

Roger Williams University

DOCS@RWU

Marketing and Communications

Community Partnerships Center

2014

YouthBuild Providence: Public Relations Plan

Madeline Armater

Clayton Durant

Michelle Ryder

James Paternostro

Kaiwen Zhu

Follow this and additional works at: https://docs.rwu.edu/cpc_marketing



Part of the [Advertising and Promotion Management Commons](#), [Interpersonal and Small Group Communication Commons](#), [Nonprofit Administration and Management Commons](#), [Organizational Communication Commons](#), and the [Public Relations and Advertising Commons](#)

Recommended Citation

Armater, Madeline; Durant, Clayton; Ryder, Michelle; Paternostro, James; and Zhu, Kaiwen, "YouthBuild Providence: Public Relations Plan" (2014). *Marketing and Communications*. 3.
https://docs.rwu.edu/cpc_marketing/3

This Document is brought to you for free and open access by the Community Partnerships Center at DOCS@RWU. It has been accepted for inclusion in Marketing and Communications by an authorized administrator of DOCS@RWU. For more information, please contact mwu@rwu.edu.



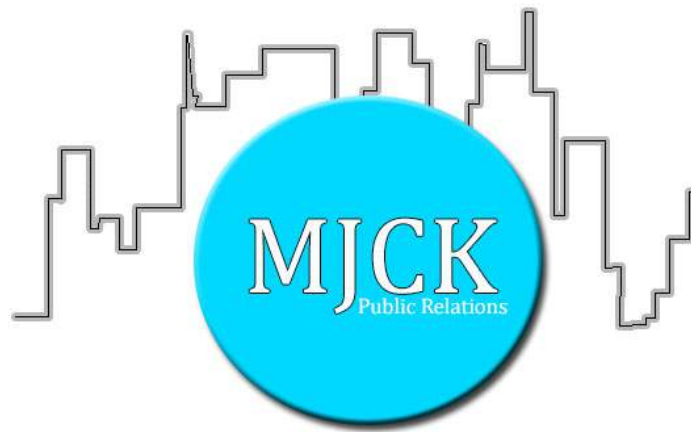
CAMPAIGN PROPOSAL

Madeline Armater/ Account Executive
Clayton Durant/ Assistant Account Executive

Michelle Ryder/ Account Coordinator
James Paternostro/ Account Coordinator
Kaiwen Zhu/ Account Coordinator

Potential Client: YouthBuild Providence





EXECUTIVE SUMMARY

MJCK Public Relations is a Bristol, Rhode Island based PR firm that was established in 2013 that is strongly devoted to the publicity needs of all of their prospective clients.

We have prepared a public relations plan for the YouthBuild Providence organization. YouthBuild's goal is to recruit new members to their program and to gain more donations so they can keep their organization successful and thriving.

Through our research we found that in the past, most of the entities donating to YouthBuild Providence were a varying array of business within the Providence, Rhode Island area (along with a few business from other parts of the state as well). We concluded through surveys that most of the people willing to donate to such an organization would prefer to be targeted through email as opposed to many other devices.

We centered our plan around the mantra "Building The Foundation For Your Business" and "Educating Your Future Employees". These slogans were developed in order to create positive feelings within our target publics about the organization. The way we saw it was that the people enrolled in the YouthBuild program could one day end up working for the business that donate to their cause. Why wouldn't these businesses want to help their potential future employees thrive and prosper?

While the majority of our five thousand dollar budget will go towards advertising we also plan on holding special events such as having former NBA player Chris Herren come to speak at the organization. Our plan will be evaluated through the number of media impressions, attendance at the events as well as an observed increase in the amount of donations towards the organization.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	I
CLIENT	1
SITUATION	1
RESEARCH	2-8
PUBLICS	9
TARGET PUBLICS	10-14
GOAL	15
MESSAGES	15-16
BUSINESS PITCHES	17-19
IMPACT OBJECTIVES	20-21
○ STRATEGIES	20
○ TACTICS	20
○ EVALUATION	20-21
ATTITUDINAL OBJECTIVES	22
○ STRATEGIES	22
○ TACTICS	22
○ EVALUATION	22
BEHAVIORAL OBJECTIVES	23
OUTPUT OBJECTIVES	24
GENERAL COLLATERALS	25
RIPTA ADVERTISEMENT	26
MURAL PAINTING EVENT	27
CHRIS HERREN EVENT	28
PAWTUCKET RED SOX/ YOUTHBUILD GAME	29
COLLEGE FAIR	30
BUDGET	31
TIMELINE	32

APPENDICIES

YOUTHBUILD SURVEY (A)	1-2
BUSINESS PITCH PRESENTATIONS	3-5
○ SMALL BUSINESSES (B)	3
○ MEDIUM BUSINESSES (C)	4
○ LARGE BUSINESSES (D)	5
FLYER (E)	6
BROCHURE (F)	7-8
RIPTA ADVERTISEMENT (G)	9
MURAL PAINTING EVENT (H)	10-11
CHRIS HERREN EVENT (I)	12-13
PAWTUCKET RED SOX EVENT (J)	14-15
COLLEGE FAIR (K)	16-19
TWITTER HANDLES	20
PROVIDENCE BRUINS ADVERTISEMENTS	21-23

POTENTIAL CLIENT: YOUTHBUILD PROVIDENCE

In today's day and age there is a growing plethora of young people who find themselves out of school with no way to obtain a steady income. These people come in all shapes and sizes and from all different walks of life. Many of them have dreams of doing something productive and successful with their lives, they just don't know how they can make it happen.

YouthBuild U.S.A. was started informally in 1988 and was then incorporated in 1990 as a way to help guide the process of recreating and scaling up the YouthBuild program with quality in the United States after the program had succeeded in five neighborhoods in New York City. Today there are 273 YouthBuild programs in 46 states (as well as Washington, D.C. and the Virgin Islands).

In these programs, low-income young people ages 16 to 24 work full time for around 6 to 24 months toward obtaining their GED's or high school diplomas. In addition to receiving a supplemental form of education these students are also learning important job skills by building affordable housing within their respective communities. The YouthBuild Programs place a heavy emphasis on leadership development and community service.

YouthBuild Providence is an affiliate of YouthBuild U.S.A. Their goal is to provide young people with a litany of opportunities for positive life choices and experiences. YouthBuild Providence has an innovative project based curriculum that incorporates construction training, academic courses, and personal and professional development seminars.

SITUATION

Our firm MJCK Public Relations is working in unison with Anthony Hubbard (head of YouthBuild Providence) in order to change the program's image and to help recruit new members. We have also been helping YouthBuild Providence in finding more sources that will provide them with donations, whether of tangible monetary value or in the form of something like a food donation. This proactive plan will inform all of our target publics in the Providence, Rhode Island area about what a great organization Mr. Hubbard is running and how they can help support his dream as well as the dreams of thousands of youths across the state.

RESEARCH

RESEARCH INTRODUCTION

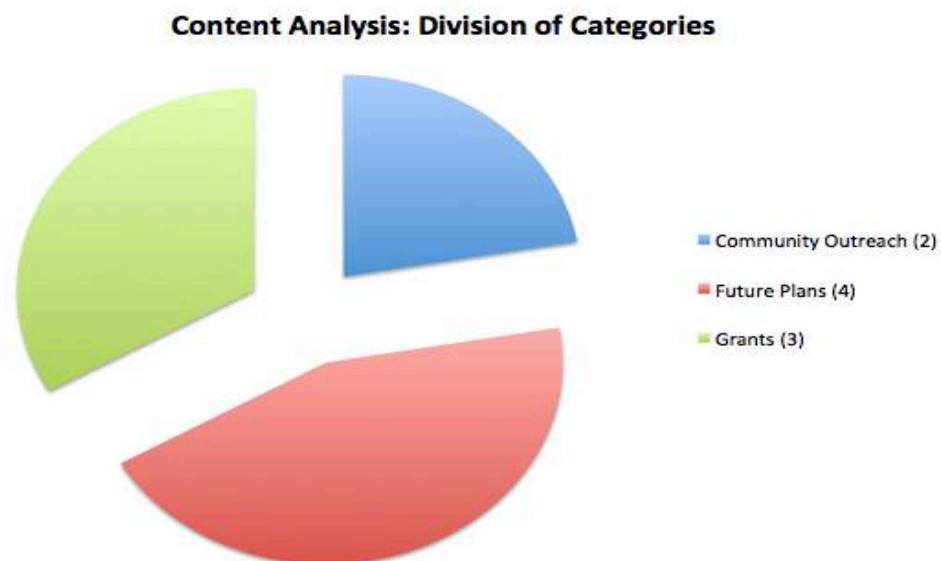
The research methods MJCK Public Relations choose to use for this PR plan were a content analysis of YouthBuild, surveys of businesses in the Rhode Island area, and secondary research on philanthropy trends and giving in America and Rhode Island. Through the content analysis, MJCK Public Relations was able to see how YouthBuild Providence has been covered in the media, giving us an idea of the way the media portrays YouthBuild to the public. In addition, the surveys we handed out to businesses gave our firm a strong grasp of how businesses viewed YouthBuild and if they would partner/donate to YouthBuild Providence. The surveys also gave our firm insight on what reasons and incentives drove businesses to donate or partner with non-profits. Finally, our firm used secondary research to confirm our survey findings on how businesses look at donating and partnering with non-profits. Using secondary research studies done by Bank of America, AIG, Cone Communications, and many more sources, this helped us to get an understanding of the giving trends in America and Rhode Island. This overall helped shape our messages and deliver them during the most opportune time to gain YouthBuild corporate partners and donors.

Content Analysis

Through the use of Lexis Nexis and ProQuest databases, MJCK Public Relations was able to gather news coverage of YouthBuild Providence between the years of 2008-2013. Our firm found close to 60 news articles on YouthBuild Providence in total during this time period. Out of these 60 some news articles; our firm took 9 news articles (refer to figure 1) during that time span that represented the news coverage well as a whole. These 9 news articles were split up into three different categories. These categories were:

- 1) Community Outreach
- 2) Grants
- 3) Future Plans

Figure 1



RESEARCH CONTINUED

Through these three categories, our firm saw how the media has been traditionally been covering YouthBuild Providence. The article tones were positive, showing that the media thought favorably of our client. This was extremely important to know because no business would want to partner with a non-profit that does not have a good reputation. The only downside to the coverage was that it all focused on YouthBuild's "construction" aspect. Very few articles touched on YouthBuild's "education" aspect of the non-profit. This told our firm a few things. If the coverage from the media is putting them in a strong light, but only showing their construction accomplishments, then the public who is seeing that will only think of YouthBuild as a "service" or "construction" non-profit, therefore limiting the amount of donors or partners that would want to donate with YouthBuild Providence. To ensure a greater possibility of YouthBuild to obtain donors, we need to focus the media coverage more on YouthBuild successful GED Education program and less on construction, to pull in more possible donors or partners in for YouthBuild Providence.

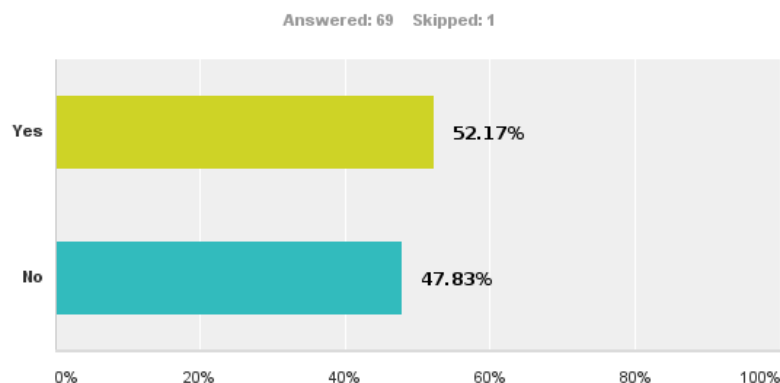
SURVEY (Appendix A)

MJCK Public Relations focused the surveys on the opinions of businesses in the Rhode Island area. Our firm made a list of close to 200 plus businesses in Rhode Island, and emailed an electronic survey to all different size businesses. Out of the 200 sent, only 70 businesses replied and took the survey. The purposes of these surveys were first gather data on the businesses that knew who YouthBuild was and the businesses who did not know who YouthBuild was. We also gathered data on what the image businesses had on YouthBuild from the logo and mission statement. Finally, we gained a lot of insight what other non-profits they donate to and what would make them and their businesses donate or partner with a non-profit. Here is the specific data.

