



YOUTHBUILD CAMPAIGN PROPOSAL

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EXECUTIVE SUMMARY

The Shelton Group is a Bristol, Rhode Island based public relations firm, established in 2013 with an unwavering commitment to their clients.

As one of our potential clients, we have prepared a public relations plan for YouthBuild Providence. This non-profit Providence, Rhode Island based company has a goal of enhancing their image in order to attain more volunteers and donors as well as broaden the organization's public and increase brand awareness. We have prepared a plan that will accomplish these tasks in the most effective and cost efficient manner. YouthBuild Providence is a branch of YouthBuild USA, that serves as an alternative education and workforce-development program; one that helps high school dropouts gain literacy and job-readiness in order to make a successful transition into high-growth high-demand occupational sectors and/or post-secondary education.

Through extensive research, planning and strategizing, we have found that YouthBuild Providence does not put considerable effort into advertisements and use mostly "word of mouth" to communicate about their organization. With the use of surveys that we conducted, it was determined that most participants were unfamiliar with YouthBuild, approximately 90%. For this reason we focused our plan on reaching publics through events and written flyers/advertisements, with a hope of increasing knowledge about the organization. Another major aspect of our plan is to gain donors and enhance current donor relations. To do so we decided to reach out to local businesses, with a purpose of gaining supporters that have a connection to the community and could reap the benefits of an educated youth. We intend that many of the YouthBuild students will graduate from the program with the potential of working at the businesses that contributed to their success.

We centered our plan around the message "Foster the minds today, that will foster our tomorrow", a slogan created to encourage involvement in YouthBuild Providence, as it is an organization that will give back to the community whatever is put into it. With this we hope to develop our target publics' positive attitudes regarding the program.



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PROBABLE CLIENT: YouthBuild Providence



YouthBuild Providence is an alternative route to secondary education for teens in the Providence area. It is a demanding, full-time developmental program, that teaches career readiness skills.

YouthBuild teaches students skills in the fields of:

- Construction
- Childcare
- Healthcare
- Social Justice work

At YouthBuild, students can:

- Earn a high school diploma or GED
- Earn an AmeriCorps award for service hours
- Earn college credits while taking courses at CCRI that are intended for YouthBuild students

YouthBuild essentially teaches its students how to take care of themselves, their families, and their communities.

THE SITUATION

We have been working with YouthBuild Providence in creating a public relations campaign to help targeted publics understand the mission and overall accomplishments of the organization. Anthony Hubbard, the director of YouthBuild Providence, has asked us to specifically reach out to potential donors and volunteers. We have been asked to assist the creation of a media kit for YouthBuild, including redesigning their website to include real life achievement stories from students and updated information about what is happening within the organization.



RESEARCH

In order to benefit YouthBuild and aid in completion of the final project, research concerning YouthBuild's image and reputation was conducted in the form of surveys and content analysis. The research was used in order to gain an overall understanding of the profile of potential donors and volunteers for YouthBuild, the community's understanding of YouthBuild's image, and the portrayal of YouthBuild in the media.

The first research method, surveys, were used to seek out potential donors and volunteers for the organization, as well as a tool in the process of redesigning YouthBuild's logo. We chose to use surveys to understand the thoughts and opinions of the community and potential donors and volunteers. Surveys were distributed to local businesses, companies, and residents on Metacom Avenue and Hope Street in Bristol, Rhode Island, on Tuesday October 8th. On October 9th, more surveys were distributed in Providence and Newport, Rhode Island, to Clear Channel employees, local restaurants and convenience stores. The surveys were physically handed out, and presented to store or restaurant managers whenever they were present.

To examine the media coverage of YouthBuild, a content analysis was performed on recent news stories concerning the company. Content analysis was chosen, because we had limited time and budget and felt the best way to maximize our research would be to use secondary research in a content analysis. The content analysis was conducted over a two-day period, October 8th-9th. Media was analyzed in order to determine how often YouthBuild appears in the news, the tone and perspective of the news stories on YouthBuild, and whether the coverage of the company is positive or negative.

The Internet database Lexis Nexus was used to find the articles for the analysis. Search terms used were "YouthBuild", "YouthBuild Providence", "YouthBuild Providence advertising", "YouthBuild advertising", and "YouthBuild non-profit". Fifteen articles were analyzed for the content analysis.

SURVEYS

APPENDIX A

For the survey aspect of our research, 105 surveys were physically given to local business and residents in Providence, Bristol, and to students of Roger Williams University. In all scenarios, business managers or owners were sought to take the surveys. If they were unavailable, the surveys were given to the next employee in charge. All 105 of the surveys were completed and turned back in. While working with YouthBuild Providence, it seemed fitting to reach out to the local Rhode Island Community and hear from those residents and business owners that might be more inclined to get involved with the organization. As local residents of Providence, the people we targeted share a

communal relationship and connection to YouthBuild, which makes them more prone to donate and/or volunteer.

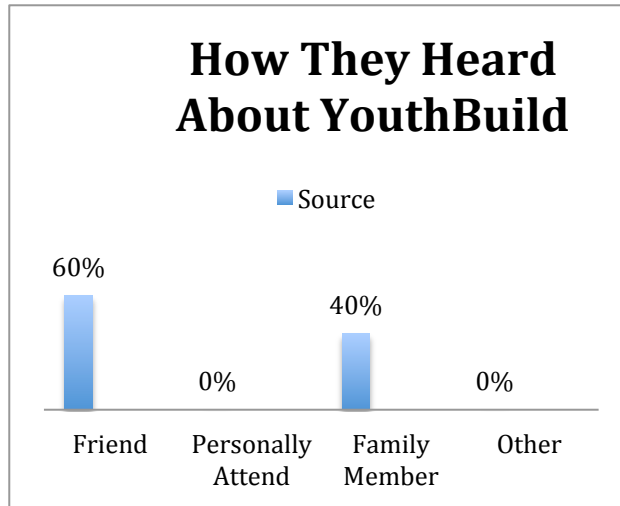
SURVEY DETAILS

APPENDICES B-F

The majority of our survey takers identified themselves as White/ Caucasian females. Only 24% of the people we surveyed were males. The ages of those surveyed ranged from 19 to 45 and older. Those in the 45 and older age group were our largest demographic, due to the fact we targeted established business owners and managers.

We used our surveys to determine how much information the community already knew about YouthBuild, if any at all. As YouthBuild is currently seeking new volunteers, we attempted to reach out to people who might serve as potential volunteers. We thought it was most important to initially inquire about any prior knowledge of YouthBuild that our target audience possessed. We found out that 86% of those surveyed had never heard about YouthBuild, proving to us that YouthBuild does not currently get enough media coverage.

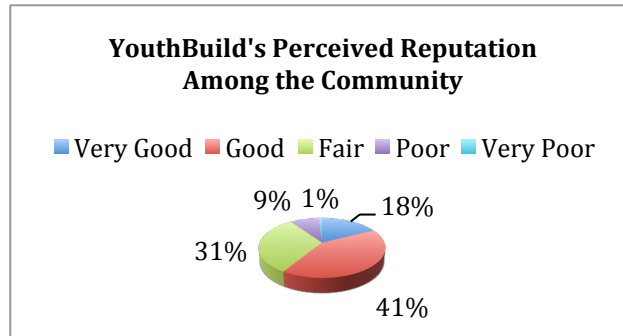
EXHIBIT 1:



Of those that had heard of YouthBuild, they predominately said they had heard of it from one-on-one communication and word of mouth, rather than traditional advertising. As represented in “Exhibit 2”, (see below) 76% of respondents claimed interest in learning more about.

