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Public Relation Campaign 452

Dr. Thomas Boyle

Spring 2020

Millersville University

Amy Balestier
Habitat For Humanity Lancaster Lebanon Director of Communications
443 Fairview Avenue
Lancaster, PA 17603

Dear Amy Balestier,

Breakthrough Innovate is a student run public relations organization that is under supervision of Dr. Thomas Boyle. We present to you this planbook that details our research and gives your organization recommendations for furthering awareness and gaining volunteers for the Cumberland Build.

In this book you will find survey data gathered by our team assessing the awareness of your organization among Millersville students. We also analyzed data from other Habitat for Humanity chapters and reported on information about their outreach to their specific communities. My team also put together a social media calendar along with fliers and banners for your use throughout this campaign.

Due to COVID-19, we are hoping for you that the completion date for the build will be sometime in August 2021. Our campaign is written so that the dates can be subject to change and you can do so as you feel necessary.

We enjoyed working with you and thank you for the time you've given to work with us during this sudden and drastic change.

Sincerely,

Alicia Stearn

Account Executive
Breakthrough Innovative, A Student Run Public Relations Agency of Millersville University

Executive Summary

Agency Philosophy

Breaking through the challenges and bringing new innovative ways to the world of public relations.

Breakthrough Innovative is an agency from Millersville, Pennsylvania created by students whose goal is to help non-profits in the area. There are six driven females on our team and we work together with the objective of helping our clients and target their key publics. We think it's important to apply interpersonal skills to reach the desired outcome in a diverse environment. As a group of women we pay attention to detail and take pride in the work we do.

Meet the Team



Alicia M. Stearn, Account Executive

Alicia M. Stearn is currently pursuing a bachelor's degree in speech communication with an option in public relations at Millersville University of Pennsylvania. She intends to graduate in May 2020 and is currently enrolled in public relations and business professional courses. Stearn has her associate's degree in communication arts from Delaware County Community College where she focused on journalism and worked as the social media editor for the college's student paper. Stearn currently works in leadership for The Giant Company where she plans to further her career.



Haley E. Fuller, Assistant Account Executive & Editor

Haley E. Fuller is currently pursuing a bachelor's degree in speech communications with an option in public relations at Millersville University. She is a senior enrolled in public relations and communication research courses. She is currently a full-time employee with All Live Media as an account executive. Fuller plans to continue her position with All Live Media in Summer 2020. She has gained experience while serving in management and customer relations positions for the last three years in doctors' offices and restaurants. She is active in volunteer opportunities including Donut Giveaways to police, fire and EMS.



Kelly A. Layton, Research Director

Kelly A. Layton is currently pursuing a bachelor's degree in speech communication with an option in public relations and a minor in marketing. Layton is a junior enrolled in Political Communication, Theory of Communication, Fundamentals of Journalism and Public Relations writing. She has advanced skills in Microsoft Word, Powerpoint, Excel, Wordpress and Weebly. Layton is a member of the Millersville University varsity women's lacrosse team. Layton has gained work experience by working with U.S. Lacrosse, Israel Lacrosse and the Federation of International Lacrosse. She is currently an intern with Athlete Network this fall.

Lancaster Lebanon Habitat for Humanity®

Breakthrough Innovative



Lexi Z. Ganas, Creative Director

Lexi Z. Ganas is currently pursuing a bachelor's degree in speech communication with an option in public relations with a minor in English. She is a senior enrolled in public relations courses as well as government courses. She is a member of the Student Government Association as well as a Walker Fellow promoting civic engagement on campus. Ganas is currently interning with House of Representative member Chrissy Houlahan. After graduation Ganas hopes to work for a government official and pursue her dream of becoming a district director.



Madison M. Monschein, Media Planner

Madison M. Monschein is currently pursuing a bachelor's degree in speech communication with an option in public relations and a minor in entrepreneurship. Monschein a senior is enrolled in Public Relations and Entrepreneurship courses. A former vice president of Public Relations Student Society of America and a current member of the Millersville cheerleading team. Monschein has gained experience with marketing in Rehoboth Beach, Delaware with internships at The YMCA and SoDel Concepts. After graduation, Monschein would love to move south to pursue a sports public relations career.



