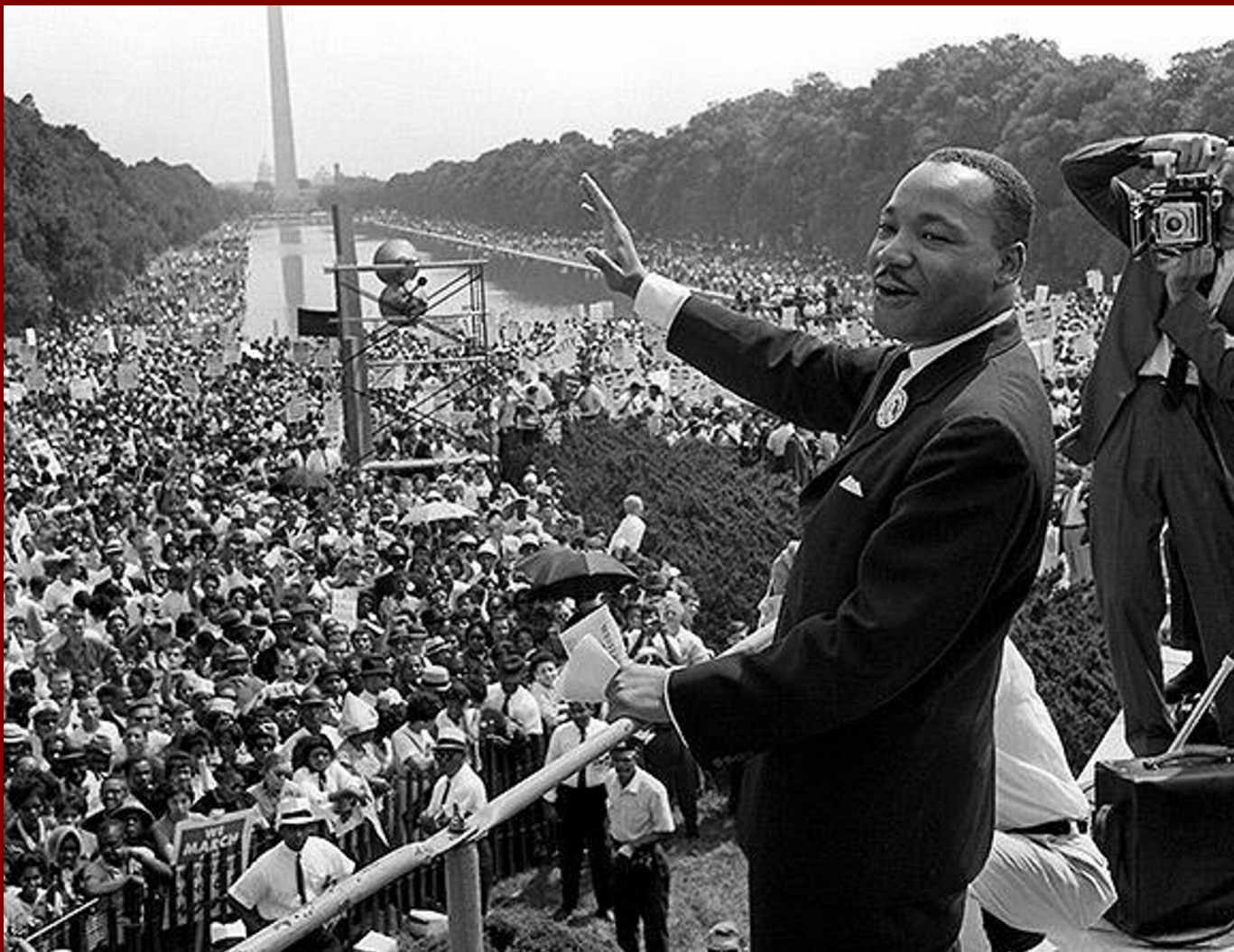


MLK Day

Final Exam Essay Question



Jacob Brenner
Jayasree Jaganatha
Kristina Martin

The Assignment

Our team was given the task to create a campaign for the fictional organization "Charlotte Cares," a local network of nonprofit groups. The client asked us to create a campaign to recruit citizens to volunteer with local nonprofits on Martin Luther King Day, which was declared a "national day of service" by Congress in 1994.

