

MEJO 634.1

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# THE NEXT CHAPTER

A CAMPAIGN FOR  
THE JORDAN INSTITUTE  
FOR FAMILIES

PREPARED BY



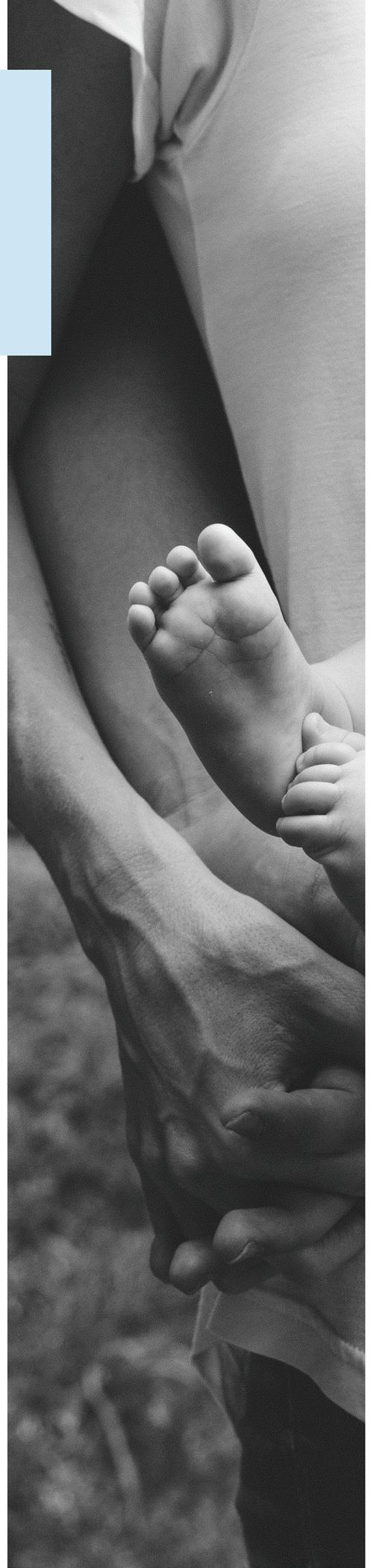
GROUP 5

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DECEMBER 3, 2019

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# MEET THE TEAM



**Taylor Bolden** is a senior at the University of North Carolina at Chapel Hill, studying Public Relations with a History minor. This summer, she interned on the Travel Team at Nike Communications, Inc. in New York City. As an intern, Taylor worked on various projects for a range of clients, pitched stories to the media and conducted influencer research for clients. After graduation, Taylor hopes to continue her career in media relations and communications at a sports or entertainment agency.



**Erin McGibbon** is a junior at the University of North Carolina at Chapel Hill, studying Public Relations and Advertising with a second major in Pre-Business Studies. This summer, she worked as a Marketing Intern at the Volvo Group headquarters in Greensboro, North Carolina. She created marketing collateral, proposed solutions for stakeholder marketing system inefficiencies and created collateral for new customer kits that greatly reduced customer service calls. After graduation, Erin hopes to work in a corporate communications role.



**Rylie MacKinnon** is a senior at the University of North Carolina at Chapel Hill, studying Public Relations and Advertising with a second major in Psychology, and a minor in Social and Economic Justice. This summer, she interned in the Gaston County Public Defender's Office. She aided in courtroom trials and proceedings, as well as interviewing new clients and discussing legal options. After graduation, Rylie hopes to continue her education in law school.



**Caroline Norton** is a senior at the University of North Carolina at Chapel Hill, studying Public Relations and Advertising with a minor in Theater Management. This summer, she was a Residential Hall Leader at the Duke TIP Summer Studies program where she was in charge of planning and promoting large scale programming and events for the students in addition to managing the team of Residential Counselors. After graduation, Caroline hopes to work in the New York theatre industry, using Public Relations efforts to increase accessibility and audience engagement for Broadway shows.

# RESEARCH REPORT SUMMARY

The Jordan Institute for Families (JIF), founded in 1996, is focused on cultivating safe, stable and nurturing families in North Carolina and beyond. To maximize local resources and opportunities, JIF regularly partners with the UNC School of Social Work's Communications, Development and Business teams.