Michaela Harmon, Copywriter

Michaela Harmon is currently pursuing a bachelor's degree in speech communication with an option in public relations. She is a senior enrolled in communication courses and in the past has taken psychology courses as well as government and history courses. Michaela currently works at BJs Brewhouse which is helping her gain experience in working with the public. Michaela would like to pursue a career in social media management for a professional sports team after graduating

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PRSA Code of Ethics

To conduct myself professional with truth, accuracy, fairness and responsibility to the public; To improve my individual competence and advance the knowledge and proficiency of the profession through continuing research and educations; And to adhere to the articles of the Member Code of Ethics 2000 for the practice of public relations as adopted by the governing Assembly of the Public Relations Society of America.

I understand and accept that there is a consequence for misconduct, up to and including membership revocation.

And I understand that those who have been or are sanctioned by the government agency or convicted in a court of law of an action that fails to comply with the Code may be barred from membership or expelled from the society.

Alicia Stearn *Account Executive*
Haley Fuller *Assistant Account Executive*
Kelly Layton *Research Director*
Madison Monschein *Media Planner*
Michaela Harmon *Copywriter*
Lexi Ganas *Creative Director*

Research

In This Section:

- Client Introduction
- Situational Analysis
- Opportunity Statement
- Preliminary Identification of Publics
- Summary of Research
- Secondary Research
- Primary Research
- References

Client Introduction

About

Habitat for Humanity is a nonprofit housing organization working in local communities across all 50 states and in more than 70 countries around the world. Habitat's vision is of a world where everyone has a decent place to live. Habitat works toward this vision by building and improving homes in partnership with individuals and families in need of a decent and affordable place to live. Families and individuals in need of decent, affordable housing apply for homeownership with their local Habitat for Humanity. Each local Habitat's family selection committee selects homeowners based on three criteria: The applicant's level of need, Their willingness to partner with Habitat , and Their ability to repay a mortgage through an affordable payment plan.As part of their willingness to partner, Habitat's homebuyers invest hundreds of hours of their own labor, called sweat equity, working alongside volunteers and other Habitat homeowners. Habitat for Humanity follows a nondiscriminatory policy of family selection. Neither race nor religion is a factor in choosing Habitat's homeowners.
Lancaster Lebanon Habitat for Humanity is a non profit organization that helps families build and improve places to call home. We believe affordable housing plays a critical role in strong and stable communities.

Mission Statement

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

Values

Habitat for Humanity has five core values: Demonstrate the love of Jesus Christ, Focus on shelter, Advocate for affordable housing, Promote dignity and hope, and Support transformational and sustainable community development.

Background:

Habitat for Humanity is a nonprofit organization that helps families build and improve places to call home. They believe affordable housing plays a critical role in strong and stable communities. Founded in 1973, by Millard and Linda Fuller in Americus, Georgia, who set up a foundation to create an environment where volunteers gave a hand to those in need by working with them to build a safe, decent and affordable house. Thus, Habitat for Humanity became international by the year 1976, making a nation wide difference. Habitat for Humanity Lancaster Lebanon started in 1986, helping people repair and improve their own homes and neighborhoods in the Lancaster Lebanon County and surrounding area. Through their first-time homebuyers program, families purchase a Habitat home with an affordable monthly mortgage. Homebuyers work side by side with volunteers to complete hundreds of hours of sweat equity. Through education, counseling, mentor support and affordable housing costs, families are put in a position for future success in homeownership. Ninety-five percent of our homeowner families are living in their Habitat homes today, and 67 percent of all Habitat homeowners increase their income. They have an affordable repair program which helps homeowners maintain their home through non-emergency services. Partnerships include Weatherization; Critical Repair; and A Brush with Kindness.

