



prosperwaco **SUMMIT**

Integrated Marketing Campaign

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Executive Summary

Prosper Waco will host their Annual Summit event on Sept. 19, 2016, from 4-8 p.m. at the Waco Convention Center. The summit will be an opportunity for the members of the steering committees and working groups to convene and discuss the initiative's cross-sector projects. It will also be a chance for community members to learn about the Prosper Waco initiative, the collaborative projects and how they can get involved.

Background

Prosper Waco is a collective impact initiative that collaborates and builds upon the efforts of nonprofits, businesses, government agencies, religious organizations, civic groups and community members to measurably improve the lives of people in the Greater Waco community.

The mission of Prosper Waco is to build an environment in which all members of our Waco community are able to measurably improve their education, health and financial security.

Prosper Waco was developed out of decades of work done by community members who wanted to see positive change in Waco. The organization emerged out of three existing groups: the Greater Waco Community Education Alliance, the Converging Health Collaboratives and the Poverty Solutions Initiative.



RACE Analysis

Research

Target Market

Prosper Waco's audience for this campaign encompasses the entire Waco community. According to the 2014 U.S. Census Bureau estimates, Waco's population is 48.5 percent male and 51.5 percent female. The median age is 28.4 and 75.3 percent of the population is over the age of 18. The median annual income is \$32,864 and the mean annual income is \$49,229. The percentage of those age 25 and older with at least a high school degree is 77.8 percent. The percentage of those age 25 and older with at least a bachelor's degree is 21.3 percent.

Two sub-audiences for the campaign are the Prosper Waco steering committee and working group members. They represent a wide array of organizations in the education, health and financial security sectors of our community.

SWOT Analysis

Strengths

Prosper Waco is well connected throughout the community by its partnerships with over 59 organizations. The budget for Prosper Waco's communication is \$8,000. As of April 19, Prosper Waco has 861 likes on Facebook and an average weekly reach of 1,185. On Twitter, Prosper Waco has 365 followers. The monthly newsletter is sent to 1,875 subscribers. The communications team currently has two members: Christina Helmick, Director of Communication, and Lydia Spann, Public Relations Intern.

Weaknesses

As a nonprofit organization, Prosper Waco has a minimal marketing budget. Because it is a young organization, all of the promotional materials need to be created without relying on any previous work or data about effective methods for the initiative locally. Prosper Waco's brand is not well established in the community because it has only been in operation for one year.



Opportunities

Social media is an invaluable tool to reach the community members of Waco. Prosper Waco's posts are often shared by the accounts of partnering organizations, such as Act Locally Waco, which has a strong reach on social media. The Community Engagement Council is also an outlet for Prosper Waco to disseminate information to the community by word of mouth. Local businesses and organizations are open to posting flyers and information about community events. The members of the steering committees and working groups convene regularly. This is an opportunity to relay information directly and distribute promotional materials to the members.

Threats

Prosper Waco is a collective impact initiative, which is a fairly new concept and is often misunderstood. Prosper Waco has not had much success pitching ideas to the media and earning coverage. Other commitments may keep community members and steering committee and working group members from attending the event.

Action Plan

Overall IMC Goals

The goals of the Annual Summit campaign are:

- To create awareness about the event and organization itself
- To have at least 350 people register for the event

Communication Activities

Key Messages

The key messages of the Annual Summit campaign are:

- The Annual Summit is an opportunity for the community to find out about the initiative's collaborative projects and how they can get involved
- Community members are invited to be involved in the Prosper Waco initiative
- Community members can stay connected to the work of Prosper Waco through social media



Marketing and Communications Strategies and Tactics

Strategy:

Create awareness for the Annual Summit event among community members

Tactics:

- Develop and distribute flyers about the Annual Summit
- Design and post materials for social media about the Annual Summit
- Develop promotional video about the Annual Summit and post on social media
- Use hashtag #PWSummit2016 on social media and marketing materials

Strategy:

Create awareness for the Annual Summit event among steering committee members, working group members and Prosper Waco partnering organizations

Tactics:

- Develop "Save the Date" flyers and distribute at meetings
- Create email blast and send out to newsletter list

Evaluation

To determine the effectiveness of the Annual Summit campaign, it is necessary to have methods of evaluation for each of the goals. The first goal, to create awareness about the event and the organization itself, will be measured by increased involvement by community members on social media and subscribers to the newsletter, the use of the hashtag and an increase in volunteers. The second goal, to have at least 350 people register for the Annual Summit, is quantifiable and will be tracked by the number of people who register for the event online. To track the progress of the campaign, the number of people registered should be monitored each month leading up to the event.

