



# **United Way's *Volunteer Center***

## **Project Ready for School**

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*Plan Created by Madison Johnston and Andrew McClure*

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# Background and Situation Analysis

## History

United Way acts as an umbrella organization for many non-profit organizations, but it has a few non-profit organizations that it runs itself, and Project Ready for School is one of them. United Way has a heavy focus on child development, and this is where Project Ready for School comes in. The organization reaches children in three specific ways: The Early Learning Institute (ELI), Imagination Library Book Program,, and learning checkups. Through ELI, educated volunteers go out into daycares and professionally train caregivers in ways to better do their jobs, free of charge.

Project Ready for School also provides books through the Imagination Library Program, which provides a free book every month to any child under five years old, also free of charge. According to the organization's director, Kelly Nave, Hamilton County has a high enrollment, with Walker county being low in enrollment.

In addition to the book program, Project Ready for School provides a learning checkup program that is in place to ensure that a child is developmentally on track for their age group. This check can catch many developmental problems early (such as autism or sensory perception sensitivity) to either minimize the problem or eliminate completely. These checkups are age specific for every three months of a child's life from birth to five years old.

## Mission

United Way's mission is, "Uniting people and resources in building a stronger and healthier community."

Project Ready for School's mission is to "educate, as well as provide stability and support for children who are in the beginning stages of life, along with the mothers who take care of them."

## SWOT Analysis

### Strengths

Project Ready for School has a very strong financial base through the United Way, and very strong connections with outside organizations, specifically the Creative Discovery Museum. They also have strong, established programs in place that have participants.

### Weaknesses

Potential weakness could be only reaching one type of mom or family, or a parent deciding that they simply don't want the services that are being offered anymore. Walker County in particular, has a low participation rate compared to the other participating counties when it comes to participating in the Imagination Library Books and learning checkups.

### Opportunities

This organization has an opportunity to reach less educated publics, and to reach out to Walker County specifically. Often, individuals that the organization is trying to reach may not believe that everything the organization is offering is in face, free. Also, another opportunity could be to potentially extend the reach of programs further geographically.

### Threats

A general threat to the organization is birth rates. A few years ago birth rates were low and sign-ups went down, only because there were fewer children during that time. Other threats could be similar organizations who offer the same things, or lack of cooperation from the organization's target audience.

## Publics

The main public for Project Ready for School is the mothers of children who could be included in the program. They are the best way that Project Ready for School can reach the children ages 0-5 that the program is tailored for. Another public would be the Creative Discovery Museum. Free tickets for the museum are given out to mothers and their kids when they complete the learning check ups. Vendors are also an important public. Additionally, the media always play a big role in creating awareness for non-profit organizations.

# Research

After researching Project Ready for School's history and publics, we decided to focus on one of Project Ready for School's main concerns, which was the low enrollment in the Imagination Library book program, for Walker County in particular. Our research questions were:

- RQ1: What makes Walker County different from other publics?
- RQ2: What are the best ways to connect with the public of Walker County?

## Rationale

The reason we focused on asking questions about the book program specifically in Walker County was because one of the main goals that Project Ready for School had was to increase enrollment numbers in this programs, specifically in this place.

## Research Methods

We carried out most of our research through online research and email correspondence with members of Project Ready for School. After conducting online research, we found that Walker county's average income per family was \$32,406, and that about 12.5% of the population was below the poverty line. Much of the population is white, but Walker County also contains a 2% Hispanic population as well. This could be one public that is harder to reach, since much of Project Ready for School's outreach has been primarily in English. Also, if residents relocate often, it makes them less likely to sign up for the book program, as they have to provide an address.

# Goals and Objectives

After conducting our research and finding more specific demographics about the residents in Walker County such as race and income, we decided on a specific goal with two objectives to target these people in particular, and perhaps gain more participants in the Imagination Book Program. In order to reach the Spanish speaking population, it would seem highly advisable to do some advertising in Spanish, and strategically place this advertising in Spanish speaking areas to reach one of our publics.