EXHIBIT 3

Within our survey, we provided an overview of YouthBuild’s mission statement in order to inform those with no previous exposure to the organization or its purpose. This allowed respondents to answer questions on the survey more knowledgeably. Following that, we incorporated a number of Likert scale questions to gain the best perspective of our participant’s particular attitudes regarding YouthBuild. “Exhibit 3” shows that 72% of respondents perceive YouthBuild’s reputation among the community to be either good or very good.



Likert scale questions were also used to understand respondent’s likeliness of donating and/or volunteering for YouthBuild. Only 7% of respondents are “extremely likely” to donate. The primary reasons respondents are unlikely to donate, is insufficient funds or disinterest in the organization.

CONTENT ANALYSIS

In order to gain an understanding of the media coverage regarding YouthBuild, a content analysis was performed. The goal of the analysis was to determine how often YouthBuild appeared in the news, and whether the coverage of the company was usually positive, negative, or neutral. The database used was Lexis Nexus, and the search terms used to find the articles for the content analysis were as follows:

- “YouthBuild”
- “YouthBuild Providence”
- “YouthBuild non-profit”
- “YouthBuild advertising”
- YouthBuild Providence advertising”

Fifteen articles, published between 2012 and 2013, were analyzed and broken into three categories: Funding, Mission, and Activities. These categories were chosen based on the general topics that the articles covered. Any article concerning YouthBuild’s funding, budget, or grants was put in the “Funding” category. Articles concerning the overall goals and direction of YouthBuild were categorized in “Mission”, and articles concerning the daily events taking place at YouthBuild were put in the “Activities” category. The content analysis revealed that most articles portrayed YouthBuild in a positive light. The articles in the “Funding” category generally discussed a grant or donation awarded to YouthBuild, and why the company deserves the money.

Articles in the “Mission” category were about YouthBuild’s long-term goals, and their recent accomplishments, which reflect well upon the company. Lastly, articles in the “Activities” category concerned the activities taking place on a daily basis at YouthBuild, which included learning workshops and house building projects, which also reflect positively on YouthBuild.

The tones of most of the articles in the “Funding” category were formal and serious. These articles typically provided the facts and statistics relevant to the story and a quote from a person involved. None of the articles strayed much from this format. Articles categorized in the “Mission” section, were less formal in tone, but generally just as serious. Many of the articles were written by YouthBuild executives, including company founder, Dorthy Stoneman, and the authors often concluded their article by asking readers to donate to YouthBuild. Because the goal of these articles were convincing people to donate, the authors usually focused on making their article relatable but still getting the message across. They thereby portrayed an image of a responsible and goal-oriented organization, but also small and personal enough to put every donator’s money to good use. The tone of the articles in the “Activities” category was a mixed-bag; some of them were formal and serious, others informal. Just like in the “Mission” section, many of the articles were written by people involved in YouthBuild, and therefore followed the same format of “formal but relatable.” The articles written by journalists uninvolved in YouthBuild focused much less on making the company relatable, and were generally formal and serious.

In the “Mission” section, the perspective of the articles was generally inward looking. These articles tended to focus on YouthBuild’s goals and obstacles for the future, and how to overcome or achieve these, respectively. Articles in the “Funding” section took an outsider’s perspective on YouthBuild- these articles were usually written by people unassociated with the organization, and did not go into detail about YouthBuild’s goals or objectives, but stuck to the facts and figures needed for the story. The articles in the “Activities” section were usually written from a neutral perspective. These articles described a certain event taking place at YouthBuild and went into some details on the organization’s activities, but did not feature any form of bias- positive or negative towards YouthBuild; unless of course the article was written by a person associated with the YouthBuild company. In those cases, the articles portrayed YouthBuild in a positive light.

The content analysis helped our research by providing the media’s perspective on YouthBuild, which was generally either positive or neutral, and always portrayed the organization in a good light. The media holds widespread influence over public opinion and knowledge of a topic, so it was important to examine the media’s portrayal of



YouthBuild. Awareness of how the media frames YouthBuild helped us decide the direction to take and objectives to aim for, for the social media campaign.

FUNDING

The funding information on YouthBuild was found on online news reports. We chose these articles because they portrayed YouthBuild in a positive light, making the organization appear trustworthy and reputable to the general public. The funding that YouthBuild receives is a direct reflection of how well they are able to reach potential donors and how well they are able to achieve their goals. Looking at the large amounts of money YouthBuild was able to amass from funding, it is clear to see that they are reaching out to potential donors, while still managing to accomplish their goals.

MISSION

The mission information we found online about YouthBuild was from various articles. We picked these particular articles because they explained the organizations overall goals and accomplishments. One of the particular articles that we chose was written by the founder of YouthBuild, Dorothy Stoneman; a fact which enhanced its credibility as a source and gained our interest.

ACTIVITIES

The activity information we researched highlighted what YouthBuild does on a day-to-day basis. This category helped us gain a wider understanding of YouthBuild's mission and the way in which they work to accomplish it.

TARGET PUBLICS

After analyzing the information we collected in our research, we concluded that our two main target publics are:

- Small, local businesses
- College students in Rhode Island (volunteers)

We are targeting these specific groups for their own, individual reasons and to overall fulfill YouthBuild's wish of gaining more donors and volunteers. By reaching out to our publics, we are also essentially informing them about YouthBuild's image. We carefully considered these publics and determined them to be most effective.

Small, local Businesses

APPENDIX E

We are targeting small local businesses because our survey showed us that they are the best source to solicit donations from. Small businesses also tend to care about their image within the community they operate in. If a business decides to donate to YouthBuild, they will be perceived as caring and philanthropic within the community. This action makes people feel more comfortable with their organization and therefore more willing to choose their business over their competition that may not give back. Due to that reasoning, businesses tend to look for charitable organizations to donate to. Small businesses also often times feel a sense of responsibility towards the communities they are a part of, making them more prone to return the wealth.

Rhode Island College Students

APPENDIX F

We chose local college students, and their parents, from all the schools in Rhode Island:

- Brown University
- Bryant University
- Community College of Rhode Island
- Johnson and Wales University
- Providence College
- Rhode Island College
- Roger Williams University
- Salve Regina University
- University of Rhode Island

We will reach out to the students of Rhode Island schools because of their definite connection to the state. Many college students often need volunteering opportunities so they can fill a service quota in order to graduate. Volunteering at YouthBuild is a perfect opportunity to accomplish those needs. Reaching out to all students also gives students who want to volunteer for personal fulfillment a chance to volunteer; which leads to



specific groups like Habitat for Humanity and any other clubs looking to volunteer and or give service to their community. Members of these clubs and organizations already have an appreciation for service and work closely within a non-profit org.

Two ways that Roger Williams students will be able to volunteer with YouthBuild is through the off-campus work study opportunity that the school offers as well as Community Connections.

The off-campus work study program is for the students who need a work-study but all on-campus positions have been filled. The school has teamed up with several non-profit organizations throughout Rhode Island to connect fill their students with the open volunteering positions available. Since this is a work-study, the students are still getting paid for their time by the university.

Community Connections is a program that the University began in 2005 to provide a common service experience that actualized commitment to service, a core value of the University ad met the real needs of organizations and individuals in the local community, all while continuing the orientation process for new students. Each year the freshman class volunteers at non-profit agencies throughout Rhode Island and Southeastern Massachusetts, led by student or faculty/staff site leaders. YouthBuild can be apart of this program which will expose the students to the organization for future volunteering.

