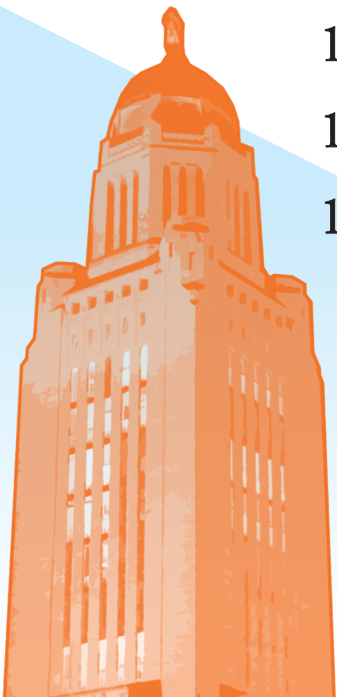


**By Andersen Communications**



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# Company Analysis

South of Downtown Community Development Organization was established in January 2017 to revitalize the Everett and Near South neighborhoods. This organization has one common goal, to improve the quality of life without gentrification. South of Downtown Community Development Organization enriches quality of life for residents, provides economic opportunities and supports community development.

The organization enhances vibrant neighborhoods that provide equitable opportunities for all to thrive while focusing on inclusivity, accessibility, integrity, innovation, being community-based and resident-centered.

## Overview

- 19 board members
- 34-member advisory committee including community members
- Primary research indicated that only one of the interviewed subjects was aware of what the South of Downtown Community Development Organization does
- Interviews indicated a lack of trust in the organization's intentions, as residents are concerned that rent prices will be raised with gentrification

## Actions

- Actively seeking out and listening to the residents in the Everett and Near South neighborhoods to begin to build trust and awareness through canvassing
- South of Downtown Community Development Organization has organized 34 events with food, music and games to increase community involvement

## Finances 2017

- Nebraska Investment Finance Authority gave a three-year grant for \$225,000 to the organization
- Total revenue \$279,600
- Total expenses \$174,348
- Program expenses \$146,241
- Management and general expenses \$28,107

## Perception

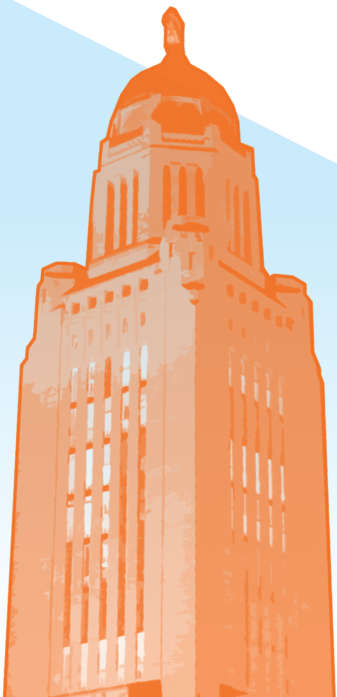
During the interviews conducted with community members, only one of the participants had prior knowledge of what South of Downtown Community Development Organization does. Those who had heard of South of Downtown Community Development Organization said they were confused by the

organization's plans and often associated community revitalization with gentrification.

**Q:** What does revitalization mean to you?

**A:** *"Gentrification. It sounds like a gentrifying buzzword."*

- Interview Participant

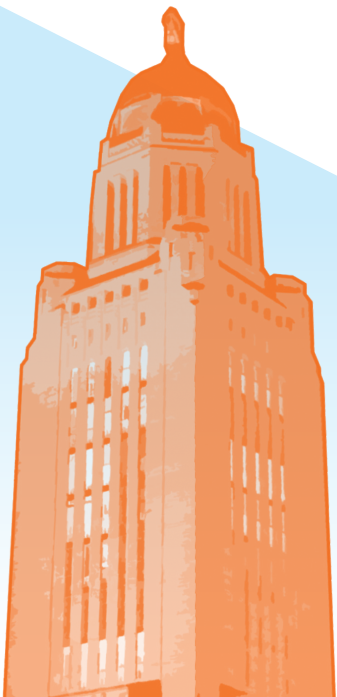


# Problem Statement

South of Downtown Community Development Organization is not integrating into the Everett and Near South neighborhoods because there is a general distrust and lack of awareness of the organization.

## Research Questions

1. How do people participate in the Everett and Near South Neighborhoods?
2. What is South of Downtown Community Development Organization doing to identify and connect with members of the community?
3. How have other community revitalization organizations created trust in the past?