The fundamental research question from the survey was which businesses have actually have heard of YouthBuild (Figure 2). From the 70 businesses that responded to the survey, only half of the businesses actually have heard of YouthBuild Providence. This was an important data point for our firm to keep in mind for our client. If close to 50% of the businesses have not heard of YouthBuild that is a large number of possible donors or corporate sponsors YouthBuild could be missing out on.

Figure 2

Q1 Have you ever heard of Youthbuild Providence?



RESEARCH CONTINUED

For the businesses that did know about YouthBuild, the survey revealed a few key data points. YouthBuild has an overwhelming good approval for the businesses that we surveyed. According to our survey, 97% of all respondents believed that YouthBuild made a positive impact on the community. First, many of the businesses that have previously heard about YouthBuild, heard of the non-profit predominantly from “word of mouth” (53%), news stories (35%), social media (20%) and other (2%). This tells us that there has not been a lot of news coverage that businesses have attentively paid attention too. Our firm will look to place media in the correct places, that higher-level employees and CEOs will have a higher probability of paying attention too (look at secondary research for more information).

From the businesses that have heard of YouthBuild, close to 2/3 of the respondents do not donate to YouthBuild Providence (figure 3). Yet, on the same note, these businesses do donate to other non-profits (see figure 4). 75% of the respondents do donate to other non-profits. This raises the question for why do businesses donate to other non-profits and not YouthBuild Providence (see secondary research for more explanation on why)? In addition, according to our survey 54% of businesses that do donate to YouthBuild currently do not get any notification of their donation efforts at work or denotation letters of appreciation. This is poor donor relations, and could lead to corporate sponsors pulling out of supporting YouthBuild Providence.

Figure 3 Q3 Do you personally donate either time or money to the Youthbuild Providence organization?

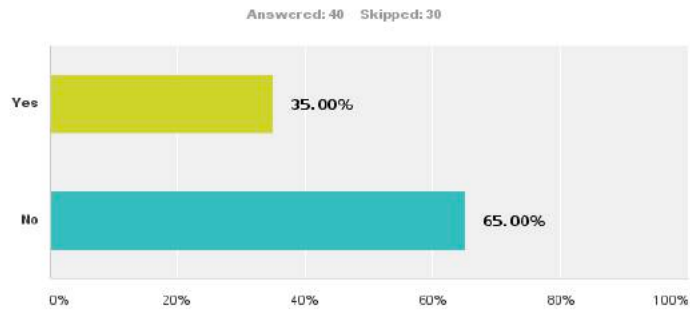
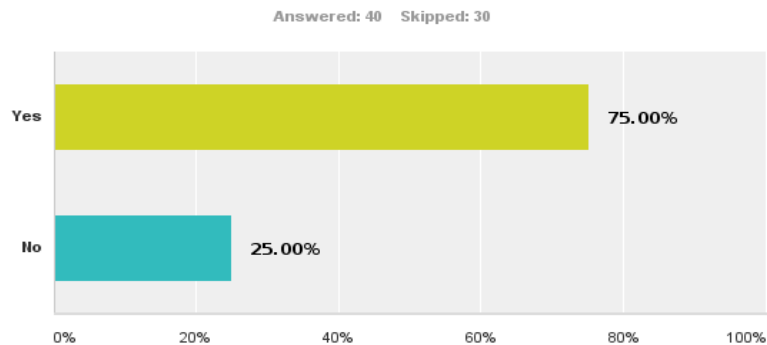


Figure 4

Q4 Do you donate time or money to another organization besides Youthbuild?



RESEARCH CONTINUED

The second part of our survey was only answered by the businesses that did not know what YouthBuild Providence was beforehand. This part of the survey had a series of 'likart' questions to answer for the businesses. Through this part of the survey, our firm found a couple of key data points. First, the logo of YouthBuild does not represent the mission statement. According to the survey, 26% of all these businesses surveyed gave it a 3 or less on the 'likart' scale (with 5 being the best and 1 being the worst). On the other hand, after reading the mission statement, 40% of respondents put a 4 or higher when being asked if their business would donate to YouthBuild Providence (figure 5). In addition, 65% of respondents put a 4 or higher when asked if they would recommend YouthBuild to others.

Figure 5 Q10 My business would be interested in donating time or money



Our survey then went into part 3, where we asked a series of questions to collect data on what media business professionals consume and what media platforms would make these businesses professionals pay attention to a non-profits message. According to the survey results, 93% of the business professionals surveyed would like to be contacted about information on a non-profit through e-mail and social media. In addition, 63% of respondents said they would pay attention to a non-profits message through either social media or news stories. This gave us strong data on where these business professionals would pay attention to our client's message. Finally, our survey also gave us data on these business professionals' incentives for making their business a corporate partner or donor. The results showed that 59% of businesses would be willing to donate to YouthBuild Providence if partnerships were available for the business (figure 6). In addition, 57% of businesses professionals surveyed would have their business donate or partner with YouthBuild if recognition was available for their business (figure 7). This led our firm to believe that brand recognition was an important aspect to these business professional decisions.

Figure 6

Q14 Are you willing to donate to Youthbuild if partnerships are available for your business?

Answered: 46 Skipped: 24

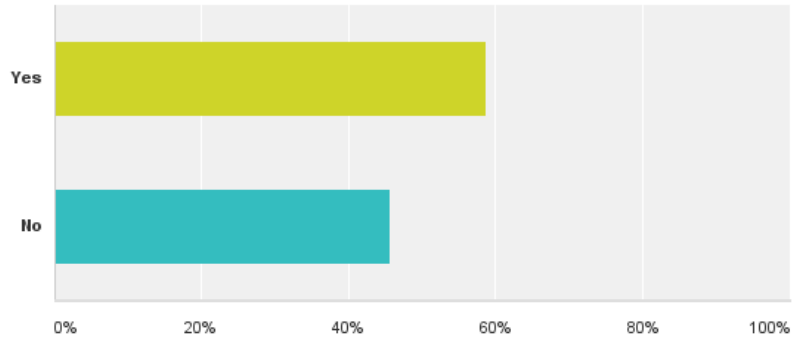
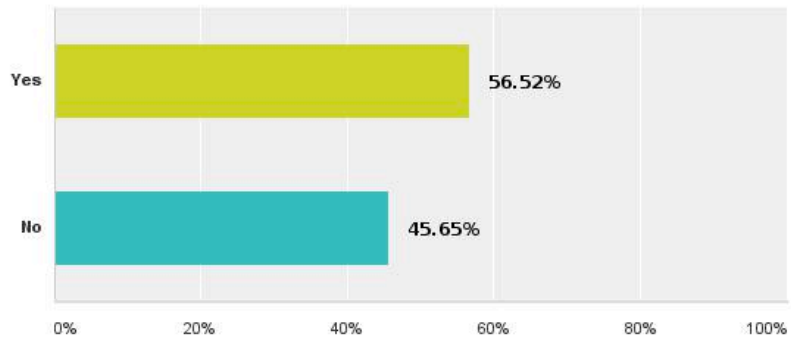


Figure 7

Q15 Are you willing to donate to Youthbuild if recognition is available for your business?

Answered: 46 Skipped: 24



SECONDARY RESEARCH

MJCK Public Relations gathered secondary research to help formulate our messages and make sure the timing of the plan was correct. The secondary research helped our firm and client because we did not have the money or resources to pull together data like we got from the secondary research. The secondary research predominately came from a few sources. These sources were the Cone Communications Impact Study (used more in publics research). The Decision Dynamics survey from the Financial Times (used in Publics Research), the 2012 YouthBuild annual report (used for data for collateral materials), the Charitable Giving Report from the Blackbaud Idea Lab, the 2012 Non-Profit Finance Fund from the CDFI and Bank of America, and the Rhode Island donation patterns from the Philanthropy Journal. Taking all this data from these various sources helped us gather important information that helped us shape our message and obtain important insight on our target publics. Here is the specific data.

SECONDARY RESEARCH CONTINUED

From the secondary research, one of the most important studies done which helped our firm formulate our client's messages and gain insight on the target publics was the *Charitable Giving Report* from the Blackbaud Idea Lab. This report is conducted once a year to track donation trends to give non-profits a benchmark and give data insights to help with donation strategies. According to the report, in 2012 overall donations grew 1.7%. In 2013, this trend was predicted to grow, as the concept of cause marketing is becoming a bigger factor in business decisions. The donation trends for small non-profits (make less than 1 million a year) increased by 7.3% from the previous year. This told our firm that people in America are thinking to donate more locally.

This report also gave us strong insight to what non-profit sectors are doing the best. According to the report, education, faith-based, environmental animal welfare, and arts and culture non-profit sectors are seeing a positive correlation in giving trends (see figure 8). This tells us that these are the issues that American's care the most about giving too, and could be one of the reasons why our client struggles to get a constant donor.

Figure 8

GIVING TRENDS BY NONPROFIT SECTOR



This data also tells us that the news stories or publicity need to relay more of the education side of YouthBuild Providence and not the construction side of the non-profit. In addition, online giving trends show that education is doing the strongest, and is predicted to continue to do so in the next coming years (see figure 9). This

SECONDARY RESEARCH CONTINUED

overall tells our firm that we need to align our client as an “educational” non-profit and not a “construction” non-profit. From this data, we can conclude that aligning YouthBuild Providence with education can get YouthBuild Providence a better opportunity to get donors and corporate partners.

Figure 9



Next, the Charitable Giving Report helped our firm determine what time to implement our PR plan for our client. The report showed statistics on what months show the greatest amount of donations. To no surprise, the last three months of the year show the highest amount of giving (see figure 10). This told our firm that we have to implement our plan in December and January. This will give YouthBuild the highest chance to get donations and corporate partners.

Figure 10

GIVING TRENDS BY MONTH

Sector	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Arts and Culture	6.58%	7.87%	9.27%	7.67%	8.40%	9.03%	5.94%	6.82%	6.36%	8.46%	7.68%	15.9%
Education	6.95%	6.32%	7.14%	7.32%	9.18%	9.76%	6.05%	6.29%	6.37%	8.11%	7.83%	18.7%
Environment, Animals	6.96%	8.05%	7.50%	7.06%	7.33%	9.11%	7.76%	7.22%	7.73%	8.15%	6.82%	16.32%
Faith-based	6.23%	7.51%	8.79%	8.14%	8.46%	8.01%	7.49%	6.18%	7.13%	7.70%	7.59%	16.78%
Healthcare	7.70%	6.95%	7.67%	7.12%	7.89%	8.25%	6.51%	6.70%	7.20%	8.62%	8.20%	17.19%
Human Services	8.46%	6.70%	7.29%	7.46%	7.24%	8.02%	6.74%	6.26%	7.32%	8.67%	8.10%	17.74%
International Affairs	6.06%	7.09%	6.82%	6.76%	6.63%	8.10%	5.84%	7.53%	6.27%	8.03%	10.41%	20.46%
Public/Society Benefit	9.55%	7.20%	7.87%	7.69%	8.05%	8.25%	7.67%	7.33%	6.82%	8.21%	9.58%	11.77%
All Sectors	7.44%	6.91%	7.49%	7.30%	7.88%	8.60%	6.52%	6.64%	6.91%	8.36%	8.27%	17.69%

PUBLICS

Labeled below is the list of our target publics for our client. We chose these as target publics because businesses within the last 10 years have seen an increase in about 10% of giving to non-profits according to the *Non-Profit Finance Fund*, provided by Bank Of America each year.

