

**HELPING
VETERANS
ASSOCIATION**



**300,000 VETERANS
SLEEP ON THE
STREETS OVERNIGHT**



**CARRYING RUCK
SACKS WHILE
PROTECTING OUR
FREEDOMS**



**LIFE PACKS HELP
MAKE LIFE EASIER NO
MATTER THEIR
CHOICE**

PUBLIC RELATIONS CAMPAIGN

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Executive Summery

The From Ruck Sacks to Life Packs campaign is focused on not only but on bringing in donations of money or items for the campaign, it is also focused on raising awareness. A Life Pack is a basic back pack full of items that a homeless veterans will be given to make life on the streets easier, until the homeless veteran can get the assistance needed to have a permanent roof over their head. Three hundred thousand veterans are on the street every night of the week. Helping veterans get back on their feet, whether that is supporting them in their choice to be homeless, or helping them move out of homelessness is the duty of the people for whose freedoms they put their lives on the line for. Veterans may choose to be homeless and there are reasons for this: issues with confined spaces due to serving in the field, PTSD and a host of others. Teaching the public that veterans are not cattle to be rounded up and fenced in, that they must work things out in their own time (often with assistance) and that they need the support a Life Pack can offer know matter their path. Show these Heroes that they do not need a permanent address to be appreciated!

Helping Veterans Association, Background

The Helping Veterans Association, is a non-profit created by the veterans. The HVA was created out of great concern for the veterans that are living on the streets, veterans who have gone missing and veterans who are unable to rejoin civilian life successfully. Ben, Tracy and Brian all know what it feels like to struggle upon returning to civilian life. Their broad circle of contacts includes folks in all branches of the military, with active and veteran status, and those who are homeless and not, allow for the board of directors to have a greater understanding of the needs of Veterans in all walks of life.

S.W.O.T Analysis

Strengths

More than 70% of Americans polled feel that more money ought to be spent on the VA system (Gallup) and in 2013 12 billion dollars was donated to veterans organizations (publicintegrity.org).

These stats show many American's feel great regard and concern for the wellbeing of our veterans.

Not only will the high regard and concern within our Nation for veterans be helpful in getting donation, it will also help in getting people to volunteer.

Weaknesses

Some veterans organizations, have in the past few years have been reported as misusing funds. It will be important to rise above that in the public eye. It will be important to monitor people reactions to the campaign and be prepared to answer questions about the handling of donations, monetary and other wise.

Opportunities

This is an opportunity to allow people the feel that they are making the difference in the life of a veterans without taking the veterans choice to be homeless away. Allows the public the opportunity to be- come further education on why some Vets choose to be homeless and how we can help them during that choice. For veterans this opportunity not to be looked down upon in the choice to be, stay or move out of homelessness, to be allowed a choice and supported in it.

Threats

The mis-handling of money by veterans non-profit Wounded Warrior Project, citizens being on higher alert when giving to a non-profit due to the Red Cross and Clinton Foundation scandals regarding donations for Haiti and the Trump Foundation mess, the later two currently in the spot light due to the presidential race. All of these are threats to the From Ruck Sacks to Life Packs campaigns ability to fund raise and get donations. The American public is inundated with requests for donations. Telling a story and touching hearts is important.

Research

On any given night, more than 300,000 veterans are living on the streets* or in shelters in the U.S..

Massachusetts has the highest homeless veteran population in New England. Boston is a place where homeless veterans go for much-needed services, shelter and a safe place to live. Some veterans are waiting to get a permanent home, still others are most at ease on the streets.

According to National Coalition for Homeless Veterans, Approx. 33% of homeless males in the U.S. are veterans. We have woman warrior heroes as well, there numbers have more than double since 2006, going from 1,380 in 2006 to 3,328 in 2010! Woman veterans face challenges that the men do not; children, harder time getting employment and just simply things that go with being a woman.

According to Veterans Inc. the risk of women veterans becoming homeless is four times greater than for male veterans. Veterans represent 11% of the adult civilian population, but 26% of the homeless population, according to the Homeless Research Institute (2007).