Identification of Key Publics:

Habitat for Humanity works and relies on voluntary participation to build and restore these homes. In order to organize and implement a campaign, finding and compiling internal and external operations to help meet objectives and increase the number of volunteers in the Lancaster Lebanon builds. For this campaign the specific external key publics are college students who will bring a young go doers attitude. This is going to involve teaching many what Habitat for Humanity does and how college students are able to get involved. This will be done by surveys, flyers and emails sent out to inform students about this organization and their volunteer needs. The internal publics apart of Habitat for Humanity will then be able to inform and evaluate how these external publics can be used and grow Habitat for Humanity.

Situational Analysis: Lancaster Lebanon Habitat for Humanity has been

working to build and restore neighborhoods from the ground up since it's formation in 1986. Their primary goal is to offer affordable housing to single, and extended families. A current project by Lancaster Lebanon Habitat for Humanity is the Cumberland Build, which involves restoring three homes in Lebanon. While Lebanon is only 26 miles away from Lancaster, volunteer awareness is low. While there is community involvement, the amount of active volunteers and awareness about the build needs to increase, in order for the December 2020 completion date to be possible.

Situational Analysis

SWOT Analysis

STRENGTHS: Lancaster Lebanon Habitat for Humanity is a well-established and credible non-profit. Since it is a branch of a prominent charity and nonprofit, which contributes to awareness and name recognition.

WEAKNESSES: The constant flow of projects make it difficult for the public to maintain their awareness of the ongoing projects. A lack of social media presence has made accessing this information only been possible from one consistent source. Volunteers have been off put by the commute to these locations in Lebanon.

OPPORTUNITIES: The biggest opportunity for Lancaster Lebanon Habitat for Humanity is an increase in efficient social media posts because this is a demographic of people who have the least amount of awareness on the volunteer opportunities and different projects, such as the Cumberland Build.

THREATS: The two major threats that the Lancaster Lebanon Habitat for Humanity is facing are the current circumstances surrounding the outbreak of COVID-19 and the time commitment for volunteers, especially college students. COVID-19 is a temporary threat, but the necessity for social distancing and the stay-at-home orders have been off putting to volunteers. A more consistent threat for the non-profit is the necessity of time that volunteers need, in order to help the non-profit by effectively volunteering.

Situational Analysis

Real State

Lancaster Lebanon Habitat for Humanity is currently in the process of restoring 3 new homes, where a 2017 fire had destroyed the previous homes. They are in the process of using limited volunteers, in order to perform the construction necessary to fully create inhabitable, new, buildings.

Ideal State

Lancaster Lebanon Habitat for Humanity is seeking a greater number of volunteers. The use of social media and physical engagement is being employed to recruit new volunteers and promote awareness for the causes Lancaster Lebanon Habitat for Humanity is addressing.

Opportunity Statement

Lancaster Lebanon Habitat for Humanity has the ability to gather volunteers from a wide demographic with the addition of building a more expansive social media presence on the already existing knowledgebase of potential volunteers in the area. The proximity of several colleges makes for a constant flow of fresh faces and hands to help with the Cumberland Build and any future projects the non-profit may begin.
Breakthrough Innovative is committed to igniting a flow of volunteers by increasing awareness for the cause as well as informing the public about the specific projects going on. For example, the posters and media posts that have been created are sure to spread awareness and subsequently inspire excitement and volunteers for Lancaster Lebanon Habitat for Humanity.

Preliminary Identifications of Public

Internal Publics:

Amy Balestier

Habitat for Humanity Lancaster Lebanon

Volunteers for Habitat for Humanity Lancaster Lebanon

External Publics:

Millersville University Students

Lancaster Lebanon Community

PESO Model:

PAID: *Sponsored Facebook Ads*

EARNED: *Local Newspapers, College Campus Flyers*

SHARED: *Facebook Page*

OWNED: *Habitat for Humanity Website, Fliers, on campus*

Theoretical Framework:

