



IMC PLAN

PRESENTED BY
REVIVE 309



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COMPANY ANALYSIS

Company History

South of Downtown Community Development Organization, referred to as CDO, was established in 2017. It is a coordinated effort by the City of Lincoln, Lincoln Community Foundation, Nebraska Investment Finance Authority and private investors which make up a 34-member committee of diverse individuals. These individuals are dedicated to making decisions that benefit as many stakeholders as possible. CDO's focus area includes K Street through A Street and 8th Street to 18th Street, looping Cooper Park. This location includes two Lincoln neighborhoods, Everett and Near South. It is composed of a wide range of residents with a variety of ethnic backgrounds and income levels. CDO is funded by a \$225,000 grant from the Nebraska Investment Finance Authority (NIFA) expanding three years, as well as individual donations. Partners for Places granted \$150,000 in partnership with other organizations to help fund the 13th Street Improvement Project led by CDO.

The current perspective of CDO is negative due to a revitalization plan created by a hired organization, H3 Studio. The plan did not align with the residents' best interests, which made them feel ignored and reject the overall concept. Today, CDO has created new steps toward hearing the needs of the residents. This includes the 13th Street Improvement Project, Ash Tree Project, Collective Impact Lincoln Fall 2017 Listening Campaign and the 1105 E Street house project. The organization is working to regain the trust of residents and show them its true intention is to help.

Mission

"South of Downtown Community Development Organization enriches quality of life for residents of Near South and Everett neighborhoods through collaboration, economic opportunities and community development." (South of Downtown Community Development Organization)

Vision

"South of Downtown Community Development Organization enhances vibrant neighborhoods that provide equitable opportunities for all to thrive." (South of Downtown Community Development Organization) CDO values inclusivity, accessibility, integrity, innovation and being community-based and resident-oriented.

Market Trends

According to the National Council of Nonprofits, there are three major trends affecting the market. The first trend is the challenge of limited resources. For CDO, it only has one grant of \$225,000 from NIFA and has to continue looking for more funding. The next trend is an increase of demands on nonprofit organizations due to stronger needs in the communities. CDO only has four members on staff. This includes three community builders and an executive director. There is a lot of responsibility falling on each of these members, and it is difficult to meet the current demand. Another important trend is budget cuts from known funders or a shift in giving activity. According to Inside Philanthropy, nearly 75 percent of companies are changing the giving strategy to align with the company's business focus, which can include finding sponsorships. This will give a greater marketing opportunity and generate a bigger return on investment, which makes it hard for organizations like CDO to compete for funding.

Company Challenges

Awareness - Many people who don't live in the area, and even some within the area, do not know what CDO is.

Distrust of Plan - The H3 plan caused unrest for the residents who believed their needs were not being listened to and feared gentrification would increase rent. It has taken a lot to regain their trust and is an ongoing process.

Funding - CDO only has funding guaranteed through 2019. It is working to secure more grants and donations in order to keep the revitalization process running.

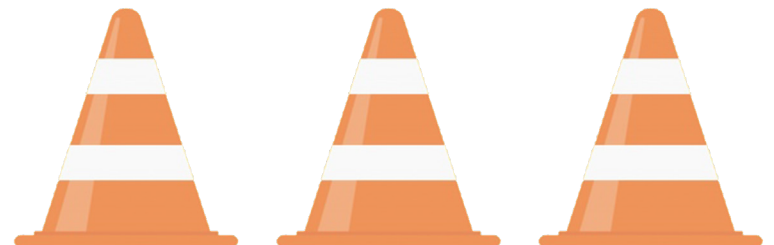
Low Staff - CDO only has four staff members, two of which are working full-time. This includes three community builders along with an executive director. With low staff and a shortage of volunteers it makes it difficult for CDO to reach its goals.

Vagueness of Overall Goal/Little Data - CDO has had problems identifying exactly what its goal is aside from revitalizing the area.

Language Barrier - One community builder noted that there are around 24 languages spoken in the area. When going door-to-door this makes it difficult to have a conversation with residents about their needs and wants. It may create a divide among the residents.

Outdoor Recreational Space - For an area with so many people, the only greenspace is Cooper Park.

Landlord/Tenant Relationship - Tensions are high between landlords and the tenants. Landlords often blame residents for the dilapidated quality of the housing and residents want to keep rent prices as low as possible.



PROBLEM STATEMENT

The majority of Everett and Near South neighborhood residents are not being motivated to bring about community improvements with CDO.

RESEARCH QUESTIONS

- Who is the target audience?
- How does the target audience consume media?
- What makes CDO unique in its category of nonprofits in Lincoln?

RESEARCH METHODOLOGY

Secondary Research Methodology

Secondary research is extremely useful because it analyzes pre-existing data and is cost-effective. Over forty well-known sources were looked at as well as internal and external data. Internal data was provided by CDO and external data was found through other programs such as Claritas PRIZM, Tapestry Segments, PEW Research Center and the Census Bureau. The information found supports Revive 309's key findings and proposed creative tactics.

Primary Research Methodology

To reach the core demographic within the Near South and Everett neighborhoods, Revive 309 conducted primary research in three key areas. This includes a(n):

- Questionnaire for local businesses
 - Two businesses participated in the questionnaire
- In-depth interview of former residents
 - A total of six former residents were interviewed
- Survey
 - This survey was sent through CDO's email list and had 61 respondents



CONSUMER ANALYSIS

Primary Research Objective

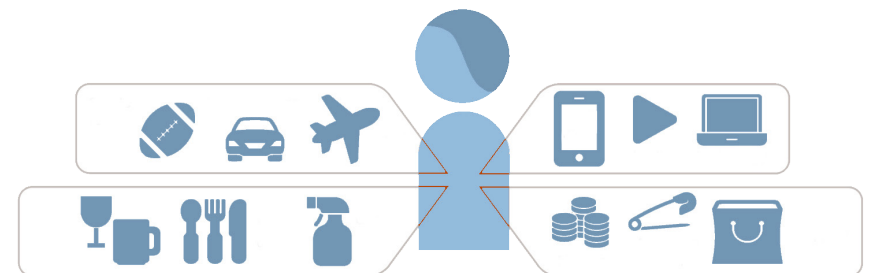
The goal for primary research is not simply to look at statistical data and demographics, but also reach out to the actual residents and gain an understanding of who they are, what characteristics they have in common and how they perceive life and values. This information can be used to define the market segment, which then becomes the target audience. Through primary research, Revive 309 hopes to achieve three key things:

- A deep understanding of the psychographics (personality, motivation, values and attitude, lifestyles, activities and the way people go about daily routines)
- The depth of awareness of the CDO among residents and businesses
- The perception of the general population in Lincoln, Neb.