There is a lot of research on homelessness in the Veteran population, listed here are just a few:

National Alliance to End Homelessness

National Coalition For Homeless Veterans

Congressional Research Service; Veterans and Homelessness

The New Hampshire Homeless Veteran's Plan

A Four-Year Strategic Plan to End Homelessness Among Veterans and Their Families

NH Coalition to End Homelessness

Fact Sheet: Veteran Homelessness. (2015, April 22). Retrieved September 01, 2016, from <http://www.endhomelessness.org/library/entry/fact-sheet-veteran-homelessness>

Lawrence, Q. (2015, August 15). The U.S. Declared War On Veteran Homelessness - And It Actually Could Win. Retrieved September 01, 2016, from <http://www.npr.org/2015/08/04/427419718/the-u-s-declared-war-on-veteran-homelessness-and-it-actually-could-win>

National Coalition for Homeless Veterans. (n.d.). Retrieved September 01, 2016, from http://nchv.org/index.php/news/media/background_and_statistics/

Perl, L. (2015, November 6). Veterans and Homelessness. Retrieved September 1, 2016, from <https://www.fas.org/sgp/crs/misc/RL34024.pdf>

THE NEW HAMPSHIRE HOMELESS VETERANS' PLAN. (n.d.). Retrieved September 1, 2016, from <http://www.dhhs.nh.gov/dcbcs/bhhs/documents/veterans.pdf>

Veterans Inc - Serving Veterans & Their Families Across America. (n.d.). Retrieved September 01, 2016, from <http://www.veteransinc.org/>

(2014). Retrieved September 1, 2016, from <http://www.nhceh.org/wp-content/uploads/reports/2014-report.pdf>

Public

This PR Campaign will be directed towards two demographics, as well as two audiences. The second public wouldn't be used until round two of the campaign or if the campaign was used in a Southern area, as the NASCAR races near Boston are done for 2016.

1) Women ages 30-64 years old: In 2013 women gave 77-79 percent of charitable donation in the United States. Of those women we will be focused on women who are Republican, according to a Gallup survey Republicans give 83 percent more often than other voting blocks, or 10 percent or more than either the Independents or Democrats. Also in the equation are those who make \$75,000 and over, who do 92 percent of the giving in the United States.

2) NASCAR FANS: "NASCAR fans are twice as likely as non-fans to serve in the military and 37 percent of active service members and veterans are NASCAR fans," NASCAR Chief Marketing Officer Steve Phelps said in a July 10 article in The Hill, which covers Congress. 22% of 45-54 yr olds in the US population are NASCAR fans. 54% of them make more that \$50k and 20% make more than \$100k per year. NASCAR fans are 50% more likely to be registered Republicans than Democrats, again looking to the Gallup survey Republicans give 83 percent, or 10 percent or more than either the Independents or Democrats. NASCAR and its drivers have a long history of generous donating this include Veterans organizations. The NASCAR Fan sees themselves as part of a large family and as such they donate often in large groups. (due to this public not being used in the first round, A strategy will not be outlined in this proposal).

The first audience is the public audience and is covered above. The second audience is that of the business community, not only in Boston but reaching further afield. This audience is key as we look to them for not only their goodwill in the form of donations, but in spreading the word and allowing us to use them as drop off locations.

Key Messages

Help someone get their Life Pack is a play on words, Life Pack instead of Life Back. Boiled down to “Help someone get their life back with a Life Pack” this needs consideration as it might be considered insulting to Veterans that we are implying that because they are homeless they have know life. I would conduct a survey on this.

“From Ruck Sacks to Life Packs” helps people picture the process our Veterans have been through Carrying the ruck sack during service to a back pack once back in civilian life. In six word emotions are evolved and a story told.