In order to create and propose a campaign for Habitat for Humanity Lancaster Lebanon, there must be theory to explain our thinking and steps. Agenda-setting theory, written by Maxwell McCombs and Donald Shaw, states that the media creates the agenda for the public and shapes the public opinion. This theory was tested in a 1968 presidential campaign that studied the relationship between what voters expressed the importance was and what the media expressed the importance was. Their findings concluded that the public said certain things were important after the media had. Putting this theory to the

test, we will spread awareness as much as possible through the media, using newspapers, social media and websites online. By creating a buzz about the organization, what the organization does and the build, using theory states it will spread awareness and create conversation about the organization, which is one main objective for this campaign. Using this theory will also give hope that the organization will be talked about positively, therefore creating a strong public opinion.

With this theory it is also important to note that even though the media will report on an organization and it will create talk about the organization, it does not necessarily mean it will change the public's opinions on the organization. If more people in the Lancaster Lebanon area are talking about Habitat for Humanity, are aware of the build and donating either time or money, this will create the opportunity for people with the means to donate to actually do so since they are aware.

Research Results Summary

Breakthrough Innovative analyzed the results of primary research, a survey to access the knowledge-base about our client and their services. Given the current circumstance of COVID-19, execution of the tactics have been placed on a temporary hold. Based on these results, a plan for maximizing the effectiveness of the campaign was created, to inspire volunteer awareness.

Summary of Research

Introduction

We are working on raising awareness for the Cumberland Build in Lebanon. A couple years ago there was a fire that burnt down three homes in downtown Lebanon. The town did not want the houses to be turned into a parking garage or tore down because they wanted to keep the atmosphere of an old town. Habitat for Humanity acquired the three homes and decided to use them as builds to help those in need become homeowners. Habitat has a potential homeowner for the middle house and had just recently started plastering the walls of his new home. The organization addressed that they need the community awareness and excitement for the long project since it can take up to eight months to complete. The big question is how to get the message across to a place that does not have a big community outreach channel. With the help of our campaign team, we are looking for how well Habitat for Humanity is known on college campuses and how many people would be interested in becoming a volunteer for their current or future builds. Habitat for Humanity wants any young college kid with a "go-doers" attitude. Sending a short survey via email and getting people to answer questions, if they know about Habitat for Humanity (yes or no) would they be interested in volunteering (yes or no) and their emails. Using this would be helpful in the start of outreach development. It will allow us to reach a younger generation and ideal audience to gain more awareness and support. This is what we're really focused on when looking at how to engage and continue to interest the community.

Research Questions

RQ1- In what ways are other Habitat for Humanity locations attracting volunteers for their community service and build sites?

RQ2- Are Millersville students aware of Habitat for Humanity and what the organization does?

Purpose

The purpose of this research is to see who on the Millersville campus is aware of Habitat for Humanity, specifically the Lancaster-Lebanon sector and the Cumberland Build. By looking at who is already aware of this non-profit, if they know anyone who volunteers, if they would like to learn about how to volunteer or just to spread awareness will generate populicity to Habitat for Humanity. We will be conducting a survey/questionnaire online and send the link to students through email. There are no known risks associated with participation in this study.

Theoretical Framework

In order to create and propose a campaign for Habitat for Humanity Lancaster Lebanon, there must be theory to explain our thinking and steps. Agenda-setting theory, written by Maxwell McCombs and Donald Shaw, states that the media creates the agenda for the public and shapes the public opinion. This theory was tested in a 1968 presidential campaign that studied the relationship between what voters expressed the importance was and what the media expressed the importance was. Their findings concluded that the public said certain things were important after the media had.

Application of Theoretical Framework

Putting this theory to the test, we will spread awareness as much as possible through the media, using newspapers, social media and websites online. By creating a buzz about the organization, what the organization does and the build, using theory states it will spread awareness and create conversation about the organization, which is one main objective

for this campaign. Using this theory will also give hope that the organization will be talked about positively, therefore creating a strong public opinion.