JIF's growing team is looking to start a new chapter for the organization, with a heavy focus on increasing visibility and strengthening the JIF brand. To best serve this mission, our team established a central goal of discovering how the Jordan Institute for Families could become a better informational resource and support system for families in North Carolina. Within this goal, there were three research objectives: establish which platforms and information target audiences prefer, determine what programming would most interest the parents of North Carolina and their children, and understand UNC-Chapel Hill students' level of interest and motivating factors in volunteering.

To fulfill these objectives, we elected to pursue three methods of research. The first method our team chose was to survey parents located in North Carolina. The objective of this method was determining what programming North Carolina parents and their children were interested in. Our second method of research was conducting one-on-one interviews. We chose to interview UNC-Chapel Hill students to find the best methods of communicating with them. Our final method of research was a focus group of UNC-Chapel Hill students, in which we focused on gauging interest-levels in volunteering and determining what motivated students to volunteer.

## **Through these methods of research our team was able to obtain the following findings:**

- ◇ **Social media should reflect the impact a non-profit has in the community both visually through photography and factually through statistics.**
- ◇ **Students become much more interested in volunteering on their own when it is framed as an internship or serves a cause they care about deeply.**
- ◇ **A non-profit is perceived as more credible when it has: evidence of the work it's done, transparency with financial donations and the backing of a reputable person**
- ◇ **Many UNC-Chapel Hill students are unfamiliar with JIF, its mission and its association with Michael Jordan.**

After reflecting on these findings, we recommend that JIF establish accounts representing the organization on Facebook, Instagram, and Pinterest to gain visibility. The content on these platforms should demonstrate the organization's impact. Furthermore, we recommend creating an on-campus student organization, the Jordan Institute Catalyst Program, comprised of students interested in volunteering time to JIF projects. In addition, JIF would offer a handful of students unpaid internships if they are willing to invest more routine time to JIF, and take a leadership role in the program.

# BACKGROUND

## CLIENT

The Jordan Institute for Families (JIF) is a part of the UNC-Chapel Hill School of Social Work. The organization was founded in 1996 with a \$1 million donation from Michael Jordan. JIF aims to help mothers and families in North Carolina and provide them with information and help in many different ways, such as with the 4th Trimester Project. Their mission is to strengthen families by giving them the knowledge of social and health programs in North Carolina and across the nation. The organization is most associated with its 4th Trimester Project, which helps new Moms by providing them with tools and resources to navigate postpartum.

## OPPORTUNITY STATEMENT

The Jordan Institute for Families took a 10-year hiatus while the 1 million dollar donation from Michael Jordan came to the foundation. After the hiatus and the hiring of a new director, JIF's new challenge is gaining more exposure, expanding its program offerings, and learning to effectively leverage the Jordan brand. Although people are familiar with JIF's 4th Trimester Project, JIF needs to increase brand awareness for the Institute in order to reach their audience and garner more interest. Continually, JIF needs to find ways to leverage the Jordan brand in a way that brings in more exposure, partnerships, and donations.

## TARGETED PUBLICS

### UNC-Chapel Hill Students

Since JIF is located in the UNC-School of Social Work, it is imperative that the organization leverages the local student population. Although JIF does not traditionally provide resources for students, this audience is important because students often volunteer their time to organizations they care about.

### Parents in Chapel Hill and the surrounding areas of North Carolina

Parents are the main targeted public in this campaign because JIF's mission is to provide resources for parents, especially new mothers and fathers.

### Caregivers

Blood relatives are not the only people providing care to children and families, so it's imperative that JIF acts as a resource for all types of caregivers. Whether it's foster/adoptive parents, educators, or child care workers, JIF should prioritize inclusivity.

