

# A COMMUNITY STORY

## PUBLIC RELATIONS CAMPAIGN

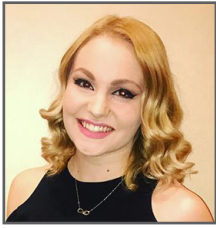


HUE ARE YOU  
COMMUNICATIONS

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**HALEY FILIPPONE**  
ACCOUNT EXECUTIVE



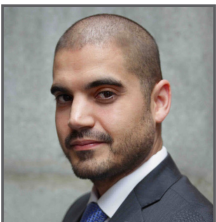
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CREATIVE TEAM

# EXECUTIVE SUMMARY

**PR PROBLEM:** Lit for Life lacks permanent community partnerships and consistent programming, which has prevented the organization from growing.

## KEY RESEARCH FINDINGS:

- There is a nationwide gap in literacy levels between white and black students in all primary education
- The most engaging storybooks for children are ones in which they can relate to on a personal level
- Students at Syracuse University are actively looking for causes to volunteer for, and African-American students in particular were interested in Lit for Life's mission and programming

## TARGET AUDIENCES:

- Caregivers of children living in Syracuse's Southside neighborhood who are active in the community
- Children ages 6-12 who live in Syracuse's Southside neighborhood, are struggling with reading skills and attend Syracuse City Schools
- Syracuse University students, particularly those who identify as African-American and who are looking to volunteer for a community organization

## GOALS AND OBJECTIVES:

**GOAL 1:** To make Lit for Life a recognized brand in the Southside community

Objective 1: To increase awareness of Lit for Life by 20 percent by December 2018.

Strategy: To create recognizable materials for Lit for Life

Major Tactic: To create a logo and mission statement

Objective 2: To drive 1,000 visitors to the Lit for Life website December 2018.

Strategy: To create recognizable materials for Lit for Life

Major Tactic: To create a website

**GOAL 2:** To grow outreach of Lit for Life in the Southside community

Objective 1: To increase average event attendance from 25 to 50 by December 2018.

Strategy: To utilize resources of organizations in the community, such as exposure and costs

Major Tactic: Hold 8-week reading group at community center, called Southside Story Time

Objective 2: To receive \$1,500 in donor contributions by October 2018.

Strategy: To utilize resources of organizations in the community, such as exposure and costs

Major Tactic: Provide donated sheet pizzas each week of program for volunteers and participants

**GOAL 3:** To build a volunteer base from Syracuse University students

Objective 1: To create a base of 50 volunteers from black student organizations at SU by September 2018.

Strategy: To create a relationship with black student organizations on the Syracuse University campus

Major Tactic: Reach out to black student organization leader

**GOAL 4:** To increase exposure of Lit for Life both online and in print

Objective 1: To receive 10,000 impressions on Lit for Life's Facebook page by December 2018.

Strategy: To utilize newsworthiness of program to receive earned media & grow online presence

Major Tactic: Post 3 times weekly on page throughout program using #ACommunityStory and #SouthsideStory Time

Objective 2: To receive 150,000 impressions from local media outlets by December 2018.

Strategy: To utilize newsworthiness of program to receive earned media & grow online presence

Major Tactic: Invite news outlets to attend 8-week reading session

**PROJECTED BUDGET:** \$2435.00

**OUTCOMES EXPECTED:** At the conclusion of the campaign, Lit for Life will be a better-known organization both in the Southside neighborhood as well as among Syracuse University student organizations. Program participants will not only walk away with better reading skills, but also pride in knowing they helped write a book about their own neighborhood.





## PR PROBLEM

Lit For Life does not utilize the resources of its community effectively, which has made its presence in the Southside Syracuse community very minimal.

## CLIENT ANALYSIS

### INTERNAL FACTORS

#### FOUNDER

Lit for Life founder, Connie Gregory has an impressive background that makes her a qualified leader to run this non-profit organization. Gregory currently works full-time, so she has little dedicated time to running Lit For Life which provides challenges for the organization in being active.

#### ORGANIZATIONAL STRUCTURE

Lit for Life is an organization run entirely on volunteers. No one works full time for this organization, and even the founder of the organization can occasionally become too busy.

#### FINANCIAL

Currently, Lit for Life fully functions off multiple grants. The organization does not seek out any other methods of funding. The grant funding is not entirely reliable because there is a chance that the organization could lose its funding year to year if it does not receive new grant funding.

#### COMMUNITY OUTREACH

The organization is not participating in efforts to establish new relationships with larger, more established organizations. The organizations that Lit for Life is currently partnering with are small and may not have as large of an outreach in the Syracuse area as larger entities.

#### PROMOTION

Events for Lit for Life are not advertised in a way that is accessible to a majority of the public. Gregory relies primarily on an email list to promote events. This does not allow new audiences to learn about the organization.

#### BRANDING

Lit For Life currently has no identifiable branding to allow itself to be known to outsiders. The organization does not have a logo or mission statement, which does not allow the company to be seen or understood in the community.

#### ONLINE PRESENCE

The organization has a Facebook page, but the page has not been maintained or updated in a significant amount of time. Lit for Life does not have its own website, so people are unable to look up information about the organization and its services.

## EXTERNAL FACTORS

### ADULT CHAPERONE

Some children may not have an adult figure that is able to chaperone them at a Lit for Life event. This requirement of needing an adult to be present at the event may limit the number of children who attend. The organization could look at having more volunteers to monitor children so that parent attendance is not necessary throughout the entire event.

### COMPETING ORGANIZATIONS

There are numerous organizations in the Syracuse and central New York areas that focus on improving literacy rates that have large followings and more funding, such as Literacy CNY and the Literacy Coalition of Onondaga County.

## STRENGTH

The organization is able to plan and implement events effectively; Receiving donations is currently not a huge concern of the organization; Small but steady base of volunteers that work with the organization; Steady attendance across different events; Attendees leave events feeling satisfied; Strong community ties within past partnerships; Low business overhead/staff costs.

## WEAKNESS

No full-time employees or volunteers; Founder has too many responsibilities; Poor community outreach when advertising events; Lack of visibility; Builds new connections slowly; Grant funding is not guaranteed from year-to-year; Children must attend with an adult figure; Low staffing; No strategic planning for the organization; No permanent facilities.

## OPPORTUNITY

Numerous organizations to partner with in the area; Founder is actively looking to make new connections in the community; Growing online presence; Becoming active on social media.

## THREAT

Many competing organizations with more resources and connections in the area; Inconsistent funding; Currently hold events on busy days (Saturday); Founder may not have enough time to continue to run the organization consistently enough to grow.



# KEY RESEARCH FINDINGS

Key findings from the research conducted for Lit for Life were considered in the decision-making process of Hue Are You Communications. The following research findings from numerous surveys and focus groups were influential in creating this campaign:

## KEY FINDING 1

“There is a nationwide gap in literacy levels and reading achievement between white and black students at all levels of primary education. From 1992 to 2013, the gap between white and black students has narrowed at the fourth and eighth grade levels, but still remains significant. At the 12th grade level, the gap between black and white students actually increased between 1992 and 2013 (Department of Education, 2016). The achievement gap, and particularly the issue of literacy, has significant consequences as students become adults. It is partly responsible for the high unemployment and low high school graduation rates among African-American youth, particularly males (HughesHassell, et al., 2012)” (Tu Shu Guan Communications, 2017).

## KEY FINDING 2

**“IF A BOOK IS UNRELATED TO THE LIVES OF MY STUDENTS, THEY WON’T FIND IT ACCESSIBLE, SO WE DON’T READ IT.”**

In a focus group with numerous teachers in the Syracuse area, a key finding was that content in educational programs, especially pertaining to literacy, need to be relatable, interactive, and engaging in order for children to benefit. Students need to be engaged in the content in order for the material to be effective in improving literacy rates. (Integrated Communications, 2017).