## Goal:

To get information about Project Ready for School's Imagination Book Program to mothers in Walker County

## Objectives:

1. To increase the number of participants in the book program from 55% to 65% of Walker County by March 2018
2. To increase the amount of places that Project Ready for School's book program is promoted by 40% by March 2018

## Key Publics

### Primary Key Public:

- Mothers of children ages 0-5 in Walker County

### Secondary Key Publics:

- Spanish speaking mothers of children ages 0-5 in Walker County
- Other family involved with children ages 0-5 in Walker County
- Preschool and Daycare personnel in Walker County
- Library Workers
- Hospital/Pediatrician workers

## Messages

### Primary Key Messages to Key Public: Mothers of Children ages 0-5

- Did you know free books are available for you child?
- Get ahead of the learning curve!

### Secondary Key Messages:

- If you have or know of a child 0-5, get ahead of the learning curve and receive a free book every month (Directed to other family members besides mothers who may be involved with a child aged 0-5)
- Help us get the message out about free books for kids 0-5 and help them get ahead of the learning curve (Directed towards employees of daycare centers, doctors offices, libraries, and hospitals)



# Strategy and Tactics

## Strategy

To connect with the residents of Walker County (both English and Spanish speaking) in place

## Tactics

- Radio Public Service Announcement (3) (See Appendix A)
- One panel flyer/card (to be disseminated at daycare centers, libraries, pediatrician offices, stores, etc. in Walker County) (See Appendix B)
- Morning News Interview about PRS and book program
- Create a presence on social media specifically for Project Ready for School (Facebook, Twitter, and Instagram) to reach young mothers (See Appendix C)
  - Post pictures of events involving Project Ready for School
  - Post pictures of the new book of the month
  - Post of library reading times
  - Post about free learning checkups, etc.
  - Holiday events



# Calendar

March 2017	Launch Project
April 2017	Finish ad copy and take to print
	Contact radio stations for participation
	Email PSA to participating radio stations
	Pick up flier from printer
	Buy flier holders
April 20- June 30, 2017	Disseminate fliers to libraries, stores, offices, hospitals, etc.
June 1- October 31, 2017	Begin collecting responses
	Check and refill fliers if necessary
November 1-March 31, 2017	Make official count of responses
	Evaluate plan
	Make necessary adjustments

# Budget

Item	Quantity	Total Projected Cost	Sponsored (In-Kind)
Fliers	500,000	\$5,000	\$5,000
Racks for fliers	300	\$500	
Gas used when disseminating fliers (Initial delivery and all follow-up trips)		\$300	
Personnel to contact potential areas for fliers	10 hrs.	\$100	\$100
PSAs	3		Free of Charge
Public Relations fee for (2) PR professionals creating a strategic campaign	100 hrs.	\$3,000	\$3,000
Social Media Posts			Free of Charge
<b>Totals:</b>		<b>\$8,900</b>	<b>\$8,100</b>
		<b>\$800</b>	



# Evaluation:

**Objective 1: To increase the number of participants in the book program from 55% to 65% of Walker County by March 2018**

- August 2017: Count responses that have been received thus far. This should be halfway through the time period allotted to receive responses. How close is this to the 10% increase that was desired for Imagination Book Program participants?

**Objective 2: To increase the amount of places that Project Ready for School's book program is promoted by 40% by March 2018**

- August 2017: Have the amount of places that Project Ready for School is promoted been increased by at least 20%? Again, this should be about halfway through the time period allotted to receive responses.

## Final Evaluation:

- March 2017: Evaluate both the participants of the Imagination Book Program and the amount of places that Project Ready for School is promoted: Did they reach their original goals? If not, where did we fall short?



# Appendix:

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## Appendix A: Public Service Announcements

GET AHEAD OF THE LEARNING CURVE Radio Public Service Announcement:  
(15-30-60 seconds)

To be broadcasted on radio stations reaching Walker County during the 8-10am and 4-7pm hours.

Highly suggested to record these spots in Spanish as well, to be broadcasted on Spanish-speaking radio stations

### 15 SECOND SPOT:

Woman (Ages 18-40, enthusiastic, busy sounding) :

My three year old daughter loves for me to read to her, but I don't always have time to go to the library.

Luckily, I found out about a way to have a free book mailed to my house every month!

If you have a child between 0-5 and would like to receive a free book, text BOOK to 000-000-0000 for more information.

### 30 SECOND SPOT:

Woman (Ages 18-40, enthusiastic, busy sounding):

My three year old daughter loves when I read to her, but we can only read the same book so many times.