# CAMPAIGN PROPOSAL

## AIMS & OBJECTIVES

**The overarching aims for this campaign include:**

- ◇ Increasing organizational awareness locally and nationally
- ◇ Providing resources that increase credibility
- ◇ Engaging the local community

**From these aims the following objectives were created:**

- ◇ Inform publics of JIF's mission and impact
- ◇ Provide resources through social media, podcast episodes and blog posts that align with JIF's mission
- ◇ Create a program that offers a chance for UNC-Chapel Hill students to engage with JIF's mission  
Increase donor interest through social media channels and student involvement

## OVERVIEW

To begin this new chapter in JIF's story, Take Flight Communications recommends building roots in the Chapel Hill community, with the goal of branching out into a reputable resource for families nationwide. The campaign is broken into four components: establishing social media channels, creating the Catalyst Program for student volunteers, enhancing the organization's current blog and producing a podcast. These elements, when used in tandem, are catalysts for broader organizational awareness and involvement.

## STRATEGY

In order to achieve the campaign goals, JIF's strategy is to:

- ◇ Attract potential donors and alumni through the use of the UNC-Chapel Hill student population
- ◇ Gain the trust of the target audience by providing an accessible resource that distributes information and advice
- ◇ Leverage sponsorships, partnerships and social media platforms to create new resources that raise awareness for JIF and its mission

# TACTICS: SOCIAL MEDIA

Establishing shareable platforms on which educational and promotional content can be housed is essential in gaining nationwide credibility. This begins by attracting local followers who are invested in spreading the organization's message. The following recommendations will ensure a deeply-rooted foundation on which JIF can branch out to larger audiences.

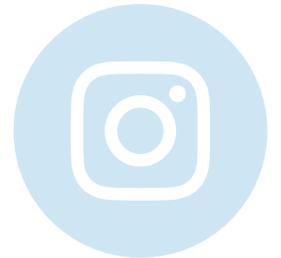
## FACEBOOK

JIF should encourage all Catalyst Program members to like and follow the page, as this support demonstrates the organization's credibility.



## INSTAGRAM

JIF should encourage all Catalyst Program members to follow the page to gain a solid base following. This base following gives the page credibility and algorithm strength to appear on the Instagram explore page, which will increase exposure of the page and attract more followers organically. After a substantial following is gained, promotion of the podcast can begin through posts and Instagram stories. Additionally, JIF's Instagram could receive a shout-out from the 4th Trimester Project's page to attract additional followers and gain awareness.



## PINTEREST

Take Flight Communication's primary and secondary research suggests a significant presence of mothers on Pinterest. Mothers on Pinterest are generally seeking advice and tips from reliable sources. Promoting JIF's blog articles on its Pinterest page will drive traffic to their blog and increase organizational awareness. followers and gain awareness.



*For potential content ideas, see Appendix A.*

# TACTICS: CATALYST PROGRAM

Students are the key to unlocking opportunities and resources in the Chapel Hill community. College students are increasingly looking for opportunities to contribute to the change they want to see in the world, just as JIF has catalyzed change for America's most vulnerable families.

By establishing the Catalyst Program, students will be able to contribute to JIF's overall mission by volunteering their time or holding an internship role with greater responsibility. JIF not only gains manpower to execute new programming or marketing strategies but can reach out to local businesses that offer benefit nights for student organizations. Beginning this journey with student support unlocks countless doors for growth.

The JIF Catalyst Program should register as a student organization through the Carolina Union website, which showcases all of UNC's student organizations. Additionally the Catalyst Program should host a table at Fall Fest and pass out informational flyers and cookies to students that are looking to join new organizations.

In addition to those that join the program at Fall Fest, the Catalyst Program can recruit more students through several listservs at UNC. If the organization wishes to target specific skill sets in students it can reach out to professional schools and offer internship opportunities for students with these skill sets.

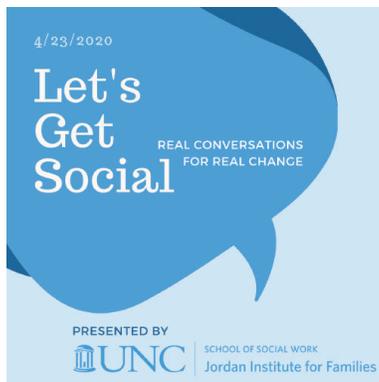
Once the program has recruited a sufficient number of members, it can divide members into committees to help with specific operations. For example, a production committee can be established to help with producing the podcast and a social media committee can run JIF's social media accounts. *For an example of a structural breakdown, see Appendix B. For examples of recruitment flyers, see Appendix C.*



# TACTICS: PODCAST

With Americans on-the-go more than ever before, receiving their undivided attention to watch or read something is a challenge. Podcasts are a great way for an organization to get its foot in the door with the American public, as it's not overly demanding of their time. It allows listeners to complete daily tasks such as cleaning or driving, while still gaining an entertaining and educational experience from the show. JIF can establish awareness and credibility, while still remaining true to its mission to be a resource for families.