Primary Research Findings

Revive 309 discovered three trends during resident interviews, the first being that people enjoy having local businesses around. This includes the bakery, grocery store, El Chaparro, Caseys and Runza, which were all mentioned. A person interviewed by Revive 309 noted, “I did like the local businesses. The people who ran the bakery and grocery store were always super nice.” The second is that housing quality is poor, with most units being run down and not well maintained. Renters do not feel an obligation to keep the houses in good shape, and with 94 percent of the area being rented out, there is a continued lack of motivation. The third is that the location is important, being close to downtown, campus and Nebraska’s state capitol. One interviewee said, “There’s parking pretty much everywhere and it was close to downtown which was a plus. If we wanted to go to a Husker game, we could just walk there. Yeah, it was kind of close to everything,” when asked what the positives were to living in the area. Many interviewees agreed that while a neighborhood is a collection of houses, it’s the people that make up the community. Some interviewees described instances of domestic violence and drug issues within the area, creating an environment in which the residents do not feel safe. One of the interviewees noted, “Over the summer, there was, during July, there was, I could see and watch a lot of drug deals in the apartments up the street from me and I get catcalled a lot around there.” Another person who was interviewed, when asked what a downfall of living in the area was, said, “We had a drug deal go down in front of our house, which I did not like.” When asked about CDO, none of the interviewees knew what it was, or even that it existed. After explaining its mission, many were hopeful about the prospect of an organization dedicated solely to those neighborhoods, but also questioned if some of the problems within the area were simply unfixable.

These findings suggest that there is still much to do when it comes to the impact CDO is making in the Everett/Near South neighborhoods. There is a “that’s just how things are around here” attitude among residents who see the community they live in as unchangeable. CDO is dedicated to bettering the community at every level, and it is important for it to emphasize the fact that change is possible through involvement and communication.



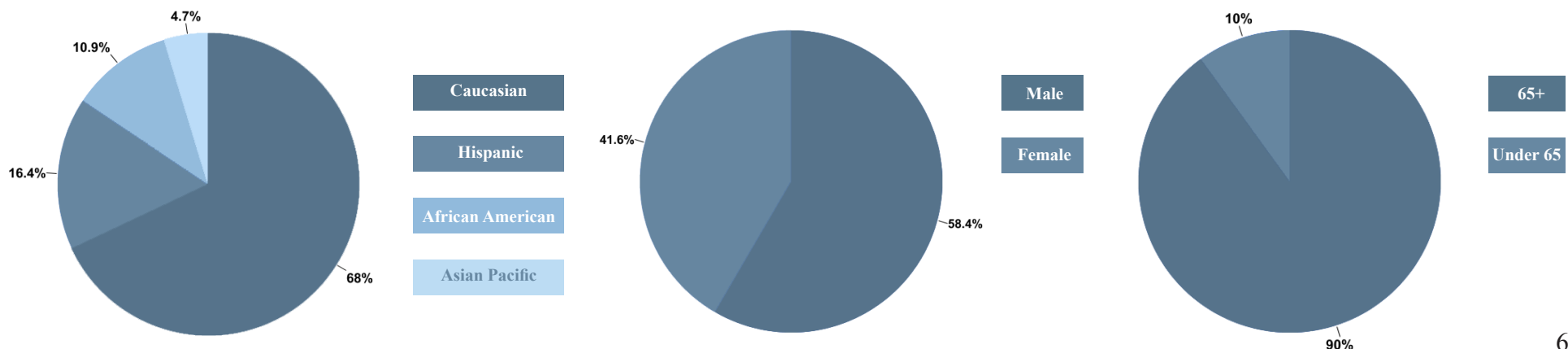
Consumer Demographics

The following information was obtained from the 2010 Census Profile on the Near South/Everett neighborhoods:

- Total population of the Everett/Near South neighborhood is 5,266
- 68 percent of residents are white, followed by 16.4 percent Hispanic, 10.9 percent black, and less than ten percent American Indian, Asian or Pacific Island
- There are more male residents compared to female residents with 58.4 percent being men
- Ages 20-29 make up the largest portion of residents, lending to the idea that many college students live in this area. Only 10 percent of the population are above the age of 65
- There is a high percentage of single-person households, which make up 63.2 percent of the population. Most households that contain more than one person are two-person (45.5 percent), or three-person (25.5 percent), likely due to the generally small houses and apartments available

The following information was obtained from the esri Community Profile:

- 2017 findings mimic the findings from 2010, with almost 50 percent of residents falling within the 15-34 age brackets, with a drop off in percentage after age 34
- The average household income for the area is \$31,067, compared to the U.S. average of \$80,675. Breaking it down further, over 50 percent of households in the area make more than \$35,000 a year
- 32.2 percent have some college experience or no degree, furthering the assumption that many residents are currently in college. The next highest percentage is of high school graduates (17.9 percent), followed by residents with Bachelor's Degrees (14.4 percent)
- Generally, residents either work white collar jobs (47.5 percent) in the professional service sector, or blue collar jobs (29.9 percent) in construction or production
- Over half of the residents have never been married
- Twenty percent of the population in this area are immigrants. Around 64 percent of the immigrants in the area do not know English or do not speak it fluently
- According to CDO, there are a total of 24 languages spoken in the area



Consumer Psychographics

Personality & Motivations

A majority of the residents are low income and consider cheap living a top priority. They see their homes as a place to sleep just until they can find a better living situation or until they earn more money, which is a reason the turnover rate is so high. The neighborhood is extremely diverse with two key personalities. There are UNL students that are friendly, easy-going and ambitious. There are also low-income families that are hard-working and stressed, yet kind.

Wants/Needs/Problems/Interests

The people in this area need inexpensive living and to be close to public transportation. They want more adult-friendly events in addition to family and kid-oriented. Generally, the residents are interested in local businesses, free activities and improving their quality of life. They do what they can to get by, but aspire to live comfortably both housing wise and financially.

