. By recruiting interns Daystar will be able to have the help they need without having to pay for the experience. The internship program will not only help Daystar but will also give an opportunity for college students in the area to gain credit towards their degree. After the internship is over, the students will be able to see how Daystar provides to the community and will want to return and volunteer in the future.

### *Social Media Strategies*

In order to gain more attention among our publics, we will use social media to spread news for our organization and create conversations among our social media sites. The social media websites we plan to use are Facebook, Twitter and Instagram. Also we plan to use a blog to communicate to different target publics.

For each different site, we will have a daily editorial calendar so we can plan out each post that is to be shared. If post are planned ahead of time, this can ensure that content is fresh and we aren't sharing the same thing repetitively. It is important to create new content to for each day to keep our target public interested and following us.

We not only want to use social media as a way of getting Daystar's ideas out but also we want to use it as a connection for questions and information. We want our target publics to feel that this is a way to easily get their questions answered so we must be sure to actively check our social media pages often, at least twice a day in the morning and evening.

Specifically for college students, we want to post items and photos that would attract that group. We will share blog posts with the college age interest in mind. We also want to encourage

connecting and creating conversations with colleges such as University of South Florida's Facebook and Twitter page.

In addition for our religious organizations public, we would use our social media to target them. We will include posts that show how our organization helps people and the community. We will also talk about our history in specific posts and how we came to become Daystar.

For local businesses, we will use our social media as a way to promote the local businesses that are connected with us. A benefit of local businesses partnering with us would include increased activity on their social media pages, due to increased engagement with our pages. We will actively create conversations and cross-promote on each other's social media to gain a wider audience.

Overall, we will use our social media as ways to show what our organization does and how we help our community. Being heavily involved on social media will gain us followers and attention totally for free.

### *Local Business Strategies*

The importance of partnering with local organizations such as the St. Petersburg Chamber of Commerce or the Tampa Bay Rays is to communicate the beneficial relationship it would pose for both Daystar and the organization. By visiting them in person it would show our interest in them as an organization as well as our interest in helping them better the community. Daystar is not only interested in the three businesses provided, these are examples of important organizations in the community that can lead to other networking opportunities where relationships can be built. The Chamber of Commerce holds multiple networking events per month that Daystar would visit to not only network with the Chamber of Commerce but network

with other businesses in the area, which would hopefully lead to more volunteers and more donations.

Daystar would create these relationships by businesses meetings, such as lunches, as well as visual presentations on why working together would be beneficial. They could also set up a booth at the St. Pete Market every Saturday morning to network and create business. Tours of Daystar for local community leaders would show them what they were investing in and what their money would go towards. By having events that are sponsored by St. Petersburg community leaders and businesses it would get the word out to the community about who Daystar is and why they need more community involvement. The more united Daystar can make the community, the more donations are contributed which would help St. Petersburg's impoverished community as well as boost tourism.

### *Religious Organization Strategies*

One of the key points to be communicated to the religious groups in the area are the benefits of partnering with a local organization like Daystar. Many of the churches in the area have already heard of Daystar Life Center and some have already partnered with Daystar in the past. However, in order to get more organizations to want to establish a long term partnership with Daystar, we need to properly communicate the goals and values of Daystar to local organizations to show that they hold the same beliefs and values, and outlining the benefits of maintaining a well known community partnership.

Planning a networking event where local religious leaders and staff members are invited to see what Daystar's facilities are like and learn specifics about Daystar's operations and plans would allow local religious groups to see first hand that Daystar is likely in a similar situation to

those other groups in the area. This could inspire the leaders to join efforts with Daystar and enter into a long term partnership within the community.

### *Increasing Donations*

In order to increase donations, Daystar needs to remain visible in the community. Holding food and donation drives multiple times throughout the year would keep Daystar in the minds of the residents of Pinellas County. Eventually, Daystar will be the first organization that comes to mind when people are clearing out their closets and pantries.

Networking events are also pivotal for Daystar to increase their percentage of donations. Organizations hold multiple networking events each month that Daystar could go to and create relationships as well as market their services. Networking events held specifically by service clubs, such as The Rotary or Elks, allow nonprofits a venue to speak about their cause to the community, as well as increase donation opportunities from the club and its members. The holiday season from November through January are important for non-profit organizations since that is the time they receive the most money from donations. Christmas themed fundraising events that are partnered with larger organizations will bring the community out as well as the donations Daystar is looking for.

Social media is another unconventional but successful way to receive donations. By creating a donation page such as gofundme.com or other websites that allow people to give small amounts of money online. People who don't have the time to volunteer can visit social media and still feel like they're helping.

### **Obstacles**

A potential obstacle could be our social media campaign lacking effectiveness. Due to our typical volunteer demographic being the elderly population, our social media posts may have



little to no engagement at first. Regardless of incentive, we could run into an additional obstacle of college students not being interested in volunteering at Daystar. Also, with Daystar not being a more renown name such as Habitat for Humanity, we could run into the obstacle of the larger corporations being more hesitant (and will likely request more proof of services) before partnering with Daystar to provide resources.

In addition, we may run into the challenge of not being able to visit certain schools at a time and place where we can reach the maximum amount of students. If we do not have the option of using an unpaid vendor position at a market hosted at the school, we may have to use funds to reach these students, or we may only be able to reach limited populations of students with individual class visits.

A challenge we could come across with the networking events would be that this would most likely be slow return. We would have to consistently attend events at targeted organizations, and develop relationships with key individuals within these organizations before we can create a strategic partnership that would elicit the results we are seeking, involving financial resources.

Avoiding these obstacles requires thorough research on our part ahead of time, so that we're aware already of which schools and organizations to target. We also must contact these organizations far enough ahead of time for them to expect us, and receive the manner of professionalism in which we wish to conduct business. We must also be sure to effectively convey our services and what we are seeking to gain from a partnership in a clear and concise way upon meeting/visiting the people that we will be speaking with.