# Research Methodology

73

Secondary Sources

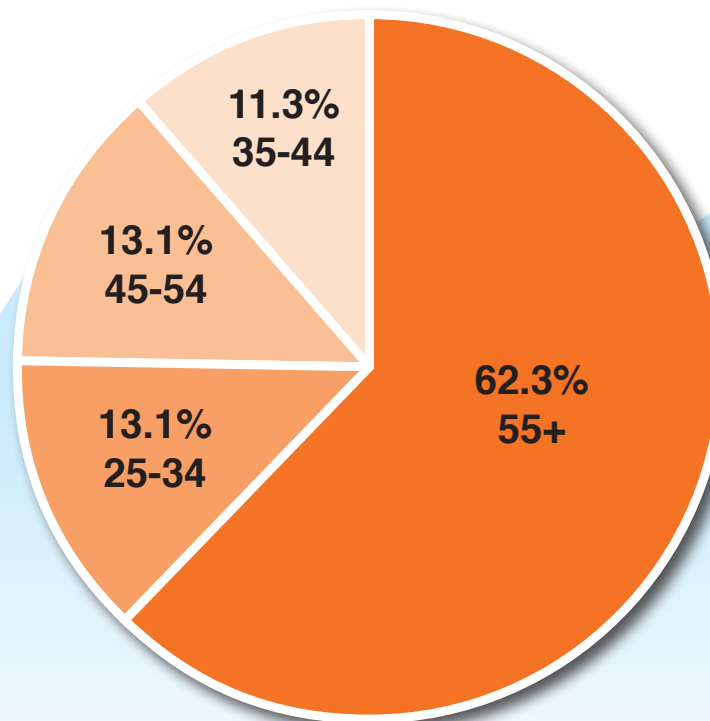
61

Survey Respondents

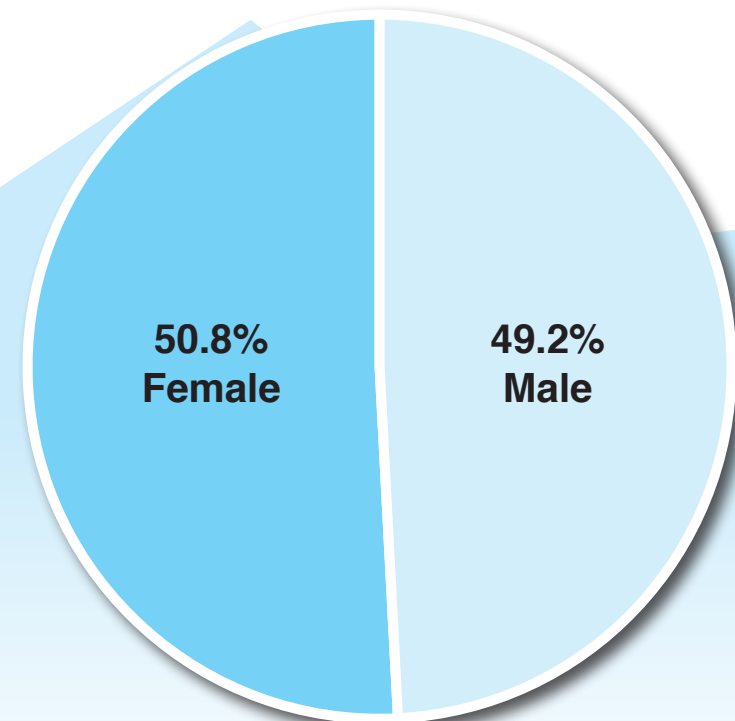
19

Interviews

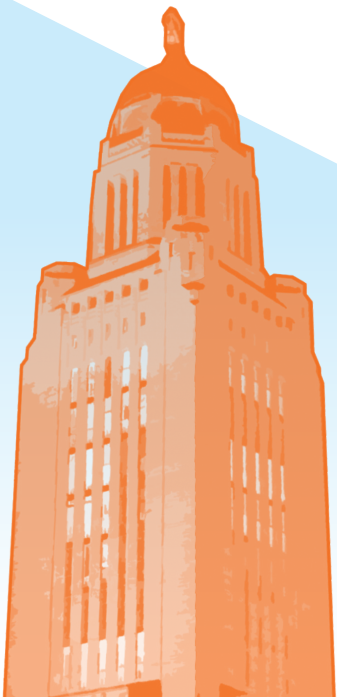
## Survey Response Breakdown



Age



Gender



# Primary Research Results

## What is your favorite part of living in the Everett and Near South neighborhoods?

“It has the oldest trees. In this Near South downtown area 40 percent of the homes were built before 1940, which is pretty unique among cities across the nation. It’s like the most diverse part of town you’re going to find in Lincoln. There’s people that want to be a part of the community, there’s diversity, there’s old trees and old homes.”

- Interview Participant

“To live in a neighborhood with a close proximity to downtown with multicultural aspects.”

- Interview Participant

“Location. Distance from downtown and the neighborhood. And our building allows pets.”

- Interview Participant

“People that are living in this part of town want to be in this part of town. Most people who don’t live in this part of town don’t understand why people wanna be here. The people that are here want to be here and want to stay here.”

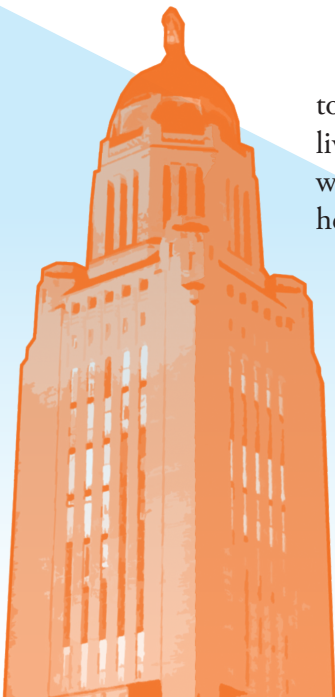
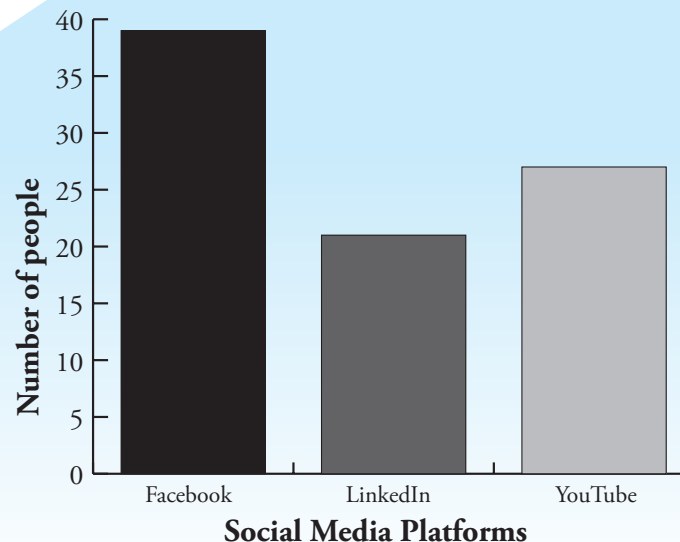
- Interview Participant

## Survey Results

- 38 percent of respondents have participated in neighborhood events 0-3 times
- 48 percent of respondents reported having positive interactions with their neighbors
- 66 percent of respondents are likely to attend a free event held in the neighborhood

In summary, residents care about their neighborhoods, other community members and are willing to get more involved than they are currently.