Values & Lifestyles

The residents within this area are very particular about how they spend their money. According to esri's Tapestry, the three main segments in the Near South/Everett neighborhoods (College Town, Set to Impress, Young and Restless) are spending less money in all areas when compared to the average person. They spend the most on areas they see as important, such as housing, food and clothing. These are perceived as necessary components of their lives, unlike areas such as entertainment. Because of this, they value public education, local businesses that have reasonable prices, free activities, good jobs with positive environments and the weekly farmer's market. Most of them spend their time at work, class or home.



MARKET ANALYSIS

CDO competes within the nonprofit sector. In 2013, there were 1.41 million nonprofit organizations reported in the U.S. and of those 1.41 million organizations there was a total of 2.26 trillion dollars in revenue, according to Statista. In Lincoln there are a total of 11,916 nonprofit organizations, creating stiff competition for CDO. While CDO has applied for grants, it has only received one that is worth \$250,000. As for general trends within the industry not related to revenue, according to the National Council of Nonprofits the top three include limited resources, an increase in needs and demands and gaining awareness.

Recurring giving is otherwise known as regular monthly donations. It's important to find and encourage people or businesses that are passionate about the organization's mission to donate on a consistent monthly basis. The implementation of technology is general, but is integral to the ever-changing landscape of this market. This could be anything from using google Adwords, Facebook Ads or a customer service platform that helps residents bring their needs to the organization. Following a brand guideline doesn't seem like a big issue, but it definitely helps people recognize and remember an organization. Lastly, showcasing CDO's impact through data can help residents know it is making a continuous impact as well as help bring in donations, especially through investors.

Having limited resources will always be a trend in the nonprofit industry meaning nonprofit businesses need to be conscientious of where and when they spend money. Many nonprofits, such as CDO, are not backed by much funding so they must learn to work with less and make an impact through creative ideas. Another limited resource is staffing and volunteering. CDO currently only has two full-time employees, two part-time employees and a small force of volunteers. As the industry grows, there is an increase in needs and demand. This can be from the point of view of the business, financial investors or in CDO's case the residents of the neighborhood. Additionally, gaining awareness is a key to success. CDO needs to grow its reputation and increase engagement. By doing that it could have an increase in donations, volunteers and most importantly a greater sense of value.



PRODUCT ANALYSIS

The service offered by CDO is to help the public, private sector and city government work together to ensure that Lincoln's south downtown is a strong, vibrant city center that provides new opportunities for people who live and work in the area. The services offered by CDO are generally free of charge and give the community a chance to interact and evolve in ways it otherwise could not. The public can come to CDO at any time with any issues or concerns and be listened to and helped free of charge. Other features are that the group is reliable, convenient and provides a pleasant experience.

This organization is currently working on opening a community space called The Nest, located at 1247 S 11th Street. It will be holding events for the community to come and engage. The group promotes Community Builder Workshops held at elementary schools in the area. The goal here is to connect the community and help the people attending learn new skills and think about the future of the community.

The current personality of CDO is an upbeat and motivating voice. It is constantly talking about local issues and promoting events and workshops in an excited tone. CDO has an inconsistent image. The graphics of its events and workshops are constantly changing and not aligned with the brand image, which is neutral and modern. The fonts and colors are always different and there is little sense of unity throughout the graphics on social media. Essentially, the organization does not have a consistent brand guideline that it follows on a regular basis. However, the voice does use consistent language.



COMPETITIVE ANALYSIS

Primary & Secondary Competitors

CDO is an organization trying to affect one specific area in Lincoln, the only form of competition is trying to receive more funding and volunteers over another nonprofit with a similar mission and goal. The primary competitor is NeighborWorks due to competition of similar mission and funding. The secondary competitors include Nebraska Appleseed and Civic Nebraska due to the competition for funding.

Comparative Attributes & Benefits

NeighborWorks

- The NeighborWorks mission is to create opportunities for people to live in affordable homes, improve their lives and strengthen their communities. Its vision is to make America a nation of vibrant communities all are proud to call home.
- It combines partnership of resident leaders, private businesses and public officials around the city to revitalize multiple areas in Lincoln. NeighborWorks Lincoln is one of almost 250 NeighborWorks branches around the nation. The surrounding Neighborworks association called Neighborworks America is a congressionally chartered corporation that receives a direct annual appropriation to support its work.
- NeighborWorks Lincoln recently acquired a grant of \$5,000 to support the work being done on North 27th Street business corridor.
- Features of the organization include it having multiple staff and volunteer individuals, homeownership program and classes, being part of the Lincoln Policy Network (LPN), helping to build communities through neighborhood resources, leadership and art and property development.
- Benefits are that no need goes unnoticed with the staffing and volunteer resources, and that assistance methods such as providing education on finance, renovations or down payments gives people the independence and knowledge they need to purchase a new home.

Messaging and Media

- Neighborworks Lincoln distributes news releases, blogs and newsletters via email. It is active on Twitter, Facebook, LinkedIn and Instagram. The Facebook page is most active, averaging between five-10 posts per month. The social content contains posts about events held by the organization like workshops or volunteer events. This includes announcements of how to sign up for the event along with follow-up posts including photos. The group often gives shoutouts to business donors in the community. It shares ways people can donate money which helps its cause. The surrounding organization has a YouTube channel where it shares videos with the public.



270 tweets
54 followers



70 followers



4.8/5 stars
1,453 followers



87 posts
375 followers



Nebraska Appleseed

- It fights for justice and opportunity for all Nebraskans, not just a specific area. The main focus of Nebraska Appleseed is fighting for economic and immigrant/community, healthcare, child-welfare and democratic justice. Its staff and board is composed of well-known and highly-certified individuals.
- Its current goals include Initiative 427, humane immigration policies, food assistance and safety for meatpacking workers.
- According to Nebraska Appleseed's annual financial report from 2017, its revenue was 93 percent grant funded, 5 percent contribution, 1 percent events and 1 percent from other areas. It received over five million dollars in grant money last year and almost \$300,000 in other contributions. In terms of spending, 77 percent is spent on funding programs, 12 percent management and 11 percent fundraising.
- Features of Nebraska Appleseed include its education initiatives and job training for residents, class action litigation, workers rights and education programs and healthcare for children and medicaid for all.
- One benefit of the organization working with state officials to rework policies that offer affordable programs for working adults along with other support services for low-income families is that it provides new opportunities in a way that is motivating and engaging. It occasionally battles in the courtroom for the basic rights of local families who may otherwise not have a chance to fight for themselves.