- Businesses
 - Small
 - Medium
 - Large

In order for a PR firm to effectively generate publicity for their client they must research and then establish a list of target publics through secondary and primary research data. A target public is one of the groups/individuals the client is trying to reach with their service or organization. When it came time to determine what some of YouthBuild's target publics would be, our group analyzed YouthBuild's situation, as well as analyzed our primary and secondary research on non-profits and businesses giving trends and media consumption. After taking all of this information into consideration we decided our primary target public were businesses, specifically in Providence, Rhode Island, for which we broke down into three categories. The three categories of businesses were: small, mid-sized, and large businesses. In addition, we then took a look at the demographics of all the donors in general, grouping them as either active or potential donors.

TARGET PUBLICS

Overview

Through the primary and the secondary research MJCK Public Relations conducted, our client's main target public businesses; specifically the higher level management of the businesses because they are the ones that make the corporate decisions for the company. We defined the different groups of businesses by:

- Small businesses
- Mid Sized Businesses
- Large Businesses

According to the annual non-profit report called *Giving America*, businesses contribute 14.45 Billion dollars a year to non-profits a year, which was a 2.3% increase from last year. Overall, in the United States, businesses give close to 15% of total contributions to non-profits in which that number is predicted to grow. In Providence, Rhode Island, businesses donate close to 400 million dollars a year, which is the highest in Rhode Island out of any area in the state according to the *Chronicle of Corporate Philanthropy*. Focusing our target publics on small, mid sized, and large businesses can help YouthBuild get the continuous donor funds it needs to build and foster its program for the coming years.

Small Businesses

For MJCK Public Relations to really target our publics, we needed to understand what a small business is defined as. According to the Small Business Association, a small business is an independently owned and operated company, which is organized for profit and is not dominant in its field. The average size of a small business is usually 225 people or less. The higher-level management of these businesses is usually the owner or the top manager. According to our psychographic research of small business owners, they usually have the following characteristics:

- Locally Oriented
- Cares about their Community
- Competes with Corporate Companies
- Pays attention to local media
- Have personal connections with their customers

Understanding these psychographics gave our firm insight on how small businesses owners think, and what media would be the most important for them to follow. We also took insight from our surveys on incentives businesses have when thinking about donating to non-profits. These untimely helped us shape our tactics, our message and create a list of matching media to get the message in the right places that these small businesses owners or managers would pay attention too.

One fact our firm paid close attention to is that many small business owners care what is going on locally around their area, because their business revolves around the community. Many small businesses only deal with a small area; therefore small business owners will pay more attention to local news stories, radio stations, and

local television stations. These local media outlets depend on the area, specifically in Rhode Island that the small businesses are located. For example, the small businesses located in Bristol, Rhode Island will read publications such as *The Barrington Times*, or the *Bristol Phoenix*. They will also listen to local radio stations located in Providence (seeing as they would get the best signal), such as WBRU FM 95.5, WRNI FM 102.7, WRNI AM 1920, and so on. Here is the breakdown of the media outlets with in relation to targeting small businesses:

Barrington/Bristol/Warren:

-*Barrington Times, Bristol Phoenix, Warren Times-Gazette*

Newport:

-*Newport Daily News, Newport This Week, WADK AM 1540,*

Warwick/Westerly:

-*Cranston Herald, Kent County Daily Times, Charleston Press, Westerly Sun*

Kingston:

-*North Kingston Standard Times, North East Independent*

Providence:

-*North Providence Breeze, Providence American,*

In addition, many small businesses pay close attention to social media. According to *Social Media Today*, 67% of small businesses in the United States use social media to monitor potential customers, and customer satisfaction. From this statistic, our firm can assume that the majority of small businesses in the Rhode Island area have a social media presence. According to the survey, the most used platforms for small businesses social media are Twitter, Facebook and LinkedIn.

Understanding what incentives drive businesses to partner with non-profits, as well as understanding what media business owners will pay attention to can help our firm get YouthBuild Providence's name and message in the correct places that will have a higher probability of being consumed by these higher level managers or small business owners. To get the message out correctly, we are going to leverage the use of social media and local media to push our message out to small businesses.

MID-SIZED BUSINESSES

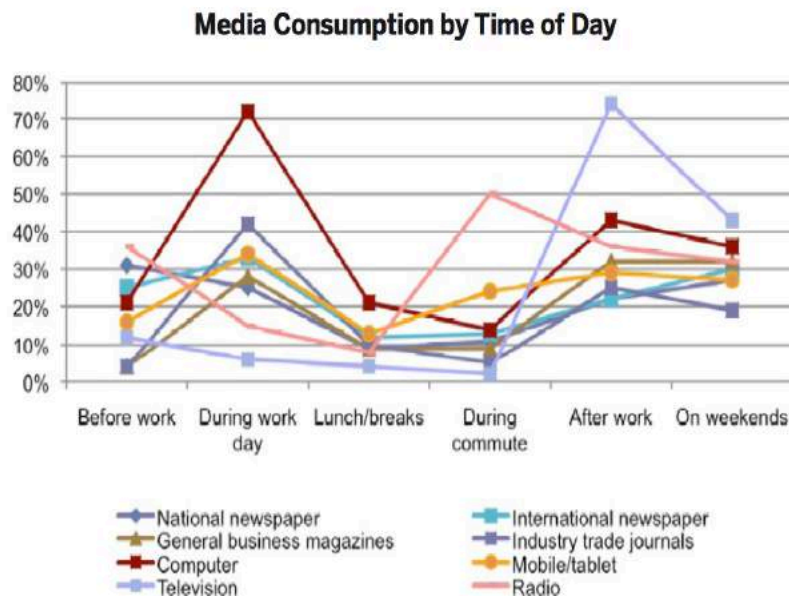
For mid sized businesses, MJCK Public Relations took the same approach as small businesses. The true definition of a mid sized business is defined as any organization who employs between 250 to 1,000 people, and any commercial account whose telecom service charges generate at least \$500 but less than \$2500 in monthly revenue, which is equivalent to at least \$6000 but less than \$30 000 in annual revenue. From this information, our firm was able to collect research about

psychographic characteristics of the CEOs or higher-level management of mid-sized businesses: The results are as follows:

- Care about growing the company
- Keep up with Local and National News
- Willing to donate more (extra money in their pockets)
- Self Image is important to them
- Pay attention to mostly business sections and possible trigger events

Analyzing the survey results, the physiographic information, and secondary research has allowed our firm to determine which methods would best reach mid-sized businesses. Mid-sized business higher-level management pay attention to local news, as well as national news. According to *The Financial Times Decision Dynamics Report*, which surveyed over 600 Global Senior Decision Makers, reported statistics on their traditional, online, multi media consumption, media attitudes, and technology usage at work and home. The report showed that during the week, these executives are consuming media differently during different parts of the day. Here is the graph to demonstrate the distribution of media:

Executives tend to have an almost insatiable appetite for information. At any given time in the day, they are using a variety of media. These patterns have not changed significantly over the past few years. Overall use of each category of media has held steady as well.



Off of this graph MJCK Public Relations was able to see the media consumption during the different parts of the day. It is clear that executives are consuming media on different platforms. Therefore, to most effectively get the message in front of these decision makers is to pitch media not only in the right medium, but during the

right time as well. Our firm is going to target radio, Internet news, and the largest newspapers in the state of Rhode Island. Here is the breakdown of our target media:

- *Associated Press (AP) Providence, RI*
- *ecoRI*
- *Providence Business News*
- *Providence Journal*
- *Providence Phoenix*
- *Harvard Business Review*
- WBRU FM 95.5
- WELH FM 88.1
- WRNI FM 102.7

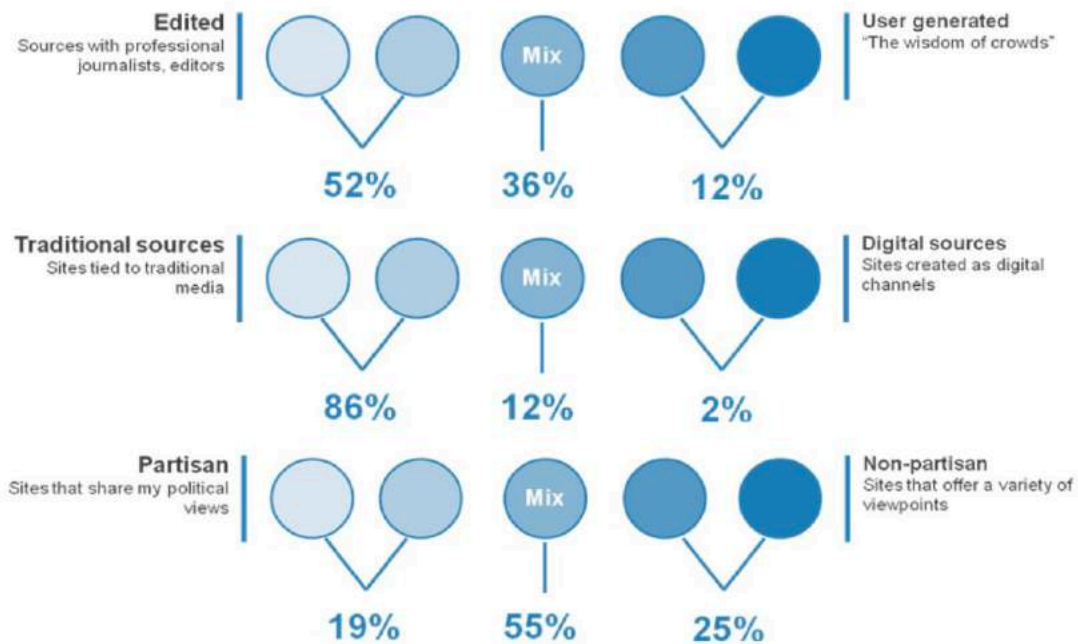
LARGE BUSINESSES:

Our last target public is Large Businesses. The definition of a large business according to the Chamber of Commerce is, a business whose telecom service charges generate at least \$240,000 in annual revenue, which is at least \$20,000 in month revenue. The average size of a large corporation is usually 1000 people or more. Understanding the definition helped the firm research accurate psychographic information. The firm's research revealed a few key psychographic information points about CEO's and high-level management, which are as follows:

- Care about growing the company
- Keep up with Local and National News (national news more so)
- Are avid seekers of media information
- Cares about Self Image for the company
- Pay attention to mostly business sections and possible trigger events
- Reads Major Publications
- Very Mathematically and Statistically orientated
- Cares about the Company Image
- Thinks in terms of shareholder value (if the company is public)

To effectively reach these CEOs and high-level management employees is going to be more complicated to reach and get the attention of then the other two target publics. These types of businesses have more gatekeepers, but on the positive end have more decision makers that are possible to target (these decision making departments are larger with more high level employees). To reach large businesses, we must understand their media consumption patterns. Much like the mid-sized businesses, here is how executives consume media throughout the day, according to the Financial Times Decision Dynamics Report (figure 1).

Media Attitudes



The graph above shows what media is popular during the day and which media platforms are used during specific times. Large Business CEOs and higher-level management employees have to pay attention to a larger scale of media, because a myriad of these companies business is way beyond the reach of Rhode Island and in some cases even international. Here is a graph, provided by the *Decision Dynamics Survey* that shows the media attitudes of the CEO's surveyed. (figure 2).