The podcast will launch after JIF's social media platforms have gained followers and credibility. JIF will use these social media channels to promote the new podcast to their target audiences of parents and caregivers. In addition to social media, the podcast will work alongside the blog, and the podcast host can refer listeners to resources posted on the blog in order to receive more information. To keep listeners engaged, the podcast will feature guests that are involved in family research or have an established following on social media.

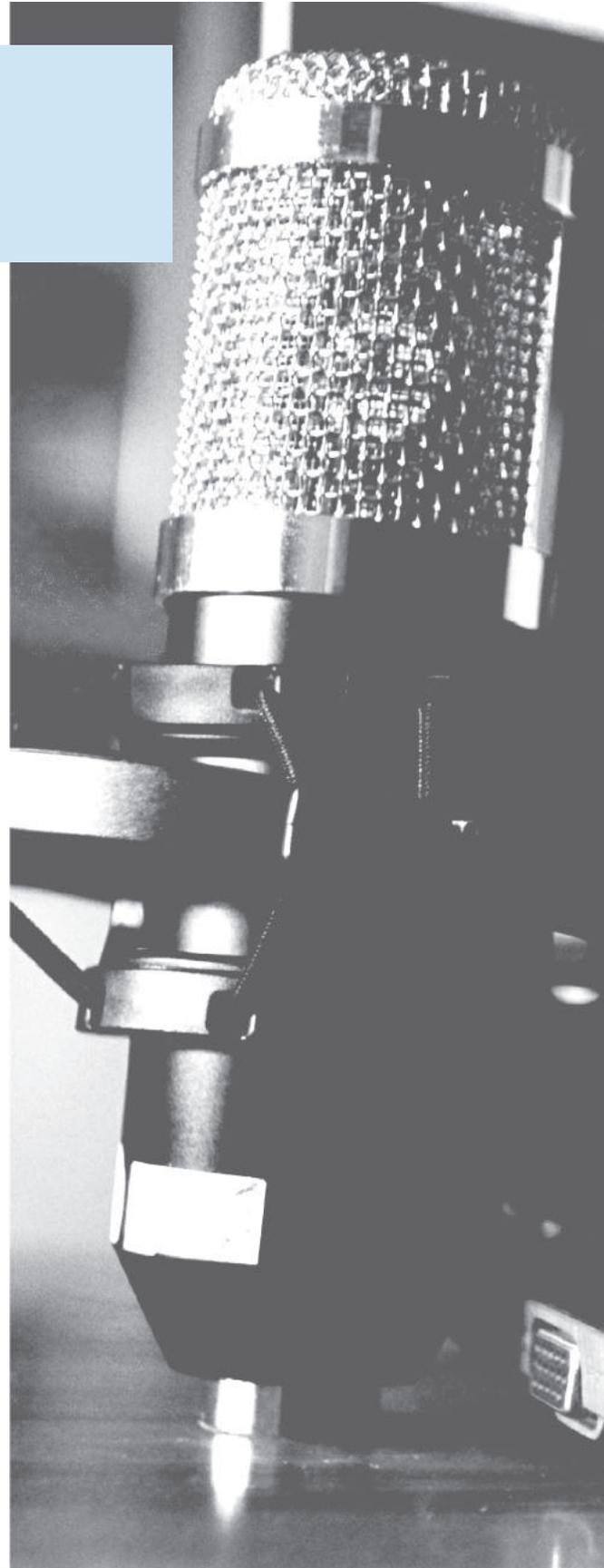


Mock up of podcast cover art, for larger image, see Appendix E

To lower the costs of launching and maintaining a successful podcast, Catalyst Program members will write and record podcasts. They can also contact local businesses, like Purple Bowl, Purvello, and Chipotle, to obtain sponsorships for each episode, where an

advertisement for the business will be played during

the episode in exchange for a small commission for JIF.