Messaging and Media

- Nebraska Appleseed posts five to 10 blogs per month and sends out email newsletters. It is active on Facebook, Twitter, Vimeo, Instagram and LinkedIn. It uses Vimeo as a way to post videos and share on other social media platforms. The group shares content from the blogs on social which discuss news, community events or statements the group makes about news events. Facebook posts tend to be sharing and responding to news articles. Twitter has posts encouraging the community to vote, responding to news articles, informing about petitions going on and sharing upcoming events. Instagram points out important deadlines and event followups.



36,000 tweets
5,969 followers



337 followers



4.9/5 stars
8,253 followers



382 posts
1,029 followers



Civic Nebraska

- The organization aims to create “a more modern and robust democracy for all Nebraskans.” This is done through youth leadership programs, civic health and voting rights advocacy. The civic health programs are intended to work toward creating an environment of social connectedness, confidence in institutions, community engagement and political involvement.
- Civic Nebraska receives and secures funding through donations on its website. According to its donations page, there are a total of 245 donors. There is also an option to set up a fundraiser.
- Organization features include a staff of over 70 workers and volunteers, hands-on learning for students, after-school programs at four Lincoln schools, and accessibility to how-to voter’s registration guides.
- A benefits of this organization are around-the-clock assistance for any potential needs/requests and no concern over limited resources which can be a comfort to those in need. It connects UNL students with rural and urban schools giving them the chance to learn and serve, provides leadership and learning opportunities for students and teachers, improves voter turnout and has strong social connections.

Messaging and Media

- Civic Nebraska has an email newsletter, Facebook, Instagram and Twitter. It posts almost everyday on Facebook. All accounts post about upcoming events, updates on current events, ways to volunteer and event follow-ups. This group sometimes creates videos. For example, there was a video created geared toward college students informing on the voter registration deadline. The Instagram account includes #OfficeDogDay and serious posts about protecting rights.



2,513 tweets
2,500 followers



4.5/5 stars
5,422 followers



143 posts
636 followers



CDO for comparison

- CDO’s only active form of social media is Facebook with 652 follows. It primarily posts about current projects or upcoming events, and every once in a while a spotlight resident is showcased. Most of these posts range from one to 15 ‘likes’ or reactions, while shares and comments consistently stay in the single digit range. The same people typically share and comment on each post. CDO has a Lincoln account, but it is not active. CDO talks about local issues, announces events and workshops and posts photos along with event follow-ups. It also shares Journal Star content when it is relevant. The purpose of most posts is to inform and engage with its audience.

SWOT ANALYSIS

POSITIVE		NEGATIVE	
I N T E R N A L	STRENGTHS	WEAKNESSES	
	Inexpensive living	Perception of neighborhood	
	Location	Distrust of plan	
	Diversity of neighborhoods	Greenspace	
E X T E R N A L	Historical value	Language barrier	
		Vagueness of goal	
		Low staff	
	OPPORTUNITIES	THREATS	
	Social media	Funding	
	Raise awareness	Nonprofit competition	
	Establish trust	Governmental regulations	
	Community involvement	Miscommunication	
		Landlord/tenant relationship	

FINDINGS & INSIGHTS

Based on findings from esri's Tapestry, the three main segments in the area have a general median income of \$20,789. The largest segment, College Town, is seven percent less likely to spend on apparel/services than the average person. They are 31 percent less likely to spend on housing, and 32 percent less likely to spend on food.

People prioritize things based on necessity rather than desire when living on a budget.

According to a 2018 PEW research study, 88 percent of 18-29 year olds use any form of social media. Of Americans 18-24: 94 percent use YouTube, 80 percent use Facebook, 78 percent use Snapchat, 71 percent use Instagram and 45 percent are Twitter users. Of all U.S. adults, 68 percent use Facebook.

Young people desire to be connected with the world around them.

As claimed by UNL, there are 542 student involvement groups on campus, and approximately 1,500-1,600 filled UNL officer leadership roles. According to the Lincoln Chamber of Commerce there are over 1,700 members of the Lincoln Young Professionals Group between the ages of 21 and 40.

Young people value having a voice in their daily lives and the organizations they care about.



TARGET MARKET PROFILE

Primary:

Brandon is a 22-year-old single male who lives in the Near South neighborhood in a small, two-bedroom apartment. This is his first time living independently, paying for everything on his own, which means he is still finding his footing. Brandon owns a 2004 Honda Civic that he tries to sparingly drive. He attends Southeast Community College and works as a bartender at Barry's Bar and Grill. What he makes in tips at his job goes directly to paying bills most of the time, although he does buy the occasional video game or new pair of shoes. Brandon likes hanging out with his friends at their house because his is so small. He plays Fortnite and Call of Duty in between classes and work. He stumbles home from the O Street bars most Friday nights. Every Saturday, he can be found at the Railyard watching Husker football, or serving fans at Barry's. He is an avid Busch Light drinker, mostly because that is what is consistently cheap and what his friends drink. He values their opinions and is eager to be accepted by peers and strangers alike. Brandon is still finding his voice, but has been more adamant about sharing his views online, where he gets most of his news. He plays intramural soccer and softball at his college, which keeps him busier than he would like to be. With Brandon, there is never time off between balancing work, school and friends.



Secondary:

Ashley is a 34-year-old living in a dingy apartment with her 8-year-old son, Michael. She takes online classes through Southeast Community College so she can work at Nelnet full-time. She has her neighbor, Shannon, watch Michael after school at Everett Elementary. She often takes advantage of free events at the Lincoln Children's Zoo or the Lincoln Children's Museum, but Michael often complains that Cooper Park is now "boring" because he has done all there is to do at the playground. When Ashley gets a night off, she opts for the Haymarket, walking to Starlite Lounge with friends from her complex to enjoy a martini. She avoids O Street because of the drunken escapades of the local students. Ashley and her friends often walk to and from the Haymarket, but always travel together because they worry about being caught alone in certain parts of their neighborhood. While she does have an old Ford Taurus, she avoids using when her destination is within walking distance to save money on gas. While Michael is busy watching TV or at a friends, Ashley will mindlessly scroll Facebook for news, recipes and general updates from friends and acquaintances. She shops at Supersaver and is a big leftovers advocate, much to Michael's dismay. She makes the most out of the little world she lives in and is proud of what she has accomplished so far.