# Tactics

## Objectives

### **SMART OBJECTIVES**

- To increase social media activity, including more followers on Facebook, Twitter, and Instagram, by 15% by the end of December 2015.
- To increase the amount of donations by businesses and community leaders by 10% by the end of December 2015.
- To attract 30 new local long-term volunteers between the ages of 18-25 by the end of December 2015.

Our first objective is to increase social media activity, including more followers on Facebook, Twitter, and Instagram, by 15% by the end of December 2015. We chose this as an objective, because we see this as an effective way to reach our target demographic of tech-savvy college students. As we increase posts related to Tampa/St. Petersburg opportunities that are of interest to these college students, we hope to have created a branding effort that increases the awareness of Daystar's services, and the availability of volunteer opportunities within students' minds when they are seeking or recommending such opportunities. The recruited college ambassadors for Daystar would be responsible for consistently creating and publishing social media content relevant to our target publics.

Our second objective is to increase the amount of donations by businesses and community leaders by 10% by the end of December 2015. As we work to establish more of a visible presence within the business community, we hope to create and foster relationships with key businesses, such as large corporations and community-focused organizations (i.e. Elks, Rotary Club, etc). We hope to do this through networking events, as well as personal meetings and ‘lunch and learns.’

Our last objective is to attract 30 new local long-term volunteers between the ages of 18-25 by the end of December 2015. The increase of volunteers will allow for more successful operations, because we will not only be able to establish a strong community presence (via volunteer efforts at places, such as the Saturday Morning Market), as well as host effective events (distribution of help among volunteers will allow for smoother event planning and execution).

### **Proposals for Meeting Objectives**

**To increase social media activity, including more followers on Facebook, Twitter, and Instagram, by 15% by the end of December 2015.**

#### *Engage With Businesses and Community Leaders*

In order to achieve an increase in social media activity, Daystar should start building connections with local business and community leaders. Engagement will increase the organization's credibility and reputation. This can be accomplished by following relevant businesses in their community on Facebook, Twitter and Instagram. In addition, following businesses that may differ from them but have services that compliment Daystar as an organization would be beneficial as well. These connections can lead to future collaborations that can complement the services that Daystar already offers.



**Daystar Life Center**

November 27

Show your love for Daystar and we'll show some love for you! [#followfriday](#)

Follow these amazing Daystar supporters: [@TampaBayRays](#)

[@SaturdayMorningMarket](#) [@Mazzaros](#)

Like · Comment · Share

 7 people like this.



We love [Daystar Life Center!](#) [#followfriday](#)

This is a representation of our [#followfriday](#) social media initiative.



**Daystar Life Center** [@DaystarLife](#) · Nov 24

Check out these awesome Daystar supporters:

[@TampaBayRays](#) [@Mazzaros](#)

[#followfriday](#) [#LoveDaystar](#)



2



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It is also important for Daystar to start implementing an active role on social media by establishing two-way communication. Every inquiry should be responded to in a timely fashion in order to increase engagement levels. It is more likely that people will recommend Daystar as

an organization if they are proactively engaging with anyone who mentions them and their services.

### *Social Media Campaign*



**#followfriday**

Every new follower on #followfriday will be entered to win a prize at the end of the quarter from Daystar Life Center!



**@DaystarLife**

By joining the #followfriday movement you will also help gain awareness for Daystar Life Center and the families they help in Pinellas County.

Thank you for your support!



Daystar Life Center

We suggest that Daystar begins a social media campaign by implementing strategies that differ and expand on the strategies they currently have in place. For example, the organization can begin a string of hashtags for certain days or events. Hashtagging while leading up to an event will be a beneficial way for Daystar to promote the event.

We can also create social media incentives and contests. Hashtags can be utilized in this sense as well, as we will be creating hashtags for each contest. Using a

“follow friday” hashtag featuring an organization we follow can also give that organization an incentive of promoting daystar in return.

A visual representation of our social media campaign can also increase engagement levels and page followers. “A day in the life” social media campaign can be created as a video testimonial on the role Daystar has played in people’s lives. This could feature anyone involved in the organization including volunteers, paid workers, interns or lower income families whose lives have been changed through Daystars services,

### *Social Media Monitoring*



Utilizing a social media monitoring website such as Hootsuite or Meltwater would also be beneficial to Daystars overall social media strategy. Social media monitoring can be used as a management tool that integrates all of the organizations social media platform into one account. Once all of these accounts are assembled onto a monitoring site, the organization can look at charts and trends and gather data as to what works and what doesn't work.

### *Create a Blog*

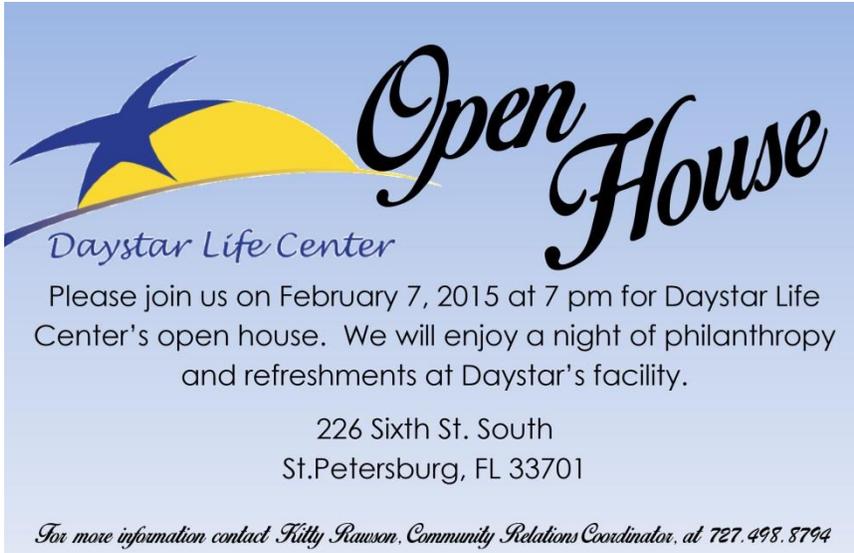
Dedicating time and quality content to a blog is also a great way to communicate with the community and volunteers. This task can be assigned to an intern who would blog at least three times a week. The focus of the Daystar blog would feature any news that relates to the organization as well as any news or events in the Pinellas County community.