**Social Media Platform Usage**



# Consumer Analysis

The Everett and Near South neighborhoods have diverse populations of people aged 20-34 (millennials). Within the U.S., this generation is the least trusting compared to millennials in other countries. Millennials want to support organizations they trust, and a lack thereof perpetuates weakened efficacy and a decreasing desire for change.

Within the Everett and Near South neighborhoods, there are two pronounced groups of residents. The first being the college students that only rent in the neighborhoods for nine months of the year. Since Lincoln is a traditional college town, this type of turnover is expected.

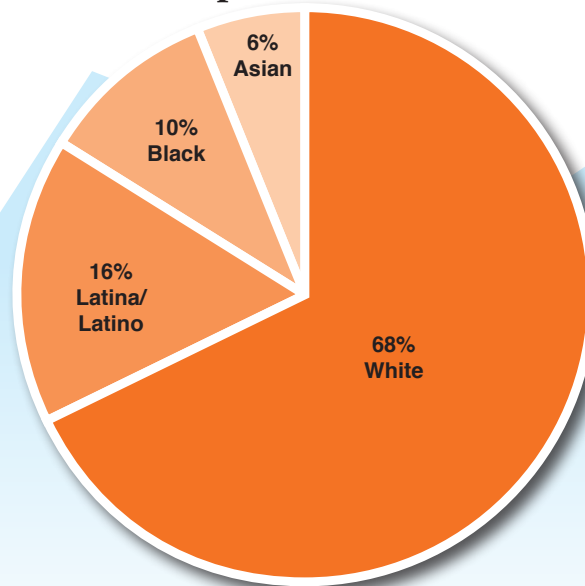
The other group consists of the renters that maintain the same address or move within these neighborhoods year round, thus making their lives deeply rooted in these communities.

The consumers in the 68502 zip code make a lower income, around \$23,000 a year. The average income for the 68502 neighborhood is \$45,000 a year, but this number includes higher income communities that are not located in the Everett and Near South neighborhoods, meaning those communities are not the organization's current consumers.

There are 24 languages spoken in the neighborhoods and the renters value diversity, friendliness, their proximity to downtown and the safety in their neighborhoods.

## Demographics of Everett and Near South Neighborhoods

Population: 5,266



Race/Ethnicity

**Education** 32 percent earned some college credit

**Rent/Own** 94 percent of residents rent

### Character\*

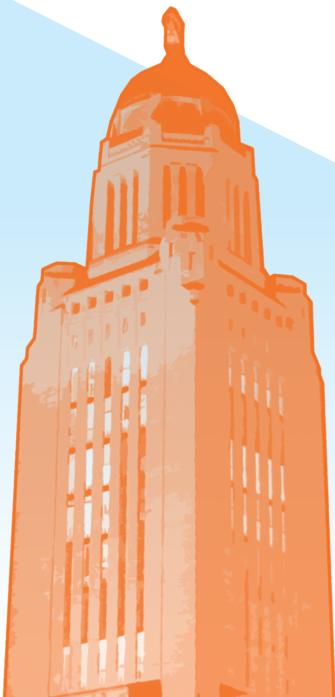
- Trusting
- Conscientious
- Easygoing
- Dependable
- Helpful
- Friendly

\*Found from primary research

### Social Media Usage\*

- Facebook
- YouTube
- LinkedIn
- Twitter
- Instagram

\*Found from online survey





# Market Analysis

Successful examples of community development can be found across the country. In 2006, it was estimated that approximately 4,600 nonprofit community development corporations existed nationally. There hasn't been a national entity directly representing these organizations since the National Congress for Community Economic Development disbanded in 2006, therefore a current figure is not available.

Community development organizations are nonprofit institutions, which are tax exempt. Nonprofits are allowed to receive unlimited donations and grants from either private or public sources, which is how nonprofits generate revenue.

In 2013, 954,476 public charities, or 501(c)(3), were registered in the U.S. generated a total revenue of 1.73 trillion dollars. Trends currently impacting the market are broader partnerships, more engaged communities, a push to disaggregate data by race and more activities that will drive income and wealth.

The main factor that impacts the market is the global economy. During the recession of 2007-2008, U.S. total donations to nonprofits fell by 13.4 percent.



**1.5 Million+**  
Registered Nonprofits  
in the U.S.

**12,000+**  
Registered Nonprofits  
in Lincoln, Neb.



# Product Analysis

To understand the consumers' needs, South of Downtown Community Development Organization is guided by the residents of the Everett and Near South neighborhoods.