Tertiary:

Gus is a 62-year-old retired United States Air Force veteran and is now a math professor at Union College. He is a homeowner in the Near South neighborhood where he lives with his wife, Elaine. He has three children and two young grandchildren who live in south Lincoln. His children have taught him to be tech savvy by setting him up with an iPhone and a Facebook account. Gus prides himself in his well-maintained house, with a pristine lawn and traditional decor that Elaine spent 20 years cultivating. He frequents the F Street Community Center to play pool with his friends from the neighborhood. They often have family and friends over for barbecues and football games on the weekends because their house is considered "the place to be." Gus is never truly worried about making ends meet, and enjoys spending money on movies, dinners, vacations and his grandchildren.



OBJECTIVES

By December 2019...

- Educate 500 people of the South of Downtown Community Development Organization.
- Improve CDO's social media Facebook followers from 675 to 1,175.
- Grow the newsletter email list from 1,300 to 1,800 subscribers.
- Receive 30 "going" status responses on Facebook events.

CREATIVE BRIEF

Brand Promise

Building a better community through collaboration, economic opportunities and community development.

Brand Personality

Reliable, working hard to be an approachable community leader that offers inspiration.

The Opportunity

Building CDO brand identity to increase likelihood of residential interaction, leading to a unified effort for community betterment.

Tonality

Passionate, inspiring, informative

The Big Idea

A neighborhood is a collection of residencies and establishments, and the people are what make it a home.

Positioning Statement

CDO is the only 501(c)(3) that works exclusively with residents in the Everett and Near South neighborhoods to offer the chance of serving on its community board and having a voice for implementing ideas to improve the area.

Budget

The budget for the campaign is \$1,000.

CAMPAIGN CONCEPT

With the brand promise of “building a better community,” CDO is exclusively dedicated to achieving this goal. While collaborating about what this broad idea of “building a better community” could mean, “home” was the term that was often brought up in discussions both within the Revive 309 team, and with interview participants. It is word that paints a much larger picture. The word “home” can foster many different emotions, and is defined as “the place where one lives permanently, especially as a member of a family or household.” (Merriam-Webster Dictionary, n.d.) The home definition CDO will use for this campaign slogan is the more emotional and abstract idea. Instead of the Merriam-Webster basic definition, CDO should define home as the place where one feels the happiest, where one is around people and things they love and where one feels comfortable, safe and valued. #WelcomeHome will be seen throughout the entire campaign. This will increase interactions and build relationships between CDO and residents.



#WelcomeHome



RECOMMENDATIONS

Give the logo a color. The current logo has a neutral, somewhat bland tone. Adding the color variations of blue which would brighten the brand's persona and allow it to stand out on first glance. This includes incorporating on social media and the website. Color psychology and theory advises the color blue for organizations which represent ideas of trust, dependability, strength and security. The recommended colors are as follows:

- French Pass: HEX #93BBDC
- White: HEX #ffffff

Revive 309 recommends creating a transparent logo so it will fit with any background it needs to be placed on.

LOGO

The logo is a great tool for getting recognition and gaining awareness. When the people in the community think of #WelcomeHome, CDO wants them to envision CDO's logo and see it as a symbol of the community. The logo will be featured on all campaign items and anything that has to do with South of Downtown. CDO can plan to revamp the logo by adding more color and a bit of a 'pop' to it. This way, it will be more eye grabbing and recognizable. The logo will be a big part of campaign movements like posters and stickers. Studies have proven that colors do have physical and psychological effects on people. Colors have the ability to be welcoming, which is what CDO aims to be. CDO should want its logo to demand one's attention in a pleasant way. One way CDO could plan to do that is by implementing design strategies such as seeking balance and using precise wording. Aside from the #WelcomeHome hashtag, the logo will be the second most present visual feature of the campaign. The plan is that the new logo should reach two-thirds of Facebook followers and all 400 of the handwritten letter recipients. It will be considered owned media because CDO will be the rightful holder of this logo.



FRENCH PASS

WHITE

FACEBOOK PAGE

Rough est. budget: \$250 (ads \$5/day-50 days)

The CDO Facebook page will be the center focus of the campaign. Facebook will be used as an informational resource for the community and a collection of insights about what “home” and “love” mean in the Everett and Near South communities. The big change will be having a very organized and meaningful posting schedule, including cooking videos, resident spotlights and events. CDO will use Facebook as the hub for information on major campaign movements such as the 50/50 drawing and the 2019 Mother’s Day Dash.

- Ages 22-24: 79 percent more likely to use the internet than any other platform
- Ages 30-34: 23 percent more likely to use the internet than other platform
- Ages 55-59: 11 percent less likely to use the internet

Considering that CDO is already on Facebook, Revive 309 is seeking to attract an older audience through the use of the hashtag #WelcomeHome. Through research, it was discovered that the majority of CDO’s audience is on Facebook. Instead of utilizing other social media platforms, it is best to meet the audience where they already are. The following that CDO has amassed on Facebook is a strong start, but there is potential for more growth. There will be a scheduled post every day except Friday and Saturday. The expectation is that each post will get at least one-third of the followers to view it. Another expectation is for the post to have at least 15 people responding or engaging in some way, such as sharing, commenting or liking.