We will acknowledge the fact that college students value education. They are appreciative of the fact they can attend college and further their education. By presenting them with an opportunity to help someone who is deprived or furthering their education, will most likely get them involved and willing to help out.

Lastly, we will have a guest speaker from YouthBuild come to each campus. The event will be open to all students, faculty and staff on campus, and parents if they wish to attend. In order to advertise the speaker, posters and additional emails will be sent to students. Posters of detailed information will be hung in popular areas such as the cafeteria, library, and various bathrooms. The posters in general will inform anyone who reads them, and will further inform anyone who decides to attend the speaker. Hosting a speaker is extremely effective because it is one-on-one communication, which makes it more personal and real. It is also more credible and in their face, and puts a face to the name; more than technology alone can do. It is also beneficial because if anyone has any questions, they can ask them and be answered directly.

THE MEDIA

In order to gain publicity for the YouthBuild campaign, our PR team will utilize numerous forms of media, including

- Newspapers
- Email
- Radio
- Social media.

These avenues were carefully chosen based on what will be likely to reach the greatest amount of our target publics.

Newspapers

APPENDICES G-I

Ads and press releases will be given to local newspapers. These newspapers were chosen because they are all delivered to communities in the Providence area, and should be able to garner interest and support in YouthBuild. On top of this, they reach a wide variety of people, including those that do not rely on technology to get news. Studies have shown that newspapers are viewed as one of the most credible sources of news, so getting a story about YouthBuild in the newspaper will likely be one of the most effective ways to gain support.

Email

APPENDICES J-N

The PR team will send emails both to college students, and to college administrators in order to spread awareness of YouthBuild. Mass emails sent to college students are a reliable way to get the message out, because students are constantly checking their inboxes, and are likely to receive the message in a timely manner. Emails sent to college administrators will be personalized appeals, asking them to spread the message to the student body at their school. If the message comes from the school's administration, the students are likely to see it as more credible. It is also possible that students could use YouthBuild as a volunteer opportunity, and get involved for college credit or to have something to put on their resumes.

Radio

APPENDICES O-P

Radio ads will be used to reach listeners in Providence. Possible stations that could be used for advertising include 93.3 FM, 101.5 FM, 94.1 FM and 92.0 AM. A radio Public Service Announcement will be effective, because they reach a wide audience all around the Providence area. Using talk radio will also be cost effective because it is free.

(Refer to Appendix O for PSA)

All stations target adults 25-54 years old*

LISTENERS (who listen at least 5 minutes each week)

- Coast 93.3: 455,300
- B101: 424,500
- 94HJY: 360,800
- WHJJ: 60,400

Social Media

APPENDIX U

Social media will be one of the most effective tools utilized in this PR Campaign. Facebook and Twitter are two of the most popular sites today, and both can be used to advertise for free. Currently, YouthBuild Providence's existing twitter account has 360 followers. Ideally, the twitter account should make posts as frequently as possible, and posts should focus on advertising for YouthBuild and reaching out to potential and current publics. YouthBuild's Facebook page currently has 651 likes. Increasing followers and likes on the social networks is an easy, reachable goal through advertising and spreading awareness. However, YouthBuild already has a significant amount of supporters and this PR campaign will focus on increasing that number and using the networks to spread awareness of the organization in general, and it's events and successes.



GOAL

To solicit the local small businesses within the Providence area to donate to YouthBuild, and encourage local college students to volunteer at the YouthBuild locations.

MESSAGE

The message we want to get out to the small businesses is that YouthBuild has a strong enough good public image, that you should be willing to attach their names to it. When a small business donates money to a non-profit, they want that non-profit organization to have a good reputation in the community. The better then organization, the better off the small business comes out looking. The message we want to send to college students is that, by volunteering to YouthBuild, they will be helping make a difference in a young persons life. One of the many reasons people volunteer to non-profits is to feel like they are making a difference. By showing students they can make a difference in someone's life, will help encourage them to volunteer for YouthBuild.

DEVICES

- Posters & Flyers: For our devices we are going to be creating posters and flyers that can be hung around local towns and different places on college campuses frequented by students. We are going to try and use emotional appeals, with messages about how YouthBuild is a successful non-profit organization that helps under-privileged youth graduate from high school, but at the same time they need volunteers to help make their goals a reality. This shows the small business were a successful non-profit, and shows the college students their opportunity to volunteer and make a difference.
- Radio: For our broadcast media we will send pitch letters to different popular local radio stations such as WPRO and WWBB. We can ask the on air DJs to make mention of YouthBuild and even make mention of any upcoming YouthBuild events.
(A deal we made with Clear Channel of Rhode Island can be viewed in Appendix P)
- Newspaper: We can send news releases to local providence newspapers as well as to the different Universities and their newspapers for different YouthBuild events or volunteering opportunities that are coming up in the near future.
(List of newspapers can be viewed in Appendix G)



- Facebook and Twitter: Using the YouthBuild Providence Twitter and Facebook accounts we can send tweets and share information about upcoming events to help build awareness and also use social media accounts to post flyers online for events. The social media is the best vehicle for reaching the college student public because of their already social media-driven lives. These tweets and Facebook postings will help make them aware of YouthBuild faster than before.
- News: We will use *The Rhode Show* if they agree to pitch our proposal of advertising our events designed to benefit YouthBuild. *The Rhode Show* reaches a large portion of Rhode Island's population, particularly working people between the ages of 18-49. We will send well-constructed press releases into the stations local news desk, for immediate release upon the upcoming event.
(*Press releases may be viewed in Appendices V-W*)



Informational Objective

- To increase knowledge of the YouthBuild Program in residents of Rhode Island by April 12, 2014.

Attitudinal Objective

- To create a positive image for YouthBuild in Rhode Island residents by May 1, 2014.

Behavioral Objective

- To increase YouthBuild's image by 30% by June 1, 2014.
- To get 300 Rhode Island Participants to participate in the YouthBuild raffle by purchasing 2 raffle tickets at each event by June 1, 2014.

STRATEGIES

General Collateral Material

- **Poster:** The poster will help to promote the Street Fair Fundraiser sponsored by YouthBuild. This poster includes the date and details about the event that is being thrown on March 22, 2013. These posters will be put up all around Rhode Island, but mainly around Providence, Rhode Island, which is where our target audience is located.
- **Flyers:** Flyers to help promote YouthBuild's two events and raffle contest. These flyers will be put up at all Providence high schools and universities, supermarkets and gas stations. We will also post our flyers on YouthBuild's Facebook page and post a link to the flyer on their Twitter page.
- **Social Media:** Social media will help increase brand awareness. By using sites such as Facebook and Twitter you can post pictures and informative information about the YouthBuild organization.
- **Advertisements:** Advertisements will be featured in multiple newspapers throughout Rhode Island. They will be featured in these newspapers because they target mainly people in Rhode Island. The advertisements will include details about the event being thrown on March 22, 2013. There will also be advertisements on talk radio about the same event previously mentioned.
- **T-Shirts:** T-Shirts will be given out at the *Dream Chase Relay Race*. The YouthBuild logo will be placed on the shirts, along with sponsors that offered to help make the event possible. T-Shirts will be given out for free, and be used to advertise for YouthBuild the day of the event, and any day after in which the shirt is worn.

(An example of the T-Shirt can be viewed in Appendix T)



TACTICES

Facebook

Facebook is a great place to post pictures of what YouthBuild is doing and keeping everyone updated on the organization. We can post event information and statues about what the students are up to and their achievements.

