

Communication Plan

Problem Statement: As a result of our research and SWOT analysis, we have concluded that college students believe they do not have enough money to make a difference when donating nonprofit organizations.

Objective 1

Create awareness of Alabama Gives Day among 60 percent of the state's college students by February 2012.

Strategy 1: Utilize media to spotlight AGD.

Tactic 1: Send out press releases to college newspapers across the state of Alabama.

Tactic 2: Send out :30 PSAs to college radio stations across the state of Alabama.

Tactic 3: Send out :60 PSAs to college radio stations across the state of Alabama.

Tactic 4: Create newspaper ads and send to Crimson White, The Auburn Plainsman and other student newspapers of participating colleges.

Strategy 2: Utilize social media to spotlight AGD.

Tactic 1: Motivate Facebook users to share with friends the pre-approved AGD promotion statuses.

Tactic 2: Motivate Twitter users to tweet or retweet with followers the pre-approved AGD promotional messages.

Tactic 3: Utilize influential university people/organization Twitter and Facebook accounts to disseminate AGD messages.

Tactic 4: Devise QR codes to direct users to AGD Facebook and Twitter pages.

Objective 2

Convince 30 percent of Alabama's college students that they should begin donating when they are in college by February 2012.

Strategy 1: Educate college students on the impact they can make upon nonprofits by changing spending habits.

Tactic 1: Produce a viral video informing students on how daily purchases can be sacrificed in order to support Alabama's nonprofit sector.

Tactic 2: Develop posters and flyers displaying equivalencies of the impact one can have compared to spending.

Objective 3

Raise \$1 million from college students across the state of Alabama during the 24-hour donation time.

Strategy 1: Create Alabama Gives Day U rivalry.

Tactic 1: Organize street team at each participating university to distribute informational flyers and other promotional materials.

Tactic 2: Utilize statistical visuals to drive competition.

Tactic 3: Create specific landing pages for each participating university.

Strategy 2: Utilize specific college rivalry games before Feb.2, 2012 to promote the cause of AGD

Tactic 1: Distribute push cards at the Alabama vs. Auburn gymnastics meet on Jan. 27, 2012.

Tactic 2: Ask former/current athletes to participate in PSAs to promote rivalries between colleges to drive competition.