The campaign required the following: an original slogan, two profiles of key publics, strategies and tactics, social media post examples and an evaluation section listing outputs, KPIs and outcomes.

Slogan



"Bringing the King
to Queen City."

Target Audiences



Woke Wanda

Age: 21 - 28 **Gender:** Female **Parent:** No

Income Status: Lower to middle class

Employment: Holds an entry level position or is still in school

Technographics: Instagram, blogs, Twitter, Snapchat

Woke Wanda is highly involved in her community and has a special place in her heart for social justice issues. She is a “woke” millennial who understands political correctness and is constantly trying to make her community better. She is motivated by the injustices minority groups still face in Charlotte, where she has grown up. Wanda utilizes her voice to stand up to injustices when she sees them. She jumps on any volunteer opportunity she can in her community and encourages her friends to do the same.



Southpark Sandra

Age: 30 - 40 **Gender:** Female **Parent:** Yes

Income Status: Wealthy or upper middle class

Employment: Unemployed, stay-at-home mom, involved in local parent groups, PTA and community groups

Technographics: Neighborhood listserv, Facebook, print and traditional media

Southpark Sandra is an affluent member of the Charlotte community and has the connections to make the Charlotte Cares volunteer events a huge success. She is looking for a way to stand out in her philanthropic social group and make a name for herself as a patron of the community. Sandra loves to get the whole family involved with service events and is always on the hunt for new family-friendly, educational activities to keep her kids busy on the weekends, especially those that make great photo-ops.

Strategies & Tactics

1. Use visual aids to engage key audiences

- Commission a mural depicting Martin Luther King Jr. and themes of equality, service and unity from a local artists on the corner of Martin Luther King Jr. Blvd.
- Coordinate with Charlotte Martin Luther King Jr. Day parade committee to end parade at the mural
- Stage an “art show” filled with drawings from students in the area reflecting the mural’s themes
- Host a “nonprofit tent takeover” surrounding the mural, where people can volunteer in a high- traffic area (Martin Luther King Jr. Blvd. and South Tryon St.)



Nonprofit Tent Takeover

For example, a nonprofit focused on hunger relief could have a booth where people can make sandwich bag lunches for the hungry. Another nonprofit could be focused on collecting and sorting clothes for the homeless. This would be a one-stop shop for volunteering, bringing service opportunities to the people in a centralized location.

Strategies & Tactics

2. Draw interest through social media before and during the event

- Submit posts to neighborhood Facebook groups to draw interest about the upcoming Unity Mural and Tent Takeover Event from parents
- Encourage Charlotte Cares Ambassadors to promote the event in advance on their social media accounts
- Partner with local Black Lives Matter groups to host a Twitter Q&A about the history of Martin Luther King Jr. Day and information about the upcoming Unity Mural and Tent Takeover Event
- Have a Charlotte Cares Ambassador live Tweet during the Unity Mural and Tent Takeover Event
- Use #TheQueenLovesKing, #KingsAndQueensOfService and #CharlotteCares across Facebook, Twitter and Instagram
- Stage a Charlotte Cares Snapchat takeover featuring local affluent activists during the Unity Mural and Tent Takeover Event
- Create a website where people can research the nonprofits involved and sign up for volunteering in advance
- Create custom icon badges and an emoji sticker set that people can use across Twitter and Facebook after signing up to volunteer

Strategies & Tactics

3. Increase interest through the Charlotte mayor's platform

- Send a public relations toolkit to the mayor's office
 - Pitch email
 - News release
 - Fact sheet
 - FAQs
 - Mural dedication
 - Instructions requesting mural dedication speech
 - Email to mayor for mural dedication speech
 - Template for mural dedication speech
 - Written social media and promotional graphic posts for the city and mayor's accounts

