



# Public Relations Campaigns

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# Introduction

At the beginning of this semester, we learned that Hospice of Montgomery needed help raising attendance at their Kentucky Derby Fundraising event.

We have conducted in depth research, devised a plan, and a way to implement and evaluate it.

We also have some additional ideas that Hospice of Montgomery is welcome to use and that we are going to present during this presentation.

# About Hospice of Montgomery

Hospice of Montgomery was the first hospice in the state of Alabama.

Mission of Hospice of Montgomery is to provide quality palliative care to meet the physical, emotional, and spiritual needs of those in the community affected by terminal illness.

Educating the community about hospice and end-of-life issues.

Research

# SWOT

## Strengths

Well established with strong ties in the community.

400-500 participants each year and garners between \$100,000-\$130,000 each year

These results were based primarily off efforts utilizing traditional media such as fliers, radio ads and billboards.

## Weaknesses

Did not meet desired goal of \$150,000-200,000.

Facebook content lacks a strong connection back to the organization, and doesn't promote interactive dialogue.

Not confident with platforms like instagram.

## Opportunities

Gain the attention of younger patrons.

The size and age of millennials means that they not only hold weight in population but in buying power as well.

## Threats

Other organizations vying for attention of our target audience on various digital platforms.

Other non-profits attempting to solicit donations and interest.

Other events and activities the same weekend as the Kentucky Derby event would be a threat to turnout.

# SWOT: Conclusion

Hospice of Montgomery is successful in garnering the attention of and participation in the Kentucky Derby event with older publics (50+) using traditional media.

HOM need help and experience in using social media to attract its established audience (50+) as well as younger audiences (30-50).

# Public

1. Where are they?;
2. How do younger and older audiences behave online?;
3. How do they respond to online campaigns?

# Demographics

55% of residents in Montgomery County are between 18 and 65.

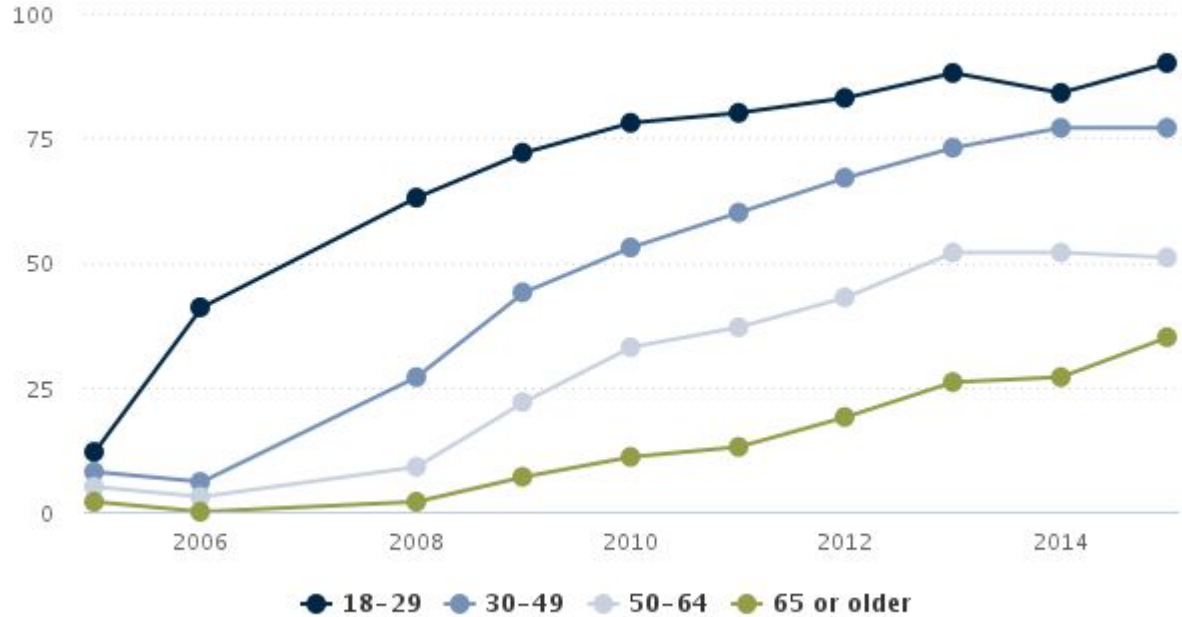
77% of 30-49 use social media.