## KEY FINDING 3

A large majority of students showed strong interest in volunteering with literacy programs and reading groups with younger children. African American students showed the highest interest in volunteering in the Syracuse community to increase literacy rates in young children. This research outcome aligns with findings from an interview with Connie Gregory, in which she expressed her interest in recruiting volunteers who are African American or come from similar backgrounds as the children and families who participate in the program in order to act as role models. (COMfident PR, 2017).

## KEY FINDING 4

A majority of student organizations meet on Thursdays. This finding was used throughout the planning process of this campaign in order to best incorporate students into the Lit for Life program (COMfident PR, 2017).

# KEY PUBLICS

This campaign targets the Southside of Syracuse as its main audience. This primary public can be broken down into two groups: Parents of children age 6-12 within the Southside of Syracuse and the children age 6-12 in the Southside of Syracuse. A secondary public includes Syracuse University students involved in black Greek life and black student organizations, who are necessary volunteers to implement this campaign.

## CAREGIVERS

This key public is not defined by specific age demographics. We simply wish to target all parents within the Southside Syracuse community who have children age 6-12 and also frequent the community centers within the area.

## CHILDREN

Lit For Life's mission is to improve literacy rates within the Syracuse area age 6-12. These children are the event attendees and participants. These children typically come from low-income households, have lower literacy rates than the national average and attend the Syracuse City School District.

## S.U. STUDENTS

To make this campaign possible, Lit for Life needs to build a steady base of volunteers, which we seek to find through Syracuse University students. These students are aged between 18 - 23 on average and are members of black Greek life organization and black student organizations. This public comes from similar backgrounds and experiences as the children attending Lit for Life events, and can provide mentorship to the students on top of their volunteer work.



# GOALS, OBJECTIVES, STRATEGIES & TACTICS

## ORGANIZATIONAL GOAL

TO MAKE LIT FOR LIFE AN INTEGRAL PART OF THE SOUTHSIDE SYRACUSE COMMUNITY

## CAMPAIGN GOALS

### GOAL 1

TO MAKE LIT FOR LIFE A RECOGNIZED BRAND IN THE SOUTHSIDE COMMUNITY

### GOAL 2

TO GROW OUTREACH OF LIT FOR LIFE IN THE SOUTHSIDE COMMUNITY

### GOAL 3

TO BUILD A VOLUNTEER BASE FOR LIT FOR LIFE

### GOAL 4

TO INCREASE EXPOSURE OF LIT FOR LIFE BOTH ONLINE AND IN PRINT



# GOAL 1

TO MAKE LIT FOR LIFE A RECOGNIZED BRAND IN THE SOUTHSIDE COMMUNITY

## OBJECTIVE 1

TO INCREASE AWARENESS OF LIT FOR LIFE BY 20 PERCENT BY DECEMBER 2018.

**STRATEGY:** CREATE RECOGNIZABLE MATERIALS FOR LIT FOR LIFE

**TACTICS:**

- Create a logo
- Create a mission statement
- Create a website

## OBJECTIVE 2

TO DRIVE 1,000 VISITORS TO THE LIT FOR LIFE WEBSITE BY DECEMBER 2018.

**STRATEGY:** CREATE RECOGNIZABLE MATERIALS FOR LIT FOR LIFE

**TACTICS:**

- Create a website on Wix
- Promote website at events and on Facebook
- Include website on all promotional materials



# GOAL 2

TO GROW OUTREACH OF LIT FOR LIFE IN THE SOUTHSIDE COMMUNITY

## OBJECTIVE 1

TO INCREASE AVERAGE EVENT ATTENDANCE FROM 25 TO 50 BY DECEMBER 2018.

**STRATEGY:** UTILIZE RESOURCES OF ORGANIZATIONS IN THE COMMUNITY, SUCH AS EXPOSURE AND COST

### TACTICS:

- Partner with Southwest Community Center in Syracuse
- Hold launch reading event "Southside StoryTime" on Thursday, October 11, 2018, held at community center
- Create storybook invitation to event
- Hold 8-week reading group at community center, "Southside StoryTime"
- Create 2 posters promoting events in Southwest Community Center
- Create sign-in sheet to track event attendees
- Print 100 copies of a children's book written by participants at end of program

## OBJECTIVE 2

TO RECEIVE \$1,500 IN DONOR CONTRIBUTIONS BY OCTOBER 2018

**STRATEGY:** UTILIZE RESOURCES OF ORGANIZATIONS IN THE COMMUNITY, SUCH AS EXPOSURE AND COST

### TACTICS:

- Partner with Pizzaz Pizza, located in the Southside of Syracuse
- Provide donated sheet pizzaz each week of program for volunteers and participants
- Create 95 T-shirts for volunteers and participants on behalf of Pizzaz Pizza
- Partner with Syracuse Cultural Workers

# GOAL 3

TO BUILD A VOLUNTEER BASE FOR LIT FOR LIFE

## OBJECTIVE 1

TO CREATE AN ACTIVE BASE OF 50 VOLUNTEERS FROM BLACK STUDENT ORGANIZATIONS BY SEPTEMBER 2018.

**STRATEGY:** UTILIZE STUDENT ORGANIZATIONS AS VOLUNTEERS FOR LIT FOR LIFE

### TACTICS:

- Hang volunteer poster in Schine student center
- Reach out to black student organization leaders (pitch)
- Provide community service hours for volunteer work
- Provide food and t-shirts for all volunteers
- Create sign-in sheet to track volunteer attendance
- Most active volunteer receives \$100 gift card at end of program





# GOAL 4

TO INCREASE EXPOSURE OF LIT FOR LIFE BOTH ONLINE AND IN PRINT

## OBJECTIVE 1

TO RECEIVE 10,000 PAGE VIEWS FOR LIT FOR LIFE'S FACEBOOK PAGE BY DECEMBER 2018.

**STRATEGY:** UTILIZE NEWSWORTHINESS OF PROGRAM TO RECEIVE EARNED MEDIA & GROW ONLINE PRESENCE

### TACTICS:

- Revamp Facebook page with logo & mission statement
- Include Facebook handle on all posters/event promotion
- Create content calendar to post more frequently
- Post 3 times weekly on page throughout program using #ACommunityStory and the hashtag #SouthsideStoryTime
- Place posters in Pizzaz Pizza and Southwest Community Center with Facebook handle

## OBJECTIVE 2

TO RECEIVE 150,000 IMPRESSIONS FROM LOCAL MEDIA OUTLETS BY DECEMBER 2018.

**STRATEGY:** UTILIZE NEWSWORTHINESS OF PROGRAM TO RECEIVE EARNED MEDIA & GROW ONLINE PRESENCE

### TACTICS:

- Create media list of local news outlets
- Write press release for & pitch Lit Life's Southside outreach efforts
- Write press release for & pitch "Southside StoryTime launch event"
- Write press release for & pitch "Southside StoryTime" program
- Invite local outlets to attend a reading session
- Write press release & pitch "A Community Story" where children in the Southside community are writing their own storybook to improve youth literacy

# TACTICS

## GOAL 1

TO MAKE LIT FOR LIFE A RECOGNIZED BRAND IN THE SOUTHSIDE COMMUNITY

## OBJECTIVE 1

TO INCREASE AWARENESS OF LIT FOR LIFE BY 20 PERCENT BY DECEMBER 2018.

## TACTICS:

- Create a logo
- Create a mission statement
- Create a website

## RATIONALE:

Currently, Lit for Life has no brand recognition because it does not have a logo, mission statement or website. These tactics are aimed at our caregiver public and Syracuse University student public. By creating these materials, Lit for Life will create higher awareness because these publics will begin to recognize and recall the organization's logo and mission statement as its brand becomes more visible to the Southside community throughout this campaign. Additionally, creating a website for Lit for Life will raise awareness because it will allow the public to search for more information on the organization that is currently not available online at the present time.