I don't always have time to run to the library, and I don't always feel like buying a new book.

Luckily, I found a way to get new book for my daughter every month without having to leave the house!

If you have a child between the ages of 0 and 5 and want to get free books, text BOOK to 000-000-0000 for more information.

## 60 SECOND SPOT:

Woman (Ages 18-40, enthusiastic, busy sounding):

My three year old daughter loves when I read to her, but we can only read the same book so many times.

I don't always have time to run to the library, and I don't always feel like buying a new book.

Luckily, I found a way to get new book for my daughter every month without having to leave the house!

If you have a child between the ages of 0 and 5 and want to get free books, text BOOK to 000-000-0000, or visit [projectreadyforschool.com](http://projectreadyforschool.com) for more information.

This message was brought to you by Project Ready for School in association with the United Way Chattanooga.

## Appendix B: Paper Flyer/Card

Front:





Back:

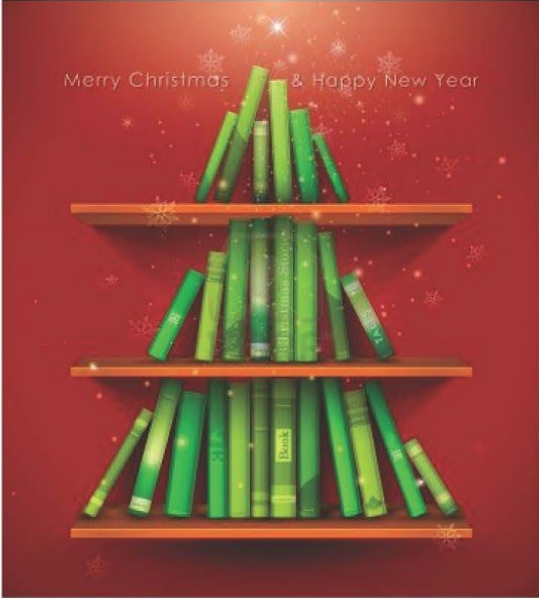
if your child is **0-5 years old**, you can  
recieve a book in the mail every month  
for **free!**

text **BOOKS**  
to  
000-000-0000  
or visit  
our facebook page:  
[www.facebook/pro-  
jectreadyforschool.  
com](http://www.facebook/projectreadyforschool.com)

## Appendix C: Social Media/Website Graphic

**YOUR LOGO** Project Ready for School Like Page

Your Message Here



Merry Christmas & Happy New Year

Happy Holidays! Don't forget to look for your free book in the mail!

[Learn More](#)

20 562 Comments 311 Shares

Like Comment Share

## Appendix D: Contacts

### Libraries

- LaFayette-Walker County Public Library
  - 305 S. Duke Street, LaFayette, GA 30728
  - Phone Number: 706-638-2992
- Chickamauga Public Library
  - 306 Cove Road, Chickamauga, GA 30707
  - Phone Number: 706-375-3004
- Rossville Public Library
  - 504 McFarland Avenue, Rossville, GA 30741
  - Phone Number: 706-866-1368

### Hospitals

- Cornerstone Medical Center
  - 100 Gross Crescent, Fort Oglethorpe, GA 30742
  - Phone Number: 706-858-2000
- Erlanger Health System
  - 975 E 3rd Street, Chattanooga, TN 37403
  - Phone Number: 423-778-7000
- Primary Healthcare Centers
  - Phone Number: 706-956-2665

### Radio Stations

- WQCH AM-1590
  - Phone Number: 706-638-3276
  - Mailing Address: WQCH, P.O. Box 746, LaFayette, GA 30728
- Sunny 92.3 FM WDEF
  - Phone Number: 423-321-6200
- 93.9 FM WQMT
  - Phone Number: 706-278-5511
  - Station Address: P.O. Box 970 Spring City, TN 37381

### Daycare Centers

- First Steps Child Care Academy
  - Phone Number: 706-866-2929
  - Address: 1606 McFarland Ave, Rossville, GA 30741
- Lighthouse Christian Child

- 
- Phone Number: 706-858-4240
    - Address: 1419 Wilson Rd. Rossville, GA 30741
  - Academy For Little People
    - Phone Number: 706-375-7529
    - Address: 6868 LaFayette Rd, Chickamauga, GA 30707