Older populations occupy about 15% of the Montgomery County population.

Pew Research Center states that in 2015, 35% of 65+ report using social media, compared with just 2% in 2005.

Older generations should be kept in mind when creating online content and strategies.

*Among all American adults, % who use social networking sites, by age*



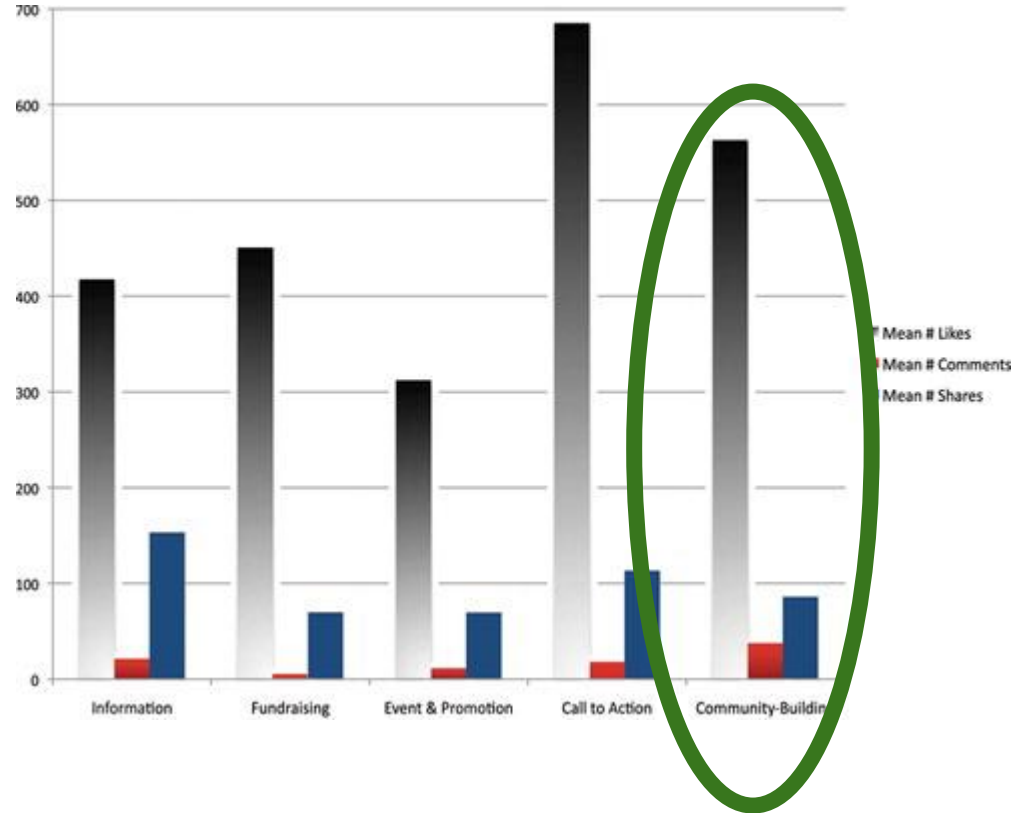


# Social Media Messages

# Community Building

Attracted the second highest amount of likes and the highest amount of comments than any other post.