**To increase the amount of donations by businesses and community leaders by 10% by the end of December 2015.**

### *"Open House" Events*

Hosting open house events at Daystar's headquarters could be a great way of getting the community involved with the organization. Not only is this a way for people to see exactly what the organization does but it will also show what kind of space they are using. This tactic will address the publics we are trying to reach for donors and volunteers. We will host events

specifically for corporate donors and then have separate events for college-age students who may be interested in volunteering.



The person who is responsible of organizing this would be the event coordinator and anyone who involved in the events team. The steps involved for organizing this event would be to create an event flyer

with the date, address and time. Also create an event page on Facebook and create an invite on Eventbrite, a social networking application used for advertising events. Be sure to ask for an RSVP so the organization knows how many to expect. The event coordinator would also want to contact specific groups that are being targeted for donors. Then Daystar should prep their headquarters for the amount of people being hosted. Then prepare with volunteers according to how many people are coming for the open house. One volunteer for every three visitors would be ideal if possible. Having enough representatives from Daystar is important for answering questions from any visitors. If available in the budget, providing light refreshments would be a nice added touch for the event, perhaps provided by volunteers. After the event, be sure to follow up with visitors by asking them for their contact information. Send out an email asking the visitor if they are interested in volunteering for Daystar, what area they would be interested in volunteering for if so, what they thought about the open house and what they learned about from going to the event. Also ask if the visitor has any suggestions.

*Lunch and Learns, Recruitment Meals, Potlucks and Presentations*

Similarly, we can host “lunch and learns” for specific groups that we are interested in having as corporate donors or for volunteering. The purpose of this would be to specifically target a group and invite them to learn about Daystar and what the organization is all about. This provides a way for the organization to pitch to specific groups.



The person who would work on this would be the public relations director and the event coordinator as well as volunteers involved with public relations and events. Volunteers could provide lunch by donating a dish or a local

restaurant could be contacted to see if they are interested in donating food for the lunch. The public relations director would want to contact the group leader to organize a time that would work for Daystar and the group chosen. Also, a presentation should be created on PowerPoint talking about the organization and specifically targeting the benefits for the group that is chosen to visit. For example, college volunteers in USF St. Pete Key Club would be able to use their experience at Daystar as resume builder. Once again, follow up with the group by gaining each individual’s contact information and asking questions about their interest for involvement with Daystar, area of interest and any possible questions or comments.

### *Local Networking Events*

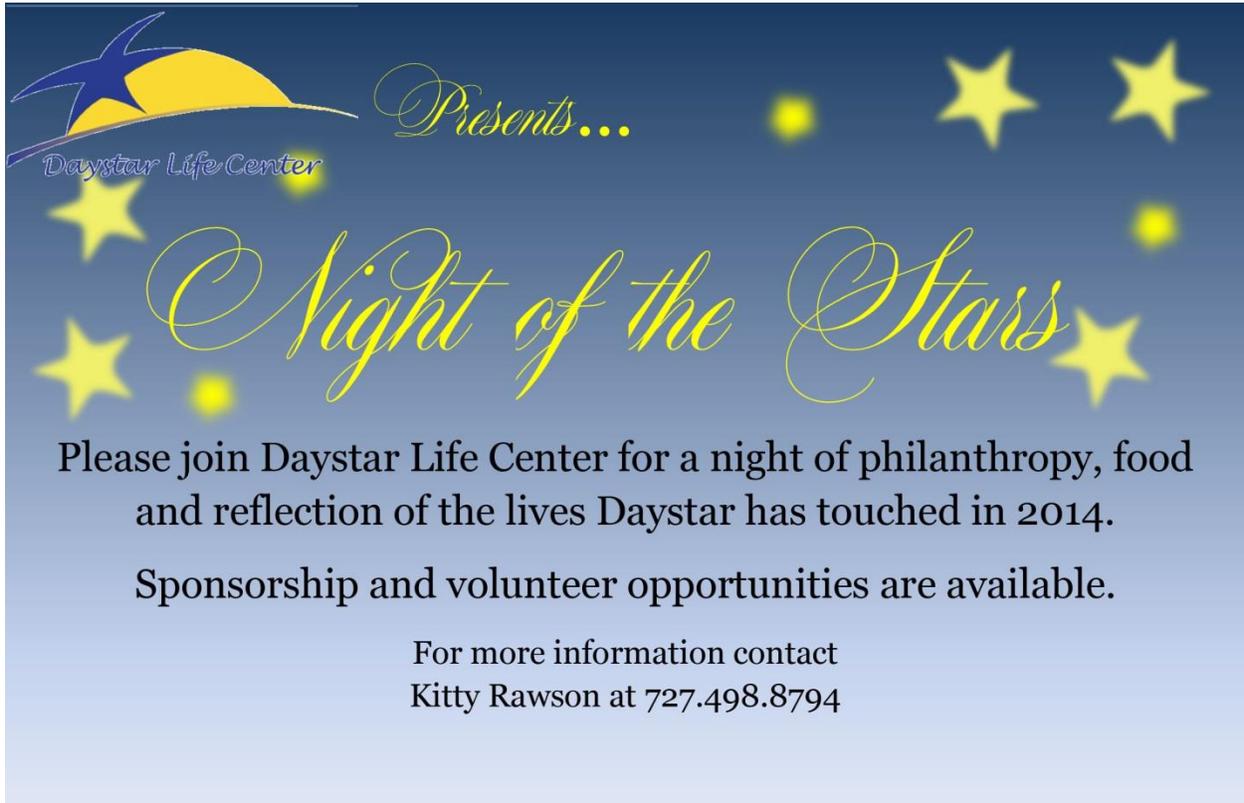
Community involvement is absolutely necessary for Daystar to gain attention and followers. A simple way of gaining a presence is by having representatives from the organization at local networking events. An example of this would be going to the St. Petersburg Chamber of Commerce events and networking. This could be anyone who is actively involved in Daystar's activities. Be sure the candidate has paper materials such as a business card or brochure to give to anyone they network with. Also, ask the person to follow our social media. This could gain us a possible new follower on social media and give us a way of continuing contact with them.