This information helped our firm understand what media sources CEOs traditionally trusted the most. This told our firm which media we need to get YouthBuild covered in to ensure the message is believed and hopefully acted upon.

GOAL

To increase the number of donors to YouthBuild Providence by ten percent by May of 2014.

MESSAGES

Overall Campaign Theme: "Building The Foundation For Your Business"

Messages: The message that we hope to portray through all of our tactics is that an investment in YouthBuild Providence is just like investing in yourself. YouthBuild Providence's primary donors are businesses of each type (small, medium, and large). When these corporations donate funds in various forms to the YouthBuild program they are in turn strengthening the growth of their business. Those enrolled in the YouthBuild Providence program may very well turn around and wind up working for any of these corporations. It's a sort of cyclical and symbiotic relationship between donor and future employee. If our target publics were to all donate they too would be building the foundation for their businesses. This message appeals a great deal to Maslow's Hierarchy of Needs self-actualization and esteem theories.

Self-Actualization- This aspect of the hierarchy highlights one's need to reach their full potential. Our message entices our target publics to reach their full potentials as successful business corporations.

Esteem- This refers to a person's needs for a high self-esteem, their ability to possess a respect of others, and their ability to be respected by others. Our message best portrays this aspect of the hierarchy, as it illustrates that if our target publics were to donate to YouthBuild Providence, other corporations/businesses similar to them would respect them for their charitable efforts and recognize them for the smart potential business move they're making. This would cause our target publics to enjoy ideal self-esteem boosts.

Devices: Emotional appeal and facts and figures best satisfy this message.

For our general collateral materials and bus advertisements we are using an image of what appear to me young members of the YouthBuild program accompanied by the organization's logo and our slogan, "Building The Foundation For Your Business". This is demonstrating an emotional appeal by showing potential donors some of the faces of who they'd be helping and who could be potentially working for them in the future. By showing this image together with our slogan it will humanize the issue within the minds of our target publics and make it that much more personal for them. The same can be said for our flyers and brochures.

Finally, we will use the device of facts and figures about YouthBuild Providence. We will include facts about the organization and its educational benefits in brochures and on advertisements.

Ethical Considerations

Our message is broad because our target publics are small, medium, and large businesses in the Rhode Island (primarily Providence) area. Because of the broadness of the target public and the nature of the campaign, the message will sufficiently reach the target public. Therefore, we do not have to consider ethics in the creation and announcement of this message.

MEDIA

Print Media- We will send news releases to print media sources about YouthBuild Providence events, such as a guest speaker (Chris Herren) and Pawtucket Red Sox tickets. We will send these press releases to the Providence Journal because this is where the organization and a vast majority of target publics reside.

Social Media: We will use social media to promote our events and YouthBuild itself. We will use Twitter and Facebook to promote our events, using the hashtag, "YBPEDU." We will also use the Rhode Island Bruins website to promote YouthBuild. According to the Media Consumption by Time of Day chart, social media is most used between morning and noon, and then again after work. We will use our social media during these times in order to reach as many people as possible.

Advertisement: We have two RIPTA advertisements for two months. One ad will be placed on the 11 Broad Street bus, and the 34 East Providence bus. Our message for the RIPTA ads will be vary based on the signs. We used various messages throughout the whole plan, and those were used on the bus signs

SMALL BUSINESS PITCH- Aluminum & Copper Recycling (Appendix B)

We feel that the pitch that our firm tailored to small businesses will be successful in persuading corporations like this to donate to YouthBuild Providence. This pitching style is effective in our eyes because it is person to person communications which is the strongest way to communicate to our target public. The small business we chose to target is Aluminum and Copper Recycling. On their website, they value the strong reputation they have built within the community. The company claims to have built a reputation for transparent transactions, integrity, and honesty. They also say that they have been well known for quality services that other corporations like themselves simply can't match. We feel that if they partner with YouthBuild Providence it will only further distinguish them from their competition, giving them yet another edge. Also, the values of Youthbuild and A&C Recycling could create the perfect partnership. A&C Recycling believes deeply in honesty and integrity. These are the same values the YouthBuild program instills within all of their students. To pitch the idea of Aluminum and Copper Recycling to partner with Youthbuild Providence, these are the prongs we aligned them with.

The three prongs we laid out for this pitch were:

- Tax Deduction Options
- Hiring Well Fit Employees To Aluminum And Copper Recycling While Saving Money
- Create Brand Loyalty To Aluminum And Copper Recycling

These prongs seemed like very appealing selling points to our target public of small businesses (specifically Aluminum and Copper Recycling). Tax deductions in any form will always be something all people, let alone those who work in the business world, will be after. Employees of a small business who donate to YouthBuild Providence can receive up to 25% off of their taxable income according to the current 501(c)(3) non-profit regulations.

Our second prong appeals to smaller businesses because we feel that smaller corporations are more inclined to hire locally. YouthBuild Providence students are all from the Providence, Rhode Island area and have had extensive experience working with others in a construction setting.

The third prong, creating brand loyalty, has a bit of emotional appeal behind it. If a small corporation were to align their business with a vitally important social issue they would gain a positive reputation in the community which could gain the small business market share and revenue.

For any further information please call (401) 785-1200, or email info@acrecycling.com

MID- SIZED BUSINESS PITCH- FM Global (Appendix C)

MJCK Public Relations feels that the tailored pitch to FM Global will be successful in persuading this corporation to partner with YouthBuild. This pitching style is effective in our eyes because it is person-to-person communication, which is still the most effective way to communicate to our target public, for which we will be setting the meeting up with. Our firm targeted FM global for a myriad of reasons. First, FM Global gives back to the Rhode Island Community through their philanthropy foundation called the FM Global Foundation. This foundation currently donates to educational, civic and cultural institutions, and hospital charities. Some of the specific charities they give to are the United Way in Rhode Island, the Spencer Educational Foundation, and Fire Grant Programs. Currently, FM Global has not gotten a new non-profit partner since they partnered with the United Way in Rhode Island in 2008. To help build FM Global's community relations efforts, it would make sense for them to partner with YouthBuild Providence because YouthBuild's goals align with FM Global's. In addition, their competition such as Zurich Travelers have the Z-Zurich Foundation. Currently the Z Zurich Foundation holds more partners that are non-profit than FM Global. If FM Global wants to keep up with its competition, it would need to start to look for a new non-profit partner as well. Finally, if other medium sized corporations see that a company like FM global is getting behind the YouthBuild movement they will be more inclined to donate due to the reputation that proceeds FM global. In their eyes, if FM global is backing the YouthBuild program then it must be worth their while.

To pitch FM Global with partnering with YouthBuild we laid out a pitch that entails statistics, emotion, and testimonials, which take YouthBuild's mission and align it with FM Global's. This will untimely help them get brand loyalty, tax breaks, and gain market share. Here are the specifics to the pitch.

For this pitch we laid out four prongs:

- Fits Well With FM Global Corporate Philanthropy Arm's Mission
- Tax Deduction Options For The Business And Your Employees
- Create Brand Loyalty To FM Global Among Your Customers
- Help You Gain Market Share Through Creating A Package That Is "Socially" Conscious

These four prongs seemed like they would be effective in persuading FM Global to get behind YouthBuild Providence. For our pitch to FM Global, we felt that one of the most important elements was the issue of Market Share. If FM Global were to partner with YouthBuild Providence, it would gain their corporation an inordinate amount of market share and increase overall profits. This, in turn, would end up helping the entire community. Market share is the percentage of a market accounted for by a specific entity. In this case, the entity is the city of Providence.

For any further information please call (781)-762 4300, or email information@fmapprovals.com

LARGE BUSINESS PITCH: Hasbro (Appendix D)

MJCK Public Relations feels that a pitching Hasbro will be a successful partnership with Youthbuild Providence. Hasbro is currently one of the biggest toy producers in the world. Although their business expands way beyond Rhode Island, Hasbro makes it a point in their community relation's efforts to give back locally, especially where their headquarters sit. Currently, Hasbro's headquarters sits in Cranston, Rhode Island. When our firm did the research on Hasbro, it is clear they care a lot about their community relation's image. For the last 10 years, Hasbro has made it on the civic 50 list, which is a list of the most giving companies in the world. It is not surprising that the most giving companies, hold most of the NASDAQ index. Hasbro understands the symbiotic relationship between corporate giving and revenue. Therefore, Hasbro should be open to partnering with Youthbuild providence. Currently, Hasbro has partnered with numerous other non-profits in Rhode Island. These include, Toys for Tots and United Way. They have also partnered with small non-profits such as local soup kitchens and when they do their local "Make our Community Smile" program. This program is aimed to give help to the smaller non-profits that do not have much leverage as lets say a United Way does. Understanding Hasbro's philanthropic values also gives us good reason to believe they will partner with Youthbuild Providence. There values are:

- Connect Children with Families
- Make a strong impact
- Give Children a better life opportunity

To pitch Hasbro on partnering with Youthbuild we will use these four prongs:

- Fits well with Hasbro's Corporate Philanthropy Arm's mission
- Tax Deduction options for the business and your employees
- Help your Community Relations Efforts
- Help your company gain market share locally

By aligning Youthbuild with Hasbro's corporate philanthropy mission helps further its already impressive community relation's efforts. In addition, a company like Hasbro always looks for tax breaks. Hasbro has such a large gross income, that taxes are extremely high for a corporation like them. So giving Hasbro tax incentives is another reason they should partner with Youthbuild. Next, getting to partner with Youthbuild will only increase its well-respected community relation effects. Finally, this will all help Hasbro gain even more market share in RI and make them the dominant company in Rhode Island.

Impact Objectives:

To increase awareness of YouthBuild Providence's services to the Providence community and businesses by August 15, 2014. (Informational)

Strategy: MJCK Public Relations will use collateral materials, social media, events, and advertising to promote YouthBuild message and services to the public.

Tactics:

- Create and distribute brochures and flyers through email, events, and mail with information on YouthBuild Providence's success to businesses and individuals that also shows positives for donating or partnering with the non-profit.
- Throw an event with Chris Herren to help promote YouthBuild Providence to teach kids the harms of drugs and how to choose the right path for a successful future.
- Throw an event with the Pawtucket Red Sox where YouthBuild students and faculty can go to a game where the game is dedicated to them (need to be reworded).
- Throw a College Fair event for YouthBuild Providence students to go too see what colleges and programs fit their interests.
- Place advertisements of YouthBuild on the 2 RIPTA Buses for 6 months
- Promote events through paid advertising on social media, using the #YBPEDU

Evaluation: Measure of production, exposure, media impressions.

Level of Awareness: Although informational objectives are difficult to measure, because public awareness and the extent of education that would take place during the events are difficult to quantify, our firm can gage the level of awareness in a few ways. First our firm has a strong baseline of research from the survey we created which helped us obtain a strong benchmark of data. From the survey, we discovered how many businesses and individuals initially have heard of YouthBuild before the PR campaign was launched. If the percentage of people goes up when we resend the survey of people and businesses that have heard of YouthBuild, we can assume that the PR campaign is working and people could be disseminating YouthBuild's message.

Event Evaluation: For the events, we can count how many people showed up to the events for impact. In addition, we can count how many brochures or flyers were taken (because this shows interest in YouthBuild) during the events, and assume that they are disseminating the message. Furthermore, our firm will be counting media impressions from the events or anything to do with YouthBuild Providence. Although media impressions do not guarantee dissemination of the message, it can give us a number people who could have disseminated the message.