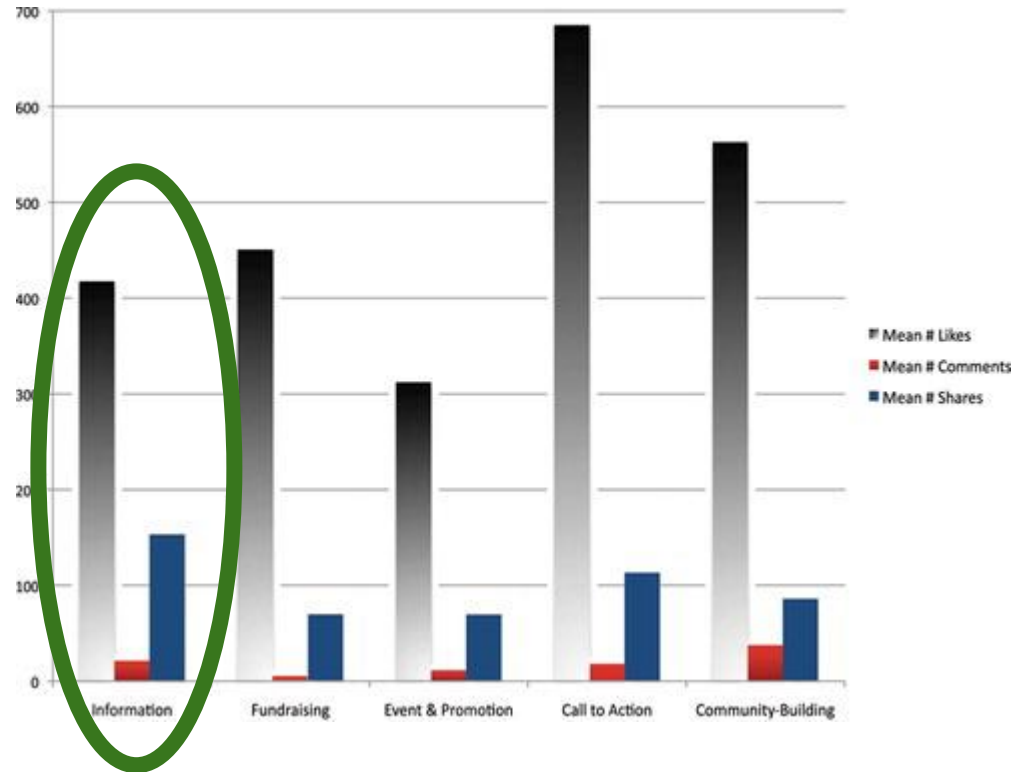
This indicates that publics want to be affiliated with posts that highlight a member of the community.



# Informational

Had significantly more shares than any other type of message.

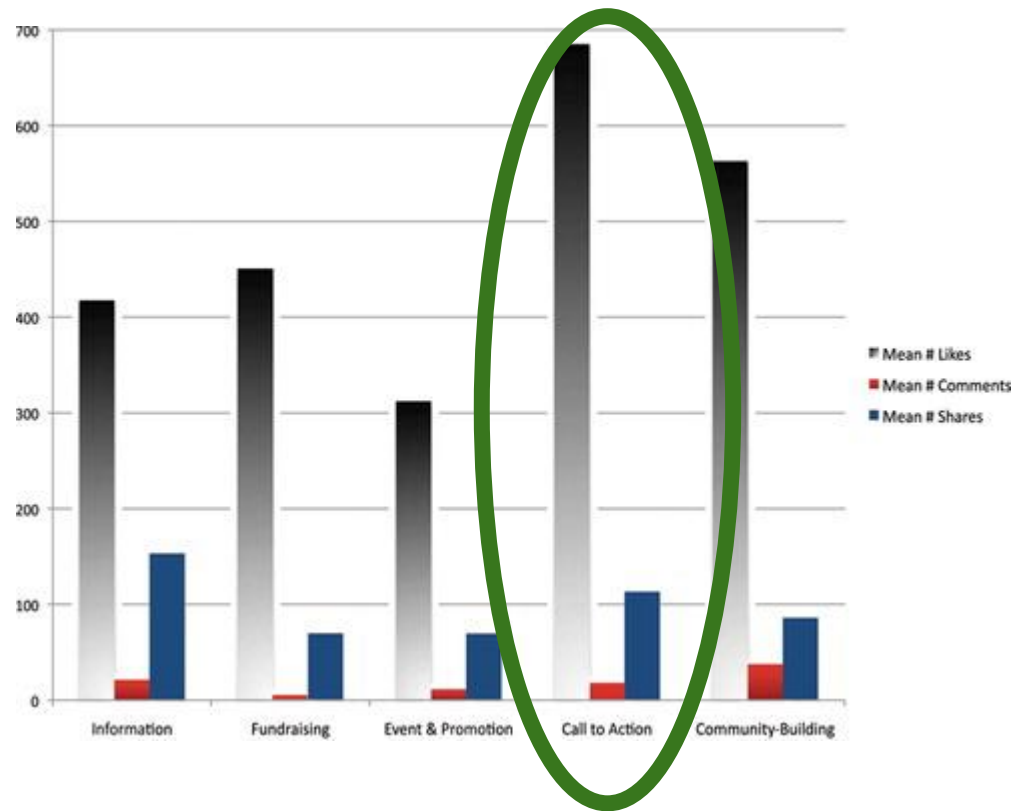
A passive way to interact on social media without aggravating one's social network.