### *St. Petersburg Saturday Morning Market*

Another way of reaching our objective of gaining attention and volunteers is having a booth at the Saturday morning marketing in downtown St. Pete. Hosting a table at this event can be great way to create buzz for Daystar and interact with the public. Daystar should elect volunteers to represent Daystar each week and provide brochures with information. We would also ask our visitors to follow our social media outlets.

### *Host a Charity Gala*

A charity event we propose would be called, "Night of the Stars," where Daystar hosts a charity dinner to raise money for the organization. This would include a video showing volunteers working with the needy, Daystar's past events and testimonials with volunteers or success stories. This evening would also include donated items by different local businesses to use for a silent auction.



The person in charge of this event would be a member on the public relations team. This could be the director of public relations but it also could be a specific project for one of the public relations team. For the evening of the event, at least one volunteer should be there for every three guests, then we can have enough people to inform our guests and also help with the work for the event such as the dinner and silent auction management. Be sure to collect the contact information for every guest in attendance to reach out later for connection and send out a survey on their opinion. This information is very important to measure how people view our events and it helps determine if it was successful.

#### **Sponsorship Package (Bronze, Silver, Gold Members)**

A great incentive for sponsors to donate to us is a sponsorship package. When you are a sponsor for the organization, you can become a bronze, silver, or gold donation member. With

each package you do get a specific recognition. With bronze, a \$500 donation, the sponsor will be invited to all events and receive bronze recognition on our brochure. With silver, a \$1,000 donation, you will receive silver recognition on the brochure, invited to all events and a free informational table at one of our events for their business/organization. With gold, a \$3,000 donation, the sponsor can receive partnered social media posts, gold recognition on the brochure, an invitation at all events and a free informational table at all events for their business/organization. This can help drive people to want to sponsor us. Of course, we will recognize all donors on our website and social media as well.

**To attract 30 new local long-term volunteers between the ages of 18-25 by the end of December 2015.**

### **Campus Connections**

#### *College Ambassador Program*

We suggest Daystar works to establish an ambassador program at each local college. Taking the time to train a few people from each campus and then allowing them to put on events on behalf of the organization will allow for a greater outreach in the Tampa Bay area. For example, at the University of South Florida, Daystar Ambassadors would be able to coordinate food and clothing drives at Bull Market, a weekly event that takes place outside of the Marshall Student Center where businesses and organization are able to have booths where they can advertise and promote themselves and causes.

There would be one to four ambassadors on each campus. These ambassadors would undergo a training program at Daystar in St. Petersburg over the course of a few days, preferably on a single weekend. After the training, the ambassadors will take the information back to their campuses and begin to educate their peers about the organization and ways to help. Having a



campus ambassador allows for Daystar to reach out directly to service focused organizations on campuses, such as fraternities and sororities, key club, and other students just looking to get involved in a good cause.

These ambassadors would also be responsible for hosting informational meetings and presentations on campus. If they are able to become a student organization registered on campus, they would have many resources available to them, such as meeting rooms and presentation supplies. Having a basic presentation developed for ambassadors to expand on would allow for ambassadors to educate their peers on the cause and get more people willing to dedicate time and donations to Daystar.

The head of the volunteer training should be responsible for creating the application, reaching out to campuses to get the opportunity advertised, selecting the ambassadors, training the ambassadors, and maintaining communication with the ambassadors throughout the semester. After the first few years, the ambassador programs should be able to operate independently.

### *Internships*

Working with career centers on campuses to establish an unpaid internship program for college credit could prove beneficial for Daystar. There are several jobs college students studying a variety of degree programs could perform. This allows free labor for Daystar and allows students to get real experience working for a real non-profit.

# INTERNSHIPS

- Operations
- Accounting
- Management
- Fundraising and Event Planning
- Public Relations and Marketing
- Social Media Management

In reaching out to students and giving them an added benefit in volunteering for them, Daystar can utilize these students to bring a fresh perspective into their organization, use them to get some of the busy work done so the other volunteers and executives can focus on the clients and networking, and establish themselves as a great community member by giving opportunities to college students to learn and grow. One of the board member's main roles should be to run this program, from contacting schools to get the application out to selecting candidates for these positions. The interns should then be assigned to shadow the individuals in charge of their specific aspect of Daystar for a few weeks before being entrusted with the responsibilities of



Dear Intern,

*A little about us...*

Located in St. Petersburg, FL, Daystar Life Center, Inc., is a social service agency that prides itself on the idea of “people helping people.” Daystar was founded in 1982 as a small parish ministry to provide people in the community emergency assistance. Last year Daystar impacted the lives of more than 45,000 children, women, and men. Most of the recipients live below the federal poverty level.

With only four full-time employees, two part-time and the rest volunteers Daystar brings multiple services to the community. Services include food supplies, rent, transportation, identification and much more.

Daystar targets citizens who are below the poverty level (12.6%) in Pinellas County. They also help areas within Pinellas County that have low access to food, where people might travel over a mile for fresh food. The ministry focuses on five zones in the area that are limited in supplies. South St. Petersburg is Zone 5 and has 48% of people living in poverty, the second highest in Pinellas County.

Daystar has been awarded several grants throughout the life of the organization, including annual donations from Pinellas County, award grants from Bank of America, and has received sponsorship support from many business in the Tampa Bay area. They also hold fundraising events such as a golf scramble and a fashion fling.