Social Media Evaluation: Next, our social media promotions would be measured in two ways. First, our firm would calculate baseline data on YouthBuild's Facebook, Twitter, and website using Google analytics. Our firm would do baseline data on level of influence through the number of likes and followers on Twitter and Facebook. In addition, our firm would look at YouthBuild's website, and get a baseline number of unique visitors, hits, and traffic sources. Understanding this initial data will help our firm compare initial values versus after PR campaign values. During and after the PR campaign we will track the growth rate of followers for YouthBuild's Twitter and Facebook. We will also evaluate engagement through how many times the #YBPEDU hash tag is used, or how many times YouthBuild Providence's name is used in the tweets or Facebook posts. Finally, to measure meaningful engagement, if the number of hits and unique visitors to their website goes up, we can conclude that the PR campaign is working and the public is disseminating the message and could possibly donate.

Attitudinal Objectives:

To promote a positive attitude towards YouthBuild Providence throughout the community by August 15, 2014.

Strategies: Promote YouthBuild's strong mission statement through word of mouth. Each form of print media will not only contain the actual YouthBuild mission statement but the slogan we created for the campaign as well. This will engrain a positive image of YouthBuild within the minds of all who see these materials.

Tactics

- Send 4 press releases to major media outlets
- Create flyers to give to businesses during the pitches
- Create brochures to give businesses during the pitches
- Promote YouthBuild's success through the Providence Bruins Facebook and Twitter Page
- Bruin Flex Tix

Evaluation:

Media Impressions: To evaluate if the community has a positive attitude towards Providence, we will gather data on the amount of media impressions during the PR campaign. Also, our firm will look at the way the media has framed these stories. Our firm will look if the media framed them in a positive light and if their story on YouthBuild aligns with our message. If the media is framing the story in the way our firm wants our client to be framed, then we can assume the public is getting the right information to promote a positive attitude.

Survey: We would resend our survey out and see the percentage change in the question, "Do you think YouthBuild makes a positive change in the community?" If the percentage change has a positive correlation, then our firm can conclude that YouthBuild is being viewed more positively in the eye of the public.

Social Media: Our firm would monitor the social media with the keywords "YouthBuild Providence" or with the hash tag "#YBPEDU". Our firm would look at individual tweets and monitor if the tweets were positive, negative or natural. We would do this using the Google analytics dashboard to keep track of the traffic.

Behavioral Objective

To get ten businesses in Providence to donate or partner with YouthBuild Providence by August 15, 2014.

Strategy: Create personal one on one communication tactics to persuade businesses to partner with the YouthBuild Providence Organization.

Tactics:

- Create and pitch three investment pitches to three select businesses that would partner with YouthBuild Providence
- Collateral Material: brochures, flyers
- Create a social media buss through Facebook and Twitter using the Providence Bruins Twitter and Facebook pages.
- Create an event with Chris Herren to promote YouthBuild Providence and its services
- Create an event at the Roger Williams Zoo to promote YouthBuild Providence and its services
- Create an event with the Pawtucket Red Sox to promote YouthBuild Providence and its service
- Create an event where YouthBuild Providence students paint a mural supporting YouthBuild's mission and impact on their lives.
- Place an advertisement on the RIPTA to promote YouthBuild and its services

Evaluation:

To evaluate if we have hit 10 new businesses donating, we will count the number of businesses that we have won from the pitches or have offered to partner or donate with YouthBuild Providence.

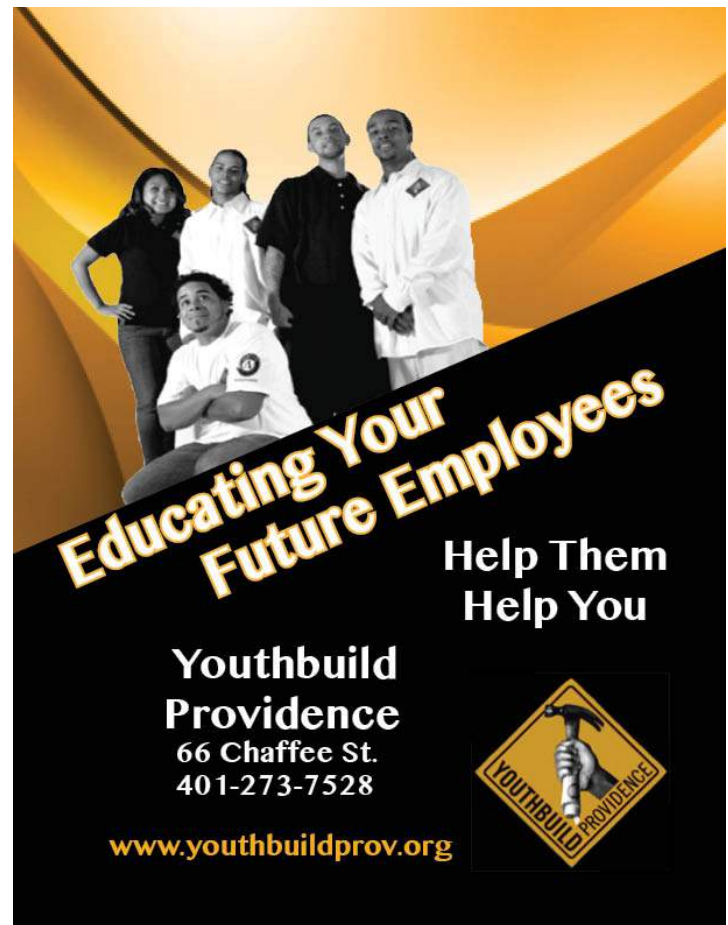
Output Objectives:

- To send four news releases to each of the community's major media outlets: its daily newspapers and major state newspapers by January 1st, 2014.
- To give 3 personal investment businesses pitches to one small, mid sized and large business by April 13th, 2014.
- To send every donor who donated to YouthBuild Providence within the last year a personally addressed thank you letter by January 17th, 2014.
- To send out 200 mailed brochures to businesses in the Rhode Island Area, about YouthBuild Providence by January 17th, 2014.
- To Tweet once a day to promote YouthBuild Providence, and the concept of giving back to the community using the hash tag #YBPEDU by May 5th, 2014.
- To write one post per day using the YouthBuild Providence LinkedIn page to promote YouthBuild and its services by May 5th 2014.
- To send 200 plus fact sheets to Rhode Island businesses by January 17th, 2014.

GENERAL COLLATERALS

MJCK Public Relations has created a general flyer (Appendix E/ Figure 1) that we will be distribute to local small businesses in the Providence area as well as medium sized businesses that would like to advertise for YouthBuild Providence. This flyer will also be in an advertisement in the Trinity Repertory Company in their playbill. Our message "Educating Your Future Employees," was a message that we felt could reach out to businesses as well as potential students who want to have a career after they go to school. This message as long as a few other similar messages appear in many of our materials. We thought that this image really portrayed the students that attend YouthBuild Providence. The color scheme matches the logo making it easy to read and follow.

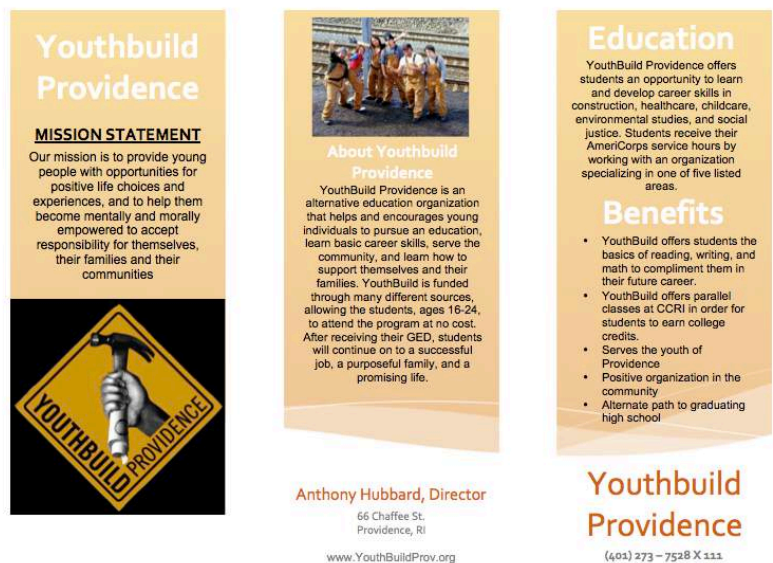
Figure 1



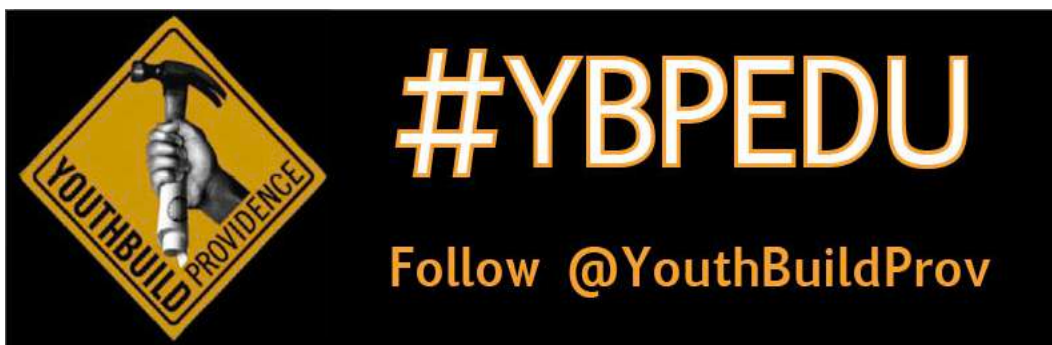
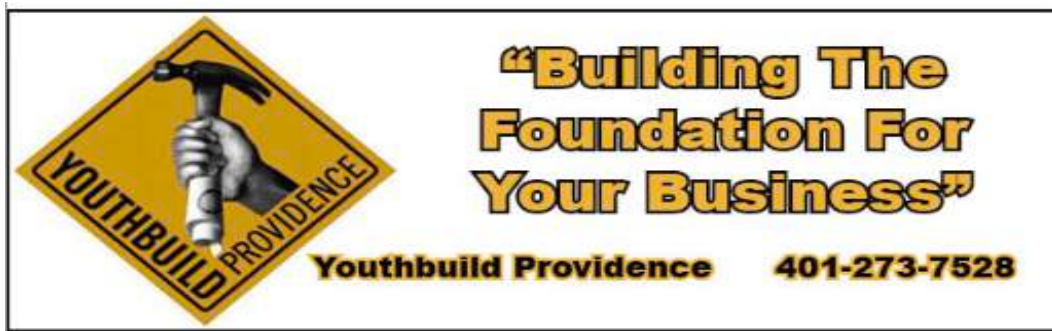
Along with this flyer, MJCK has created a brochure (Appendix F/ Figure 2) explaining the basics of YouthBuild Providence and the benefits that could potentially be available. These brochures are very straight forwards and clearly labeled. One way that we will be able to evaluate the informational objective is by counting how many flyers we distribute.

Both of these images are also located in the APPENDIX section for better viewing.

Figure 2



RIPTA BUS ADVERTISEMENTS (Appendix G)



We will advertise the YouthBuild Providence organization on the RIPTA bus line. These advertisements will represent our "Building the Foundation for Your Business" slogan and offer contact information as well as the address of the organization. We have decided to implement these new advertisements so that there is a consistent theme spreading our slogan across the Rhode Island area. According to Direct Media USA (the company under which RIPTA operates) here is who the RIPTA ads will generally appeal to and reach:

We plan to place these advertisements on two RIPTA buses from January 5th, 2014 to June 5th, 2014. This five month time span is when all of our events for the plan are taking place.