## Services Provided

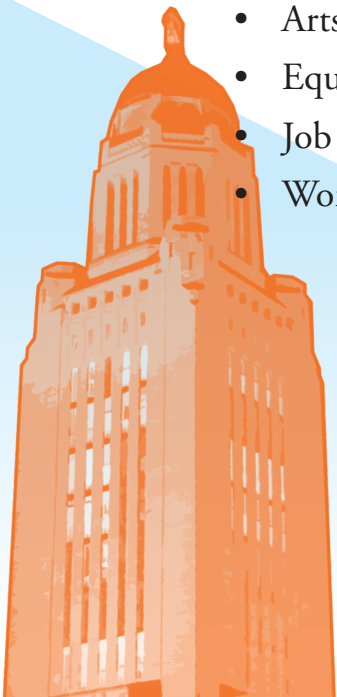
Collaboration, economic opportunities and community development

### Features

- Neighborhood association meetings
- Canvassing efforts
- Neighborhood services
- Healthy and affordable housing
- Arts and culture
- Equitable opportunities in education
- Job skills
- Workforce development

### Benefits

- Developing a relationship between the organization and residents by listening directly to the residents of the Everett and Near South neighborhoods
- Empowering the long-term residents to get involved within their neighborhoods by providing opportunities and a place for their voices to be heard



# Competitive Analysis

Competitors	Features	Benefits	Media Usage
<b>Nebraska Appleseed</b> A nonprofit organization that specializes in helping assist the community in child welfare, immigration policy, affordable healthcare and poverty.	<ul style="list-style-type: none"> <li>• Education on voting and political topics such as immigration laws</li> <li>• Internship opportunities</li> <li>• Unemployment help</li> <li>• Oppose White House's anti-immigrant proposal</li> <li>• Affordable health coverage</li> <li>• Protect food assistance</li> <li>• Safety for meatpacking workers</li> </ul>	<ul style="list-style-type: none"> <li>• Helps provide political landscape information</li> <li>• Helps employ the unemployed</li> </ul>	<ul style="list-style-type: none"> <li>• Website posts a collection of all the posts that are sent out to Twitter, Facebook and Instagram. Also has a page dedicated to upcoming events</li> <li>• Social media posts are about events, informative posts about issues and articles about different research results. Posts are consistent throughout each platform with Facebook and Twitter getting more posts than Instagram and LinkedIn. Vimeo videos are not as consistent and posts are comprised of debate highlights, informative videos, features and interviews.</li> <li>• Facebook, Twitter, Instagram, Vimeo, LinkedIn</li> </ul>
<b>Civic Nebraska</b> A nonprofit organization that specializes in helping to educate old and new voters in different legislations, health initiatives and provide nonpartisan voting rights advocacy.	<ul style="list-style-type: none"> <li>• Helps provide political landscape information</li> <li>• Creates informed community leaders</li> <li>• Empowers Lincoln youth</li> </ul>	<ul style="list-style-type: none"> <li>• Youth civic leadership</li> <li>• Health programs</li> <li>• Voting rights initiatives</li> <li>• Voting education</li> <li>• After school programs</li> <li>• Provides youths in Lincoln a resource to engage with their community while empowering them.</li> <li>• Builds informed community leaders that can make sure democratic institutions are nonpartisan, accessible and modern</li> </ul>	<ul style="list-style-type: none"> <li>• Website has updated news about Civic Nebraska and events being held.</li> <li>• Social media posts are every other day, with a higher volume of posts being sent during big events like elections. Posts consists of feature stories and photos of events that are hosted or being held by Civic Nebraska. Posts are the same throughout all platforms.</li> <li>• Facebook, Twitter, Instagram</li> </ul>
<b>NeighborWorks</b> A nonprofit organization that revitalizes neighborhoods by supporting homeownership and keeping Lincoln a safe and prosperous community.	<ul style="list-style-type: none"> <li>• Collaboration with city departments and community partners</li> <li>• Homebuyer education and assistance</li> <li>• Provide housing for economically challenged clients</li> </ul>	<ul style="list-style-type: none"> <li>• Empowers strong residential leaders</li> <li>• Facilitates sustainable homeownership</li> <li>• Develops desirable housing</li> </ul>	<ul style="list-style-type: none"> <li>• Website contains general information of the organization as a whole with little up-to-date information.</li> <li>• Social media posts are not regularly updated. Posts are notifications of upcoming events for the organization. The last Facebook post was October 29 and last Instagram post was March 23.</li> <li>• LinkedIn, Facebook, Instagram</li> </ul>

**South of Downtown** is in a unique position to compete in the community because it is genuinely a part of the community. The authenticity that comes from the organization being headquartered within the same neighborhood that it serves should be emphasized in every aspect of the company's procedures.

# SWOT Analysis

## Strengths

- Size and makeup of advisory committee
- Located in historic and culturally-rich neighborhoods
- Provides assets to the community

## Weaknesses

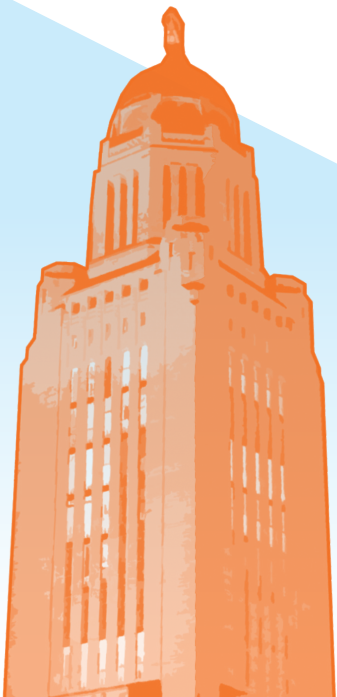
- Lack of awareness within the community
- Lack of trust within the community
- Limited funding and access to resources
- Small staff

## Opportunities

- Focus on the pride the community has for its culture and history
- Engaging the community in events
- Building trust within the community

## Threats

- Competitors
- Misconceptions between community revitalization and gentrification
- Lack of interest in attending community events



# Findings & Insights

**63 percent of interviews revealed that community members want a cleaner more appealing neighborhood**



**People don't want to tackle these problems alone, they accomplish more as a team**

**67 percent of residents indicate what they like most about their neighborhood is the quality of life and diversity**



**A diverse community gives people a sense of belonging through involvement**

**Secondary research indicated that successful community revitalization efforts in the past have incorporated community input and integrated the area's culture**



**People want to give input and have their thoughts and ideas valued**



# Target Market Profile

Caroline is 30 with low income and has some college credit. She is single and rents her apartment with three other roommates. Caroline works two part-time jobs to afford rent and other necessities. To wind down from a long day of work, she surfs Facebook, YouTube and Twitter.