Creative Materials

Save the Date

SAVE THE DATE!

09.19.16

Join us for Prosper Waco's Annual Summit event to find out about the initiative's collaborative projects and how you can get involved.

#PWSUMMIT2016

DATE: Sept. 19, 2016

TIME: 4:00 to 8:00 p.m.

LOCATION: Waco Convention Center

Stay in touch by connecting
with us on social media!

Further details to come.



@prosperwaco



/ProsperWaco254



www.prosperwaco.org | 254-741-0081

Social Media Graphic

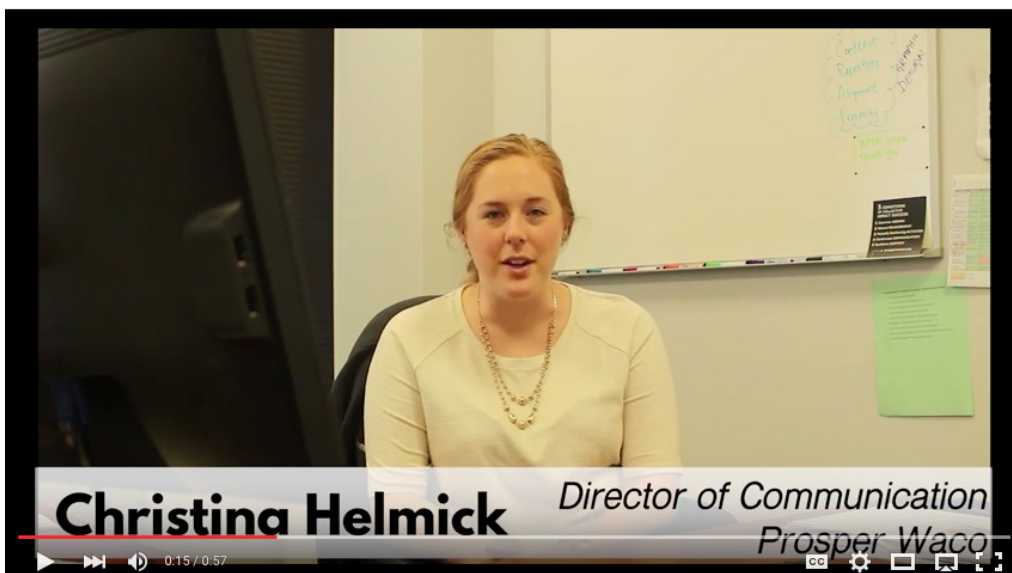


Waco Convention Center | Sept. 19. 2016, 4-8 p.m.


#PWSummit2016



Promotional Video



Informational Flyer



prosper\waco
INSPIRING CHANGE. ACHIEVING RESULTS.

Join us
for our
annual
SUMMIT
Sept. 19, 2016

#PWSUMMIT2016

Learn about

- ☐ the Prosper Waco initiative and cross-sector collaborative projects

Hear from


- ☐ partnering organizations who are carrying out collaborative projects in our community


Get invovled

- ☐ with seeing positive change in our community

Where? Waco Convention Center
100 Washington Avenue

When? Monday, Sept. 19 from 4-8 p.m.

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 @prosperwaco

For more information:
call 254-741-0081 or visit
www.prosperwaco.org

Table-Topper

BE SOCIAL

Help us spread the word about what's going on in Waco

#PWSummit2016



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Campaign Timeline

<i>Tactic</i>	March	April	May	June	July	August	September
Save the Date	X						
Social media materials		X	X	X	X	X	X
Video		X					
Informational Flyers					X	X	X
Email blast		X				X	

Conclusion

The integrated marketing campaign for Prosper Waco's Annual Summit event will take place between March-September of 2016. The goals of the campaign are to promote the event and create awareness for the organization and have at least 350 people register for the Annual Summit.