# TACTICS: BLOG

JIF aims to be a resource for “Moms in the middle of the night,” as JIF Director Sarah Verbiest mentioned. This assistance can come in many forms, but one of the most approachable to modern moms is a blog. The blog JIF currently offers on its website is a wealth of valuable information that is extremely relevant to its mission. Our recommendation aims to increase the blog’s traffic and the number of posts per month. Additionally, the blog can house additional information from topics discussed on the podcast. In addition to being a provider of valuable resources to families, JIF will gain credibility as an organization as traffic and content on its blog increase.

Before the launch of the podcast, the blog should function as a standalone project. It should be updated once a week, with new information and resources for parents and caregivers. At the end of each blog, make sure to promote social media handles. After the launch of the podcast, the blog and podcast should function adjacently. After each podcast episode is uploaded, the blog should be updated as well. It will provide supplemental resources and functions as a place where listeners of the podcast can find more information on topics discussed on each episode. In addition to the supplemental content, the blog can also collaborate with family-oriented bloggers, who will shout out the JIF blog and podcast in exchange for credible content.



# TIMESCALES

**JAN.  
2020**

**Establish Student Organization**

*With the beginning of a new semester comes a valuable opportunity to recruit student volunteers*

- ◇ Set up the groundwork and structure for the program
- ◇ Register the organization through the Carolina Union
- ◇ Start Recruiting Student Volunteers

**FEB.  
2020**

**Initial Program Activity**

*Once a healthy amount of student volunteers have been recruited, it's time to get to work!*

- ◇ Establish Social Media Accounts
- ◇ Launch initial awareness campaign
- ◇ Begin preliminary plans for podcast + blog
- ◇ Host a small-scale fundraising event

**JUNE  
2020**

**Launch Podcast**

*Once all of the creative and logistical details have been taken care of, share the work with the world!*

- ◇ Ensure sustained resources for podcast creation
- ◇ Record and publish initial podcast along with blog post
- ◇ Publicize the launch on social platforms
- ◇ Continue to follow social media schedule

**Grow Following and Build Credibility**

*The seeds of the program have been planted, now they just need help to grow!*

- ◇ Create engaging social media content
- ◇ Begin posting weekly blogs
- ◇ Continue to develop plans for podcast
- ◇ Start recruiting a workforce for the summer months

**MAR.  
TO  
MAY  
2020**

**JUL.  
2020**

**Maintain and Grow Audience**

*Following the launch, keeping a strong momentum will be imperative!*

- ◇ Release a new podcast + blog once a week
- ◇ Consistent social media activity
- ◇ Build relationships with local businesses and organizations, form beneficial partnerships

**Gear Up for the New School Year**

*A new school year presents another opportunity to appeal to the campus community's desire for a fresh start!*

- ◇ Continue releasing a new podcast + blog weekly
- ◇ Make structural adjustments to volunteer program
- ◇ Attend Fall Fest to recruit new student volunteers
- ◇ Launch a fresh social media campaign

**AUG.  
2020**

**Increase Campus Recognition**

*Continue to build on current audiences and establish a unique role in the campus community!*

- ◇ Continue releasing a new podcast + blog weekly
- ◇ Consistent social media activity
- ◇ Host fundraising events/programs
- ◇ Focus on Homecoming and other alumni events

**SEP.  
TO  
DEC.  
2020**

*For full Timescale details, see Appendix D.*

# BUDGET

ITEM	APPROX. COST	NOTES
Podcast Equipment	\$610	Two microphones (\$180), two pairs of studio headphones (\$100), Zoom H5 (\$290), two XLR cables (\$40)
Podcast Hosting	\$15/month, \$180 for one year	Website is castos.com, first month is free with the code 'discoverpods'
Sponsored Social Media Advertisements	\$100 - \$500 for 500 ad clicks	\$0.20 - \$1 per ad click, cost varies depending on the content
Insomnia Cookies for Fall Fest	\$248 for 200 cookies	Insomnia donates cookies depending on the time of the year and availability
Pizza & Soda for Student Interest Meeting	\$66	For three cheese and two pepperoni pizzas with two 2-liter sodas from Domino's
Printing Flyers	\$50 for 200 flyers	\$0.25 per color page

**GRAND TOTAL: \$1,200 - \$1,700**

The main cost of the campaign comes from the podcast, but JIF can gain sponsorships from local businesses in Chapel Hill to help cover the costs.