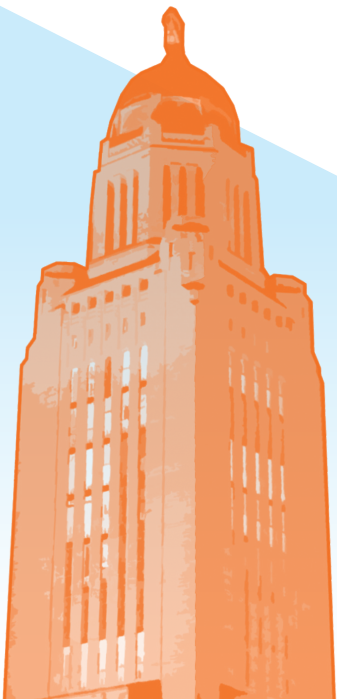
She is not originally from Lincoln and uses public transportation or walks to get around. She enjoys the proximity of the neighborhood to downtown Lincoln and the diversity of the area.

She is cautious about her spending habits and supports the local businesses by going to Zesto's or Cultiva in her free time with her roommates. She enjoys the friendly atmosphere and the connection between her neighbors.



# Objectives

- Increase number of Facebook posts to three posts weekly by June 2019
- Boost web traffic by 20 percent by June 2019
- Increase event attendance by 20 percent by June 2019
- Increase the Twitter reach by 20 percent by June 2019
- Produce five articles in local media to reach audiences outside of the Everett and Near South neighborhoods by June 2019





# Creative Brief

## Brand Personality

Honest and caring

## The Opportunity

Associate South of Downtown Community Development Organization as the community members' friendly and caring neighbors who are there to listen.

## Tonality

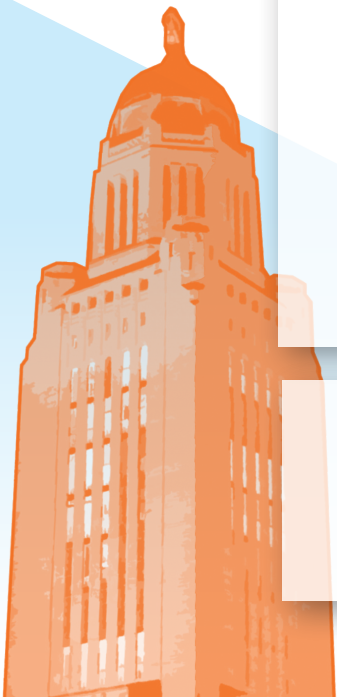
Trustworthy, neighborly, friendly

## Positioning Statement

To residents, South of Downtown Community Development Organization is a community development nonprofit that works to build relationships within the Everett and Near South communities.

## Big Idea

*Your friend next door, listening to your concerns.*

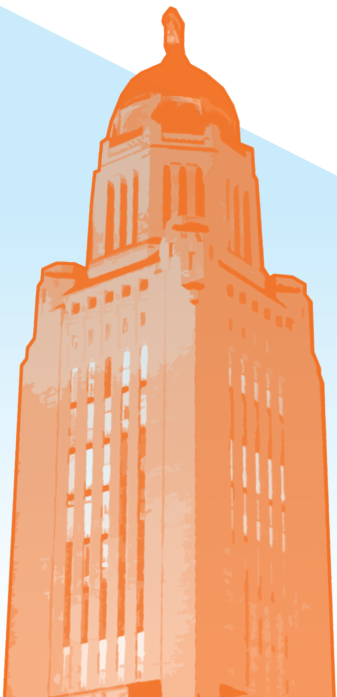




# Campaign Concept

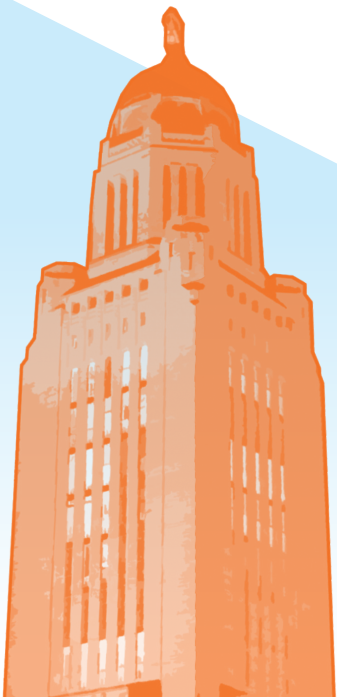
*Embracing our neighbors, culture and history*

The essence of this campaign is to integrate South of Downtown Community Development Organization into the community as an asset. This community is highly skeptical of change and even more so of the people implementing these changes. It is important for the South of Downtown Community Development Organization to portray itself as a vital part of the community rather than an outside entity, separate from the community.



# Recommendations

- **Hire an intern.** South of Downtown Community Development Organization does not have the capabilities or content to sustain a demanding digital schedule needed to best promote a brand in a tech-savvy society. To combat this problem, it is recommended that South of Downtown Community Development Organization hires an intern for social media engagement, as well as creating digital media content.
- An intern would earn valuable work experience and provide South of Downtown Community Development Organization with help posting material. The intern would create a content calendar to determine when content will be posted and the best times to receive the most engagement from the target audience.
- The organization would need to have video camera capabilities. An iPhone 8 or newer is recommended, or purchase a camera used to create digital media content.