## LOGO



## MISSION STATEMENT

**TO BUILD A COMMUNITY WHERE  
EVERY CHILD KNOWS HOW TO READ.**

# TACTICS

## GOAL 1

TO MAKE LIT FOR LIFE A RECOGNIZED BRAND IN THE SOUTHSIDE COMMUNITY

## OBJECTIVE 2

TO DRIVE 1,000 VISITORS TO THE LIT FOR LIFE WEBSITE BY DECEMBER 2018.

## TACTICS:

- Create a website on Wix
- Promote website at events and on Facebook
- Include website on all promotional materials

## RATIONALE:

Creating an original website will be crucial for Lit for Life's growth, because the only presence the organization has online is currently an outdated Facebook page. This tactic is aimed towards the caregiver public and the Syracuse University student public as well. This will allow key publics to get more information on Lit for Life and to learn about all the positive ways the organization is benefiting the community. Wix is a platform that would allow Lit for Life to create a user-friendly website for free, and will also allow the organization to purchase an easily-recognizable domain name and view website analytics. Additionally, promoting the website to attendees of the campaign events will drive traffic to the website.

WEBSITE



Lit for Life

[Home](#)[About Us](#)[Volunteer](#)[Donate](#)[Contact Us](#)



Southside  
Storytime  
Coming Soon!

>

♦ Join Us

Lit for Life is an early childhood literacy program based in Syracuse, New York. The organization focuses on providing opportunities for children and their caretakers living in Syracuse's African-American communities to read together, generally at story time events held at local community spaces such as churches. The organization is largely run by Connie Gregory, who develops and organizes all of the organization's events. Gregory would like to revive and expand her literacy initiative to reach a larger segment of Syracuse's African-American population.



♦ Volunteer to Lit for Life



♦ Partner with Lit for Life

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# TACTICS

## GOAL 2

TO GROW OUTREACH OF LIT FOR LIFE IN THE SOUTHSIDE COMMUNITY

### OBJECTIVE 1

TO INCREASE AVERAGE EVENT ATTENDANCE FROM 25 TO 50 BY DECEMBER 2018.

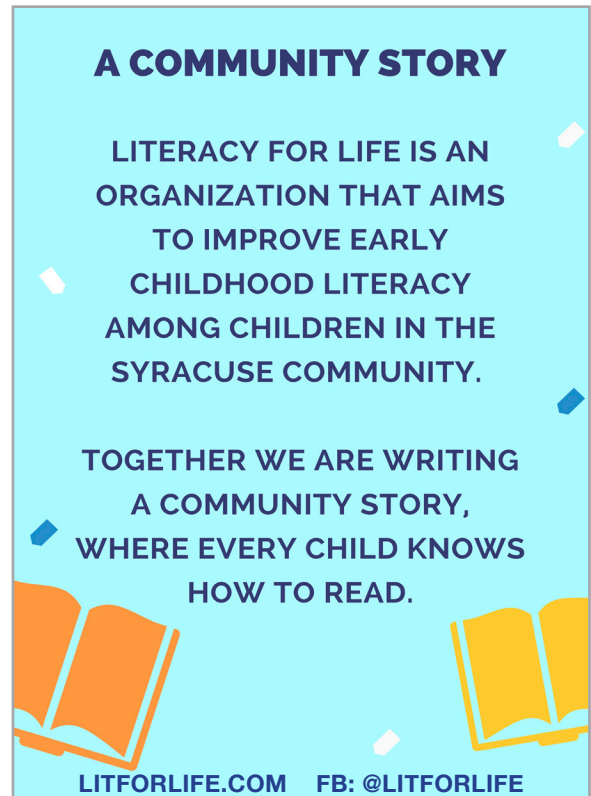
#### TACTICS:

- Partner with Southwest Community Center in Syracuse
- Hold launch reading event "Southside Story Time" on Thursday, October 11, 2018, held at community center - target goal of 100 participants
- Hold 8-week reading group at community center, "Southside Story Time"
- Create storybook invitation to event
- Create 2 posters promoting events in Southwest Community Center
- Create sign-in sheet to track event attendees
- Print 100 copies of a children's book written by participants at end of program
- Secure 25 volunteers and free pizza
- Create sample program agenda

#### RATIONALE:

These tactics serve as the core of our campaign and are aimed towards the caregiver and children publics. Partnering with the Southwest Community Center gives Lit for Life a permanent event location, and will allow the organization to utilize the resources and established publics of the community center. Holding an eight-week program allows Lit for Life to create a stable, recurring relationship with its publics. These grassroots, event-based tactics are designed to achieve our organizational goal for Lit for Life to become an integral part of the Southside Syracuse community. Creating posters and an interactive invitations will promote the event around the community center, while also making children excited to attend. We will measure the success of this program by logging attendance each week. Lastly, the culminating piece of this campaign is the creation of a children's storybook written by the children attending the program. Each week, the children will share their favorite parts of the books they read, and those parts will come together into a book that tells the story of the Southside community.

## STORYBOOK INVITATION





## POSTERS

*Lit for Life Presents*


# SOUTHSIDE STORY TIME SERIES

**Eight-Week Program**  
**Thursdays at 6:00 PM**  
**Southwest Community Center**

**Calendar**

October 11	November 8
October 18	November 15
October 25	November 22
November 1	November 29