Goals, Objections & Strategy

1. To create awareness of the From Ruck Sacks to Life Packs campaign

- A flyer will be designed. 10,000 copies printed. Between board members and volunteers flyers will go up around the Boston area.
- A Facebook page, with content added daily (interviews with veterans, homeless and not), Facebook Boosts, page and its posts being shared by board members and volunteers.
- Press release out to all local television, radio stations, and newspapers well as bloggers who cover veterans issues. Also sent to Facebook pages that focus on veterans issues.
- Press releases to local organizations, asking to speak to there members.
- ▶ The success of the awareness campaign will be measured by amount of donations coming in, number of people liking the Facebook page and liking, commenting on and sharing posts, the campaign being taken up by media outlets and speaking engagements.

2. Donation drop off locations set-up with pickup dates determined

- Volunteers will go to local businesses and tell them about the campaign and the need for drop off sites for donated items. Ask owners/managers to be part of the campaign by being drop locations.
- ▶ Success monitored by the number of businesses that agree to participate.

3. Solicitation of items for the Life Packs and the backpacks themselves

- Send out PR to businesses for items needed for the Life Packs, follow-up with an in person visit of phone call.

- Contact several large distributors of well made backpacks such as L.L. Bean and North Face, asking for donations of backpacks.

- Contact local retailers and grocery stores for donations of a gift card for each backpack.

4. Assemble and distribute the Life Packs

- Going off a check list per backpack, assembly will begin as soon as a two weeks into gathering items.
- Distribution will be done with the help of other local veterans organizations, homeless shelters, and other groups choosing veterans to give Life Packs to.

Evaluation

Outputs will be monitored and evaluated in different manners for each tactic.

- The success of flyers is based in part by 10,000 flyers being distributed around Boston. Evaluated in part by how many donations get dropped at locations with flyers in the area. Further evaluated by questions asked of donors over the phone and via questioner post cards at the drop-off sites.
- The success of press releases going to traditional media will be evaluated by how much air time and print space the campaign is given, interviews that are asked for and how much the donations both physical and monetary go up after the airing or publishing of information about the campaign.
- The success of social media is dependent on a post a day being made, with strategic Facebook boosts/ads. Evaluation will be made by close monitoring of Facebook insights, how many page likes, post likes, comments and shares as well as the afore mentioned for the Facebook boosts/ads. Surveys being done asking Facebook folks if they have donated will also be helpful.

Weekly monitoring reports will be put together, culminating in a final report to the board of directors. This final report will include the amount of physical donations per drop off locations, monetary donation broken down by location and individual or company and the physical donations by companies broken down by the amount and what the donation consisted off. Also to be included will be the success of the Facebook boosts/ads, broken down by demographics. The Facebook page itself and all of its posts will also be broken down; time of day posts reached the most people and the number of likes, comments and shares average on posts over all and which posts were most successful and why. This report will be very important in determining whether or not to run the campaign again

and what changes to make if and when this occurs. Full presentation will be given to the board of directors.

Conclusions & Recommendations

Communication, organization and motivation are the keys to success for the campaign *From Ruck Sacks to Life Packs!* Key team leaders; executive director, project manager, and the community outreach co-ordinator and the social media director, working closely together following the campaign plan, making adjustments when necessary, and being backed up by the full board can make a difference in the lives of 500 homeless veterans. This campaign is the opportunity the Helping Veterans Association has been looking for to not only help homeless veterans, (whether being homeless is their choice or not) and to make the community aware of your new non-profit and how serious you are about working with veterans to make their lives outside of the military easier.