RIPTA Bus Market:

RIPTA 11: Providence City – Total
Population: 178,042

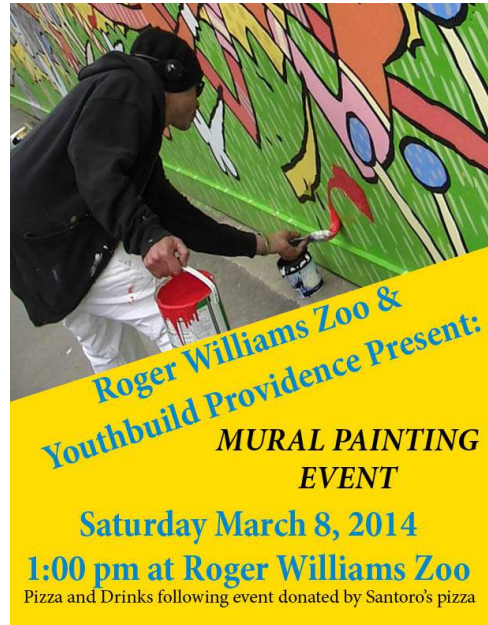
- Ages 20-24: 24,568
- Ages under 18: 41,634
- Ages 35-49: 31,571
- Ages 50-64 24, 363

RIPTA 34: East Providence – Total
Population: 47, 037

- Ages 20-24: 2,712
- Ages under 18: 9,177
- Ages 35-49: 9,659
- Ages 50-64: 9,696

YOUTHBUILD MURAL (Appendix H)

To promote the image of YouthBuild in the Providence community, we will hold a community give back day where the students of YouthBuild will design and paint an environment awareness mural at the Roger Williams Park Zoo. At the completion of the mural, the community will be invited to the Zoo to witness the dedication of the mural by the mayor back to the community of Providence. This event will help promote awareness of YouthBuild and inform the community about what YouthBuild is doing throughout the community. The event will take place at the Roger Williams Park Zoo on Saturday, April 8, 2014. At the conclusion of the Mayor's dedication, the community will then be invited to stay after for complimentary food and drinks that have been donated to the event by local pizzerias in the Providence area. This will allow the students of YouthBuild to speak one on one with the local Providence community and the mayor, and allow the students to tell their success stories throughout the YouthBuild experience.



We would evaluate the success of the event through attendance and measurement of exposure. We would also distribute flyers and brochures as collateral materials, then count the number of flyers and brochures distributed throughout the duration of the event.

MEDIA

This press release will be sent to the following papers for message dissemination:

- The Providence Journal
- Fall River Herald News
- New Bedford Standard-Times
- The Providence Phoenix
- Providence Business News
- Taunton Daily Gazette

Along with print media, we will use social media to promote each event. We will use:

- Facebook
- Twitter

We will also pitch our press release to the news desk at the following radio stations:

- WHJY Clear Channel Communications
- WEAN-FM Cumulus Media
- WVEI-FM Entercom
- WCTK Hall Communications

CHRIS HERREN SPEAKS TO YOUTHBUILD (Appendix I)

On Saturday February 1, 2014, Chris Herren will return to his home state, Rhode Island, to speak to the students of YouthBuild. This event is free of charge to the students, and is open to fellow Rhode Island high schools and YouthBuild alumni. The event is intended to encourage young students, ages 16-24, to stay positive and motivated, while working towards their future. Chris Herren is a former Celtic basketball player, who fell into the world of drug abuse. Today, three years later, Herren is clean and living his life day to day, leader and cofounder of Hoop Dream, an organization that helps individuals with addictions and gives hope of a better tomorrow. Herren will end the discussion and open the next few minutes to questions students may have for him. The event will take place at YouthBuilds technology center, two blocks from the main building.

Youthbuild Providence Presents:



Motivational Speaker

CHRIS HERREN

Open to all Providence Students

Saturday February 1, 2014 Free Admission
Youthbuild Providence

In order to evaluate this event, we will do audience attendance and surveys, which will allow us to understand what messages and key points each student took from the speech, and put out flyers and brochures for message exposure. To measure exposure we will count the collateral material put out.

MEDIA:

This event will use social media the most in order to reach the high school students throughout the Providence area. We will mostly use:

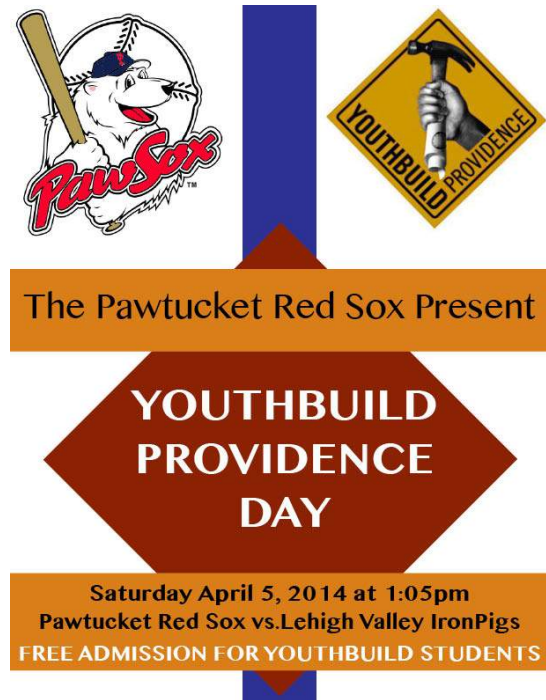
Facebook
Twitter

We will also pitch this press release to the following newspapers:

- Attleboro Sun-Chronicle
- Fall River Herald News
- New Bedford Standard-Times
- The Providence Journal
- The Providence Phoenix
- Providence Business News
- Taunton Daily Gazette

YOUTHBUILD DAY WITH PAWTUCKET RED SOX (Appendix J)

YouthBuild Day would be a day devoted to the students of YouthBuild in recognition of their hard work and determination. The students will travel to McCoy Stadium in Pawtucket, Rhode Island, where they will throw the first pitch in the Red Sox's first home game. The students will then enjoy the game from the stands and have a short meet and greet with the team at the conclusion of the game. This meet and greet will allow the students to ask questions about how each player overcame hardships they came across, and what motivated them to continue working towards their dreams. The students will also be able to entertain in meet and greets with the players about their own personal struggles and successes. The Providence community is invited to watch the first pitch and first Red Sox home game. The event will take place at McCoy Stadium in Pawtucket, Rhode Island on Saturday April 5, 2014 at 1:05pm.



We would measure the success of this event through measure of exposure. We would get a record of ticket sales for that specific game, and have flyers and brochures available for anyone who requests further information regarding YouthBuild. The stadium's maximum capacity is 10,031 people, encouraging communities other than Providence to learn about the YouthBuild organizations and the students setting the foundations for their futures.

MEDIA

We will send our press release to the news desk at the:

- Attleboro Sun-Chronicle
- Fall River Herald News
- New Bedford Standard-Times
- The Providence Journal
- The Providence Phoenix
- Providence Business News
- Taunton Daily Gazette

Social Media:

- Twitter
- Facebook
- Linkedin

Radio:

- WHJY Clear Channel Communications
- WEAN-FM Cumulus Media

COLLEGE FAIR (Appendix K)

Yearly college fairs are intended to expose prospective students to the opportunities colleges and universities provide. By holding a YouthBuild college fair, we would invite representatives from every college and university in Rhode Island and neighboring states so come and speak with YouthBuild students about how choosing the right school can impact your future. The fair would help encourage students to begin thinking about their next step in life, and where they want to further their YouthBuild learned skills. Students will also be taken on tours of the local Rhode Island schools and Universities, such as: University of Rhode Island, Providence College, and Roger Williams University, in order to give the students a better feel for a campus.



We would evaluate this tactic through measurement of awareness, count which colleges and universities participate in the fair. We would also have students fill out informational cards for the colleges and count how many students fill out forms for each college.

MEDIA:

The following press release will be pitched to the:

- Attleboro Sun-Chronicle
- Fall River Herald News
- Ned Bedford Standard-Times
- The Providence Journal
- The Providence Phoenix
- Providence Business News
- Taunton Daily Gazette

Considering this event deals with colleges, we will pitch this press release to local and college radio stations such as:

- WELH The Wheeler School
- WDOM Providence College
- WHJY Clear Channel Communications

The event will also be promoted through several social media sites:

- Facebook
- Twitter
- Linkedin
- Providence Bruins Webpage

BUDGET

THE GENERAL COLLATERAL

Brochure (1,000 x \$0.85 ea)	\$850
Flyer (1,000 x \$0.15 ea)	<u>\$150</u>
	\$1000

ADVERTISEMENT

RIPTA Bus (2 bus x \$840 each for 6 month)	\$1680
Chris Herren	\$1300
Bruins	\$400
Linked In	\$300
Trinity Repratory Company	<u>\$100</u>
	\$3780

RESTOREI

Lunch	(Donated by Santoro's Pizza)	
Flyers (200 x \$0.15 ea)		\$30

OPEN HOUSE

Stuffing and location not required

Flyer (300 x \$0.15 ea)	\$45
Program (300 x \$0.1 ea)	<u>\$30</u>
	\$75

COLLEGE FAIR

Transportation of equipment and staffing not required

Flyer (200 x \$0.15 ea)	\$30
-------------------------	------

PAWTUCKET SOX EVENT

Transportation of equipment and staffing not required

Flyer (300 x \$0.15 ea)	\$45
-------------------------	------

TOTAL BUDGET

\$4810

LEAVING ROOM FOR \$190 UNFORESEEN EXPENSES

TIMELINE

EVENTS START: JAN 5, 2014

Note: Social Media postings at least 4 times per week throughout entire plan, accelerated with event promotion.

January 2014

5th – RIPTA Bus Advertisements Start

11th – College Fair

February 2014

1st – Chris Herren (Motivational Speaker Event)

March 2014

8th – Mural Painting Event

April 2014

5th – Pawtucket Sox Event

June 2014

5th- RIPTA Bus Advertisements End

EVENTS END JUNE 5, 2014

Collateral Materials



SURVEY

Disclaimer: *This survey is conducted by students at Roger Williams University, for gaining general information on the patterns of donations relative to the donors for the benefit of the non-profit foundation called YouthBuild in Providence, Rhode Island.*

Directions Part 1: Please Circle the answer that best choice that corresponds to you.

Which Gender do you affiliate yourself with?

Male Female

Which race do you affiliate yourself with?

African American White Caucasian Native American Latin American Asian

Which age group are you in?

10-19yrs 20-25yrs 26-31yrs 32-38yrs 39-44yrs 45+yrs

What ways would you prefer to be contacted with information about non-profits?

Social Media Mail E-Mail Cell Phone Home Phone

What level of Education do you have?

No Schooling Completed High School Diploma Associates Degree Bachelors Agree
Masters Degree Doctorate Degree

Directions Part 2: Please circle the answer the choice that best corresponds to you.

What are the qualities do you look for when donating any organization?

Local non-profits National orgs International orgs Public/private Schools Other

How satisfied are you with the recognition you receive for being a donor to any organization?

Highly Satisfied Satisfied Neither satisfied nor unsatisfied Unsatisfied Very unsatisfied Don't Donate at all

How often do you donate to non-profits organizations?

Never Rarely Sometimes Always

Directions: Please Answer the following Questions about the Non-Profit Organization called, YouthBuild Providence in Providence, Rhode Island

How have you heard of YouthBuild?

Social media Internet Television Magazine/ Newspaper Word of mouth
I haven't Other

What is the first thing would make you want to donate to YouthBuild?

Recognition of org the log the mission statement tax breaks

Directions: Please circle Yes/No for the following questions

Do you know YouthBuild's mission?

Yes No

Are you willing to donate if partnerships and/or recognition is available for your business?

Yes No

Do you personally donate to YouthBuild Providence organization?