<http://www.litforlife.com> FB: @LitforLife





LIT FOR LIFE & SOUTHWEST COMMUNITY CENTER  
INVITE YOU TO



# SOUTHSIDE STORY TIME

*Food & Books Provided*



OCTOBER 11, 2018  
THURSDAY, 6:00 PM  
SOUTHWEST COMMUNITY CENTER

<http://www.litforlife.com> FB: @LitforLife

## AGENGA SAMPLE

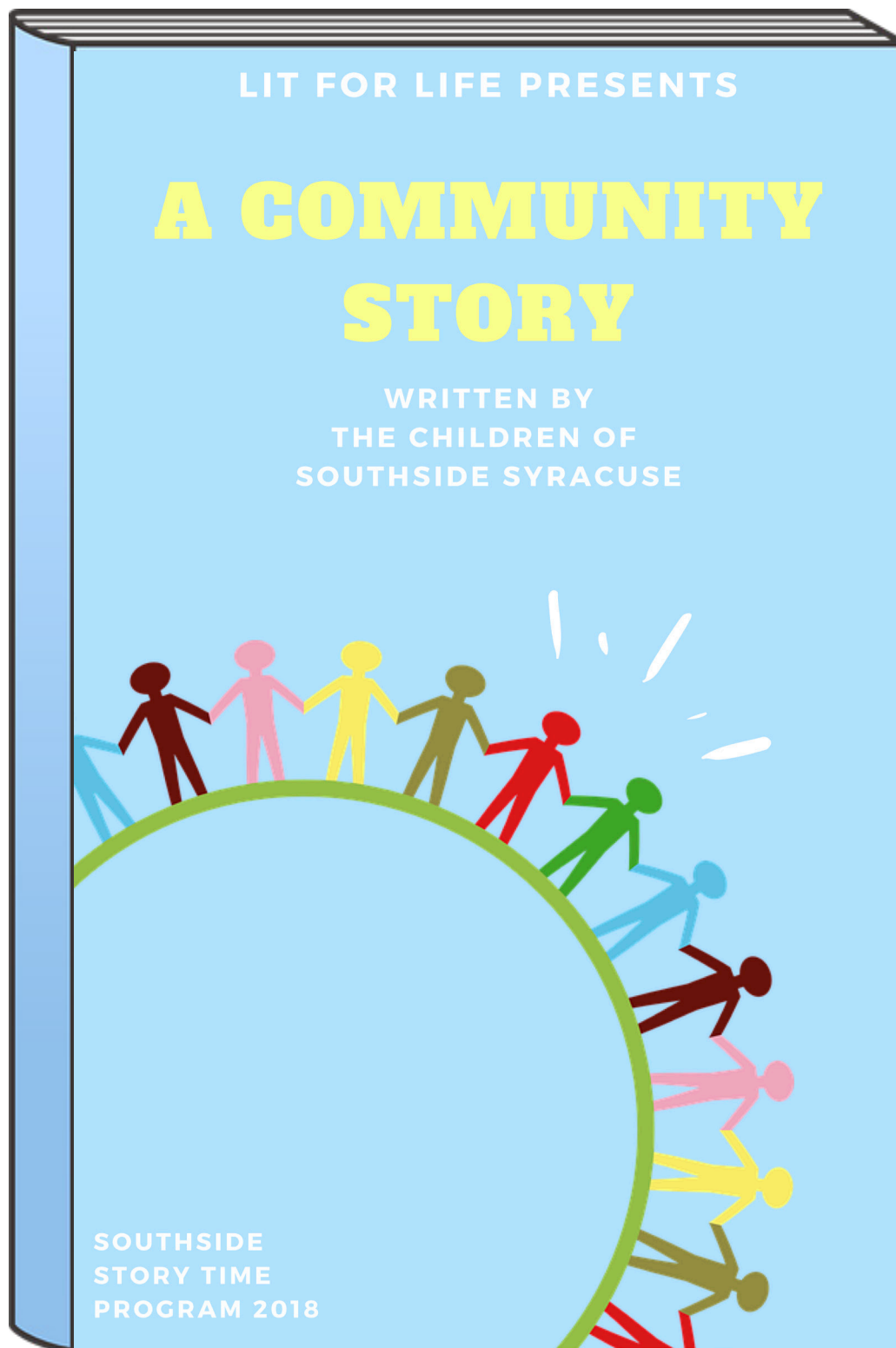
### SOUTHSIDE STORYTIME WEEKLY SESSION AGENDA

- 5:45 pm:** Volunteer tutors arrive from Syracuse University. Pizza is delivered.
- 6:00 pm:** Children and guardians arrive, pizza is served.
- 6:15 pm:** Tutors introduce themselves and divide up into reading groups with children/guardians.
- 6:30 pm:** Tutors and groups start reading this week’s story. Tutors stop along the way to ask questions and let children read out loud too (if appropriate).
- 7:15 pm:** Groups begin to finish this week’s book, and talk about what parts they liked best. Tutor records these parts on each group’s log.
- 7:30 pm:** Groups wrap up, leftover pizza is sent home with children/guardians as needed or wanted.
- 7:45 pm:** Volunteers and Lit for Life staff debrief and clean up.
- 8 pm:** Event ends, Southwest Community Center is cleaned, secured.

## PARTICIPANT SIGN-IN SHEET

Participant sign-in sheet				
Name (please print)	date	Phone number	Email	School

## CHILDREN'S BOOK



# TACTICS

## GOAL 2

TO GROW OUTREACH OF LIT FOR LIFE IN THE SOUTHSIDE COMMUNITY

## OBJECTIVE 2

TO RECEIVE \$1,500 IN DONOR CONTRIBUTIONS BY OCTOBER 2018

### TACTICS:

- Partner with Pizzaz Pizza, located in the Southside of Syracuse
- Provide donated sheet pizza each week of program for volunteers and participants
- Create 95 T-shirts for volunteers and participants on behalf of Pizzaz Pizza
- Partner with Syracuse Cultural Workers

### RATIONALE:

Lit for Life is a small nonprofit with limited funds, which means that in order to successfully complete a program of this skill, partnering with other community organizations will be vital. These tactics will help offset the two major costs of the program, namely food for event attendees and the actual printing cost of the finished storybooks. Pizzaz Pizza is a locally-owned restaurant in the Southside of Syracuse, providing a connection to the campaign which makes it a top choice for partnership with Lit for Life. Syracuse Cultural Workers is a local publisher that supports Lit for Life's mission to help the community, which will provide assistance printing the children's book. The budget contains more details on the actual dollar amounts of the respective donations and partnerships.

## T-SHIRTS



# TACTICS

## GOAL 3

TO BUILD A VOLUNTEER BASE FOR LIT FOR LIFE

### OBJECTIVE 1

TO CREATE AN ACTIVE BASE OF 50 VOLUNTEERS FROM BLACK STUDENT ORGANIZATIONS BY SEPTEMBER 2018.

#### TACTICS:

- Hang volunteer poster in Schine student center
- Reach out to black student organization leaders (pitch)
- Provide community service hours for volunteer work
- Provide food and t-shirts for all volunteers
- Create sign-in sheet to track volunteer attendance
- Most active volunteer receives \$100 gift card at end of program

#### RATIONALE:

According to our research insights, the student population at Syracuse University is an untapped resource for potential volunteers for Lit for Life. Our tactics are aimed at advertising and incentivizing student involvement in the Southside Story Time program in a personalized, targeted manner. Direct outreach to individual leaders will be more effective than Facebook advertising, as will the poster advertising, which ensures that the majority of people who see the poster are eligible to become volunteers. The combination of free food, t-shirts and the contest for the \$100 gift card should prove sufficient to keep volunteer involvement levels high throughout the length of the program.

## POSTER



# TACTICS

## VOLUNTEER SHIRT



## VOLUNTEER SIGN-IN SHEET

Volunteer sign-in sheet				
Name (please print)	date	Phone number	Email	Organization (if applicable)



## ORGANIZATION CONTACTS

Organization	Name	Contact
Alpha Kappa Alpha	Nakira Christmas	<a href="mailto:nchristm@syr.edu">nchristm@syr.edu</a>
Alpha Phi Alpha	Brandyn Munford	<a href="mailto:bmmunfor@syr.edu">bmmunfor@syr.edu</a>
Delta Sigma Theta	Abisola Williams	<a href="mailto:aowillia@syr.edu">aowillia@syr.edu</a>
Kappa Alpha Psi	Austin Adams	<a href="mailto:Adams@syr.edu">Adams@syr.edu</a>
Omega Psi Phi	David Fitzpatrick-Woodson	<a href="mailto:dfitzpat@syr.edu">dfitzpat@syr.edu</a>
Phi Beta Sigma	Jordan McGriff	<a href="mailto:jtmcgrif@syr.edu">jtmcgrif@syr.edu</a>
Sigma Gamma Rho	Leonora Williamson	<a href="mailto:lwilli08@syr.edu">lwilli08@syr.edu</a>
African Students Union	Tobi Dare	<a href="mailto:asu.cuse@gmail.com">asu.cuse@gmail.com</a>
Black Reign Step Team	Asile Patin	<a href="mailto:blackreign05@gmail.com">blackreign05@gmail.com</a>
Kalabash Dance Troupe	Justine Thompson	<a href="mailto:kalabashment@hotmail.com">kalabashment@hotmail.com</a>
NAACP	Diamond Miles	<a href="mailto:cusenaacp@gmail.com">cusenaacp@gmail.com</a>
Student African American Society (SAS)	Taryne Chatman	<a href="mailto:cuseSAS1967@gmail.com">cuseSAS1967@gmail.com</a>
Light on Ebony	Uchechukwu Chukwuma	<a href="mailto:lightonebonysyr@gmail.com">lightonebonysyr@gmail.com</a>
Qolor Collective	Alina Freeman	<a href="mailto:QolorCollective@gmail.com">QolorCollective@gmail.com</a>
National Association of Black Journalists	Amber Hunter	<a href="mailto:nabj.su@gmail.com">nabj.su@gmail.com</a>

## EMAIL PITCH

To

NC

Nakira Christmas

✕

Bcc

Cc

Help Southside Children learn to Read

Hi Nakira,

Lit for Life is a community literacy organization for African-American students living in Syracuse's South Side, and we're looking for volunteer reading tutors.