# Call-to Action

Highest number of “likes” and the second highest number of comments.

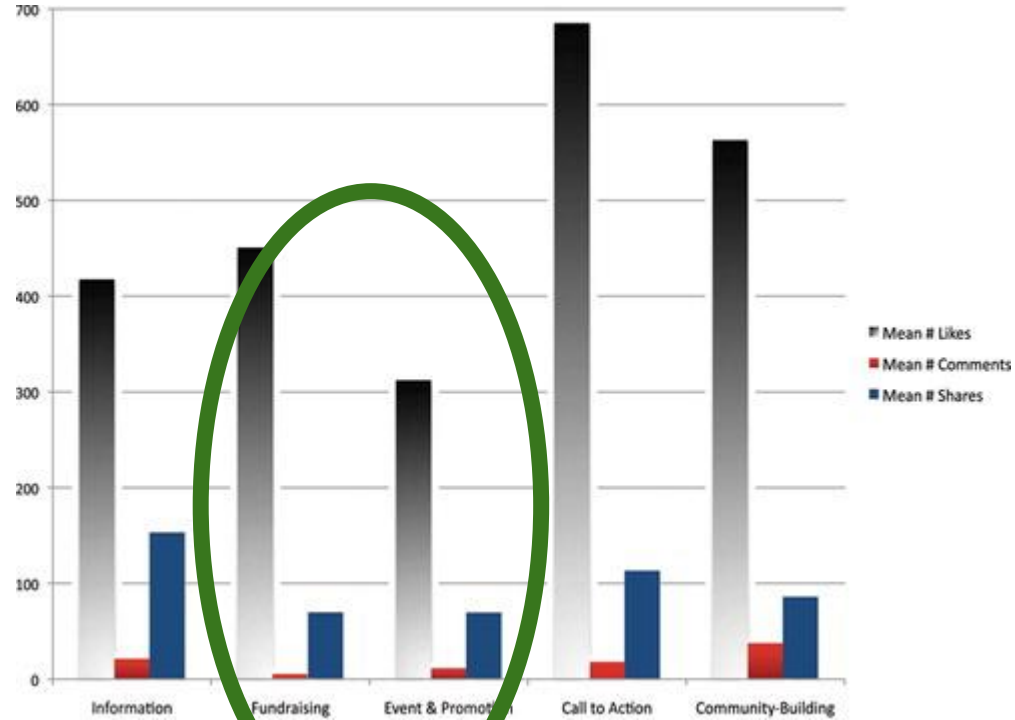
This indicates that soliciting the public for help with a specific goal (ie action) motivates audiences to act online through “liking” and commenting.



# Fundraising, Event and Promotion

It would not include posts informing those about the Kentucky Derby event or asking for funds.

Post were the least likely to be viewed favorably.



Survey

80% of participants heard about the event from word-of-mouth.

45% of participants generally glean information from social media.



Social Media TV Radio Word of mouth



Social Media Word of mouth Mail TV Radio

# Research Conclusion

Public: 30-45 & 46+ online with a specific focus on younger audiences.