Twitter

Twitter will help spread the word about what YouthBuild is up to. To gain more followers and to increase brand awareness, there will be a twitter contest. Followers will have to retweet a tweet from YouthBuild for the chance to win \$100.

EVENTS

Street Fair Fundraiser

To help spread the word about YouthBuild Rhode Island we will be holding a family friendly street fair to bring the community together. Not only will this event help get YouthBuild's image out there, it will also help raise money for the organization and potentially get new volunteers for the program. The Street Fair will be held at the YouthBuild parking lot on March 22, 2014.

There will be carnival type games for kids to enjoy and burgers and hotdogs for people to snack on. The staff at YouthBuild will be working the event.

The event is open to all Rhode Island residents. It will inform Rhode Island residents on what YouthBuild is all about. There will be a \$3 entry fee for students, \$5 entry fee for everyone else and all proceeds will go to YouthBuild to help improve the program.

A press release will be sent to the Providence Journal for this event.

Dream Chase Relay Race

YouthBuild will be holding a relay race in honor of the Boston Marathon Victims. This will be the first annual "Dream Chase Relay Race" and will be held at the Central Falls High School track on March 15, 2014.

Not only will there be relay races such as a three-legged race, a popcorn relay, egg-spoon race, salty whistle, and pass the donut, there will also be a silent auction. At the end of the event four scholarships in the names of Krystle Campbell, Lu Lingzi, Martin Richard and Sean Collier, will be granted to selected candidates chosen by the families of the lost ones.

To participate in the relay, there will be a \$50 fee and participants will receive a *Chase Your Dreams* t-shirt. All proceeds from the event will go to the YouthBuild Program and Big Brothers and Big Sisters of Rhode Island.

A press release will be sent to the Providence Journal for this event.



Raffle

At the Street Fair and Dream Chase Relay Race there will be a raffle. Each ticket will be \$2 and the winners will be announced at the end of each event. All the proceeds will go back to the YouthBuild organization.

Dress Down for Donations

A simple fundraiser will take place once a month at private high schools in the Providence area. One week in every month of the school year will be dedicated to donating to YouthBuild. Donations range from money, where students pay \$3 to dress down, to food drives, where a five non-perishable food items can be donated in order to dress down. Other events include donating winter clothing during the colder months and materials like art supplies in which the school is in need of.

(View Appendix X for a list of schools that will participate)



EVALUATION

To measure our behavioral objectives, we will count the amount of raffle tickets sold. On April 1, 2014 we will calculate the results and see if we reached our goal of selling a minimum of 300 raffle tickets to Rhode Island residents. We will measure our behavioral objectives by whether or not we reached our goals. We will look over all our objectives and report the results by June 1, 2014.

To create a positive image for YouthBuild we will use audience participation in a relay race for a good cause. We will also use media impressions to see the potential audience we reach with our posters, flyers and advertisements.

We will use our informational objectives to measure the potential reach and exposure. To evaluate the number of people exposed to our messages, we can use our collateral materials. We will use our social media hits and radio and newspaper advertisements to evaluate our media coverage.



BUDGET

General Materials

Flyers (150 x \$00.15 ea)	\$22.50
Raffle tickets (1 x \$9.99)	\$9.99
	<hr/>
	\$32.49

Newspaper Advertisement

Advertisements in 17 papers	\$833.00
	<hr/>

Radio Advertisement

Advertisements	\$0.00
	<hr/>

Street Fair Fundraiser

<i>Staffing and location not required</i>	
Spikes Junk Yard (450 + 200 x 3)	\$1,050.00
Bean Toss (1 x \$225.00)	\$225.00
Krazy Kans (1 x \$295.00)	\$295.00
Bottle Ring (1 x \$265.00)	\$265.00
Mini Break a Plate (1 x \$295.00)	\$295.00
Poster (2 x \$10.24)	\$20.48
	<hr/>
	\$2,150.48

Dream Chase Relay Race

Tshirts (200 x \$0.00)	\$0.00
Water (5 x \$9.30)	\$46.50
Frito-Lay Sunchips Variety Pack (2 x 50.43)	\$100.86
	<hr/>
	\$147.36

Twitter Contest

\$100 Give-Away	\$100
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Total Budget
\$3,163.85



TIMELINE

**Timeline will start January 2014 pertaining events happening in and after March 2014. Advertising will begin beforehand. Advertisement and social media postings will increase closer to events.*

January 2014

January 2 Email schools informing them about winter clothing drive/dress down event

January 6-10 **Clothing drive**

January 8 Begin posting flyers within local businesses and public places throughout Providence and on Rhode Island College campuses, regarding the Street Fair

January 10 Check in with schools about clothing drive

January 10 Collect donations from schools

January 18 Post Street Fair information on Facebook and Twitter (repeat once a week and increase postings closer to event)

January 22 Begin advertising within same local businesses and public places throughout Providence and the same Rhode Island campuses

February 1 Begin posting flyers within local businesses and public places throughout Providence and throughout Rhode Island campuses regarding *Dream Chase Relay Race*

February 5 Email schools about dress down day (\$/dress down)

February 8 Contact Carnival to place order on games

February 8 Contact Spikes Junk Yard to book truck for Street Fair

Feb. 10-14 **Dress Down for Donation**

February 14 Collect donations from schools

February 15 Pitch Street Fair to *The Rhode Show*, to be aired March 1

February 22 Follow up with the “Rhode Show”

February 22 Follow up and confirm with Carnival games

February 22 Follow up and confirm with Spikes Junk Yard



- February 23 Give Ad to Beacon Communications to be published in 17 RI weekly newspapers

- March 1 Air Street Fair information on the *The Rhode Show*
- March 1 Pitch to second event to media
- March 1 Confirm YouthBuild students/volunteers working at Street Fair

- March 1-7 Begin posting on Facebook and Twitter every day regarding Street Fair, including exclusive details

- March 2 Follow up with Beacon Communications to make sure ad will run in their newspapers

- March 7 Purchase raffle tickets
- March 7 Setup Street Fair completely; ready to go for the following day

- March 8 Street Fair**

- March 9 Follow up with media
- March 9 Give Ad regarding *Dream Chase Relay Race* to Beacon Communications, to be published newspapers
- March 9 Give T-Shirt design to E-Street Screening

- March 15 Air information regarding *Dream Chase Relay Race*

- March 16 Follow up with Beacon Communications to assure the ad will run in their newspapers

- March 21 Purchase chips and water for relay race
- March 21 Pick up T-Shirts from E-Street Screening

- March 22 Relay Race**

- March 27 Email schools informing them about food drive

- Mar 31- April 4
Food Drive

- April 1 Count raffle ticket earnings

- April 4 Collect donations from schools

- June 1 Report Evaluation



APPENDICES (A-X)



***IF AT ANY TIME YOU FEEL HARMED, PLEASE CONTACT ASHLETON@RWU.EDU**

1. Have you heard of YouthBuild before?

YES 15 NO 90

If you answered YES please proceed to question 2. If you answered NO please read the following:

YouthBuild Providence is an alternative path to high school graduation that teaches career readiness skills. It is a challenging full-time commitment that teaches students how to support themselves, their families and their communities effectively. YouthBuild is a community organization serving Providence youth. Students can earn a high school diploma or a GED, an AmeriCorps award for their service hours, and learn skills in the fields of construction, childcare, healthcare, or social justice work. Students can also earn college credits by taking courses at CCRI that are designed for YouthBuild students. **Now skip to question 3**

2. How did you hear about YouthBuild?

A. Friend 9 B. Family member 6 C. You attended D. Other _____

3. Are you interested in learning more about YouthBuild?

YES 76 NO 29

Please select the best option in your opinion:

4. I feel YouthBuild's logo represents:

- A. A construction company 76
- B. An organization for men only 9
- C. A hammer advertisement 3
- D. A rebellion 16

(A youth Habitat for Humanity) 1



Please rate your level of agreement 1-5

1 being Strongly Disagree 5 being Strongly Agree

5. YouthBuild provides student with necessary career skills.

1 5 2 0 3 32 4 53 5 15

6. YouthBuild's reputation among the youth of the community is good.

1 4 2 9 3 32 4 42 5 18

7. What do you look for in an organization that you are considering donating to?

A. How well know it is 2 B. What is represents 102 C. Where it is 1



8. What kind of information would make you want to donate to an organization like YouthBuild?

A. Testimonials with students **65** B. Statistics **29** C. Information on past donors **11**

9. Have you ever been asked to donate to YouthBuild?

YES NO

If YES:

Did you donate? YES NO **105**

If NO:

On a scale of 1-5, 5 being the greatest, how likely are you to donate to YouthBuild?