Beginning this fall, Lit for Life is going to embark on its most ambitious project yet, a reading program that will not only help children increase their reading skills, but also will result in an actual storybook collaboratively written by all of the program's participants about the South Side.

We're looking for volunteers to help with once-weekly reading sessions. Each session will be 90-minutes long and will include complimentary pizza. You will read a small group of children a story, and then go through the story with them, asking some critical reading questions and then asking the children to tell you what they liked best about it.

This is a chance to help chip away at systemic poverty and improve chances of success for some of Syracuse's most at-risk youth. We need your help!

Sincerely,  
Connie Gregory

# TACTICS

## GOAL 4

TO INCREASE EXPOSURE OF LIT FOR LIFE BOTH ONLINE AND IN PRINT

### OBJECTIVE 1

TO RECEIVE 10,000 PAGE VIEWS FOR LIT FOR LIFE'S FACEBOOK PAGE BY DECEMBER 2018.

#### TACTICS:

- Revamp Facebook page with logo & mission statement
- Include Facebook handle on all posters/event promotion
- Place posters in Pizzaz Pizza and Southwest Community Center with Facebook handle
- Create content calendar to post more frequently
- Post 3 times weekly on page throughout program using #ACommunityStory and the hashtag #SouthsideStoryTime

#### RATIONALE:

Initial tactics in this objective are aimed at preparing Lit for Life's owned media for an increased amount of shared and earned media scrutiny generated by the later tactics. Taken as a whole, the tactics will work to boost Lit for Life's social media audience by not only creating more content (thus driving higher numbers of engagements and increasing organic reach of posts), but also by recruiting new followers via offline methods like tactic 5. These tactics are aimed at the caregiver public along with the general Southside Syracuse community.

## FACEBOOK POSTS

**L4L** Lit for Life is 😊 feeling motivated.  
Monday

Reading Tip Of The Week: When you finish the book, that's only the beginning! Have a discussion after you end the story with your reader about what they liked best or what confused them. Even better, ask questions while you're reading the story together. This helps increase critical thinking and comprehension.  
#acomunitystory

Like Comment

**L4L** Lit for Life is 😊 feeling motivated.  
Tuesday



#acomunitystory

Like Comment

**L4L** Lit for Life is 😊 feeling motivated.  
Wednesday

**WORD CRUSH WEDNESDAY!!**  
Amazon is offering discounts on books for students. [Take a look!](https://www.amazon.com/b?ie=UTF8&node=11096409011) #acomunitystory

<https://www.amazon.com/b?ie=UTF8&node=11096409011>

Like Comment

**L4L** Lit for Life is 😊 feeling motivated.  
Thursday

**Book Preview:** Tonight we're going to be reading *The Snowy Day*, by Ezra Jack Keats. This award-winning story book features a young boy exploring his neighborhood on a snowy day. More [HERE!](#) #acomunitystory

Like Comment

**L4L** Lit for Life is 😊 feeling motivated.  
Friday

**Photos from last night! #acomunitystory**



Like Comment

## SOCIAL MEDIA - OCTOBER 2018

S M T W TH F S

	1	2	3	4	5	6
7	8	9 FB POST: Reading Tip Tuesday	10 FB POST: Event Reminder	11 FB POST: Post from Event	12 FB POST: Share more photos from event	13
14	15	16 FB POST: Reading Tip Tuesday	17 FB POST: Event Reminder	18 FB POST: Post from Event	19 FB POST: Share more photos from event	20
21	22	23 FB POST: Reading Tip Tuesday	24 FB POST: Event Reminder	25 FB POST: Post from Event	26 FB POST: Share more photos from event	27
28	29	30 FB POST: Reading Tip Tuesday	31 FB POST: Event Reminder			

# CONTENT CALENDAR

A social media content calendar is used to plan posts in advance to make it more manageable to maintain social media pages. This content calendar was created as a sample of the Facebook posts Lit for Life would make through the Southside Story Time program. The calendar provides a simple schedule to follow each week that will allow followers to remain engaged with Lit for Life outside of events. Eventually, this content calendar can be adapted as a model of how Lit for Life will continue to update its Facebook page after the conclusion of the Southside Story Time program.

## TUESDAY

On Tuesdays, Lit for Life will create a post for “Reading Tip Tuesday.” On this day, the organization will post reading tips that will improve literacy for children. Examples of this could be: reading with your child for 30 minutes before bed, play a game your child on how to pronounce and spell words, recommend educational television shows or books to parents, etc.

## WEDNESDAY

Lit for Life will promote this week’s Southside Story Time theme of the week every Wednesday, the night before the event. This post could reveal one of the books the children are reading, previewing a craft, or sharing a theme of the week based on the books the children will read, such as animals, morals, or friendship.

## THURSDAY

Southside Story Time is held every Thursday for an eight-week period. Lit for Life will stay active on Facebook during these events by posting live from the event and sharing a photo of the activities.

## FRIDAY

Each Friday, Lit for Life will upload pictures taken from the previous night’s event to share how the learning are learning and being engaged. This will allow users to view the hands-on work that Lit for Life does in its programs.

# TACTICS

## GOAL 4

TO INCREASE EXPOSURE OF LIT FOR LIFE BOTH ONLINE AND IN PRINT

## OBJECTIVE 2

TO RECEIVE 150,000 IMPRESSIONS FROM LOCAL MEDIA OUTLETS BY DECEMBER 2018.

### TACTICS:

- Create media list of local news outlets
- Write press release for & pitch Lit Life's Southside outreach efforts
- Write press release for & pitch "Southside StoryTime launch event"
- Write press release for & pitch "Southside StoryTime" program
- Invite local outlets to attend a reading session
- Write press release & pitch "A Community Story" where children in the Southside community are writing their own storybook to improve youth literacy

### RATIONALE:

These tactics are geared towards earning media impressions to spread the word about Lit for Life's new programming. These tactics represent a standard suite of public relations activities, from media lists to press releases and pitches. These actions will ensure that the efforts of the volunteers as well as the success of the program is conveyed beyond the Southside neighborhood and into Syracuse as a whole, which can help achieve our organizational goal.

## MEDIA LIST

Name	Organization	Contact email
Julie McMahon	<a href="http://syracuse.com">syracuse.com</a>	<a href="mailto:jmcmahon@syracuse.com">jmcmahon@syracuse.com</a>
Paul Riede	<a href="http://syracuse.com">syracuse.com</a>	<a href="mailto:priede@syracuse.com">priede@syracuse.com</a>
Marnie Eisenstadt	<a href="http://syracuse.com">syracuse.com</a>	<a href="mailto:meisenstadt@syracuse.com">meisenstadt@syracuse.com</a>
Ed Griffin-Nolan	syracuse new times	<a href="mailto:editorial@syracusenewtimes.com">editorial@syracusenewtimes.com</a>
Cassidy Backus	syracuse new times	<a href="mailto:clbackus342@gmail.com">clbackus342@gmail.com</a>
Luke Parsnow	syracuse new times	<a href="mailto:lukeparsnow@gmail.com">lukeparsnow@gmail.com</a>
Chris Bolt	WAER	<a href="mailto:cabolt@syr.edu">cabolt@syr.edu</a>
Keith Cobland	SU News	<a href="mailto:kkobland@syr.edu">kkobland@syr.edu</a>

## PITCH

To

P

priede@syracuse.com

×

Bcc

Cc

This Storybook has 50 Child Authors

Hi Mr. Riede,

A new storybook for children is being written in Syracuse's South Side. Unlike most bestsellers, though, this book has 50 authors, and they're all under the age of 12.