Owned	Earned
CDO owns all of the posts, the campaign that will be pushed, as well as the content on the page such as the logo	CDO will receive more post shares and mentions in local newspapers such as the Lincoln Journal Star as its events and media gain more traction

Facebook Media Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Fri	Sat
“What’s cookin”	Event updates	Neighborhood spotlight	Engagement post	Event updates Engagement results		

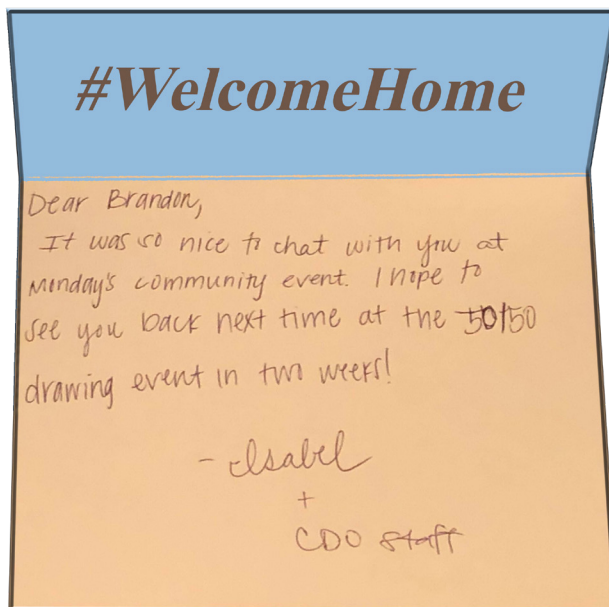


DIRECT MAILING LIST

Rough est. budget: Maximum \$196 (letters 49 cents multiplied by 400)

Direct mail is another platform in which CDO can meet its audience where they are likely to see it. Part of #WelcomeHome is creating relationships and a comfortable atmosphere. One of the primary plans with the mailing list is to start sending personalized handwritten letters to recipients on the list. This will be a tool that CDO can utilize to build a stronger relationship with members of the community. In a 2013 Forbes article titled “Why E-Mail Will Never Replace the Handwritten Note,” the writer Jessica Kleimen gave a reason as to why a handwritten letter is still a great tool to use. Kleimen wrote about the handwritten letters she received in the past and explains that, “had those been sent to me via email or text, I definitely would not still have them and they wouldn’t have had the same sentimental value.” This shows that a personalized letter can carry a lot of value and show the community that CDO is trying to build trust and a genuine relationship. Taking the time and effort to write a letter by hand brings a sentimental value to the message. CDO can use the mailing list for sharing information on major campaign movements like the 50/50 drawing, The Mother’s Day Dash etc. The hashtag #WelcomeHome will be present in all items for uniformity.

The schedule for the mailing list will not be as rigorous as the Facebook schedule because CDO does not want to overwhelm the recipients’ mailboxes. When it comes to the handwritten letters, the budget allows for roughly 400 letters, and there would be 33 letters sent out per month.



eNEWSLETTER

Rough est. budget: FREE

CDO currently has roughly 1,300 recipients on its eNewsletter list, which is another platform in which CDO can meet its audience where they will already see it. There will be an organized mailing schedule that will be similar to the content being shared on Facebook. The email list is another way for consumers to receive information and updates that CDO is running to people who are already aware and involved.

On Sundays, the email list members will receive the same “What’s Cooking” video that was shared on Facebook and the opportunity to give a suggestion for the next “What’s Cooking” segment as well as event updates for the upcoming week, any alerts that are still relevant and the results from CDO’s Facebook post engagement. It is considered owned media because it is owned solely by CDO and is under its control as to what is being sent out and sponsored.

eNewsletter Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
“What’s cookin” Event updates						



Happy Thursday!

We have some awesome updates to give you as you head into the weekend...

- The 50/50 pot is up to 1,330 dollars. The box will be outside Runza for the remainder of the week from noon to 5:00 p.m.
- We have two new sponsors for the 2019 Mother's Day Dash. Thank you Alex Smith (community member) and our friends over at our local Runza.
- Next Tuesday night, we will be holding another Community Builder Workshop. We will have a special guest from our friends at the College of Journalism to share their experience building a positive community for their students.

Get connected, learn new skills, and look towards the future of your community!

[#WelcomeHome](#)

50/50 DRAWING

Rough est. budget: \$50-80 for all supplies

The 50/50 drawing gives CDO a great opportunity to reach a lot of people, create engagement with the organization, and raise a potentially large sum of money. The 50/50 drawing is a win-win to prospective participants because the amount of money that is generated will all go back to the community. Earlier this year, Michigan State University ran a 50/50 drawing at its football game on October 20 and collected a pot of over \$74,000. After splitting the winnings, the individual winner and university each took home \$37,000. If executed well, CDO can produce a large profit with the drawing.

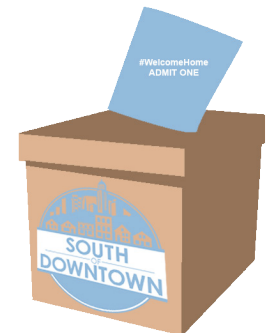
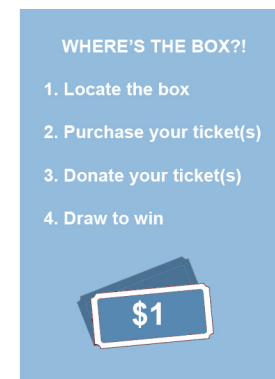
Tickets will cost one dollar each. An individual can buy as many tickets as he or she pleases. The moneybox will move locations and be available for a large quantity of people to participate. On Facebook, there will be a series called “Where’s the Box?” that will update followers on the location of the box, where it is going and the current amount in the pot. Some examples of where the box could be placed are as the F Street Community Center, Husker basketball games, local restaurants, the Railyard and other popular locations around Lincoln. Once the ticket sales are over, a ticket will be drawn and the winner will split the total pot with CDO in half. Once a participant buys a ticket, CDO will get the person’s basic information like his/her phone number, email and (optional) address so he/she can be contacted if he/she wins. Participants are invited to follow CDO on Facebook, register to the mailing list and inform them about what CDO plans to do for the community with its winnings. The 50/50 drawing will run for the last nine home Nebraska men’s basketball games (January 10 to March 10). The hashtag #WelcomeHome will be used in all posts about the 50/50 drawing.

The moneybox updates will be a part of the Monday and Thursday updates on Facebook along with its own series “Where’s the Box?,” which will be a little more randomized and unpredictable. The expectation is that more than 1,000 people reach the box, given the nine basketball games the box will be placed at and the sellout rate of each game.

The Winning

It is important to communicate that it is a win-win situation for the community members who participate, because it shows that CDO is here to build a better community. The expectation is that the campaign will be a big deal and many people will be tracking the box and invested in figuring out whether or not they will win. Once a winner is picked, the next thing participants will be informed about is what CDO will be doing with the other half for the community. CDO will invite them to like its Facebook page, join the mailing list and explain its plans to give the other half of the winnings back to the community. #WelcomeHome will be present in all posts about the 50/50 drawing and plans for CDO’s winnings.