Online messages need to be tailored while keeping public engagement in mind.

(“liked,” shared or commented on)



Planning

# Goals

Increase the under 40 age group attendance at the derby by 30 percent.

Increase social media following by 50 percent by the time of the derby.

# Objectives

Take more advantage of social media by creating patient profiles and giveaways on Hospice of Montgomery's social media platforms to humanize the company and make them more active which will result in more followers.

Utilize Instagram more which will resonate with the under 40 age group and raise awareness amongst that public about the event.

# Strategy and Tactics

## **Make more personable social media posts**

“Tip Tuesday”

Patient Profiles

## **Interact with social media followers**

Giveaway Posts

## **Utilize Instagram**

According to Pew Research Center, 50 percent of people under 40 use Instagram.

## **Create a new logo**

Current logo does not promote the entirety of the event.

New logo represents the Derby and Hospice of Montgomery at the same time.

# Calendar

Creating a calendar of social media posts in the month leading up to the Derby will greatly increase awareness and most likely attendance.

April 1: Unveiling of new logo- see implementation

April 1: “Opportunity to sponsor” post with link to sponsor page

Opportunity to give money to the event

April 2: “Tip Tuesday” See implementation for examples

April 9: “Tip Tuesday”

April 16: “Tip Tuesday”

April 21: Easter Post

# Calendar (cont.)

April 23: “Tip Tuesday”

April 28: “Eight Days Until Derby” Last year we sold a Bonefish Grill brunch for 8!

Countdown Post

April 29: Giveaway- see implementation for example

April 29: “Seven Days Until Derby” Last year we sold a Seven piece tool set!

Countdown Post

April 30: “Tip Tuesday”

April 30: Derby Countdown Post

May 1: “Four Days Until Derby” Last year we sold a Golf for Four Package at Montgomery Country Club with Cart and Lunch!

May 3: “Two Days Until Derby” Last year we sold Two Auburn SEC Football Tickets!

# Budget

## **Billboard To Showcase New Logo (4 weeks):**

8 sheet (60" w x 80" h): \$267.11-\$667.76

32 sheet (160" w x 120" h): \$667.76-\$1780.70

## **Giveaway Items:**

Visa Gift Card: \$100 (or however much is decided)

Any other items that are donated prior to the event (gift-baskets, gift-cards or hotel)

# Implementation

Hospice of Montgomery is already using traditional forms of Public Relations such as flyers, posters and billboards.

We have put together some samples of social media postings that Hospice of Montgomery can use to increase attendance at the Kentucky Derby Fundraiser.



# Hashtags

A strong way to gain coverage on your social media platforms is the use of hashtags. Hashtags are a great way to document the progress of your event and can be a useful reference point for guests to find information.

#HospiceofMontgomery    #2019KentuckyDerby  
#ItsInOurTouch

These are just a few key hashtags that we have chosen however, you could use other hashtags such as #DerbyCamp in posts that have information about the Derby Camp.

# Facebook

Facebook would be a great platform to promote a giveaway in order to attain more followers which we hope will result in higher attendance at the Kentucky Derby Fundraiser.

This post would be great in January, a few month prior to the event.

 **Hospice of Montgomery**  
Yesterday at 11:00 am · 🌐



Hospice of Montgomery is giving away a \$100 gift card, donated by Montgomery Country Club! Like, share and comment in order enter the drawing to win! Multiple entries are allowed. Tag your friends! #HospiceOfMontgomery #2019KentuckyDerby #ItsInOurTouch

Like · Comment · Share

👍 215 people 201 like this.

➦ 213 shares

# Instagram

Instagram can also be a very useful platform for Hospice of Montgomery to promote details about the event and can also post candid photos of prior Kentucky Derby Fundraisers.

For our particular example, we are providing information about the actual event.

**ANNUAL  
KENTUCKY  
DERBY  
FUNDRAISER**



SUNDAY  
MAY 5, 2019  
FESTIVITIES BEGIN  
AT 3:30 PM  
GENERAL ADMISSION: \$50

ALL PROCEEDS BENEFIT  
HOSPICE OF MONTGOMERY.