1 **10** 2 **27** 3 **26** 4 **35** 5 **7**

11. If you were to donate to YouthBuild, you would most likely:

A. Donate once **55** B. Donate yearly **32** C. Fund an event(s) **11**
D. Fund specific expenses **5** E. Fund a trip **2**

12. You would not donate to YouthBuild because: (please select best answer)

A. You don't have the money **85** B. Not interested **20** C. Don't believe in YouthBuild's mission **0**

13. On a scale of 1-5, 5 being the greatest, how likely are you to volunteer at YouthBuild?

1 **23** 2 **13** 3 **56** 4 **11** 5 **2**

14. Please circle your age: A. 15-21 **19** B. 22-30 **28** C. 31-45 **18** D. 45- Older **40**

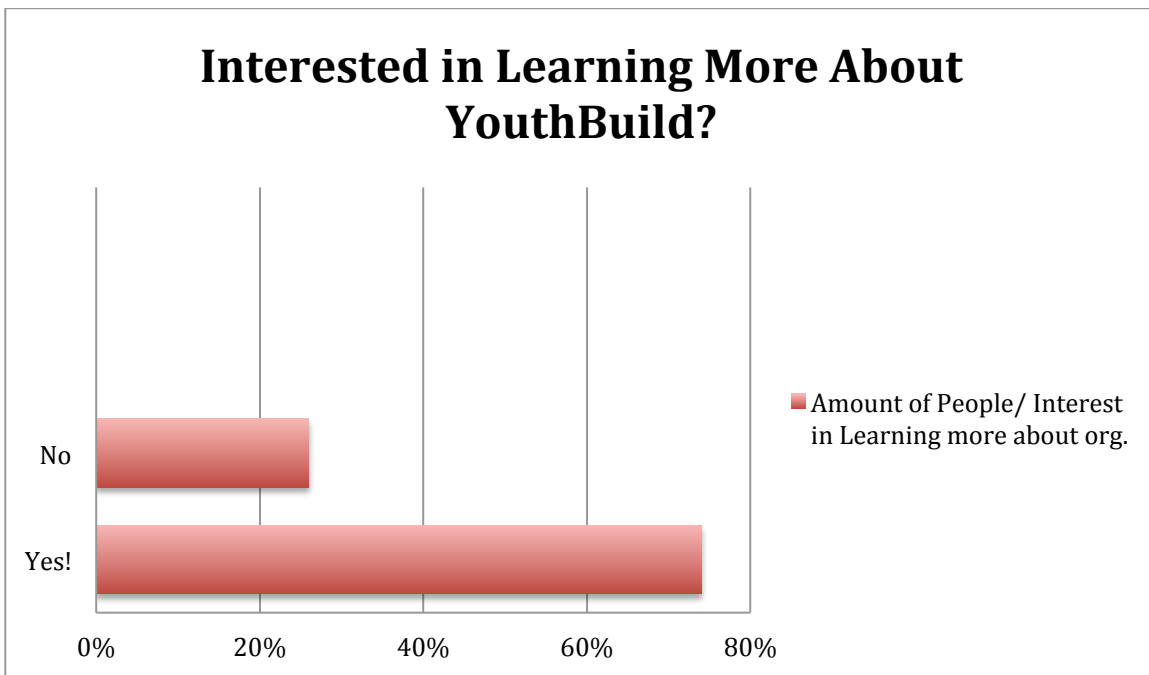
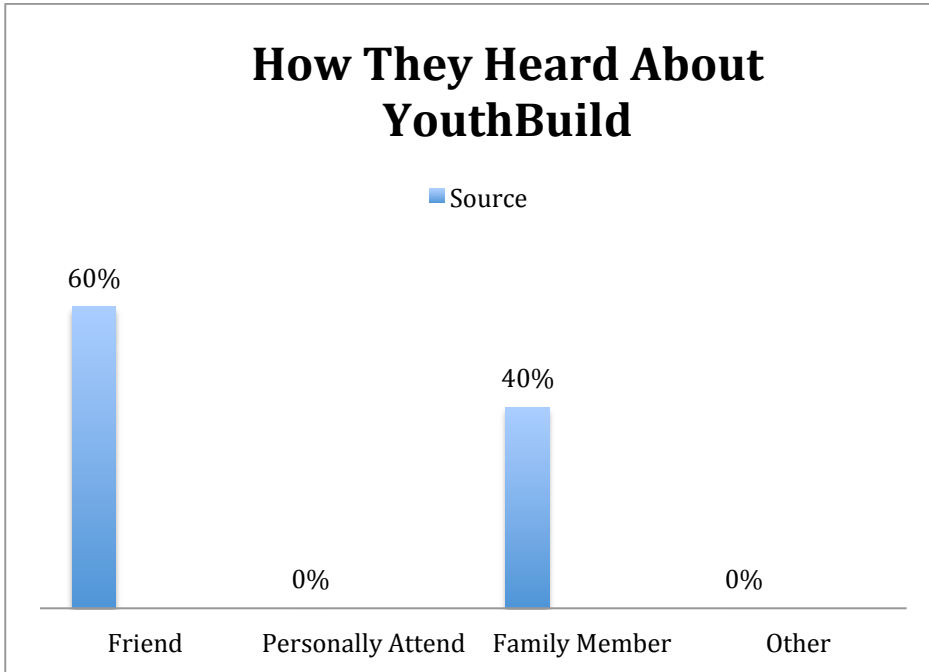
15. Please circle the gender you affiliate yourself with: FEMALE **80** MALE **25**

16. Please circle your race:

White/Caucasian **97** Black/African America **6** American Indian Asian **1**
Pacific Islander Other: Hispanic **1**