CDO	Community	Local Businesses
Spend CDO’s half on throwing a block party for the neighborhood with free food, drinks, bounce houses and other attractions for all ages	Giving half of the money CDO earns to after school programs, assisted lunch students or school supplies for children	CDO could pay Runza in advance with CDO’s half of the earnings and give members of the community a ‘#WelcomeHome free combo on CDO’s website to redeem

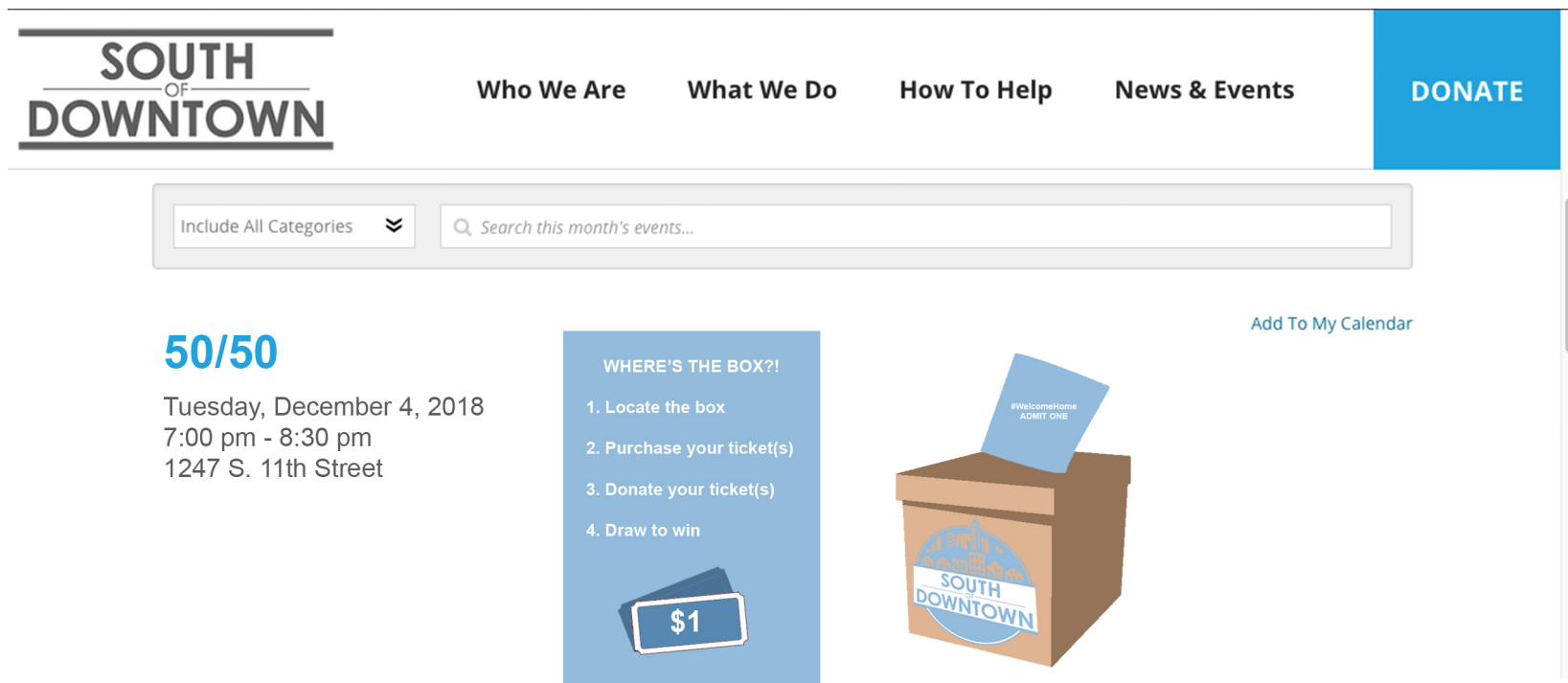


WEBSITE

Rough est. budget: FREE

On the website, CDO can showcase all of the different campaigns and tactics previously mentioned, similar to the Facebook page, except more informative. According to the MRI+ database, the internet is the most used platform for people between the ages of 22-34. Consumers that fall in the age range of 22-24 are 79 percent more likely to use the internet than any other platform. The 30-34 age demographic is 23 percent more likely to use the internet than any other platform. The 55-59 age group is 11 percent less likely to use the Internet. Since a majority of CDO's consumer base is tuned into the internet, CDO should update its website regularly.

CDO's website is very useful tool and it is of a controlled form of owned media compared to Facebook. On the website, CDO can control 100 percent of the content and does not have to worry about comments or interacting with followers. It is a place where CDO can be more formal and information heavy. For additional information, the link to the website will be provided on the Facebook page, eNewsletter and direct mail. The expectation is that at least a quarter of both the Facebook and mailing list audience will visit the website. The website will be considered owned media because its content is controlled by CDO.



2019 MOTHER'S DAY DASH

Rough est. budget: \$1,677 (sponsors will be needed to help cover cost)

- Shirts: \$6.50x100 people (cost will be covered by entry fee. \$10 per person)
- Chip Timing: \$900
- Course Certificate: \$350
- Event Insurance: \$350
- Race Permit: \$45
- Race Bibs: \$0.15x10 people
- Awards: \$2.50x7 awards

A 5K run will help gain sponsorship as well as increase general awareness for CDO. The proceeds from the race would be used for community efforts. According to the MRI+ database, people between the ages of 30-34 are 10 percent more likely to be “outdoors types” than the average person. This event will give this demographic an opportunity to engage with and view the area in a way that encourages health initiatives and community building.

This run will attract people from all over the city and surrounding areas. People who are not usually in the neighborhood may stop and enjoy the local restaurants after the race. This will increase the local business' profits. Runners will run five kilometers through the Everett and Near South neighborhoods, which will end at the F Street Community Center. The overhead finish line banner will say #WelcomeHome. Sponsors will help run the event and hopefully build long-term relationships with CDO. Sponsors should include companies like Nelnet, Lincoln Parks and Rec and Ameritas. The race will occur during Mother's Day weekend on May 11. The inaugural 2019 Mother's Day Dash is set to have 100 participants who will also be encouraged to participate in the open houses offered in the historical Near South neighborhood. The #WelcomeHome ties back into Facebook. Facebook followers can stay tuned to the race by getting live footage of the finish line and pictures of the event.