# EVALUATION

In order to evaluate the impact of the Catalyst Program, it will be imperative to set goals for the organization from within upon establishment. Some of the goals may include recruiting a certain amount of new members, raising a certain amount of revenue through fundraising efforts, creating awareness for JIF, and involving a certain percentage of the program members. On an operational level, the success of Catalyst-aided JIF projects will be analyzed as well as membership experience perceptions and campus presence. All aspects of the program should be under constant evaluation to cultivate a positive and effective program environment.

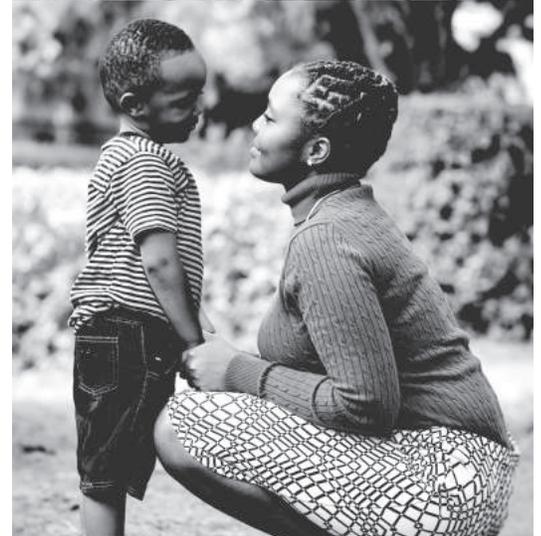
Since the main goal of social media presence is increasing awareness, continually measuring follower growth and audience engagement will be essential. The use of management tools such as Sprout Social will provide valuable insights and statistics for each platform. Direct response metrics will help to determine audience interest in the content being published and will help to inform future campaigns. The ongoing tracking of mentions, analyzation of follower demographics, and identification of optimal times for engagement will also be critical for growth.

The success of the podcast will primarily be measured by the number of listeners, subscribers, and downloads (if applicable) each month. With the intention of producing four episodes per month, audience statistics will help guide the ongoing development of the podcast in terms of content, structure, and general appeal; additionally, any directory rankings or user reviews will be continually analyzed. At the conclusion of each episode, listeners will be encouraged to visit the JIF website and blog for more information on the topics covered. These calls to action towards the website provide an opportunity to monitor traffic, including visitors' site interactions, technology used to get there and time spent on the site. Traffic is expected to spike on the days when new episodes/blogs are released, and will thus be monitored and measured with this in mind. Additionally, social media channels will be plugged during each episode/blog, and so traffic towards each platform will be measured in order to adjust promotional efforts. Furthermore, social media interactions and mentions regarding the podcast and blog will be tracked, with the intention of utilizing users with a large sphere of influence to increase awareness and subscriptions. The effectiveness of brand advocates on listener/reader numbers will also be measured.

# CAMPAIGN SUMMARY

The Jordan Institute for Families strives to help strengthen families and communities, starting at home in the Chapel Hill community, working to become further accessible to individuals as a resource. The goal of this campaign is to increase the awareness of JIF through the use of promotion and branding, starting at UNC and expanding statewide and nationwide. Through the use of an increased social media presence, and an educational, fun podcast that functions as a resource, our team strived to find the best way to take advantage of the resources we already had, such as the university. "It was extremely helpful to understand the main needs and desires of JIF going into the project. This was made possible through a strong channel of communication that allowed us to create a campaign that would both increase the awareness of JIF and simultaneously act as an informational resource," said Erin McGibbon.