*Why begin an internship with Daystar Life Center?*

Daystar Life Center runs with the help of volunteers from the community. The unpaid internship program provides Daystar the help it needs to continue providing services to Pinellas County as well as the credit you will need to complete your degree and the experience you will have for a lifetime.

Working with the families below the poverty level is also an extremely rewarding experience. As an intern, you will make connections to the families we strive to help. Everyone’s story is different and you can be a part of how they changed their story for the better.

Thank you for your interest and support in Daystar Life Center. We are excited to help you begin your career with the experience gained from our facility.

Sincerely,

Jane Walker  
Executive Director



## Internship Application

Please tell us about yourself:

Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_ Age: \_\_\_\_\_ Gender:  Male  Female

School: \_\_\_\_\_

Graduation Date: \_\_\_\_\_ Major: \_\_\_\_\_

Position Applying For:  Public Relations/Marketing  Event Planning  Accounting

Management  Social Media Management  Business Management

Please answer the following questions:

Why do you want to intern with Daystar Life Center?

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Do you have non-profit experience? If so, please explain.

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Please list other skills that could benefit Daystar Life Center.

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### *Career Prep*

As college students begin to develop their resumes and get work experience, many underestimate the benefits of having a long term volunteer commitment on their resumes. Working with career centers and resume workshops on college campuses, Daystar can present how beneficial it is to have volunteer commitments on resumes and then give students, specifically college juniors looking for work experience and resume boosters, the opportunity to volunteer with Daystar as a way to build up their resumes. A board member with a business degree or business career focus should go to one resume workshop at college campuses per

semester to volunteer his or her own experience as an example for students looking for ideas on how to build up their resumes.

Being involved in a prominent non-profit in the Tampa Bay area could also lead to networking opportunities for college junior and seniors beginning to look for connections towards long term careers. Giving volunteers the opportunity to utilize networking events at Daystar to their own advantage could get more volunteers out and invested.

### *Scholarships*

Daystar should utilize connections with local business and corporations who already donate goods, funds, and services to establish a scholarship fund for long term volunteers. Even a small scholarship opportunity available only to Daystar volunteers would encourage more students to commit to Daystar and remain an active volunteer for more than just a few weeks. Working with local businesses and donors to donate the funding, Daystar can establish more connections in the community which long term can result in more donations and more volunteers.

### **Volunteer Hours**

It would be in the best interest of Daystar to expand the hours volunteers are able to come in. 88% of college students surveyed are willing to volunteer with organizations like Daystar, but more than half of them are only available to volunteer on weekends. 42% of the people able to volunteer on weekdays are only available after 3 p.m. Expanding hours to include a full weekend day and staying open later than 3 p.m. for volunteers could allow more volunteers to be available consistently and stay on long-term. This would require current Daystar executives to be willing to come in on a weekend day, even if it means being closed on one weekday, or even expanding

the executive group to include a few more people who would be able to stay later and come in on extra days.

### **General Obstacles**

Daystar's lack of space and inability to expand due to funds could pose a problem with accepting new volunteers, especially in large numbers. In order for Daystar to do more charity work in the community they need more donations and a larger number of people doing the work. Without space to put them, however, could cause issues on accepting new people.

By expanding Daystar, they'd have to use a large portion of their donations for construction. This could put a halt in the amount of community work they do or the amount of people they are helping. It also might deter businesses from donating, if they think it's going toward construction and not toward helping St. Pete's impoverished.

Another obstacle Daystar faces is getting people interested in volunteering and helping St. Pete's community. Student's have so much going on between school, internships, work, etc. that getting them interested in volunteering in their free time may be an issue. If college credit is offered or some sort of incentive it might work but asking them to spend free time volunteering may not get the response Daystar is hoping for.

Daystar's reputation may also be a deterrent for volunteers or for businesses. Although they help the impoverished in St. Pete which could be anything from helping with a phone bill to giving a family food for a week, the community only sees one thing "helping the homeless." This could attract volunteers or drive them away. There is a stigma for homeless where some people think they shouldn't be helped. Daystar doesn't want to be confused with only helping homeless people, they help anything who may need them without discrimination. The view of Daystar

needs to be correctly perceived to future volunteers and to future donors so they know what they're giving their time and money to.

Daystar's hours of operation will also be an issue to younger volunteers who may have class or work conflicts and cannot give their time only during weekdays from 9-3. This is a very limited time frame to get a lot of work, or a lot of people who are interested involved. Weekends are usually when people have their most free time and are willing to spend it doing volunteer or charity work.

### **Obstacles Within the Objectives**

#### Social Media

- Daystar's primary audience is technologically challenged. Getting noticed on social media by a younger audience may pose a problem.
- Businesses may not respond to Daystar's "two-way communication" strategy
- Daystar not keeping up with social media or letting it die down when other things take precedence
- Getting a younger audience to "follow" back

#### Donations

- Businesses may not be interested in donating to Daystar due to lack of knowledge about what they do or to reputation
- Businesses may not know about Daystar and all their efforts
- Knowledge of where their money is going
- Stigma of "helping the homeless"

## Volunteers

- Younger volunteer's will not be interested in volunteering at Daystar
- Daystar's hours are short and they may not be able to visit certain schools at certain hours
- Also, these hours do not provide leniency for student's schedules
- Student's not knowing about Daystar, making them not interested in becoming an intern or an ambassador
- Daystar may not be able to raise the money to offer scholarships to students, even though this would increase interest in students volunteering

### **What can be done to avoid the obstacles?**

For social media, Daystar would need to post/keep up with responses on a daily basis. Their campaign would help get their name out to the community and following colleges/college-aged students would help them with a younger volunteer base. Daystar needs to focus on networking with businesses in the area and being forceful about making new connections. By using all their resources available to them Daystar would be able to make these mutually beneficial relationships and expand their space.

Meeting with directors of universities and setting up booths at university events would help them with a younger-age volunteer base. Internships that offer college credit would allow someone with knowledge of social media and technology to invite an 18-25 crowd and get them involved.