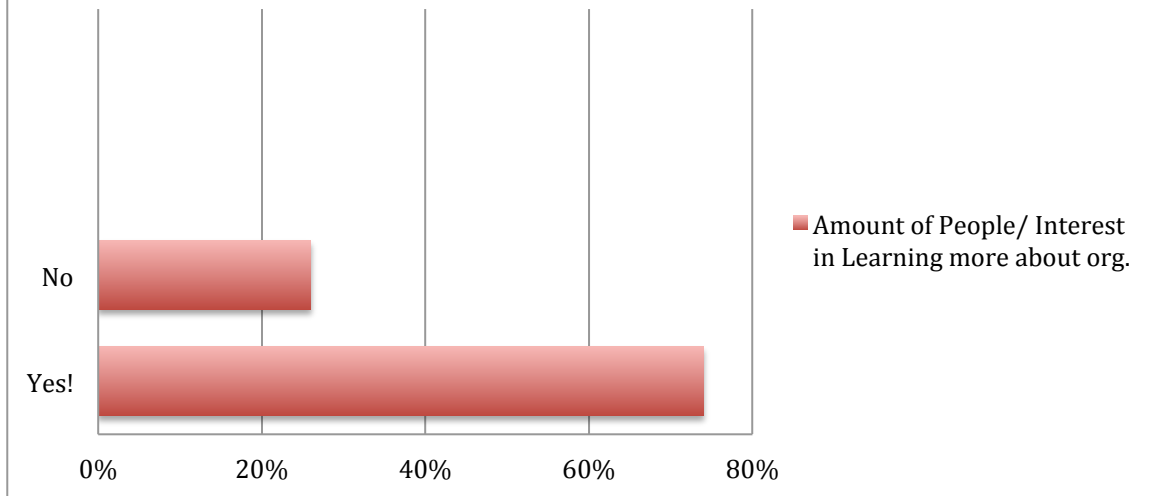
17. Did you graduate high school? YES **103** NO **2**

18. Did you attend college? YES **59** NO **46**



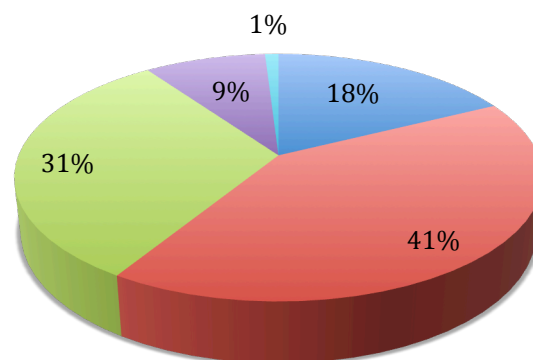


Interested in Learning More About YouthBuild?



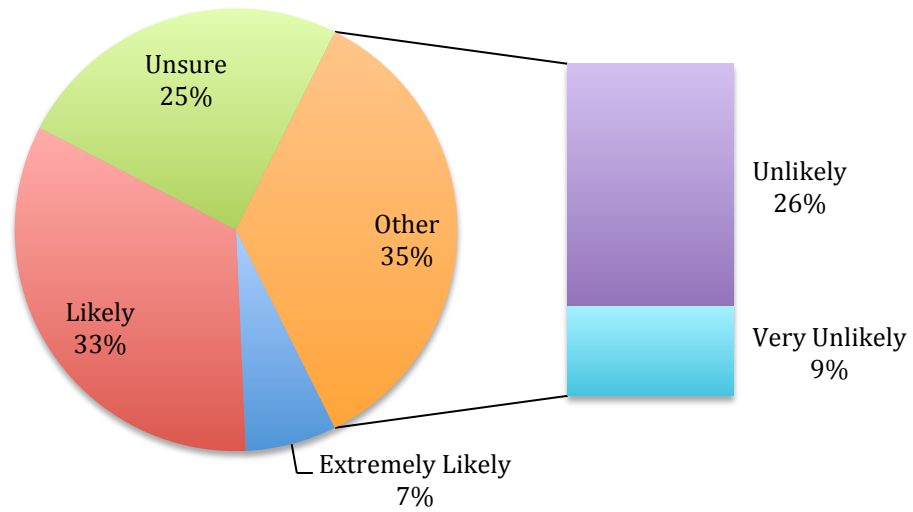
YouthBuild's Perceived Reputation Among the Community

Very Good Good Fair Poor Very Poor

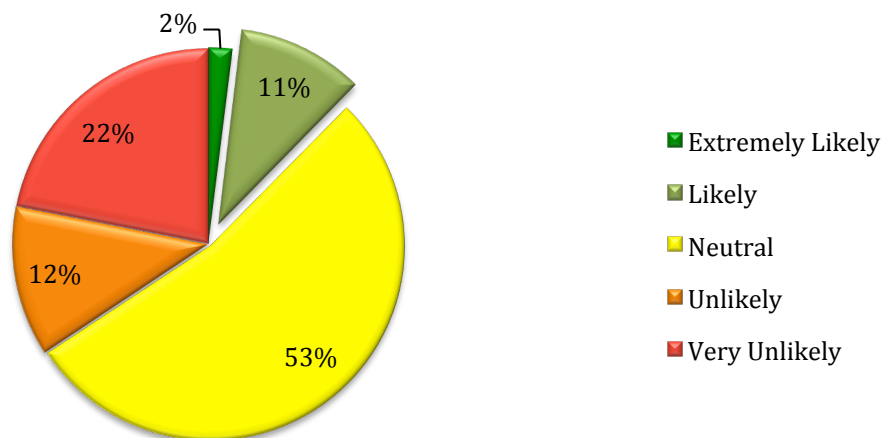




Likelihood of Donation to YouthBuild



Likelihood of Volunteering for YouthBuild





Small, local businesses:

- Lopco Contracting
- Savers
- Poccasset Manor
- Providence Youth Center
- Cheesecake Factory
- AmeriCorps (NCCC)
- Fete
- Stars Program (URI)
- Newport Marriott
- Native Construction
- UPS
- Wendy's
- Zoccoli Community Center
- Onleyville Housing Corporation
- Youth Transportation Center (DCYF)
- Burger King
- Stop & Shop
- Wal-Mart
- Donnelly's Apparel
- RIBI Security
- Barrington Painting



Rhode Island Colleges and Universities:

- Brown University
- Bryant University
- Community College of Rhode Island
- Johnson & Wales University
- Providence College
- Rhode Island College
- Roger Williams University
- Salve Regina University
- University of Rhode Island



RI NEWSPAPER GROUP - RING 2013			
Publisher/Newspaper	Day	Community	Circulation
BEACON COMMUNICATIONS			
Warwick Beacon	Thurs	Warwick, RI	8,000
Cranston Herald	Thurs	Cranston, RI	3,100
Johnston Sun Rise	Thurs	Johnston, RI	8,200
Pennysaver	Saturday	Warwick RI	11,000
EAST BAY NEWSPAPERS			
Bristol Phoenix	Thurs	Bristol, RI	5,100
Warren Times-Gazette	Wed	Warren, RI	2,200
Barrington Times	Wed	Barrington, RI	3,800
Portsmouth Times	Thurs	Portsmouth, RI	2,000
Sakonnet Times		Tiverton, RI	2,400
		Little Compton, RI	1,100
Westport Shorelines	Wed	Westport, MA	2,200
East Providence Post	Fri	East Providence, RI	7,400
INDEPENDENT NEWSPAPERS			
North East Independent	Thurs	East Greenwich, RI	1,100
		North Kingstown, RI	2,600
South County Independent	Thurs	Wakefield, RI	3,600
		South Kingstown, RI	2,600
HATHAWAY PUBLISHING			
Spectator	Thurs	Somerset, MA	3,750
		Swansea, MA	750
VALLEY BREEZE PUBLISHING			
Valley Breeze-Cumberland/Lincoln	Thurs	Lincoln, RI	5,200
		Cumberland, RI	10,600
VBreeze-N. Smithfield/Woonsocket	Thurs	Blackstone Vy, MA	2,800
		N. Smithfield	4,300
		Woonsocket	9,000
Valley Breeze and Observer	Thurs	Smithfield, RI	5,200
		Hope, Harmony	300
		Chepachet, RI	1,500
		Greenville, RI	1,700
		North Scituate, RI	1,000
		Foster, RI	400
North Providence Breeze	Wed	North Providence, RI	7,500
Valley Breeze- Pawtucket	Thurs	Pawtucket, RI	9,300
ISLAND COMMUNICATIONS			
Newport This Week	Thurs	Newport, RI	14,000
TOTAL			132,700