With this theory it is also important to note that even though the media will report on an organization and it will create talk about the organization, it does not necessarily mean it will change the public's opinions on the organization. If more people in the Lancaster Lebanon area are talking about Habitat for Humanity, are aware of the build and donating either time or money, this will create the opportunity for people with the means to donate to actually do so since they are aware.

Primary Research

Methods

The current study will be focusing specifically on the college population. To do so, the researchers will work with Millersville University students and professors who are able to and want to learn more about Habitat for Humanity. We are seeking a way to enhance Habitat for Humanity's publicity and increase awareness across college campuses. Students and professors will participate in an online survey given to them virtually through a link. Those individuals will first be asked in the beginning of the survey if they know of Habitat for Humanity. This will include if they are aware of what Habitat does, if they know or have known anyone who volunteers, if they would like to volunteer and how we could contact them for future information either about their answers or to give more information. We then will have compensation which will be a code for a discount of 5% at the restore through Habitat for Humanity.

Survey

This questionnaire is designed to evaluate the motives behind the use of social media in small businesses. We are asking the Millersville University Student population to let us know if they have heard and know about Habitat for Humanity and to be able to ask if they would like to volunteer or gain more information about the organization. Information will be shared however, names and privacy will remain confidential.

1. Are you a college student? Y N
    a. If not, have you attended and/or graduated from college? Y N

2. What is your main source of receiving media? (Circle one)

    Social Media TV News Apps Newspaper Radio Other

3. Are you familiar with the Lancaster-Lebanon Habitat for Humanity? Y N

4. Do you know what the Lancaster-Lebanon Habitat for Humanity does? Y N

5. Would you be interested in Volunteering for Lancaster-Lebanon Habitat for Humanity?
    Y N

6. On a scale of 1-5 how likely are you to volunteer? (Circle one)
    1 2 3 4 5
7. If you were to volunteer, what do you want to gain from the experience? (circle most important)
    Complete Community Service Improve Resume Help Others Other

8. On a scale of 1-5, how likely are you to recommend Lancaster-Lebanon Habitat for Humanity to a friend or colleague?
    1 2 3 4 5

9. Are you interested in learning more about Lancaster-Lebanon Habitat for Humanity? Y N

10. Age:
    18-20 21-23 24-27 27-30 30+

11. Gender: M F Other Prefer Not To Answer

Sample

Participants must be over the age of 18 as this study will not be using minors as participants. There will be no restrictions on participant gender. We are expecting roughly 500 students who will be able to take the survey/questionnaire. Any participant over the age of 18 who is enrolled in a University that is able to work and may or may not need service hours or who would want to participate with the organization. We will be excluding participants under the age of 18. There is a possibility that a high school student may be enrolled in the courses chosen for participant selection, but they will be excluded for the reason that this study will not be using minors as subjects.

Quantitative Results

From the questionnaire we were able to gauge that students were all college students between the ages of mainly 18 to 20 and 20 to 23. Our survey was answered by 86.4 female students and 13.6 male students. We asked the question of which is their main source of receiving media, in which 81.8 % said social media. Aproximatly 50% of students already knew what Habitat for Humanity was while 50% were unaware. Similar to those answers 50% knew what Habitat for Humanity does, while 50% did not know what their goals were. When asking if they would volunteer for Habitat for Humanity 54.5% said they would probably like to volunteer, while 45.5Z% said no. When asked on a scale of 1-5 on how likely they would become a volunteer 50% said 3, while 22.7% said 5 in which they would be very likely. With those who wanted to volunteer we asked what their reason to gain experience would be in which 81.8% said it would be for community service related work, with 13.6% doing it to build their resume. We then asked on a scale of 1-5 how likely they would recommend volunteering for Habitat for Humanity to a friend would be 33.3% 3 and a 33.3% 4. Lastly, we asked if they are interested in learning more about Habitat for Humanity where 54.5% said yes and 46.5% said no.

Recommendations

- Reach a larger student population by distributing the surveys earlier in the data collection process.
- Reach a broader student population by sending the survey to other universities and colleges in the Lancaster and Lebanon areas.
- An in person survey would have gotten more responses and better outcomes.