Yes No

If you are unable to donate to YouthBuild, would you volunteer your time with the organization?

Yes No

Directions: Please rate your level of agreement with the following statements on a raking system.

5 Strongly Agree; 3 no opinion; 1 strongly disagree.

How satisfied are you with the benefits (perks) you receive for being a donor at YouthBuild?

1 2 3 4 5

I know that YouthBuild will use my donation/gift for the purpose it was intended.

1 2 3 4 5

YouthBuild provides the information I needed to make a decision on making a donation.

1 2 3 4 5

Why Your Small Business Should Partner With Youthbuild Providence



1

What is Youthbuild Providence?



2

Youthbuild Providence is...

- A certified 501(c)(3) Non-Profit
- An alternate way to obtain a GED for High School Kids
- A way for High School drop out kids to bridge themselves for a higher education opportunity
- A way for High School kids to gain tangible market skills in construction

3

How Does Youthbuild Fit in With Your Small Business?



+



=

?

4

Fits Well with our 3 Prongs

- 1) Tax Deduction options
- 2) Hiring Well Fit Employees to Aluminum & Copper Recycling while saving money
- 3) Create Brand Loyalty to Aluminum & Copper Recycling

5

Tax Deduction Options



6

501(c)(3) Tax deduction options

- Corporations who donate to youth build can only get 10 percent of their taxable income deducted.
- Employees can get close to 25% off of their taxable income through donating to Youthbuild Providence
- Youthbuild will provide you with written documentation of all donations for your business

7

Hire Well Fit Employees

- Many of the kids in Youthbuild live locally in Providence
- Kids in Youthbuild have had experience in construction, making them valuable workers to your business
- Kids in Youthbuild have learned to work well with a team
- It is ultimately cheaper to hire locally for a small business

8

Create Brand Loyalty

- Get an edge over your competition by packaging your services differently than your competitors
- Align your business with a social issue to create brand loyalty.
- Customers who see a product or service is aligned with an issue or non profit buy the product 75% more than products that are not aligned with an issue at all.

9

Overall Gain: Market Share and Increased Revenue

- Partnering with Youthbuild Providence will help you and your business gain market share and increase profits while helping the surrounding community

10

Why FM Global Should Partner With Youthbuild Providence



1

What is Youthbuild Providence?



2

Youthbuild Providence is...

- A certified 501(c)(3) Non-Profit
- An alternate way to obtain a GED for High School Kids
- A way for High School drop out kids to bridge themselves for a higher education opportunity
- A way for High School kids to gain tangible market skills in construction

3

What FM Global Values

- Clients
- Employees
- The Community
- The Environment

"Together, all these activities support FM Global's overall efforts to create a more sustainable world today, and for generations to come."

— Steve S. Subramanian, chairman and chief executive officer

4

How Does Youthbuild Fit with FM Global?



5

Fits Well with Our 4 Prongs

- Fits well with FM Global Corporate Philanthropy Arm's mission
- Tax Deduction options for the business and your employees
- Create Brand Loyalty to FM Global among your customers
- Help You Gain Market Share through creating a package that is "socially" conscious

6

FM Global Foundation

- Youthbuild is a local non profit that improves the lives of drop out High School Kids
- Youthbuild is environmentally conscious through their Green Innovative Construction Program
- Youthbuild helps rebuild the community

7

Tax Deduction Options



8

501(c)(3) Tax Deduction Options

- Corporations who donate to Youthbuild can get 10% of their taxable income deducted.
- Individuals can get 25% off of their income tax dedicated from the IRS
- Youthbuild will provide you with written documentation of all donations for your business

9

Who are You Competitors in Insurance?

- Zurich Travelers-> Z Zurich Foundation
- AIG-> Matching Grants Program
- Major Companies in insurance see the connection between corporate responsibility and brand loyalty which generates revenue

10

Create Brand Loyalty For FM Global

- Help push FM Global's Community Relations efforts.
- Get an edge over your competition by packaging your services differently than your competitors
- Align your business with a social issue to create brand loyalty.
- Customers who see a product or service is aligned with an issue or non profit buy the product 75% more than products that are not aligned with an issue at all.

11

Overall Gain: Market Share and Increased Revenue

- Partnering with Youthbuild Providence will help you and your business gain market share and increase profits while helping the surrounding community.

12

Why Hasbro Should Partner With Youthbuild Providence.



1

What is Youthbuild Providence?



2

Youthbuild Providence is...

- A certified 501(c)(3) Non-Profit
- An alternate way to obtain a GED for High School Kids
- A way for High School drop out kids to bridge themselves for a higher education opportunity
- A way for High School kids to gain tangible market skills in construction

3

Hasbro's philanthropic Values

- Connect Children with Families
- Make a strong impact
- Give Children a better life opportunity



4

How Does Youthbuild Fit with Hasbro?



5

Fits Well with Our 4 Prongs

- Fits well with Hasbro's Corporate Philanthropy Arm's mission
- Tax Deduction options for the business and your employees
- Help your Community Relations Efforts
- Help your company gain market share locally

6

Tax Deduction Options



7

501(c)(3) Tax deduction options

- Corporations who donate to Youthbuild get 10 percent of their taxable income deducted.
- Employees can get up to 25% of their taxable income deducted.
- Youthbuild will provide you with written documentation of all donations for your business

8

Community Relations efforts



9

Community Relations Efforts

- Help Hasbro continue to push its community relations efforts
- Makes a strong impact in the Providence Community
- Help kids gain opportunities they otherwise could not get in their current situation

10

Local Market Share

- Hasbro is an international company that still has a strong influence over the local market of Rhode Island.
- Partnering with Youthbuild will help push local community relations and help continue to establish Hasbro's community efforts

11



12



**Educating Your
Future Employees**

**Help Them
Help You**

**Youthbuild
Providence**

66 Chaffee St.
401-273-7528

www.youthbuildprov.org



Youthbuild Providence

MISSION STATEMENT

Our mission is to provide young people with opportunities for positive life choices and experiences, and to help them become mentally and morally empowered to accept responsibility for themselves, their families and their communities



About Youthbuild Providence

YouthBuild Providence is an alternative education organization that helps and encourages young individuals to pursue an education, learn basic career skills, serve the community, and learn how to support themselves and their families. YouthBuild is funded through many different sources, allowing the students, ages 16-24, to attend the program at no cost. After receiving their GED, students will continue on to a successful job, a purposeful family, and a promising life.

Anthony Hubbard, Director

66 Chaffee St.
Providence, RI

www.YouthBuildProv.org

Education

YouthBuild Providence offers students an opportunity to learn and develop career skills in construction, healthcare, childcare, environmental studies, and social justice. Students receive their AmeriCorps service hours by working with an organization specializing in one of five listed areas.

Benefits

- YouthBuild offers students the basics of reading, writing, and math to compliment them in their future career.
- YouthBuild offers parallel classes at CCR1 in order for students to earn college credits.
- Serves the youth of Providence
- Positive organization in the community
- Alternate path to graduating high school

Youthbuild Providence

(401) 273 - 7528 X 111

Make Your Brand Stand Out, Through Aligning Yourself with a Local Cause

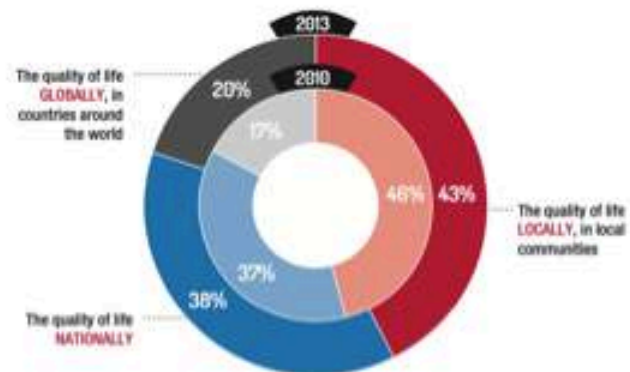
Social impact has become a new standard for how companies address issues in the world. Social impact drives meaningful and positive change in society and a company. When done right, social impact is rewarded with consumers brand loyalty, who stand ready not only to engage with but reward companies for authentic efforts to help change society. Partner With Youthbuild Providence today and align yourself with a registered 501(c)(3) non profit that can help kids obtain an education and change the future of Providence, Rhode Island today.



Facts and Figures about Donating

- Registered 501(c)(3) non-profit
- 54% of Americans bought a product associated with a cause over the last 12 months, increasing 170% since 1993
- 88% of Americans want to hear about CSR Efforts
- 44% of Americans want companies to address Economic Development
- Brands that align with a cause see 18% increase on revenue on average

COMPANIES SHOULD PRIORITIZE SUPPORT OF ISSUES THAT AFFECT:





#YBPEDU

Follow @YouthBuildProv



**“Building The
Foundation For
Your Business”**

Youthbuild Providence

401-273-7528



**Roger Williams Zoo &
Youthbuild Providence Present:**
***MURAL PAINTING
EVENT***

Saturday March 8, 2014

1:00 pm at Roger Williams Zoo

Pizza and Drinks following event donated by Santoro's pizza

News and Information

FOR IMMEDIATE RELEASE
March 8, 2013

Roger Williams University
Contact: Madeline Armater
Cell: 845-264-8676
Email:marmater257@g.rwu.edu

YouthBuild Providence To Paint Mural For Roger Williams Park Zoo

The Students of YouthBuild Providence will paint an animal awareness mural at the Roger Williams Park Zoo.

Providence, Rhode Island, March 8, 2013– The students of YouthBuild Providence will the next week designing and painting an animal awareness mural at the Roger Williams Park Zoo in Providence, Rhode Island. The mural will represent the nearly 100 species that inhabit the zoo, along with every other animal species that we coexist with, while educating visitors about keeping our environment clean for the sake of the animals.

When the mural has been completed, the Mayor will reveal and dedicate the piece to the Providence community.

YouthBuild Director, Anthony Hubbard and his staff not only encourage students to to pursue and education, but also to give back to their communities in any way possible.

According to Hubbard, “Our students here at YouthBuild have worked extremely hard to get to where they are today. For them to be able to give back to the community in such a large way, will allow them to see that they are capable of being a positive force in their local community.”

YouthBuild Providence is an alternative education organization that helps and encourages young individuals to pursue an education in construction, childcare and social justice work. The program is funded through many different sources, allowing the students, ages 16-24, to attend the program at no cost. After receiving their GED, students will continue on to a successful job, a purposeful family, and a promising life. For additional information regarding YouthBuild Providence, please contact Madeline Armater or visit www.YouthBuildProv.org.

###

Youthbuild Providence Presents:



Motivational Speaker

CHRIS HERREN

Open to all Providence Students

Saturday February 1, 2014 Free Admission

Youthbuild Providence

News and Information

FOR IMMEDIATE RELEASE
January 24, 2014

Roger Williams University
Contact: Madeline Armater
Cell: 845-264-8676
Email: marmater257@rwu.edu

Chris Herren set to speak at YouthBuild Providence

Inspirational story hoping to inspire young students

Bristol, R.I.—On Saturday February 1, 2013, Former Boston Celtic, Chris Herren will speak to the students and Faculty of YouthBuild at their Providence location. This event will also be available to former students of YouthBuild Providence as well as current students of any local Providence high schools.

Herren was a former pro athlete who struggled with addiction. Herren over the years had become addicted to alcohol, cocaine, OxyContin, and heroin. He is now three years sober and is living his life day by day.

“I had a lot of regrets and a lot of shame about what I could have been when I was getting high. Now that I’m sober, I don’t have regrets. I don’t look in the rearview mirror and say, ‘Man I wish I could put a Celtics jersey on again.’ It just wasn’t meant to be, and I’m OK with that.” Herren said.