Overall, if Daystar stays proactive and on top of communication within the community, businesses, and universities they'll attract new volunteers and donations as well as give St. Petersburg and its residents the help it needs.

# Timetable

## JANUARY

### **Week 1: January 5-9**

- Start “Follow Friday” and create contest (winner each month gets \$20 Starbucks card)
- Facilitate engagement posts with other businesses in the community promoting their business or any upcoming events
- Implement a Social media monitoring service such as Hootsuite or Meltwater to manage/organize social media channels

### **Week 2: January 12-16**

- Continue social media contest (every new follower is entered in a drawing for a prize)
- Follow 5 new businesses on Facebook and Twitter
- Board meeting to discuss/plan Open House event (date, time, invites, etc.)
- Continue “Follow Friday”

### **Week 3: January 19-23**

- Create flyer for Open House
- Follow 5 new businesses on Facebook and Twitter
- Continue “Follow Friday”

### **Week 4: January 26-30**

- Continue marketing for Open House on Facebook, Twitter, Instagram
- Follow 5 new businesses on Facebook and Twitter
- Pick a winner for “Follow Friday” who wins a \$20 gift card to Starbucks

# FEBRUARY

## **Week 5: February 2-6**

- Continue marketing for Open House on Facebook, Twitter, Instagram
- Follow 5 new businesses on Facebook and Twitter
- Continue “Follow Friday”

## **Week 6: February 9-13**

- Meet with volunteers, explain Open House, ask for donation of food and beverages
- Continue “Follow Friday”
- Follow 5 new businesses on Facebook and Twitter

## **Week 7: February 16-20**

- Continue marketing for Open House
- Continue marketing for “Follow Friday”

## **Week 8: February 23-27**

- Hold “Open House” event, preferably on a Friday night.
- Pick a winner for “Follow Friday” who wins a \$20 Starbucks or movie gift card

# MARCH

## **Week 9: March 2-6**

- Develop Internship program outline and syllabus
- Email application to Universities to post on school websites
- Post application to Indeed.com

## **Week 10: March 9-13**

- Develop plan for “Day in the Life” testimonial video
- Email volunteer workers about testimonial video
- Continue “Follow Friday”

### **Week 11: March 16-20**

- Check emails for Internship applications
- Meet with volunteers about testimonial video

### **Week 12: March 23-27**

- Broadcast “A Day in the Life” video on social media
- Send news story about campaign to news outlets as well as PrLog.com, etc.
- Pick winner for “Follow Friday”

# **APRIL**

### **Week 13: March 30 - April 3**

- Create College Ambassador program applications
- Send College Ambassador applications to local universities to distribute to students
- Conduct interviews with possible interns
- Last “Follow Friday” month, market on Facebook and Twitter

### **Week 14: April 6-10**

- Call universities, give students deadline of April 10 to turn in Ambassador applications
- Continue interviewing possible interns
- Continue marketing “Follow Friday”

### **Week 15: April 13-17**

- Collect Ambassador applications from Universities
- Continue marketing “Follow Friday”
- Check emails for more internship applications/interviews for Interns

### **Week 16: April 20-24**

- Meet with student Ambassadors and go over syllabus/expectations
- Continue marketing “Follow Friday”

### **Week 17: April 27 - May 1**

- Check in on Ambassadors and answer any questions/concerns they may have
- Pick final winner for “Follow Friday”, receive \$100 Starbucks/Movie card
- Pick final Interns and start date for summer.

# MAY

## **Week 18: May 4-8**

- Have Intern start first week and create a Daystar blog they can keep up with
- Intern can post to social media about stories related to Daystar
- Call Universities about boothing events and markets to attend

## **Week 19: May 11-15**

- Continue to reach out to Universities about boothing events
- Attend resume workshops that are held by student organizations and talk about volunteer opportunities
- Follow 5 new businesses

## **Week 20: May 18-22**

- Hold board meeting to discuss 4th of July fundraising event such as a silent auction
- Booth at any University events or markets
- Have Intern continue to post on the blog

## **Week 21: May 25-29**

- Begin planning 4th of July/Independence Day themed charity event
- Follow 5 new businesses a week

# JUNE

## **Week 22: June 1-5**

- Meet with possible businesses to attend/donate towards the charity event
- Send invitation to vendors and to community
- Continue social media marketing for event

### **Week 23: June 8-12**

- Continue planning for fundraising event
- Attend St. Petersburg Saturday morning market
- Attend university boothing/marketing events

### **Week 24: June 15-19**

- Receive RSVP's from businesses/people who are attending
- Continue planning fundraising event
- Intern keep up with social media

### **Week 25: June 22-26**

- Put finishing touches on fundraising event
- Continue receiving RSVP's from people/businesses

# **JULY**

### **July (4th of July Charity Event, thank you for donations, blog post for charity event)**

### **Week 26: June 29 - July 3**

- Week leading up to charity event, do last-minute marketing and planning
- Assign volunteers to jobs at the event
- Continue keeping up with blog/social media

### **Week 27: July 6-10**

- After event collect donations
- Send thank you notes for donations
- Send news story about the event/donations to news outlets

### **Week 28: July 13-17**

- Have Intern post on the blog about charity event/donations made
- Follow 5 new businesses on Facebook and Twitter

### **Week 29: July 20-24**

- Continue attending university markets
- Attend St. Petersburg Saturday market

### **Week 30: July 27-31**

- Follow 5 new businesses a week
- Have Intern post on social media/write press releases about a testimonial from event

# **AUGUST**

### **Week 31: August 3-7**

- Meet with board to discuss a Lunch and Learn at Daystar, inviting businesses in the area
- Meet with volunteers to explain the event
- Follow 5 new businesses on Facebook and Twitter

### **Week 32: August 10-14**

- Send invitation, online and in person about the informal Lunch
- Invite volunteers to bring in food/beverages
- Monitor RSVP's
- Have Intern create marketing flyer for social media

### **Week 33: August 17-21**

- Continue planning for Lunch and Learn
- Have intern create a presentation to show businesses what their donations would go toward
- Keep up with social media marketing