Limitations

Our survey was limited by our time frame and the students we were able to have access to. Since the study was cut short and transformed to an online we were limited to the number of participants and responses.

Secondary Research

In this section, we have analyzed different Habitat for Humanity sector's websites and social media pages. More specifically, we looked at what was posted about builds and volunteer work in those communities. The unit of analysis is the websites and social media and we looked at the Habitat for Humanity San Francisco, Greater Boston, Effingham County (right outside of Georgia) and Penn State University area. The key areas of each page analyzed were the set up of the volunteer pages on the website, the likes, follows, and check ins on Facebook, and the number of hashtags used on average per post.

The volunteer pages for these Habitat for Humanity locations all used similar tactics. The San Francisco and Greater Boston area pages have calendars on their volunteer page on their main website that give dates for certain builds and events. The Effingham county and Penn State University websites do not have calendars on their volunteer pages. All websites have a tab for volunteering with a drop down menu for builds. All of these groups were then analyzed for Facebook content, likes, follows and hashtags.

In conclusion, the pages that posted the most frequently and used more hashtags were able to see a greater number of likes and followers on their pages. By encouraging check ins to be made by other users, their page was able to be shared to a larger audience of people. The Habitat for Humanity groups with calendars on their volunteer pages and more details were also the groups that posted more on their Facebook pages. By analyzing and finding links between these two units, we are able to make broad conclusions that frequent posting and using hashtags are what our client can use to expand awareness of the organization.

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Action

- Suggested Social Media Format
- Social Media Refinement
- Goal
- Key Message
- Objectives

Suggested Social Media Format

- After the COVID-19 virus sizes down and the social distancing guidelines have been lifted, this campaign can begin implementation.

- Media Interactions: press conference

- Internal Communication: communication among the Habitat for Humanity workers and the potential homeowners. There will be a clear expectation given to the future homeowner that is also working on the house with the volunteers about the campaign.

- Social Media: Contests and Social Media chart for Instagram, Youtube, and Facebook

- Partnerships: work with other states' habitat for humanity, local small businesses.

- Special Events: Events in Lebanon that will get the community to support and donate to the build.

- Colleges: Putting posters/flyers around college campus to give details about Habitat for Humanity.

Social Platform Refinement

Social media platforms should:

A. Consistently use the Lancaster Lebanon Habitat for Humanity logo for all profile photos to enforce recognizability
B. Stock photos should be replaced with authenticm high-quality photographs of the projects and people
C. Volunteers should be recognized across all platforms to demonstrate the value of volunteer work
D. Links to the other social media platforms should be promoted on all others to make the social media outreach the most effective
E. Content should be posted on a more consistent and frequent basis in order to demonstrate the progress on the projects and allow potential volunteers to view a realistic timeframe for project completions

Goal

Campaign Goal:

Breakthrough Innovation agency campaign goal is to help Habitat for Humanity Lancaster Lebanon implement an initiative that helps bring awareness of the current and future builds and to bring the surrounding community together to support these builds. In order to reach this goal our team will use Millersville University and the surrounding community and colleges to propose a list of three objectives that will help increase the support and awareness of the Habitat for Humanity Lancaster Lebanon projects.

Key Message:

Habitat for Humanity is committed to helping people within their community, and all over the world to help build or improve a place for people to call home. Habitat homeowners help build their own home, along with other volunteers and habitat workers. These homes are affordable and allow these people to get back on their feet as a homeowner. Through these Habitat homeowners they can achieve strength, stability and independence to build a better life for themselves and their families.

Objectives:

Habitat for Humanity serves Lancaster and Lebanon County, making them a vital component of the community and surrounding areas. Having Habitat for Humanity in the area can be beneficial to the community and volunteers ready to help wherever they can. Volunteers can often be hard to find because of the limited amount of publicity in the surrounding areas. For this reason, volunteer recruitment and awareness is the significant push for our campaign. Finding a way to get the community more involved and interested in the current and future builds

Objective 1: Obtain 150 YouTube subscribers on the Lancaster Lebanon Habitat for Humanity page by December 31, 2021.