The book is being written as part of a new community literacy program led by Lit for Life, an organization focused on increasing reading ability and civic pride among the neighborhood's youngest residents. Participants work on their reading skills in weekly sessions and then use those new skills to collaboratively produce an actual book which will be published at the end of the eight-week program.

Given your focus on Syracuse's South Side, we thought you might be interested in covering the story. Attached and below, please find a press release with more information about the program. I'd also be happy to put you in touch with Connie Gregory, the founder of Lit for Life.

Sincerely,  
Haley Filippone

## PRESS RELEASE

### FOR IMMEDIATE RELEASE



HUE ARE YOU  
COMMUNICATIONS



#### MEDIA CONTACT:

John Boudreau

[jkboudre@syr.edu](mailto:jkboudre@syr.edu)

(518) 698-0990

#### COMMUNITY LITERACY ORGANIZATION TO CREATE STORYBOOK FEATURING SOUTHSIDE NEIGHBORHOOD

**SYRACUSE, N.Y.** - Lit for Life, a community literacy organization based in Syracuse's South Side, is launching a new initiative that will build youth literacy skills as well as produce a customized storybook featuring Syracuse's South Side. The eight-week-long program, entitled A Community Story, will kick off with an event at the South Side Community Center on Thursday, October 12 at 6 pm. Connie Gregory, the director of Lit' for Life, explained that the program's purpose is twofold:

"We're hoping to not only help children learn to read, but we're also hoping to inspire them to take pride in their community," she said.

The program will feature weekly sessions for young children to work on their reading comprehension skills. Children will read a story with an adult volunteer, and then work in small groups to answer questions about the story and take turns reading portions of it out loud. At the end of each session, children will talk about their favorite parts from the story, which will then later be used as inspiration for the program's picture book.

"In order to really help children grow as readers, it's important to stress comprehension as well as the actual mechanical skills of reading," Gregory said.

The book will be published by Syracuse Cultural Workers, a nonprofit publisher "committed to peace, sustainability, social justice, feminism and multiculturalism." Syracuse Cultural Workers will donate some of the printing services to help offset production costs.

To make the event a success, Lit for Life will partner with community organizations, including Syracuse University, Pizzaz Pizza and the Southwest Community Center. Leaders from Syracuse University's African-American student organizations will serve as peer tutors and role models for the children, and the Southwest Community Center will provide meeting space for the weekly reading sessions. Pizzaz will provide pizza and refreshments during the weekly sessions.

###



# A COMMUNITY STORY

The campaign will occur over a twelve-month period - nine months for planning and execution, and 8 weeks for the Southside Story Time program. The program is set to begin on Thursday, October 11, 2018, and will end on Thursday, December 6, 2018. Having this event unfolding over a twelve-month period allows us to establish and develop Lit for Life's brand and execute a successful, eight-week program for the Syracuse community.

The campaign is planned out into five phases, each with their own goals and objectives. The first phase focuses on developing the Lit for Life brand by creating unique and recognizable materials for the organization. In this phase, a logo, mission statement, and website were created, with hopes of reaching 1,000 website views by the end of the Southside Story Time program.

The second phase of the campaign focuses on establishing community connections for an upcoming partnership. These partnerships will bring higher exposure to Lit for Life, along with outside resources. Once both the community partnership and financial partnership are established with the Southwest Community Center and Pizzaz Pizza, respectively, event space and in-kind donations will be secured.

Building the event volunteer base will occur directly before the event, and deserves as a third phase to this campaign. The volunteer base will consist of mainly Syracuse University students. Utilizing Syracuse University students allows the organization to tap into willing volunteers from Black Greek life and Black student organizations on campus. This will be established by creating contact lists of Black Greek Life and Black student organizations, tailoring pitches to each organization, and incentivizing their participation with free food, t-shirts and the opportunity for the most active volunteer to receive a \$100 gift card.

The fourth phase of this campaign is the announcement of the eight-week reading program and partnership between Lit for Life and the Southwest Community Center, which will occur in the form of a kick-off event on Thursday, October 11, 2018. The event will be promoted at the Southwest Community Center via posters, along with a storybook invitation, designed to make the kids excited to attend. Numerous pitches and press releases are planned to be sent throughout the program to gain media placements.

The eight-week reading program will be held at the Southwest Community Center between October 11, 2018 and December 6, 2018. The strategy of the event is to bring the Lit for Life program to the center of the Southside community. For each of the eight weeks, it will be crucial to secure the free pizza, record volunteer and participant attendance, and brainstorm new themes for each week and create agendas. Social media postings will occur more frequently on the Facebook page to grow awareness of Lit for Life and the reading program across the Syracuse area. To do so, it will be crucial to create a social media content calendar, post three times a week with correlating themes, and post images from each event for promotional material.

To wrap up the campaign, a culminating storybook will be created as a deliverable to give to all program participants by December 31, 2018. Creating a tangible piece to wrap-up the end of the program will be completed in order to sum up participants' favorite story elements from the weekly reading sessions. The original storybook will be set in the Southside neighborhood and be printed with the support of the Syracuse Cultural Workers. The printing and distribution of the book will be announced via the local media, and aims make Lit for Life an integral part of the Southside community to promote youth literacy.