# Tactics

## PR Community Event

Per a survey sent out to community members of the Everett and Near South neighborhoods, it was found that 66 percent of respondents would be interested in attending free community events.

Research indicated that residents of the 68508 area code are mostly low-income families. South of Downtown Community Development Organization would present a free movie night in Cooper Park. This would provide families the opportunity to get out of the house and enjoy family time while watching films they may not get the chance to see otherwise.

The ideal season for this would be summer due to the warmer weather and free time families will have without the conflict of school.

The first event would be Friday, June 7, 2019 and will run until August 9, 2019.

Movies played at these events will be family friendly. A projector, movies, movie screen and popcorn machine will all be provided by South of Downtown Community Development Organization.

To promote the event, 11x17 posters will be put up in high traffic areas around the community. Each poster will be identical, including all essential information for the events (date, time, location, movie). Each poster will cost \$0.48.

### Corporate Sponsor recommendation

Gain a corporate sponsor, for example Nelnet, to cover costs for the event. A corporate sponsor will also pull a larger audience with the correct incentive.

### In-kind Donors

In-kind gifts are donations of goods or services, such as ice cream for events. Since the events occur during the summer, Zesto's ice cream would be an appropriate in-kind gift for this event.

**SOUTH OF DOWNTOWN COMMUNITY DEVELOPMENT ORGANIZATION**

# MOVIES IN THE PARK

<b>JUNE 7</b> Finding Dory	<b>JULY 12</b> Zootopia
<b>JUNE 14</b> Toy Story	<b>JULY 19</b> Big Hero 6
<b>JUNE 21</b> Frozen	<b>JULY 26</b> Coco
<b>JUNE 28</b> Incredibles	<b>AUGUST 2</b> Secret Life of Pets
<b>JULY 5</b> Moana	<b>AUGUST 9</b> Bedtime Stories

**Cooper Park 7 P.M.  
Free Popcorn**

# Tactics

## News Feature Stories (Earned Media)

Feature stories in local news publications will expand the reach and impact of South of Downtown Community Development Organization to not only show the members of the community what they are doing, but all of Lincoln. The stories would be informative and illustrate what the South of Downtown Community Development Organization is doing and to create transparency with community members. With 35,000 newspaper subscriptions across the Lincoln area, and 7,700 digital subscriptions, the Lincoln Journal Star would reach a wide audience.

Richard Piersol of the Lincoln Journal Star has already written a feature story on a community revitalization organization in 2015 and would be able to write more.

Likewise, in 2017, Peter Salter wrote a story about South of Downtown Community Development Organization including a series of feature stories on Channel 8. Channel 8 reaches 270,000 potential households a day. The target demographic is 14 percent more likely to watch early evening news reports and to read newspapers. Channel 8's website also has 50,000 unique visitors and 365,000 page views

per month and grows each month. Channel 8's mobile app averages over 470,000 page views per month.

These sites would be beneficial providing a visual of all the work that South of Downtown Community Development Organization is doing. Channel 8's widespread popularity throughout the Lincoln community could continue to build strong brand awareness and boost the relevancy of the organization. Both would have stories published periodically over a five-month span.

## Headlines

**New year means new opportunities for community development in Everett and Near South neighborhoods**

-Lincoln Journal Star, January 2019

**Big spring ahead for hard-working community development organization**

-Channel 8 News, February 2019

**Rejuvenated South of Downtown Community Development Organization to make big difference**

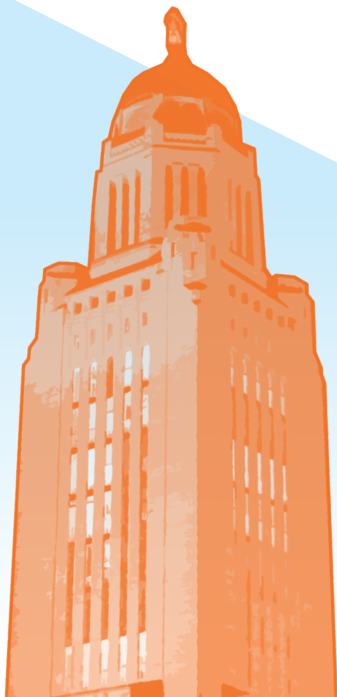
-Lincoln Journal Star, March 2019

**Movie nights in Cooper Park hosted by local community development organization coming this summer**

-Channel 8 News, April 2019

**Summer plans in the work for Everett and Near South Neighborhoods**

-Lincoln Journal Star, May 2019



*Embracing our neighbors, culture and history*

# Tactics

## Television Ad (Paid Media)

A 30-second video would be impactful and cost-efficient way to build brand awareness and gain public trust. Channel 8 would be ideal for this because they reach up to 270,000 households per day.

The cost of running an advertisement on Channel 8 is \$80 for 10 days to run Monday through Friday during a morning block which is 7 a.m. until 9 a.m. The weeks could be spread out every other 10 days, meaning South of Downtown Community Development Organization would spend \$160 every month-and-a-half to run the ad. This time would be great for views because the morning block is when people put the news on to

catch up on events and information from the night before or to get weather and traffic reports.

