

I Support the Girls: Executive Summary

Emerson College CC474: I Support the Girls PR Campaign

Introduction

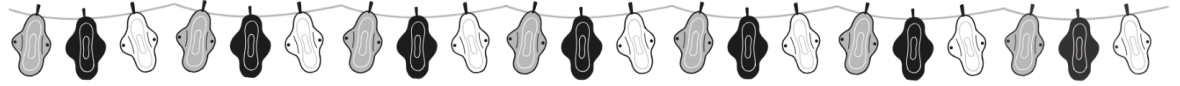
Students in the Fall 2023 Public Relations Capstone course at Emerson College witnessed the collaborative efforts of the whole class dedicated to crafting a comprehensive public relations campaign for I Support the Girls. The primary goal is to enhance the year-round posting plan to elevate digital storytelling, connect with more audiences to improve comprehension, foster long-term sustainable monetary donations and create a strategic plan for expansion via affiliates. Throughout the course, students learned to effectively work in a team setting to accomplish their course's learning objectives of creating a cohesive written plan and an engaging campaign presentation for I Support the Girls. To accomplish these learning objectives, students conducted hands-on research and created strategic tactical and design materials based on the findings. Each student contributed unique individual strengths and worked together as a class to accomplish the primary goal.

Secondary Research

The team conducted a research plan including both primary and secondary research. Students gathered and thoroughly read more than 130 peer-reviewed articles, journals and related articles to better understand the health concerns for women and nonbinary individuals, the influence of social media, strategies for dealing with trauma, diverse support networks and the dynamics between nonprofits and stakeholders. This secondary research explored 20 topics, breaking them down into specific subtopics and further into detailed sub-subtopics.

Primary Research

The primary objective of engaging in primary research is to address the gaps identified during the secondary research phase. The class identified two key areas lacking detailed information. First, there is a need for a deeper understanding regarding individuals who have experienced traumatic events, such as domestic violence and their interactions with seeking and receiving support. Second, an in-depth exploration of the motivations behind active donation and how nonprofit organizations can enhance donor satisfaction is required. The class concluded that employing both an online questionnaire for comprehensive data coverage and interviews for detailed insights would be the most efficient method to collect the necessary data and adequately support the strategic plan. After conducting preliminary



BETA tests for the online survey, the survey was distributed to 363 people. The class also conducted seven interviews with eight interviewees to understand the donors' views better.

Objectives

Following an extensive collection of both primary and secondary research, students strategically leveraged their findings to develop achievable and actionable objectives to increase social media posting consistency, increase I Support the Girls' consistent event programming which is demonstrated through affiliates and communication, increase the total number of directed donations toward shipping costs and expand affiliate programs in previously untapped markets. In line with these objectives, students created eight impactful events and merchandise; The Under-Wire Tech Drive, Supportive Scribbles, BRA-vo Affiliate Awards, Campus Cups Collections, BRA-velous Guide to Supporting the Girls, C (Corporate) Cups: Partnering for Support, I Sponsor the Girls and STRAP-tivating Style.

Strategies, Tactics, Measurements, Evaluations and Recommendations

With the campaign objectives as a guiding framework, students devised targeted strategies and tactics to elevate the campaign toward its goal. The materials created include both press and design assets. The materials range from advisories, alerts, feature stories, opinion editorials, pitches, posters, press releases and talking points to social media captions and graphic design posts. The campaign also contains evaluations and measurements for each strategy as all tactics are measured on a scale made up of tampon sizes which include light, regular, super and ultra. Using these measurements specific to the campaign, students also created a timeline to evaluate the success rate of each objective. In addition, students also composed a list of seven recommendations for I Support the Girls to develop beyond the campaign and into the future of the client.

Campaign Binder and Presentation

The campaign concludes with the delivery of a comprehensive campaign binder and digital folder for the client. This extensive resource includes the written plan, primary and secondary research, more than 60 tactical PR materials and 72 media lists, detailed event outlines, a thorough social media strategy complete with an audit and calendar and an extensive collection of over 1,200 posts and designed elements. These components collectively serve to promote events and cultivate a cohesive brand identity for I Support the Girls. As a reference tool, the binder also includes a copy of the PowerPoint presentation, providing an easily accessible overview of the campaign's key elements.