His reason for coming to YouthBuild is to inspire the students to continue their education and do not give up on their dreams. Herren has spoken to several high school, universities, and former addicts about his struggle with addiction and how to overcome it. Several students that have seen Chris Herren speak have left with such a positive outlook on life after hearing his story and struggles.

“I honestly take great pride in the aspect of teaching self-confidence, self-esteem, happiness in the game. I can teach a kid how to play basketball with my eyes closed. But I take great pride in kids being happy, smiling and eager to come back the next time.” said Herren.

YouthBuild Providence is non-profit organization located in Providence, Rhode Island. It creates an alternate opportunity for students aged 16-24 to receive their GED while also learning useful job skills and techniques for the field they wish pursue after their time at YouthBuild. It is a two-year program when at the end students chose to partake in a secondary education or to be employed.

For more information, contact Michelle Ryder at mryder230@rwu.edu or 508-768-8530

###



The Pawtucket Red Sox Present

**YOUTHBUILD
PROVIDENCE
DAY**

**Saturday April 5, 2014 at 1:05pm
Pawtucket Red Sox vs. Lehigh Valley IronPigs
FREE ADMISSION FOR YOUTHBUILD STUDENTS**

News and Information

FOR IMMEDIATE RELEASE
April 1, 2013

Roger Williams University
Contact: Madeline Armater
Cell: 845-264-8676
Email:marmater257@g.rwu.edu

YouthBuild Providence Students Throw Pawtucket Red Sox First Game Pitch, Together

Students of YouthBuild Providence to pitch Sunday's baseball game and highlight teamwork for community.

Providence, Rhode Island April 5, 2013-- The students of YouthBuild Providence will journey to McCoy Stadium in Pawtucket, Rhode Island to throw the first pitch of this Sunday's Red Sox game against the Durham Bulls. The students, accompanied by YouthBuild Director Anthony Hubbard, will watch the game from behind the home-team dugout.

At the conclusion of the game, the Red Sox will host a short meet and greet for the students and will talk with them about their personal stories of overcoming obstacles they faced while working towards their dreams and goals. This get-together is intended to inspire and motivate YouthBuild students to break down the walls that keep them from their ultimate life goals.

YouthBuild Providence Director, Anthony Hubbard and his staff encourage students not only to pursue an education, but also to broaden their horizons beyond the city of Providence.

According to Hubbard, "Our students here at YouthBuild have worked extremely hard to get to where they are today. For them to be able to throw the first pitch and be recognized for their hard work and determination allows them to feel appreciated for what they are doing. Moreover, in being a part of the game and talking to the players, our students have a great opportunity to see how hard work can pay off in the long run."

YouthBuild Providence is an alternative education organization that helps and encourages young individuals to pursue an education in construction, childcare and social justice work. The program is funded through many different sources, allowing the students, ages 16-24, to attend the program at no cost. After receiving their GED, students will continue on to a successful job, a purposeful family, and a promising life. For additional information regarding YouthBuild Providence, please contact Madeline Armater or visit www.YouthBuildProv.org.

###



Roger Williams
University



THE
UNIVERSITY
OF RHODE ISLAND



PROVIDENCE
COLLEGE



JOHNSON & WALES
UNIVERSITY

YOUTHBUILD PROVIDENCE FIRST ANNUAL COLLEGE FAIR

Saturday January 11, 2014
at Youthbuild Providence location

Colleges Attending Include:

Johnson & Wales University, Rhode Island College,
Providence College, Roger Williams University, &
The University of Rhode Island

News and Information

FOR IMMEDIATE RELEASE

January 4, 2013

Roger Williams University

Contact: Madeline Armater

Cell: 845-264-8676

Email:marmater257@g.rwu.edu

YouthBuild set to hold first annual college fair

Roger Williams University president set to speak

Bristol, R.I.—On Saturday January 11, 2013 YouthBuild will hold its first college fair at their Providence location. Schools and representatives from around the Providence area that will attend include, Providence College, Johnson and Whales, Rhode Island College, and Roger Williams University. The purpose for this college fair is to help to expose the students at YouthBuild, to an option they can consider for the next step of their lives. The distinguished guest speaker for the night is the President of Roger Williams University, Donald Farish.

“Increasingly, prospective college students are asking institutions how they are responding to the challenges facing young professionals who are finding themselves thrust into a stalled economy with prospects for employment not nearly as rosy as just a few years ago. While we can’t solve the country’s economic challenges at Roger Williams, we can equip our graduates to succeed in spite of them.” President Farish said.

The purpose of this college fair is to show the students one of many opportunities that they can chose after they have completed their time at YouthBuild. The schools vary from different majors, school size, location, and curriculums, appealing to various students. Some of the schools are the next step to the YouthBuild program, giving the students the advantage of having “real world” experience. This is similar to the curriculum that they have at YouthBuild.

In the end, what Roger Williams can promise is a range of relevant educational experiences that offer the best of the liberal arts – critical thinking skills, ability to synthesize information and to communicate effectively – with the practical hard skills that are the door-openers in the employment office.

YouthBuild Providence is non-profit organization located in Providence, Rhode Island. It creates an alternate opportunity for students aged 16-24 to receive their GED while also learning useful job skills and techniques for the field they wish pursue after their time at YouthBuild. It is a two-year program when at the end students chose to partake in a secondary education or to be employed.

For additional information regarding YouthBuild Providence, please contact Madeline Armater or visit www.YouthBuildProv.org.

###

Roger Williams University

Location: Bristol, RI

School Description:

Roger Williams University is a leading independent, coeducational university with programs in the liberal arts and the professions, where students become community- and globally-minded citizens through project-based, experiential learning. Offering more than 40 majors and a plethora of co-curricular activities as well as study abroad options, RWU is dedicated to the success of students, commitment to a set of core values, the pursuit of affordable excellence and to providing a relevant, world-class education above all else. (rwu.edu)

Examples of Majors Include:

- Architecture
- Construction Management
- Engineering
- Forensic Psychology
- Legal Studies
- Media Communication
- Public Health
- Etc.

University of Rhode Island

Location: Kingston, RI

School Description:

The University of Rhode Island is the state's flagship institution of higher education, and its only public university. As such, we are uniquely positioned, ready, and able to provide innovative

ideas, adaptive intelligence and breakthrough research to enhance the lives of the people in our state, nation, and world.

At URI, you'll discover a small, beautiful, student-centered learning environment with the resources, research capabilities, and opportunities of a much larger public institution. In other words, we may be a smaller university, but our thinking is big. At URI, you'll find some of the best and brightest entrepreneurs, innovators, and discoverers on our faculty, in our research enterprise, and in our student body. (Uri.edu)

Examples of Majors Include:

- Animal Science & Technology
- Biomedical Engineering
- Communicative Disorders
- Film Media
- Women and Gender Studies
- Human Development and Family Studies
- Nutrition and Dietetics
- Etc.

Providence College

Location: Providence, RI

School Description:

Providence College is a primarily undergraduate, liberal arts, independent, not-for-profit, Catholic institution of higher education.

Committed to fostering academic excellence through the sciences and humanities, the College provides a variety of opportunities for intellectual,

social, moral, and spiritual growth in a supportive environment.
(Providence.edu)

Examples of Majors Include:

- Biology
- Elementary Education
- Global Studies
- Humanities
- Premed
- Social Work
- Women’s Studies
- Etc.

Johnson & Wales University

Location: Providence, RI

School Description:

At Johnson & Wales University (JWU), a private, nonprofit NEASC-accredited institution, our unique education model is designed to inspire your professional success and lifelong intellectual growth. Nearly 11,000 students from 70+ countries are making their careers happen in our 40+ undergraduate, graduate, online, continuing education and accelerated programs in arts & sciences, business, culinary arts, hospitality, technology and education. (Jwu.edu)

Examples of Majors

- Criminal Justice
- Food Service Entrepreneurship
- Marketing
- Culinary Arts
- Hotel & Lodging Management

- Software Engineering
- Counseling Psychology
- Etc.

Rhode Island College

Location: Providence, RI

School Description: Rhode Island College is one of the region's leading comprehensive public colleges. Our mission is to offer accessible higher education of the finest quality to traditional and non-traditional students from around the state, the region, and beyond. Students here are members of a caring community that respects diversity and values academic excellence informed by cultural inquiry, civic engagement, and co-curricular activity. The college offers a wide variety of liberal arts, science, and professional programs in which dedicated faculty work with students to achieve the promise of higher education: an open and inquiring mind. (Ric.edu)

Examples of Majors Include:

- Art
- Community Health
- Health Care Administration
- Nursing
- Physical Education
- Theater
- Youth Development
- Etc.



MJCK PublicRelations
 @MJCK_PR **FOLLOWS YOU**

MJCK Public Relations is a student run PR firm @myrwu that focuses on quality and detailed work to create mutually beneficial relationships for our clients.
 Bristol, Rhode Island

27 TWEETS 183 FOLLOWING 29 FOLLOWERS **Following**

Followed by YouthBuildProvidence, arissa, Rose Kouzoujian and 6 others.



YouthBuildProvidence
 @YouthBuildProv

Follow YouthBuild as we launch the 1st multiple pathways educational initiative in the City of Providence. Join the movement. Unleash the power of our youth.
 Olneyville, Providence · youthbuildprov.org

198 TWEETS 643 FOLLOWING 356 FOLLOWERS **Following**

Followed by MJCK PublicRelations and Michelle Ryder.

Tweets

 **MJCK PublicRelations** @MJCK_PR 16h
 Help @YouthBuildProv get small-business corporate partners today! bit.ly/1dXUqrB @Risbj @RIEDC @RINPR @buylocalri @RIFUTURE
 Retweeted by YouthBuildProvidence
 Expand Reply Retweet Favorite More

 **MJCK PublicRelations** @MJCK_PR 17h
 The Role of Brand in the Nonprofit Sector | Stanford Social Innovation Review bit.ly/18sjG4S @YouthBuildProv #YBPEDU #Branding
 Retweeted by YouthBuildProvidence
 Expand Reply Retweet Favorite More



ELEMENT #3

EXHIBIT BOOTH

Sponsors receive an eight foot table on the concourse during mutually agreed upon Providence Bruins games. Exhibit booths provide direct access to fans to distribute coupons, special offers, information or promotional items. In-game advertising is used to direct fans to the booth during the games.

Property: Providence Bruins

Details: Promotion; Event

YOUTHBUILD PROVIDENCE RECEIVES:

Quantity: 2

Details: Youthbuild Providence will receive an exhibit booth on the concourse at mutually agreed upon remaining Providence Bruins regular season home games.

Location(s): Concourse



ELEMENT #4

FLEXTIX

FlexTix are vouchers that can be redeemed for any available seat to any Providence Bruins regular season home game. FlexTix can be redeemed in advance through the Providence Bruins front office or in person at the Dunkin' Donuts Center Box Office. FlexTix are great for giveaways, promotions, employee incentives and client entertainment.

Property: Providence Bruins

Type: FlexTix

YOUTHBUILD PROVIDENCE RECEIVES:

Quantity: 50

Details: Youthbuild Providence will receive 50 FlexTix, redeemable for any available seat to any remaining Providence Bruins regular season home game.

ELEMENT #5

SOCIAL MEDIA PROMOTION

Sponsors can provide the Providence Bruins with information, a promotion or coupon to be posted on Facebook and Twitter for fans to gain interest in their services or products and be directed to a website of their choosing.

Property: Providence Bruins

Size: Multiple

Format: Digital

YOUTHBUILD PROVIDENCE RECEIVES:

Quantity : 2

Details: Youthbuild Providence will have the opportunity to provide information, a promotion or coupon to be posted two (2) times on the Facebook and Twitter pages of the Providence Bruins.

Location(s): Online