4. Increase interest among key news media outlets

- Schedule a guest spot during the Charlotte New Year's Ball Drop for a Charlotte Cares Ambassador to chat with local anchors about the Unity Mural and Tent Takeover Event
- Send a pitch email and news release about the Unity Mural and Tent Takeover Event to local media outlets
- Send a VNR package to media outlets with b-roll of the mural being painted and event planning meetings

Strategies & Tactics

5. Draw interest through push print media

- Post flyers promoting the event across uptown Charlotte
- Purchase ads for the event to be printed in the newspaper and magazines

6. Target affluent social groups and figures to invite for dual promotion at Martin Luther King Jr. Day events

- Partner with local Black Lives Matter groups to host a Twitter Q&A about the history of Martin Luther King Jr. Day and information about the upcoming Unity Mural and Tent Takeover Event
- Partner with the Junior League of Charlotte to host a Facebook Live Q&A about information about the upcoming Unity Mural and Tent Takeover Event, as well as day-of service opportunities
- Stage a Charlotte Cares Snapchat takeover featuring local affluent activists during the Unity Mural and Tent Takeover Event

Strategies & Tactics

7. Encourage local schools to get involved

- Send email pitches to school principals, art teachers and music teachers
 - Request students in art classes to draw pictures surrounding the themes of equality, service and unity to display at the mural unveiling
 - Email parents with opportunities to sign up the family for family-oriented volunteer activities

8. Utilize in-person communication channels to draw interest to volunteer events

- Host a “nonprofit tent takeover” surrounding the mural, where people can volunteer in a high-traffic area (Martin Luther King Jr. Blvd. and South Tryon St.)
- Send Charlotte Cares Ambassadors to promote the Unity Mural and Tent Takeover Event at local community events and PTA meetings

9. Make the people of Charlotte feel integral to the city and event

- Have the mayor dedicate the mural to the people of Charlotte
- Enlist local celebrities and bloggers as Charlotte Cares Ambassadors
- Create custom icon badges and an emoji sticker set that people can use across Twitter and Facebook after signing up to volunteer

Social Media Posts



Each of the example posts below will be posted to Charlotte Cares social media accounts and will be accompanied by a picture similar to the one on the left. In our visual, our volunteer will be wearing a limited edition t-shirt and standing in front of a tent.

Facebook

This Martin Luther King Jr. Day, volunteer in the easiest way possible. Join the Charlotte Cares alliance of nonprofit organizations on Martin Luther King Jr. Boulevard in Uptown Charlotte on Monday, Jan. 21. Each organization will set up tents with different activities for volunteers to participate in (e.g., collecting canned foods, making peanut butter and jelly sandwiches, folding donated clothes). All volunteers who sign up get a limited edition, free t-shirt! Remember #TheQueenLovesKing!

Instagram

Show that #CharlotteCares by participating in nonprofit volunteer events this Monday, Jan. 21, in observance of #MLKDay. Use the hashtag #KingsAndQueensOfService to show how the #TheQueenLovesKing by recognizing volunteers you see doing great work!

Twitter

#CharlotteCares wants to bring volunteering to you this #MLKDay! Join us uptown to better the community with your help! Share your service using #TheQueenLovesKing

Evaluation

Outputs

- Number of impressions from the hashtags #TheQueenLovesKing, #KingsAndQueensOfService and #CharlotteCares
- Number of likes and followers on nonprofit social media pages, Charlotte Cares page, Charlotte Black Lives Matter page
- Number of news media channels reporting on volunteer events & mural dedication

KPIs

- An increase in the number of people attending volunteer events, parade and mural dedication
- An increase in likes and followers of the Charlotte Cares and affiliated nonprofit pages on social media
- An increase in participation from Charlotte-Mecklenburg schools

Outcomes

- Number of reported volunteers from participating nonprofits on Martin Luther King Jr. Day
- Charlotte city residents becoming more inspired to participate in volunteering on Martin Luther King Day for years to come