**YouthBuild Providence Presents
The First Annual**

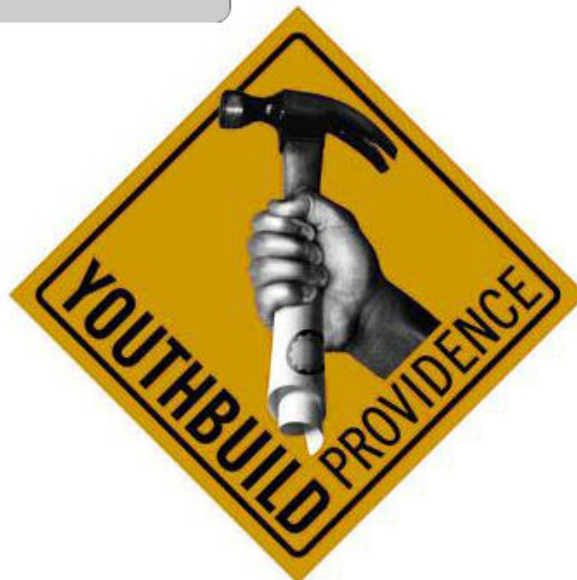
YOUTHBUILD FAIR

Saturday March 8th
11 AM - 11 PM
At Central Falls High School

Prizes!

Games!

Rides!





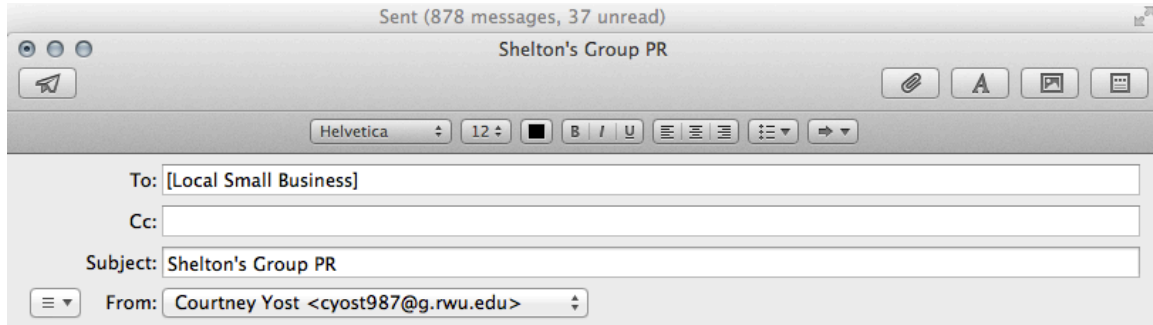
**YouthBuild Providence Presents
The First Annual**

YOUTHBUILD RELAY RACE

Saturday March 22nd
11 AM
At Central Falls High School

Join us for a
day of
fun in the sun





Dear [Local Small Business]:

My name is Mark Assad and I am a representative of YouthBuild Providence, a local non-profit organization. YouthBuild is an organization that provides local teens with an alternative to graduating high school, while teaching them skills that will help them become more prepared for their career. Students leave the YouthBuild programs with a better understanding of how to take care of themselves, their families and their communities. Youthbuild is a local business, just like you, but we are a nonprofit organization and require donations from charitable business in order to stay in business and afford the different supplies we require.

This is why we are reaching out to you; we would like to ask if you could generously make a donation to YouthBuild Providence. Your donation will help us keep educating the different teenagers in the Providence and help make sure these teens have a shot at a better life. YouthBuild is a wonderful organization that can make the difference in the lives of thousands of young peoples lives; please help us make sure these teenagers have a brighter future.

Please contact me with any questions or concerns you may have.

Thank You,

Mark Assad

Email: massad872@g.rwu.edu
Phone: (617) 593-0814



Shelton's Group PR

Helvetica 12 B I U

To: [College Student]
Cc:
Subject: Shelton's Group PR
From: Courtney Yost <cyost987@g.rwu.edu>

Dear [College Student]:

Are you looking for the chance to give back to the community, and help make a difference in someone's life? If the answer to this question is yes, then YouthBuild Providence has an exciting opportunity to offer you.

My name is Mark Assad and I am a representative of YouthBuild Providence. YouthBuild Providence is a non-profit organization that provides teens in the Providence area with an alternative route to graduating high school, by teaching them skills that will help them become more prepared in their career field.

YouthBuild needs college students like you to volunteer and help make a difference in these teens lives. We are able to offer work-study positions to college students within the area who are looking to better the lives of those less fortunate than themselves. As a college student, you understand how important a college degree can be, and how lucky you are to have this chance to further your education. By volunteering with YouthBuild Providence you can give someone else that same opportunity and help them get started on a college career of their very own.

Please contact me with any questions or concerns you may have.

Thank You,
Mark Assad
Email: massad872@g.rwu.edu
Phone: (617) 593-0814



Donate to YouthBuild Providence

Helvetica 12 B I U

To: Wal.Mart.Providence@WM.org

Cc:

Subject: Donate to YouthBuild Providence

From: Courtney Yost <cyst987@g.rwu.edu>

Dear Wal-Mart,

Thank you for taking a moment to consider my request on behalf of **YouthBuild Providence**:

On Saturday March 22 2014, YouthBuild Providence will be hosting a Carnival from 11 Am to 3 PM. Patrons of the Carnival will be able to partake in different midway games, enjoy delicious food from the best local vendors and can enter in a raffle to win prizes.

All the proceeds raised by the carnival will go towards funding Youthbuild Providence programs they offer to their students, and the many different supplies the organization requires.

The organization uses the money and supplies to provide the students with the opportunity to get career experience before entering the work force. This experience is invaluable to these young people and it helps them become more prepared, diligent and skilled workers and well rounded members of society.

I am writing to ask whether you would be willing to donate a \$50 gift card from your store to be raffled off at the carnival.

Once again, thank you for your time. I look forward to your favorable reply.

Best Regards,

Mark Assad



Donate to YouthBuild Providence

Helvetica 12 B I U

To:

Cc:

Subject:

From:

Dear Newport Marriott,

Thank you for taking a moment to consider my request on behalf of **YouthBuild Providence**:

On Saturday, March 22, 2014, YouthBuild Providence will be hosting a Carnival from 11 Am to 3 PM. Patrons of the Carnival will be able to partake in different midway games, enjoy delicious food from the best local vendors and can enter in a raffle to win prizes.

All the proceeds raised by the carnival will go towards funding YouthBuild Providence programs they offer to their students, and the many different supplies the organization requires.

The organization uses the money and supplies to provide the students with the opportunity to get career experience before entering the work force. This experience is invaluable to these young people and it helps them become more prepared, diligent and skilled workers and well rounded members of society.

I am writing to ask whether you would be willing to donate a weekend stay (Friday-Sunday Morning) in your hotel to be raffled off at the carnival.

Once again, many thanks for your time. I look forward to your favorable reply.

Best Regards,

Mark Assad



Donate to YouthBuild Providence

Helvetica 12 B I U

To: CheesecakeFactory.Providence@Cheesecake.org

Cc:

Subject: Donate to YouthBuild Providence

From: Courtney Yost <cyost987@g.rwu.edu>

Dear Cheesecake Factory of Providence,

Thank you for taking a moment to consider my request on behalf of **YouthBuild Providence**.