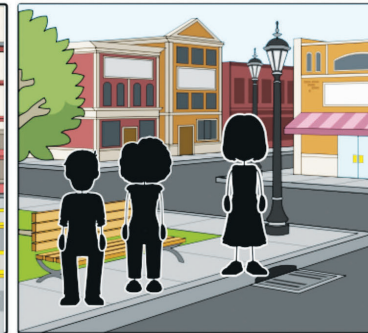
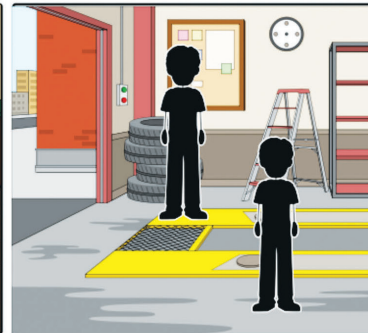
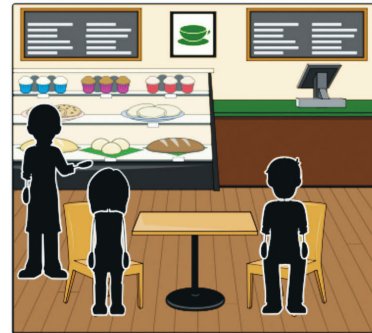
The target demographic is 8 percent more likely to watch early morning news stations. The ad would air during the nationally broadcasted newscast Good Morning America.

The advertisement would be a short but informative message. It would explain what the South of Downtown Community Development Organization is doing for the community. It would also include information on how they can get involved while promoting social media and the website. The main advertisement would be a feature highlighting some of the good things that South of

Downtown Community Development Organization has done for the community as well as showing the names and faces of South of Downtown Community Development Organization. The end will be the organization's logo and will show where viewers can reach out, follow on social media platforms and donate.

This will run for the first few months, highlighting events hosted by South of Downtown Community Development Organization and then would switch to a similar advertisement with updated events. This would help combat the general lack of awareness of the community development organization.

## Television Advertisement Storyboard and Script



South of Downtown Commercial Script  
(30 Seconds)

Video Begins in Cultiva. A couple is enjoying coffee while talking with their waiter/waitress.

Narrator (Shawn):

"Hi, I'm Shawn, executive director of South of Downtown Community Development Organization. We love our community because we live in this community."

\*Cuts to shot of local business workers working\*

Narrator:

"Everett and Near South Neighborhoods are culturally rich and beautiful areas in all of Lincoln and we plan to keep it that way. Here are some things we're doing to embrace our neighbors, culture and history."

\*Runs through list of three events that have or will happen hosted by South of Downtown\*

\*Cuts to final shot of family playing at park\*

"Those are just some of things we do because we love our community. If you love your community, we'd love your help! For more information, check out our website at [lincolnsouthdowntown.org](http://lincolnsouthdowntown.org). We want to welcome you to the neighborhood."

\*Graphic of logo, and social media handles, and website information\*

*Embracing our neighbors, culture and history*



# Tactics

## YouTube videos and Facebook posts (Owned Media)

Digital media is an essential tool in creating awareness and developing attitudes about the brand, rather than promoting purchase. In a survey sent out to community members of the Everett and Near South neighborhoods, 44 percent of respondents indicated that they used YouTube and considered it a favorite in social media. YouTube was behind Facebook which had a reported 64 percent of usage. A YouTube channel for South of Downtown Community Development Organization would be beneficial for giving an audience first-hand videos of events and weekly operations within the organization. Video marketing is one of the fastest growing and effective ways to generate attention.

YouTube is the top app on Android and iOS devices based on peak time spent, average monthly time spent, and active users in a month.

In addition, the intuitive algorithm YouTube uses can boost viewings by suggesting that video content to viewers who are watching related content, showing that more than 70 percent of view time on YouTube is caused by their AI-driven recommendations.

The videos would consist of three-minute video blogs that serve as a day-to-day look into the organization and should be posted one-to-three times a week. These videos need to be posted to South of Downtown Community Development Organization's website. The recommended intern would then post these same videos on the Facebook page as well as post them on the YouTube channel. Facebook Live would be an effective way to engage those who have questions or those who want to engage with South of Downtown Community Development

Organization. Compared to other formats, live videos attracts higher reach and creates an authentic experience for the audience that will keep them engaged and entertained.

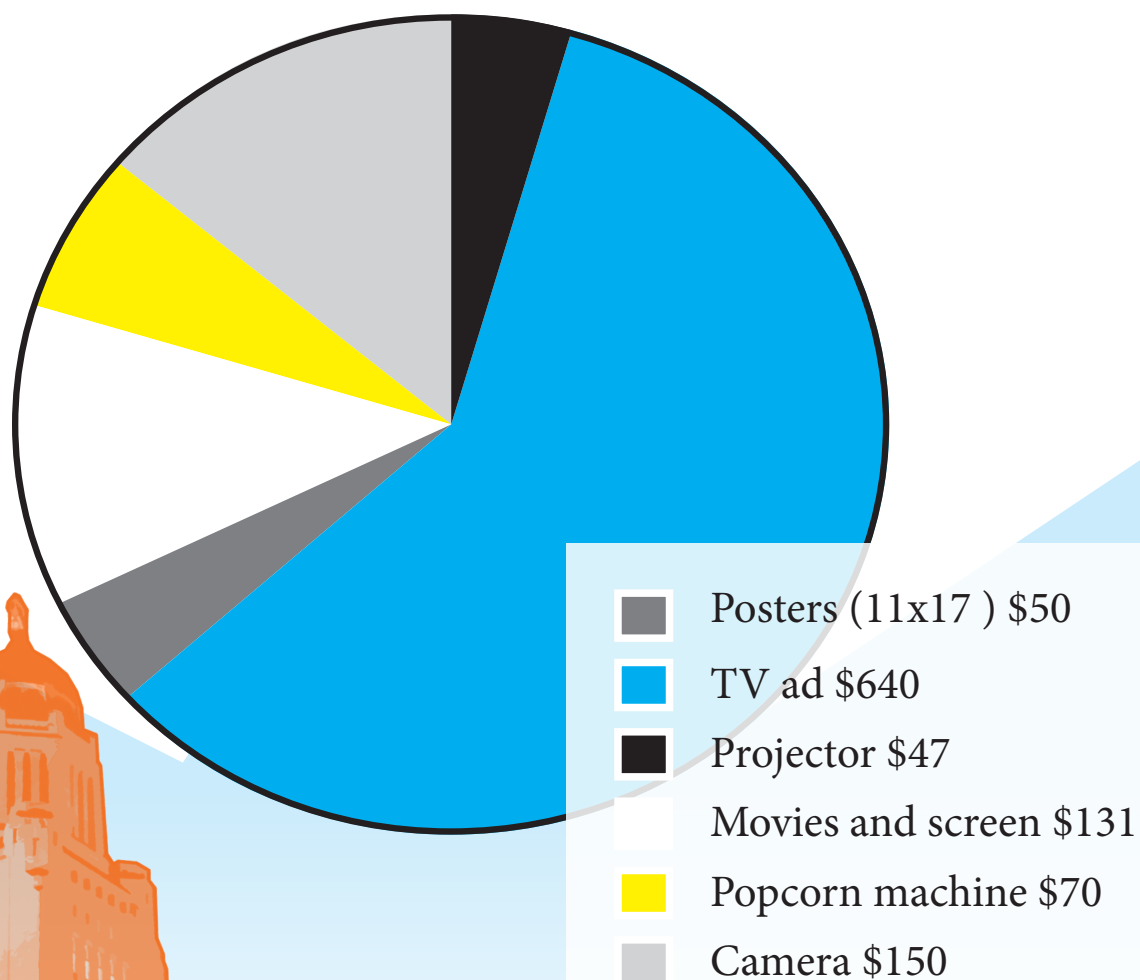
These forms of digital media would also be useful to promote other social media platforms for South of Downtown Community Development Organization and promoting the organization's website.