BUY YOUR TICKETS TODAY!

MONTGOMERY COUNTRY CLUB  
111 HOLLOWAY COURT  
MONTGOMERY, AL 36117

MORE INFORMATION  
334 - 279 - 6677  
HOSPICEOFMONTGOMERY.ORG

**[hospiceofmontgomery](http://hospiceofmontgomery.org)**: Hold onto your hats because Hospice of Montgomery's Annual Kentucky Derby Fundraising Event is right around the corner! Buy your tickets TODAY!

#HospiceOfMontgomery #2019KentuckyDerby #ItsInOurTouch

# Press Release

Attaining media coverage is very important in order to help attain more guest at the Kentucky Derby Fundraiser.

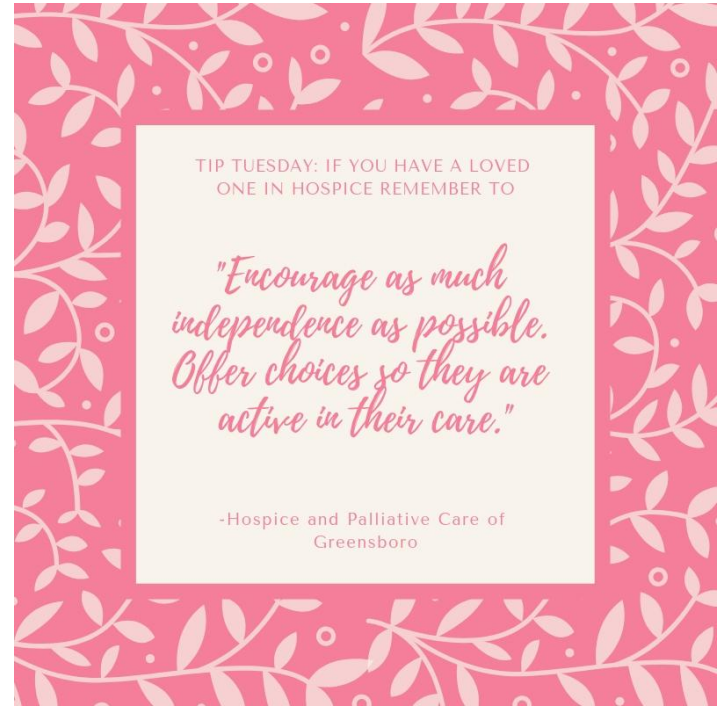
You will find on page 25 of the campaign a sample of a press release and contact information for a local news station. Sending a Press Release similar to what we have provided (with more current and and factual information) could earn live coverage on the tv channel, on the radio or even earn a place in a local newspaper.

# “Tip Tuesdays”

Hospice of Montgomery can create post for its Facebook and Instagram that provide advice or tips for people with loved ones involved with hospice care.

Closer to the derby they can offer secret tips or hints to reveal items that will be auctioned or for giveaway items.

Tips about what to expect at the derby or fashion tips on derby attire.



# Grievance Support & Personality Profiles

Providing a grievance support group would give them an advantage.

- Other hospice cares in the area do not offer this.
- Alacare is a great example of hospice care that offers support groups.
- Extra, easy way to show sympathy and gain good credit with the public.

Highlight an employee, volunteer or event guest with personality profile over social media platforms.

# Logo & Kentucky Derby Webpage

We have created an example of a possible logo that Hospice of Montgomery could use.

Could do a “reveal” post for the new logo close to the derby.

The derby’s webpage could use more photos of activities going on at the derby.





# Evaluation

To evaluate these efforts, we have created a sample survey that Hospice of Montgomery can use as an exit survey from the Kentucky Derby Event. They can distribute this via email or a hard copy.

*Examples of these questions:*

How did you hear about 2019 Kentucky Derby Event?

Was this your first Hospice of Montgomery event?

Did you use the Derby Camp Services?