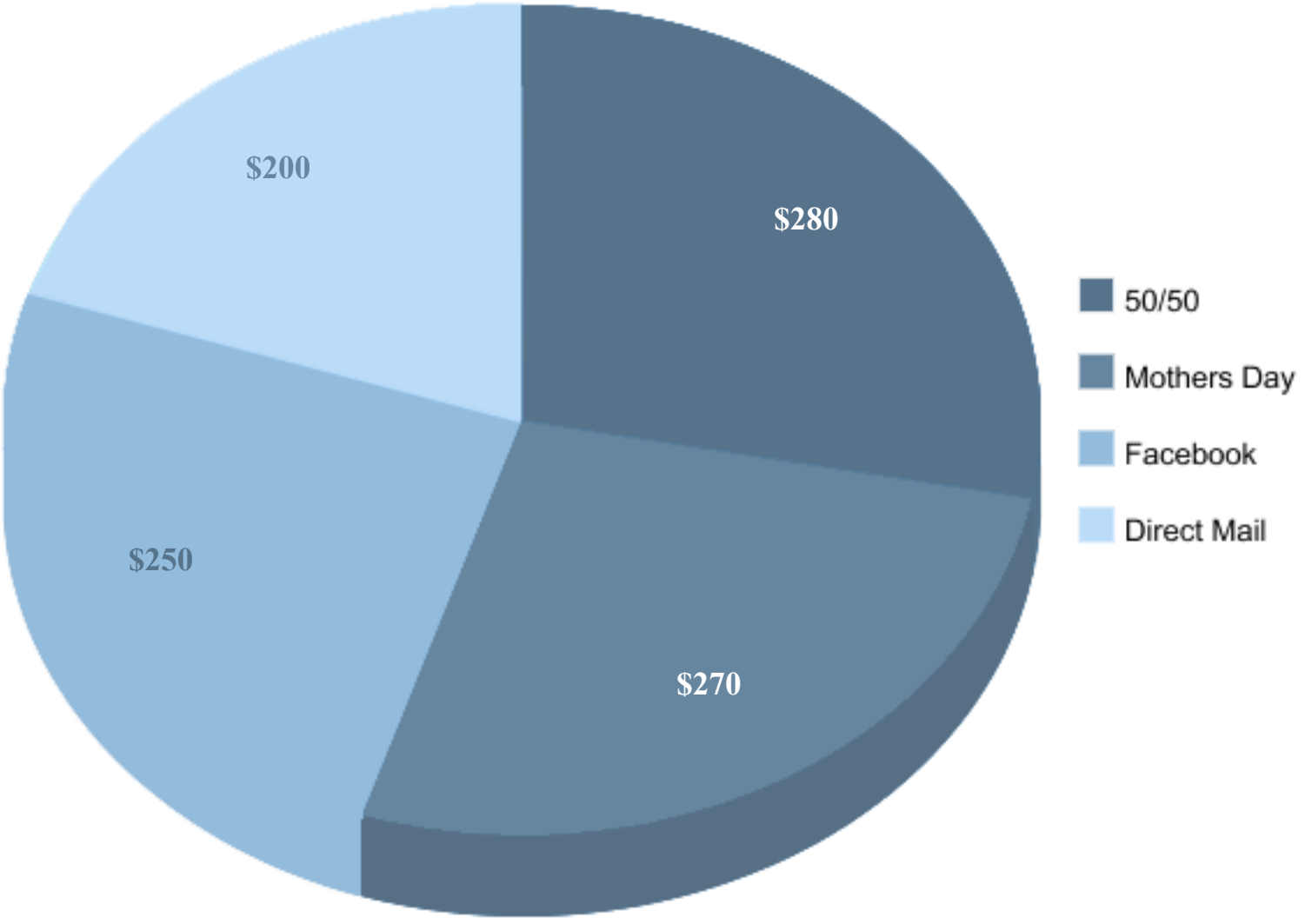
This is a form of earned media because it will create conversation within and outside of the Near South and Everett communities. It will be covered by local newspapers and the event postings will garner shares on Facebook.



MEDIA BUDGET SCHEDULE

Duration	Tactic	Execution
January 1 – December 2019	50/50 drawing	<p>The box will be at two different locations each week. Some common locations will be Cooper Park, Runza, F Street Community Center.</p> <p>The box will also be at the last nine Nebraska Basketball home games.</p>
January 1 – December 2019	Direct Mail	Letters will be sent out and will be tracked monthly. The goal will be to reach 30 community members a month
January 1 – December 2019	eNewsletter	The members of the email list will receive one email from CDO each Sunday that will update them on upcoming events as well as ask for submissions for the “What’s Cookin’” segment.
January 1 – December 2019	Facebook	Facebook will have a meaningful and strict posting schedule. The “What’s Cookin’” series on Sundays, event updates on Mondays, Neighborhood Spotlight on Tuesdays, an engagement post on Wednesdays followed by engagement results and a second event update post on Thursdays.
January 1 – December 2019	Website	No posting schedule. Will encourage viewers to follow what CDO is doing on Facebook, eNewsletter and Direct mail.
January 1 – December 2019	Logo	Will be incorporated into all tactics
May 11, 2019	The 2019 Mothers Day Dash	One-day event. 5k run for community members and runs from all around Lincoln.

MEDIA BUDGET



EVALUATION

Objective	Tactics	Measurements
Educate 500 people of the South of Downtown Community Development Organization.	The 2019 Mother's Day Dash 50/50 Drawing	Measure runner sign ups from the beginning of registration to the end. Measure number of raffle tickets and compare numbers from first raffle to the last.
Improve CDO's social media Facebook followers from 675 to 1,175.	Facebook #WelcomeHome	Measure social engagement from January to May. Measure how many interactions that involve the hashtag.
Grow the newsletter email list from 1,300 to 1,800 subscribers.	eNewsletter Direct Mail	Analyze increase in email subscriptions. Analyze increase in direct mail subscriptions.
Receive 30 "going" status responses on Facebook events.	Facebook	Measure "going" event statuses from now until end of campaign.

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