Budgets

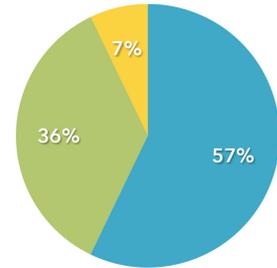
Budget Planning

PERSONNEL



BUDGET		Months
		3
Description	per month	Total Costs
Project Manager	\$800.00	\$2,400.00
Social Media Director	\$500.00	\$1,500.00
Community Outreach Co-Ordinator	\$100.00	\$300.00
Budget Total		\$4,200.00

BUDGET OVERVIEW



- Project Manager
- Social Media Director
- Community Outreach Co-Ordinator

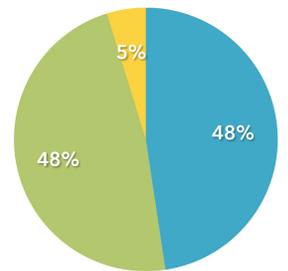
Budget Planning

MARKETING



BUDGET		Until Dec 1, 2016	
		1	
Description	Fixed Costs	Total Costs	
Facebook Boosts / Advertising	\$500.00	\$500.00	
Youtube Video Creation	\$500.00	\$500.00	
Stock Photos	\$50.00	\$50.00	
Flyers, 10,000	\$1,285	\$1,285.00	
Posters, drop locations (20)	\$381	\$381.00	
Poster Design	\$50.00	\$50.00	
		\$0.00	
Budget Total		\$2,766.00	

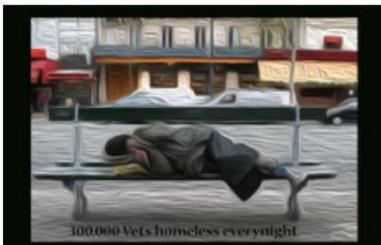
BUDGET OVERVIEW



- Facebook Boosts / Advertising
- Youtube Video Creation
- Stock Photos

Budget Planning

EQUIPMENT & FACILITIES

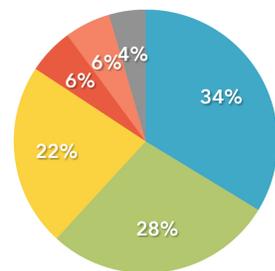


Number of Guests
1

BUDGET

Description	Fixed Costs	Total Costs
Site Rental, storage off donated items	\$600.00	\$600.00
Desktop computer	\$500.00	\$500.00
Laptop	\$400.00	\$400.00
Digital video recorder	\$100.00	\$100.00
Video editing software	\$100.00	\$100.00
Printer	\$80.00	\$80.00
Budget Total		\$1,780.00

BUDGET OVERVIEW



- Site Rental, storage off donated items
- Desktop computer
- Laptop
- Digital video recorder
- Video editing software
- Printer

Budget Planning: Contents of Life Packs

RUCK SACKS TO LIFE PACKS

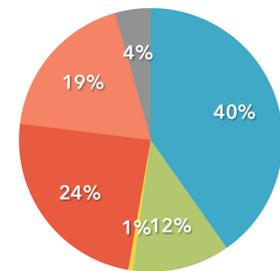


BUDGET

Number of Life Packs
500

Description	Per Person Cost	Total Costs
Backpacks	\$25.00	\$12,500.00
Personal Hygiene	\$7.42	\$3,710.00
Information	\$0.35	\$175.00
Clothing	\$15.05	\$7,525.00
First Aid	\$11.58	\$5,790.00
Health	\$2.73	\$1,365.00
Budget Total		\$31,065.00

BUDGET OVERVIEW



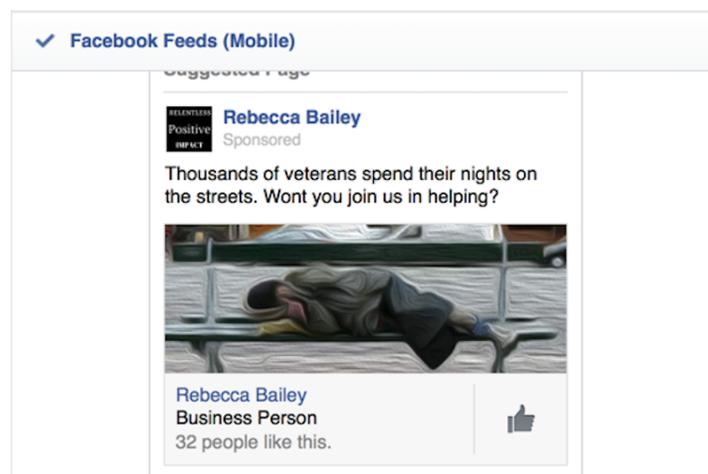
- Backpacks
- Information
- Clothing
- First Aid
- Personal Hygiene
- Health