On Saturday, March 22, 2014, YouthBuild Providence will be hosting a Carnival from 11 Am to 3 PM. Patrons of the Carnival will be able to partake in different midway games, enjoy delicious food from the best local vendors and can enter in a raffle to win prizes.

All the proceeds raised by the carnival will go towards funding Youthbuild Providence programs they offer to their students, and the many different supplies the organization requires.

The organization uses the money and supplies to provide the students with the opportunity to get career experience before entering the work force. This experience is invaluable to these young people and it helps them become more prepared, diligent and skilled workers and well rounded members of society.

I am writing to ask whether you would be willing to donate a \$50 gift card from your restaurant to be raffled off at the carnival.

Once again, thank you for your time. I look forward to your favorable reply.

Best Regards,

Mark Assad



RADIO PSA

“YouthBuild Providence is a rigorous workforce development program that helps out-of-school youth gain the academic, job readiness, and occupational skills needed to make a successful transition into the construction industry and other high-growth, high-demand occupational sectors.

YouthBuild Providence operates a rigorous 10-month, full-time curriculum designed to provide our students with the academic and workplace skills needed to make a successful transition into the working world.

Our model includes an academic curriculum that prepares students for the GED and higher education; job-readiness training that provides students with the skills needed to secure employment in career-oriented professions; and occupational skills in construction – a booming industry in our state that is poised for substantial growth. Students also develop important leadership skills through service learning and other courses.”



Francesca Mardenli

To: Courtney Yost, Ciara Galligan

Fwd: Radio Listener Demographics

December 9, 2013 12:48 PM

[Hide Details](#)

1

Begin forwarded message:

From: "George, Bill" <billgeorge@clearchannel.com>

Subject: RE: Radio Listener Demographics

Date: December 4, 2013 5:13:23 PM EST

To: Francesca Mardenli <fmardenli905@q.rwu.edu>

We can run a campaign of :15 second Public Service Announcements for 2-3 weeks in January. These rotate through all hours of the day, 7 days a week on all 4 of our stations. They will receive a total of about 20 plays on each station. I just need the copy points. We can also conduct a 10 minute interview about the program on "Infonation" our Sunday public affairs program. The show runs Sunday 7am-7:30am on 94HJY, Coast 93.3 and B101.

Audience...

All of our stations target adults 25-54 years old. Here is the cume audience for each station. (That is the total number of people who listen for at least 5 minutes each week.)

Coast 93.3 - 455,300

B101 - 424,500

94HJY- 360,800

WHJJ - 60,400



**Do you want to
make a difference
in a young
persons life?**

**Youthbuild Providence is an organization
dedicated to providing young people with an
alternative path to graduating high school.**

**For information about
donating and volunteering,
call us at (401)-273-7528**

**Or visit us at
66 Chaffee St
Providence**

www.postermywall.com





FAMILY FUN GAMENIGHT

Street Fair Fundraiser



March 22
11am-3pm



Come support YouthBuild Providence with Major Taveras, friends and neighbors for a day of fun and games at 66 Chaffee street, Providence, RI



Entry fee:

STUDENTS/Kids	\$3
General Admission	\$8

For more information contact YoutBuild Director
Anthony Hubbard 401.273.7528



**JOIN THE
1ST ANNUAL**
WWW.YOUTHBUILDPROV.ORG

YOUTHBUILD PROVIDENCE

Carnival

AND RAFFLE!

A GOOD TIME FOR ALL!
Games, Great Food, Cool Prizes and Family Fun!
Saturday March 22, 2014
11 am - 3 pm
College Students and Children \$3
General Admission \$8

www.postermywall.com





YouthBuildProvidence @YouthBuildProv

WINTER COAT DRIVE!
pic.twitter.com/lqzJRxFtNn

Donate a coat, or any winter clothing item, and trade in your uniforms for jeans and a t-shirt!

6 RETWEETS 3 FAVORITES

YouthBuildProvidence @YouthBuildProv MAR 20

SIGN UP FOR THE DREAM CHASE RELAY RACE
pic.twitter.com/lqzJRxFtNn

© JOSH HANER/The New York Times/Re

Join recovering Boston Marathon victims in a day of fun and games, and our fundraiser for the YouthBuild Providence. Log onto www.youthbuildprov.org today to sign up.

6 RETWEETS 3 FAVORITES

**FOR IMMEDIATE RELEASE**

February 15, 2014

Contact Information:
Anthony Hubbard
ahubbard@provplan.org

YouthBuild To Throw A Street Fair Fundraiser in Providence, Rhode Island.

Providence, Rhode Island -- YouthBuild Providence will be hosting its first family fun street fair on March 22, 2013. All the proceeds will be going back to YouthBuild Providence to help keep the program up to date and to help continue to improve YouthBuild's program.

YouthBuild's welcomes everyone to come out and enjoy the local festivities! From carnival games to good food, there is something here for everyone to enjoy.

There will be carnival games for the kids and the event will be catered by local vendors. Children can win tickets that they can later exchange for fun prizes, while adults can enjoy a drink and conversation.

There will be a \$3 entry fee for college students and kids under 18 and a \$8 entry fee for everyone else. The event will start at 11am and will end at 3 pm. There will be a Facebook page for those who cannot make the event and still want to donate to the program. For more information contact Ciara Galligan at 914-714-8002.

YouthBuild is a non-profit organization that gives young adults a nontraditional way to get an education and prepares them and gives them skills for the real world. YouthBuild Providence is located at 66 Chaffee St, Providence, RI.



FOR IMMEDIATE RELEASE
March 9, 2014

Anthony Hubbard
508-649-2493
ahubbard@provplan.org

Recovering Victims from the Boston Marathon Will Participate in a Relay Race Put On By YouthBuild Providence

Adversity will rise to the top in this fun-for-everyone event created to help fund the non-profit organizations of Providence that support destitute children and the fund that supports Boston Marathon victims and their families.

Providence --- March 22, 2014 --- YouthBuild Providence will be hosting the first annual “Dream Chase Relay Race” on the Central Falls High School track on Saturday March 22, 2014.

Students from YouthBuild are not only organizing the event, but are also teaming up with victims regaining their strengths from the Boston Marathon. The Relay Race will include events such as a three-legged race, a popcorn relay, egg-spoon race, salty whistle, and pass the donut (events will vary and divide by ability).

Any member of the Rhode Island community is able to partake in the race at a cost of \$50. Proceeds will divide between YouthBuild, Big Brothers Big Sisters and The One Fund. Each participating member will receive a *Chase Your Dreams* t-shirt.

A silent auction will take place on the grounds of the race, with all proceeds also going to the organizations. At the conclusion of the race an award ceremony will be held. Four scholarships in the names of Krystle Campbell, Lu Lingzi, Martin Richard and Sean Collier, will be granted to selected candidates chosen by the families of the lost ones.

YouthBuild will give back and reach out to Boston Marathon victims through “Dream Chase Relay Race.” The race is open to the public and completely befits the organizations of YouthBuild and The One Fund.

NOTE TO THE EDITOR: For more information on YouthBuild please go to www.youthbuildprov.org



Private Schools in Rhode Island to participate in donation drives:

- **St. Mary Academy Bay View Riverside** K-12 All Girls
- **La Salle Academy Providence** 7-12 Co-Ed
- **Mount Saint Charles Academy Woonsocket** 7-12 Co-Ed
- **Bishop Hendricken Warwick** 9-12 All Boys
- **St. Raphael Academy Pawtucket** 9-12 Co-Ed
- **The Prout School Wakefield** 9-12 Co-Ed
- **Bishop Francis P. Keough Regional High School Pawtucket** 9-12 All Girls