# GANTT CHART

## GANTT CHART

PROJECT TITLE

A Community Story: South Side Storytime

COMPANY NAME

Hue are You Communications

PROJECT MANAGER

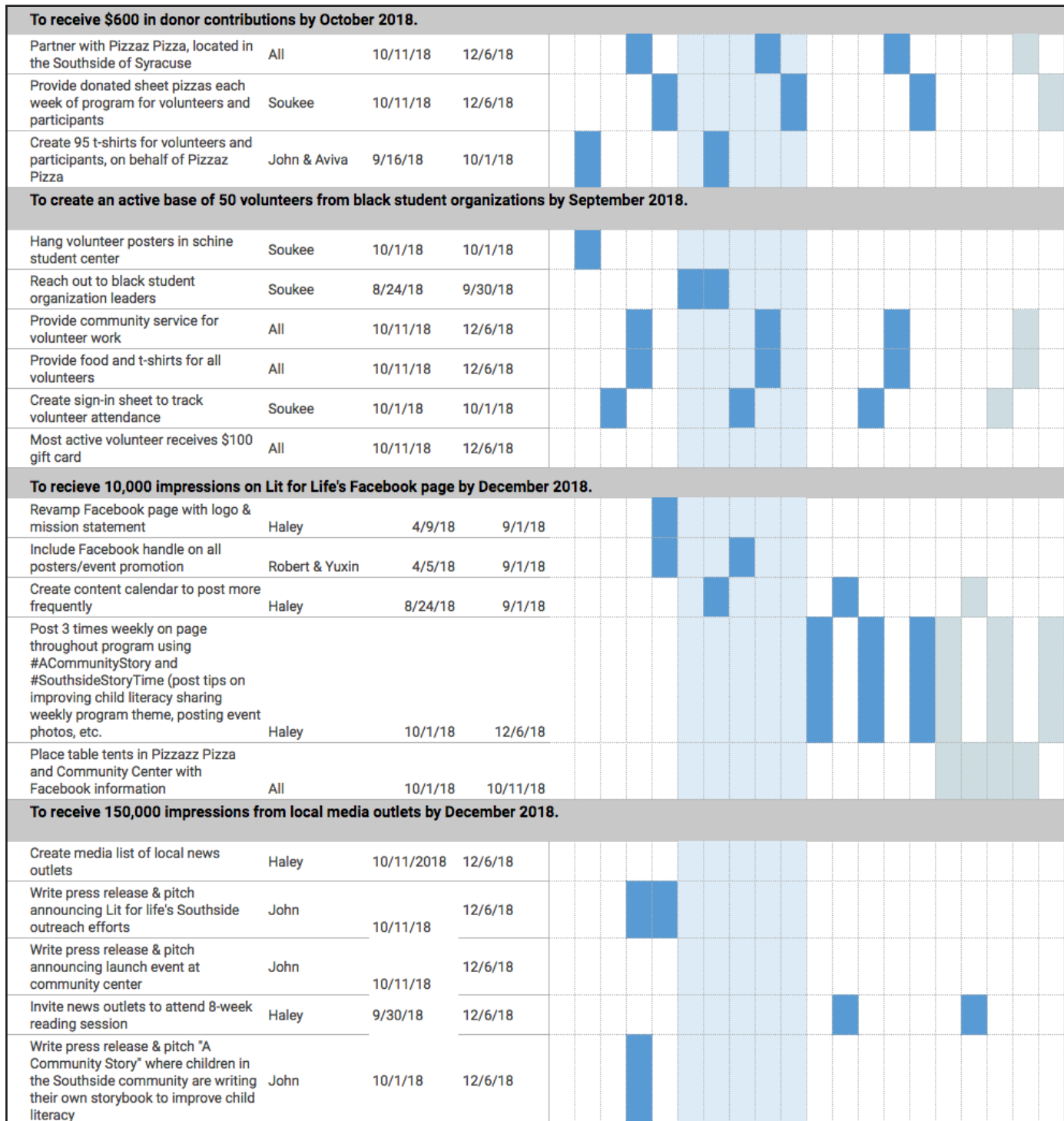
Haley Filippone

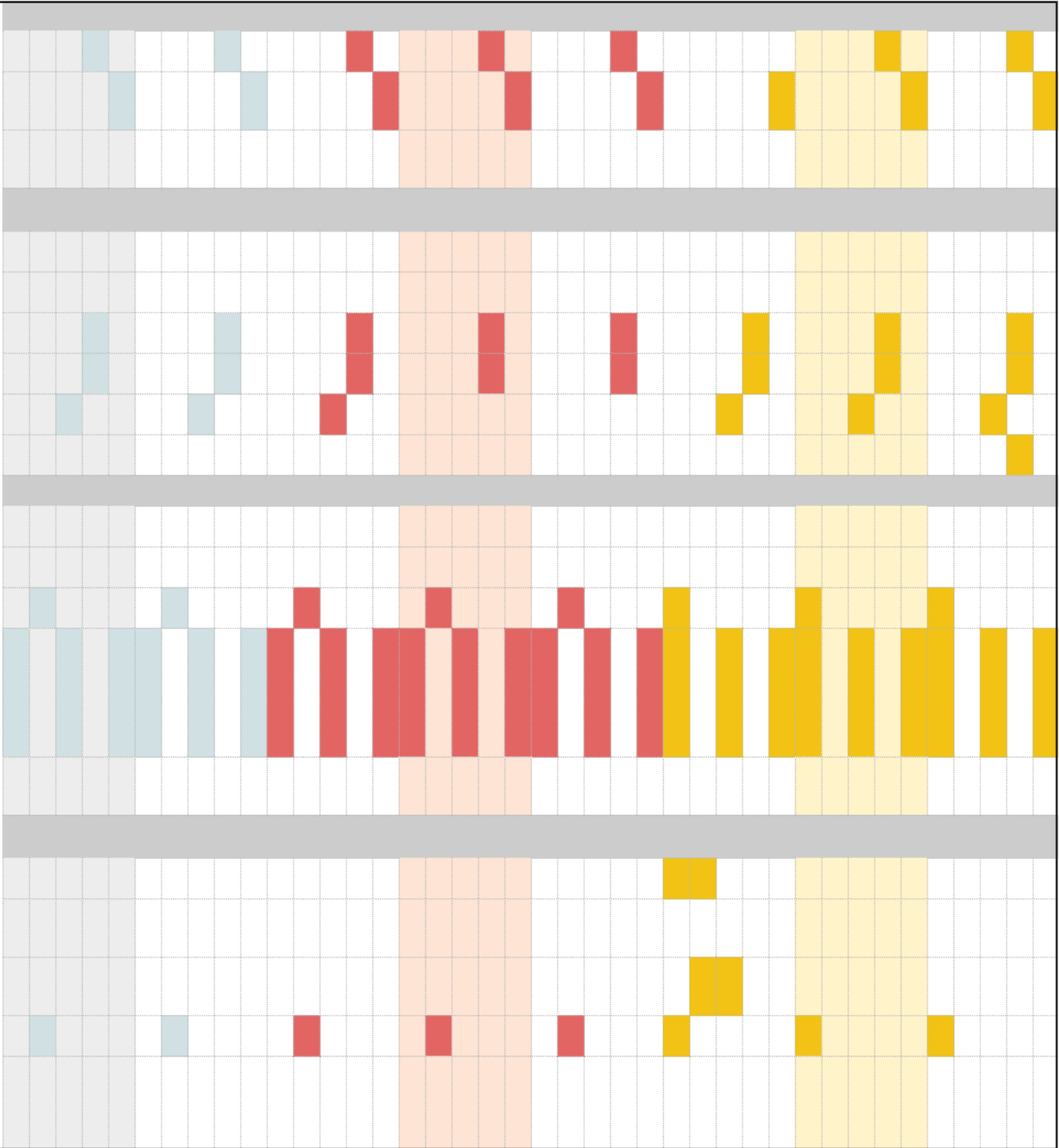
TASK TITLE	TASK OWNER	START DATE	DUE DATE	PHASE ONE																			
				WEEK 1					WEEK 2					WEEK 3									
				M	T	W	R	F	M	T	W	R	F	M	T	W	R	F	M	T	W	R	F
To increase awareness of Lit for Life by 20 percent by December 2018.																							
Create a logo	Robert & Yuxin	5/10/18	9/1/18																				
Create a mission statement	Haley & John	5/10/18	5/17/18																				
create a website	Robert & Yuxin	5/10/18	9/1/18																				
To drive 1,000 visitors to the Lit for Life website by December 2018.																							
Create a website on WIX	Robert & Yuxin	5/10/18	9/1/18																				
Promote website during events and on Facebook	Haley	5/10/18	5/17/18																				
Put website on all promotional material	Robert & Yuxin	5/10/18	9/1/18																				
To increase event average event attendance from 25 to 50 by December 2018.																							
Partner with Southwest Community Center in Syracuse	All	4/9/18	5/1/18																				
Hold a launch reading event, "Southside Storytime" On Thursday, October 11, 2018, held at Southwest Community Center	All	10/11/18	10/11/18																				
Create "storybook" event invitation to pass out at community center	Robert & Yuxin	9/24/18	10/1/18																				
Hold 8-week reading group at community center, called Southside Story Time	All	10/11/18	12/6/18																				
Create 2 posters promoting events in the Southwest Community Center	Robert & Yuxin	9/10/18	9/24/18																				
Create sign-in sheet to track event attendance	Soukee	9/30/18	10/1/18																				
Print 100 copies of a children's book written by participants at end of program	All	12/15/18	12/15/18																				