Sample Tactic 1

A Facebook ad is just one tactic for getting the word out about *From Ruck Sacks to Life Packs*. Ads need to have a picture that draws attention, whether it is being seen on a mobile device, to the right side of the Facebook screen or desk top screen in the viewers newsfeed. The chosen demographics will help direct the ads to those who you are targeting your campaign towards. In this case the demographics chosen are:

1. Woman ages 30 - 65+
2. Republicans
3. Any branch of the Military
4. People interested in homelessness
5. People interested in veterans issues

This ad, targets people in Boston and a 25 mile radius around Boston. After putting in the chosen demographics the potential reach is 220,000 people. With a daily budget of \$14.28, running for 35 days the daily reach is estimated to be 440 - 1200 people. "This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience." - Facebook



Sample Tactic 2

10,000 Flyers throughout Boston

**HELP A HOMELESS VETERAN
WITH A LIFE PACK**

Donations Needed: Full list at www.xyz.com

Drop-off location info

Find out more



Timeline

	Date	Task
<input type="checkbox"/>		Write draft of press release
<input type="checkbox"/>		Draft Poster & Flyer designs
<input type="checkbox"/>		Facebook Page post design starts
<input type="checkbox"/>		Facebook ad design begins
<input type="checkbox"/>		Blog posts written, schedule weekly posts
<input type="checkbox"/>		Community Out Reach Co-ordinator sets dates for volunteer meetings
<input type="checkbox"/>		Final Draft of press release approved
<input type="checkbox"/>		Final draft poster and flyers due
<input type="checkbox"/>		Video footage step one
<input type="checkbox"/>		Set up Facebook page
<input type="checkbox"/>		Blog post of the press release
<input type="checkbox"/>		Order posters and flyers
<input type="checkbox"/>		Press releases go out to local radio and TV
<input type="checkbox"/>		Set up speaking engagements with Rotary etc.
<input type="checkbox"/>		Facebook posts begin, one per day
<input type="checkbox"/>		Donation requests go out regarding backpacks
<input type="checkbox"/>		Reach out by non-profit board to their contact to like and share the Facebook page
<input type="checkbox"/>		Community outreach co-ordinator contacts drop locations
<input type="checkbox"/>		First volunteers meeting
<input type="checkbox"/>		Video footage edited for posting
<input type="checkbox"/>		Gather info for the Life Back info brochure
<input type="checkbox"/>		Design Life Back info brochure
<input type="checkbox"/>		Public announcement of From Ruck Sacks to Life Packs
<input type="checkbox"/>		Out reach to local radio and TV for coverage
<input type="checkbox"/>		Reach out to Facebook page I Have a Name
<input type="checkbox"/>		Order info brochures
<input type="checkbox"/>		Youtube Channel set up
<input type="checkbox"/>		Volunteers put up flyers
<input type="checkbox"/>		Facebook ads begin
<input type="checkbox"/>		Drop location boxes go up

	Date	Task
<input type="checkbox"/>		Interview with homeless Vet(s)
<input type="checkbox"/>		Interview with psychologist on the psychology of homelessness
<input type="checkbox"/>		Interview footage edited into usable videos and posts
<input type="checkbox"/>		Daily Facebook posts continue
<input type="checkbox"/>		Continued calls to action via face to face and social media
<input type="checkbox"/>		Drop off spot locations weekly pick ups begin
<input type="checkbox"/>		Volunteers begin to sort donations
<input type="checkbox"/>		Outreach to local businesses for donations
<input type="checkbox"/>		Volunteers begin to put Life Packs together
<input type="checkbox"/>		Distribution of Life Packs begins
<input type="checkbox"/>		

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