### **Week 34: August 24-28**

- Have Lunch and Learn event toward the end of the week
- Send thank you notes afterward
- Send news story to media outlets
- Follow 5 new businesses on social media

# SEPTEMBER

## **Week 35: August 31 - September 4**

- Use relationships with local businesses to start talking about scholarship opportunities
- Create outline of scholarship and what it would entail
- Follow 5 businesses on Facebook and Twitter

## **Week 36: September 7-11**

- Post scholarship applications to various websites and email them to universities
- Intern post on the blog about scholarship opportunity

## **Week 37: September 14-18**

- Continue marketing scholarship opportunity
- Follow 5 businesses on Facebook and Twitter

## **Week 38: September 21-25**

- Have board go over students who applied to scholarship
- Let businesses look over students who have applied
- Pick 2 students from each university to receive scholarship

# OCTOBER

## **Week 39: September 28 - October 2**

- Contact scholarship winners via email/mail
- Follow 5 new businesses on Facebook and Twitter
- Have meeting to brainstorm holiday fundraising event ideas

## **Week 40: October 5-9**

- Distribute scholarship to winners
- Secure volunteer donations and food and beverages for upcoming holiday fundraising events
- Advertise Halloween open-house on social media outlets

#### **Week 41: October 12-16**

- Advertise Halloween open-house on social media outlets
- Hold Halloween themed open-house/potluck
- Intern post about upcoming holiday fundraising events

#### **Week 42: October 19-23**

- Plan Thanksgiving themed fundraising event
- Follow 5 new businesses on Facebook and Twitter
- Monitor social media outlets

#### **Week 43: October 26-30**

- Develop flyers for Thanksgiving fundraising event
- Advertise Thanksgiving event on social media outlets
- Intern post on the blog about Thanksgiving event

# NOVEMBER

#### **Week 44: November 2-6**

- Receive RSVP's from businesses/people who are attending
- Follow 5 new businesses on Facebook and Twitter
- Advertise Thanksgiving event on social media outlets

#### **Week 45: November 9-13**

- Advertise Thanksgiving event on social media outlets
- Monitor social media outlets
- Attend local business networking events

#### **Week 46: November 16-20**

- Hold Thanksgiving themed fundraising event
- Intern post on the blog about Thanksgiving fundraising event results

### **Week 47: November 23-27**

- Plan Christmas/toy drive fundraising event
- Secure volunteers and toy donations from various businesses in the area
- Advertise Christmas/toy drive event on social media outlets

# DECEMBER

### **Week 48: November 40 - December 4**

- Develop flyers for Christmas/toy drive fundraising event
- Advertise Christmas/toy drive event on social media outlets
- Intern post on the blog about Christmas/toy drive fundraising event event
- Follow 5 new businesses on Facebook and Twitter

### **Week 49: December 7-11**

- Advertise Christmas/toy drive event on social media outlets
- Receive RSVP's from businesses/people who are attending
- Monitor social media outlets for the year
- Attend local business networking events

### **Week 50: December 14-18**

- Hold Christmas fundraising event/toy drive
- Develop volunteer surveys
- Develop organizational surveys for employees/interns

### **Week 51: December 21-25**

- Distribute volunteer surveys through social media
- Distribute organizational surveys to employees and interns
- Christmas/end of the year blog post by intern

### **Week 52: December 28-31**

- Analyze data gathered from surveys
- Analyze data gathered through social media monitoring site
- Develop conclusions that will help develop the next years strategies and tactics

# Budget

Currently, Daystar operates on \$1,230,724.00, according to state records. \$32,106.00 is listed as administrative expenses. We believe about \$5,465.00 of that should be used towards the following efforts:

Expenses:

## Lunch and Learns

Catering	\$600
Printed Materials (Invitations, Pamphlets, etc.)	\$70

## Networking Events

Printed Materials (Invitations, Flyers, etc.)	\$70
Light Refreshments	\$250

## “Night of the Stars”

Catering	\$1,500
Printed Materials	\$125
Event Space	\$600
Decorations	\$500
Misc	\$500

## Misc Costs

Scholarship	\$500
Additional printing for marketing materials	\$750

Total **\$5,465.00**

Income:

We hope to increase donations so current administrative necessities do not have to be put aside for these communications efforts.

# Evaluation

## **Evaluation Criteria**

One of the criteria used to measure this campaign's success will be the number of volunteers, aged 18-25, that will have agreed to work/started working with Daystar at the campaign's conclusion. If we have tapped into that demographic for volunteers, we will have reached one of our objectives.

Another criteria used to measure success will be the results that we find after taking a collective analysis of our reports at the conclusion of the campaign. If we have successfully networked, reached out and established strategic partnerships with local businesses and organizations, then we should start to see a significant inflow of resources, both financially and otherwise to our collective database of resources. If we find that our efforts were successful, we will have fulfilled that objective as well.

We chose these two criteria to measure success because they both relate to the single biggest problem that the majority of nonprofits face: lack of resources. Daystar is included in this group, and has been facing the same problem. Due to their lack of resources, they can only operate their facilities in limited hour slots during the week. With increased funds and help, they can continue to provide high-quality services to those in need of them in the community.

## **Method**

The following section discusses the type of research proposed in more detail and includes information about survey methods, data collection and researchers' procedures. Concerns of usability and reliability are also briefly examined.

## *Data Collection*

Researchers will accomplish data collection by means of online questionnaires. Survey A will be emailed directly to decision makers at faith-based-institutions within a 5 mile, 10 mile and 15 mile radius of zip code 33701. Survey B will be emailed to gatekeepers at non-profit higher-education institutions within a 10 mile radius of zip code 33701. Thereupon, gatekeepers will forward Survey B to students at their respective colleges.

Researchers chose the survey method for its usability. The online questionnaires are easy to administer across a large target population. Additionally, simple directions and straightforward questions will be employed in order to guard against problems of participant interpretation.