While the main demographic of individuals using JIF as a resource is not predominantly UNC students, we were able to use our accessibility and familiarity with these students to illustrate a way the two can collaborate. Our research benefited from talking to UNC students who were involved in other organizations and work, in order to identify areas that were lacking with opportunities, as well as areas that students enjoyed becoming involved in. A main aspect of our campaign was focusing on the connection between JIF and UNC students, and the ways that both can benefit from one another. As a group, we are most proud of the way our research with UNC students was able to transfer into the creation of an archive of resources for parents and families, as well as the strategy to follow in order to promote and establish the necessary credibility to widen the impact of an organization that is representative of the way UNC students are Tar Heels for life.



# APPENDIX

## APPENDIX A

### ***FACEBOOK OPPORTUNITIES***

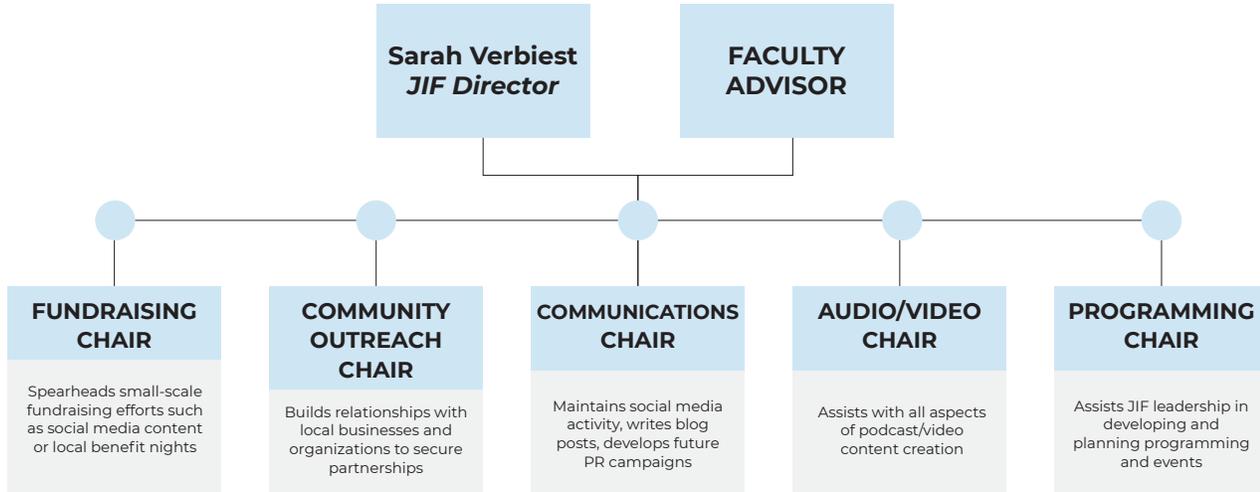
- ◇ Becoming an organization on Facebook users can ask their friends to donate to for their birthday. These posts state “For my birthday donate to JIF” and offer a link to donate.
- ◇ Posts containing links to articles about topics related to JIF’s mission
- ◇ Shareable videos about issues JIF is involved in
- ◇ Invite users through ‘event invite’ feature

### ***INSTAGRAM OPPORTUNITIES***

- ◇ Fundraising bingo for Instagram stories
- ◇ “Meet the JIF team” personal bios of each team member
- ◇ Infographics that spread information about topics in line with JIF’s mission
- ◇ Infographics that make significant data from JIF’s research eye-catching
- ◇ Photos of families positively impacted by JIF with their stories in the caption
- ◇ Photos of the JIF space in use by students or professionals  
Instagram stories or posts of JIF members volunteering in the Chapel Hill community

## APPENDIX B

### SAMPLE ORGANIZATIONAL STRUCTURE FOR THE JIF CATALYST PROGRAM



## APPENDIX C

### SAMPLE RECRUITMENT FLYERS

**UNC** | SCHOOL OF SOCIAL WORK  
Jordan Institute for Families

HELP FAMILIES IN NEED

**THE JORDAN INSTITUTE FOR FAMILIES**

LOCATED IN THE UNC SCHOOL OF SOCIAL WORK

Student volunteer and internship opportunities available!

Help is needed for social media management, podcast creation, fundraising, outreach, and event planning.