Posting videos will increase trust and awareness by showing an audience first hand videos of events and weekly operations within the organization.

**Daily Content Calendar**

	Time	Content Type	Topic	Copy
Facebook	12:00 p.m.	Facebook Video	Weekly Update	
	3:00 p.m.	Happy Holidays		Picture of Team with link to website
	7:00 p.m.	Facebook Live	Promote Weekly Event	Q/A on Free Movie Night
YouTube	12:00 p.m.	Post Facebook Video to YouTube		

# Media Budget and Schedule



\*Camera may be substituted with a personal phone for cost reasons

## January

Informative feature story (Lincoln Journal Star), Social media posts, TV ad

## February

Feel good feature story (Channel 8 News), Social media posts, TV ad

## March

Feel good feature story (Lincoln Journal Star), Movie night, Social media posts, TV ad

## April

Informative feature story (Channel 8 News), Movie night, Social media posts, TV ad

## May

Informative feature story (Lincoln Journal Star), Movie night, Social media posts, TV ad

## June

Movie night, Social media posts, TV ad

## July

Movie night, Social media posts, TV ad

## August

Movie night, Social media posts, TV ad

*Embracing our neighbors, culture and history*



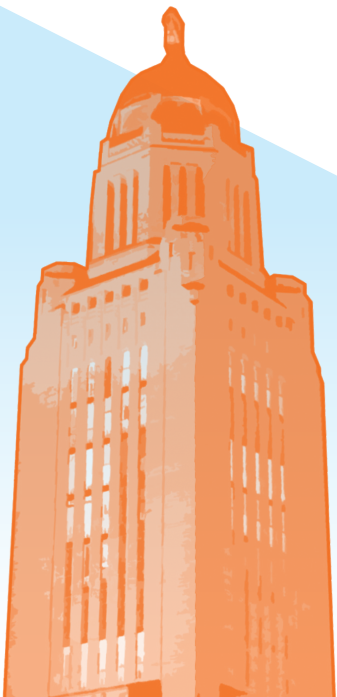
# Evaluation

Objectives	Tactics	Evaluation
Increase number of Facebook posts to three posts weekly by June 2019.	YouTube videos Facebook posts	Analyze the social media posts before and after the campaign to determine which posts are effective by calculating the number of engagements.
Boost web traffic by 20 percent by June 2019.	News feature stories Television ad	Post the link to the website on social platforms and track the number of link clicks.
Increase event attendance by 20 percent by June 2019.	PR events Television ad	Monitor and compare attendance at events.
Increase the Twitter reach by 20 percent by June 2019.	YouTube videos News feature stories PR events	Compare paid and organic posts to determine the effectiveness of the social campaign and to calculate the increased engagement.
Produce five articles in local media to reach audiences outside of the Everett and Near South Neighborhoods by June 2019.	News feature stories	Monitor number of link clicks from articles.

# Acknowledgements

Andersen Communications is thankful for the opportunity to work with South of Downtown Community Development Organization and the College of Journalism and Mass Communications.

This project has allowed the group a greater understanding of the Lincoln community, and aided in our preparation to enter the advertising and public relations workforce with this real-world experience.



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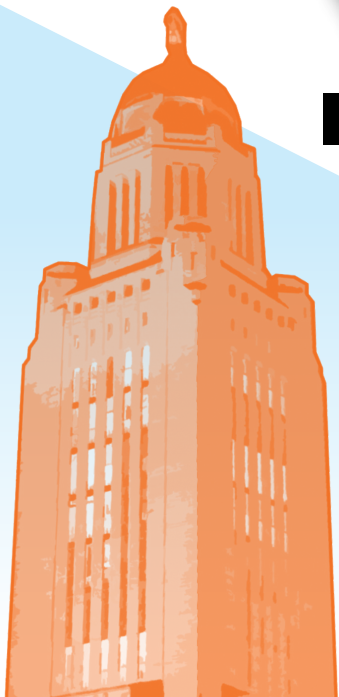
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