Moreover, the survey method was selected for its reliability: results from each survey will be easy to score and to interpret with quantitative analysis. While, at this time, there is no guarantee that the surveys will yield a high enough response rate from a broad enough sample (especially in the case of survey B) in order to establish high levels of external validity, researchers have been able to ensure content validity.

We believe a survey will be the best method for collecting information on the willingness of current college students to volunteer and contribute to local charities. We are able to ask specific questions about how they spend their time and gather information on when they are able to volunteer, how much they currently volunteer, and how they find volunteer opportunities.

## *Sample Size*

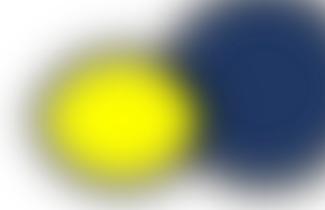
With a view to surveying an accurate representation of the college student population, a sample size of 567 students must be achieved. Should researchers obtain results from a representative sample, Survey B will reflect the target population with a confidence level of 95 percent and a confidence interval of 4.

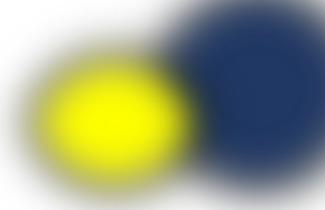
## *Non-probability Convenience Sampling*

Subjects have been selected based on their convenient accessibility to the researchers. Researchers have approached gatekeepers from all 4 higher-education-institutions, and one thing is clear: mass emailing will not be a valid option; instead, surveys will be forwarded by administrators, teachers, and department heads to students in their contact lists. Despite the flawed nature of convenience sampling and the relatively low external validity, the technique will allow researchers to document phenomena within the given sample and to detect relationships among different phenomena.

Research instrument tool below: copy of survey disseminated to college students

1. What is your school enrollment status?
  - a. Part-time
  - b. Full-time
2. What is your gender?
  - a. Male
  - b. Female
3. How old are you?
  - a. 18-19
  - b. 20-22
  - c. 23-25
  - d. Older than 25
4. What is your current grade level?
  - a. Freshman
  - b. Sophomore

- 
- c. Junior  
d. Senior  
e. Graduate Student
5. Have you volunteered in the last 12 months?  
a. Yes  
b. No
6. How do you find out about volunteer opportunities? Please check all that apply.  
a. My college's student center  
b. Campus emails  
c. Campus faculty  
d. Social media or the web  
e. Word of mouth  
f. I do not volunteer.  
g. Other: \_\_\_\_\_
7. If you use social media or the web to find volunteer opportunities which channels do you utilize? Please check all that apply.  
a. Facebook  
b. Twitter  
c. Volunteermatch.org  
d. Allforgood.org  
e. Volunteersolutions.org  
f. I do not volunteer  
g. Other: \_\_\_\_\_
8. For which of the following reasons have you volunteered in the past? Please check all that apply.  
a. Course requirement  
b. Eligibility for college scholarship(s)  
c. Court-ordered community service hours  
d. Work experience  
e. Personal fulfillment  
f. I have never volunteered
9. From the following list, which type of organization are you most interested in volunteering for?  
a. Organizations that help the elderly  
b. Organizations that help children  
c. Organizations that help the homeless and/ or working individuals that struggle financially  
d. Organizations that help animals and/or nature  
e. Organizations that assist the disabled  
f. I am not interested in volunteering.  
g. Other: \_\_\_\_\_

- 
10. What are the top three words that you would use to describe the impoverished community? Please fill in the blank.
11. Have you heard of Daystar Life Center, Inc. located in St. Petersburg, Florida?
- Yes
  - No
12. Would you be willing to volunteer at an organization that assists impoverished individuals/ families?
- Yes
  - No - If your answer is no, please skip question 14.
13. In regards to question 12, why or why not? Please fill in the blank?
14. If you answered “yes” to question #12, what type of help would you be willing to provide an organization that assists impoverished individuals/ families? Please check all that apply.
- Sort through food, clothes or personal hygiene donations
  - Office work, clerical work, filing and record keeping
  - Light maintenance work
  - Client intake
  - Fundraising and special events
  - Donation drives
15. Select the answer(s) that you most agree with in order to finish the following statement:
- “When deciding on which charitable organization that I want to volunteer for, it is important that...” Please check all that apply.
- My friends volunteer for the same organization
  - I can volunteer around my work/school schedule
  - I receive volunteer training
  - I receive school credit
  - The organization is reputable
  - I share in the values of the organization
  - The organization makes its contributions well known
  - I would not consider volunteer work
16. What day would you be most interested in volunteering for a charitable organization? Please check all that apply.
- Monday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
  - Saturday
  - Sunday

17. On the average weekday, what time frame would you be able to volunteer? Please check all that apply.

- a. 9am - noon
- b. Noon - 3pm
- c. 3pm - 6pm
- d. After 6pm
- e. I am only available to volunteer on weekends.

18. What school do you attend?

- a. USF St. Petersburg
- b. Eckerd College

19. What is your major or degree program?

Your response has been recorded. Thank you for your participation. - USF Tampa Research Students.

### **Analysis**

Magnetic PR can use a few ways of using the data. To measure social media efforts, we can create graphs of the data we collected from each social media platform. We can compare and evaluate which social media platform we have the most interaction on. We can also compare negative feedback versus positive feedback on the platforms as well.

Another thing that we can do to analyze data can be to organize each month and how many volunteers we had for each to see if there was still and influx of seasonal volunteers. Also, compare the profiles of the volunteers. We should compare the ages, and affiliation of each volunteers such as whether they came from a college or other group we spoke to.

We can compare each event and see how many attendees we had for each event and use their responses from the event to see the success for each one. We can compare whether it was a positive reaction or negative reaction. We can also use these responses as way to create further events.

A tool we can use to create our analytical charting is Google analytics as it is free and clear to read. We would use this data as way of creating the next year's public relations campaign.

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