# GANNT CHART





	Description	Detail	Quantity	Per Item Cost	Labor (\$15/hr)	Total Projected	Donation (cash)	Actual Projected
<b>Goal 1</b>								
<b>Objective 1</b>	To increase awareness of Lit for Life by 20 percent by December 2018							
<b>Strategy</b>	To create recognizable materials for Lit for Life							
<b>Tactics</b>	Design logo for use on web and in print				\$60.00	\$60.00	\$0.00	\$60.00
	Write mission statement				\$75.00	\$15.00	\$0.00	\$15.00
	Create website, labor plus hosting/domain (\$20 per month for 1 year)				\$180.00	\$420.00	\$0.00	\$420.00
		<i>Subtotal</i>						\$495.00
<b>Objective 2</b>	To drive 1,000 visitors to the Lit for Life website by December 2018							
<b>Strategy</b>	To create recognizable materials for Lit for Life				-	-	-	-
	Create website on Wix				\$0.00	\$0.00	\$0.00	\$0.00
	Promote website at events and on Facebook				\$0.00	\$0.00	\$0.00	\$0.00
	Include website on all promotional materials				\$0.00	\$0.00	\$0.00	\$0.00
		<i>Subtotal</i>						\$0.00
		<b>Goal Subtotal</b>			\$315.00	\$495.00	\$0.00	\$495.00
<b>Goal 2</b>								
<b>Objective 1</b>	To increase average event attendance at Lit for Life events from 25 to 50 by December 2018							
<b>Strategy</b>	To utilize resources of organizations in the community to boost exposure and offset costs							
<b>Tactics</b>	Partner with Southwest Community Center				\$75.00	\$30.00	\$0.00	\$75.00
	Hold launch read includes posters (50 posters at \$1 per) and 4 donate				\$105.00	\$83.96	\$83.96	\$105.00
	Create invitation digital invite, no printing				\$15.00	\$15.00	\$0.00	\$15.00
	Create poster for event		50	\$1	\$45.00	\$95.00	\$0.00	\$95.00
	Create sign-in sheet to track event attendance				\$0.00	\$0.00	\$0.00	\$0.00
	Print book for prc Syracuse Cultural Workers		100	\$15	\$0.00	\$1,500.00	\$750.00	\$750.00
		<i>Subtotal</i>						\$1,040.00
<b>Objective 2</b>	To receive \$600 in donor contributions by October 2018							
<b>Strategy</b>	To utilize resources of organizations in the community to boost exposure and offset costs							
<b>Tactics</b>	Partner with Pizzaz Pizza on Syracuse's South Side				\$60.00	\$60.00	\$0.00	\$60.00
	Provide donated sheet pizzas each		16	\$20.99	\$0.00	\$335.84	\$335.84	\$0.00
	Create 95 t-shirts for volunteers and		95	\$6	\$0.00	\$570.00	\$285.00	\$285.00
	Partner with Syracuse Cultural Workers				\$60.00	\$60.00	\$0.00	\$60.00
		<i>Subtotal</i>						\$405.00
		<b>Goal Subtotal</b>			\$360.00	\$2,749.80	\$1,859.80	\$1,445.00



<b>Goal 3</b>							
<b>Objective 1</b>	To create an active base of 50 Syracuse University students from black student organizations by September 2018						
<b>Strategy</b>	To create a relationship with black student organizations on the Syracuse University campus						
<b>Tactics</b>	Create posters to be put up around	20	1	\$15	\$35.00	\$0.00	\$35.00
	Reach out to black student organization leaders			\$45.00	\$45.00	\$0.00	\$45.00
	Provide community service hours for volunteer work			\$0.00	\$0.00	\$0.00	\$0.00
	Provide food and See Goal 2, Obj. 2, Tactics for associated costs	-	-	-	-	-	-
	Create sign-in sheet to track volunteer attendance			\$0.00	\$0.00	\$0.00	\$0.00
	Most active volunteer wins \$100 gift	1	\$100	\$0.00	\$100.00	\$0.00	\$100.00
	<i>Subtotal</i>						\$180.00
	<b>Goal Subtotal</b>			\$60.00	\$180.00	\$0.00	\$180.00
<b>Goal 4</b>							
<b>Objective 1</b>	To receive 10,000 impressions on Lit for Life's Facebook page by December 2018						
<b>Strategy</b>	To utilize newsworthiness of program to receive earned media and grow online presence						
<b>Tactics</b>	Revamp Facebook page with logo and mission statement			\$15.00	\$15.00	\$0.00	\$15.00
	Include Facebook handle on all posters/event promotion			\$0.00	\$0.00	\$0.00	\$0.00
	Create content calendar to guide social media posting and post more			\$45.00	\$45.00	\$0.00	\$45.00
	Post three times post tips on improving child literacy, weekly program			\$15.00	\$15.00	\$15.00	\$0.00
	Create and Place table tents at Piz	15	\$2	\$30.00	\$60.00	\$0.00	\$90.00
	<i>Subtotal</i>						\$150.00
<b>Objective 2</b>	To receive 150,000 impressions from local media outlets by December 2018						
<b>Strategy</b>	To utilize newsworthiness of program to receive earned media and grow online presence						
<b>Tactics</b>	Create media list of local journalists/news outlets			\$30.00	\$30.00	\$0.00	\$30.00
	Write & pitch press release announcing Lit for Life's South Side outreach			\$45.00	\$45.00	\$0.00	\$45.00
	Write & pitch press release announcing Southside Storytime launch event			\$45.00	\$45.00	\$0.00	\$45.00
	Write & pitch press release announcing Southside Storytime storybook			\$45.00	\$45.00	\$0.00	\$45.00
	Invite news outlets to attend 8-week reading program			\$0.00	\$0.00	\$0.00	\$0.00
	<i>Subtotal</i>						\$165.00
	<b>Goal Subtotal</b>			\$270.00	\$300.00	\$15.00	\$315.00
<b>Campaign Totals</b>				\$1,005.00	\$3,724.80	\$1,874.80	\$2,435.00



# EVALUATION

**OBJECTIVE 1:** To increase awareness of Lit for Life by 20 percent by December 2018.

**TARGET AUDIENCE:** Students, teachers, caregivers, the media, people who are interested in the organizations related to literacy or education

**KEY INDICATORS:** Percentage of the awareness

**METHOD:** Use online and offline surveys before and after to test brand recall and recognition

**TIME FRAME:** Calculation will happen in December 2018

**OBJECTIVE 2:** To increase event average event attendance from 25 to 50 by December 2018.

**TARGET AUDIENCE:** University students, teachers, parents, the media, community residents

**KEY INDICATORS:** Number of people who attend the event

**METHOD:** Calculate the numbers of names on participant sign-in sheet

**TIME FRAME:** Calculation will happen in December 2018

**OBJECTIVE 3:** To receive \$1,500 in donor contributions by October 2018.

**TARGET AUDIENCE:** Pizzaz Pizza and Syracuse Cultural Workers, local businesses in Syracuse

**KEY INDICATORS:** Amount of donor contributions

**METHOD:** Calculate the amount of money received from both Pizzaz pizza and Syracuse Cultural Workers

**TIME FRAME:** Calculation will happen in October 2018





**OBJECTIVE 4:** To create an active base of 50 volunteers from black student organizations by September 2018.

**TARGET AUDIENCE:** University students, members of black student organizations

**KEY INDICATORS:** Number of volunteers from student organizations

**METHOD:** Calculate the number of names on volunteer sign-in sheets

**TIME FRAME:** Calculation will happen in September 2018

**OBJECTIVE 5:** To receive 10,000 impressions of Lit for Life's Facebook page by December 2018.

**TARGET AUDIENCE:** People who may engaged with Lit for Life or who are interested in the organization or relevant topics

**KEY INDICATORS:** Number of mentions, average "Likes" and comments on Facebook page

**METHOD:** Use Facebook Audience Insights to examine and analyze demographics, page like, population, rating and Facebook usage

**TIME FRAME:** Calculation will happen in December 2018

**OBJECTIVE 6:** To receive 150,000 impressions from local media outlets by December 2018.

**TARGET AUDIENCE:** University students, community residents, the media, people who are interested in children literacy and education

**KEY INDICATORS:** Placements in local newspapers and online news publications

**METHOD:** Calculate the number of media placements multiplied by the number of subscribers for each outlet to find the total number of media impressions.

**TIME FRAME:** Calculation will happen in October 2018

# REFERENCES

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