FOR MORE INFORMATION, VISIT  
JORDANINSTITUTEFORFAMILIES.ORG

**UNC** | SCHOOL OF SOCIAL WORK  
Jordan Institute for Families

**STUDENT INTEREST MEETING**

SEPTEMBER 3RD, 5PM, UNC  
SCHOOL OF SOCIAL WORK LOBBY

**Come get to know the Jordan Institute for Families staff and learn about our mission and projects. Pizza and soda will be provided!**

Opportunities for students to volunteer with real work experience, as well as internship openings!

**HELP FAMILIES IN NEED BY WORKING WITH A PROFESSIONAL & STUDENT TEAM TO CREATE ACCESSIBLE RESOURCES**

## APPENDIX C

### JIF CATALYST PROGRAM SAMPLE ORGANIZATION STRUCTURE

#### January 2020 | *Main Objective: Establishing Student Organization*

With the beginning of a new semester comes a valuable opportunity to recruit student volunteers that are motivated and on the lookout for new experiences that align with their passions and/or serve as resume-builders.

#### To Do List:

- Set up the groundwork and structure for the program
  - Draft a mission statement
  - Draft a constitution and bylaws
  - Designate a faculty advisor
  - Outline a desired leadership and membership structure based on organizational needs and preferences
  - Develop branding for the program distinct from yet complementary to the Jordan Institute for Families
- Register the organization through the Carolina Union
- Start Recruiting Student Volunteers
  - Recruitment Information Shared Via
    - Student Listserv (specifically listservs for students in the School of Social Work and Hussman School)
    - Flyers
    - Professor Recommendations (reach out to faculty to ask them to pub the program in their classes but also for names of students to reach out to individually)

#### February 2020 | *Main Objective: Initial Program Activity*

Once a healthy amount of student volunteers have been recruited, it's time to get to work!

#### To Do List:

- Establish Social Media Accounts for Facebook, Instagram and Pinterest
  - Launch initial awareness campaign/start creating boards
  - Develop a social media schedule
- Begin preliminary drafts of podcast + blog schedule and topics
- Host a small-scale fundraising event, such as a benefit night with a local business (ex. Purple Bowl)
  - Publicize the event on social media

### March - May 2020 | *Main Objective: Grow Following and Build Credibility*

The seeds of the program have been planted, now they just need help to grow!

#### To Do List:

- Develop social media content that emphasizes audience engagement and encourages the target audience to follow the accounts
- Begin posting weekly blogs on relevant and engaging topics, publicize each blog post on all social accounts
- Continue to flesh out plans for podcast (schedule, topics, technical logistics, etc.)
- Begin to recruit a workforce for the summer months

### June 2020 | *Main Objective: Launch Podcast*

Once all of the creative and logistical details have been taken care of, share the work with the world!

#### To Do List:

- Ensure sustained resources for podcast creation and distribution
  - Hire and orient summer interns/workforce
- Record and publish initial podcast along with corresponding blog post
  - Release a new podcast + blog once a week
- Publicize the launch on social platforms
- Continue to follow social media schedule

### July 2020 | *Main Objective: Maintain and Grow Audience*

Following the launch, keeping a strong momentum will be imperative!

#### To Do List:

- Continue to release a new podcast + blog once a week
- Consistent social media activity
- Work to build relationships with local businesses and organizations, form partnerships for fundraising and programming

### August 2020 | Main Objective: Gear up for the School Year

A new school year presents another opportunity to appeal to the campus community's desire for a fresh start!

#### To Do List:

- Continue to release a new podcast + blog once a week
- Make any necessary/desired structural adjustments to the volunteer program
- Attend Fall Fest to recruit new student volunteers along with other recruitment efforts
- Launch a fresh social media campaign with the start of the academic year

### September - December 2020 | Main Objective: Increase Campus Recognition

Continue to build on current audiences and establish a unique role in the campus community!

#### To Do List:

- Continue to release a new podcast + blog once a week
- Consistent social media activity
- Along with community partners, host fundraising events and other programs to continue building reputation
- Hone in on Homecoming and other alumni events as fundraising opportunities

## APPENDIX E

### SAMPLE PODCAST COVER ART