Objective 2: Increase page reach on Facebook of the Lancaster Lebanon Habitat for Humanity page by 10% by December 31, 2021.

Objective 3: Increase volunteers by 3 each week until the build is almost complete on December 31, 2021.

Communication

In This Section:

- Strategies
- Tactics
- Budget
- Timetable

Strategies:

- Using social media to spread the word of what Habitat for Humanity is, does for the community and what they are currently doing with the Cumberland build.

- Using photos and videos to post on social media to capture attention and entice community members to get involved with the build

- Use the Facebook analytics page of the Habitat for Humanity Lebanon Lancaster group to determine traffic to the page, how many page views and increased likes or interaction

Tactics:

- Throughout the campaign and length of the build, there needs to be a system for keeping track of how many volunteers were present at the build at given times.

- Being active on YouTube and having people click a link from other platforms to subscribe.

- Use videos from a videographer and post them to social media platforms.

- Shared and Owned Media- Facebook, Instagram, Logo Items, Newsletters

Budget Estimate/Cost Analysis

There are a few key factors that change costs of advertising through social media platforms such as, ad objective, bidding type/amount, audience, and ad quality.

Advertising:

Instagram- costs $0.20 to $6.70 which depends on the bidding model. Cost-per-click, costs $0.20 to $2.00 per a click. For cost-per-impressions (Views) is $6.70 per 1,000 impressions.

Facebook- costs $0.27 per a click and cost per thousand impressions costs $7.19.

Twitter- a promoted tweet costs $0.50-$2.00 for each action. A promoted account costs $2.00-$4.00 per a follower.

YouTube- costs $0.10-$0.30 per view or action which is every time a viewer clicks on your call-to-action ad. A 30 second commercial nationally is $115,000.

Banners: costs $0.50 per 1,000 impressions. Meaning for $0.50 your banner can be displayed 1,000 times. Also depends on the specific size, position, and audience you're advertising on.

- Small Square: $28.00 200 x 200

-Facebook Cover: $49.00 250 x 250

-Leaderboard: $33.00 728 x 90

-Homepage Slider: $79.00 1,000 x 550

Banner Details

Wide Skyscraper: 160 x 600px, website sidebar, 53.7% view rate, and supported by .PNG/.JPG/.SWF/.GIF

-Skyscraper: 120 x 600px, website sidebar, 52.5% view rate, and supported by .PNG/.JPG/.SWF/.GIF

-Medium Rectangle: 300 x 250px, within text or article end, 41% view rate, and supported by .PNG/.JPG/.SWF/.GIF

-Leaderboard: 729 x 80px, placed in a websites header, 45% view rate, and supported by .PNG/.JPG/.SWF/.GIF

-Banner: 468 x 80px, within text context of a website, 48.2% view rate, and supported by .PNG/.JPG/.SWF/.GIF

Fliers: costs on average $0.69 per a flier at FedEx.

-500 fliers: $107.32

-1,000 fliers: $113.29

-2,500 fliers: $166.85

-5,000 fliers: $250.44

Campaign Timetable:

Campaign Gantt Chart

Implementations for the campaign action of post survey, social media posts, fliers, banners, and partnerships in the figure below are shown between August 2020 and July 2021. All social media postings are intended to continuously go through implementation with Lancaster Lebanon Habitat for Humanity bringing awareness and more volunteers. After the Fall 2020 semester of implementation in the first survey given to Millersville University college student participants, a second survey will be distributed to assess the campaign results.

Action	*August 2020*	*September 2020*	*October 2020*	*November 2020*	*December 2020*
Survey Post	x----------	----------x			
Social Media Posts	x----------	----------	----------	----------	----------x
Flyers	x----------	----------	----------	----------	----------x
Banners	x----------	----------	----------	----------x	
Partnership	x----------	----------	----------	----------	----------x

Gantt Chart 2021

Action	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021
Survey Post	x----------x					
Social Media posts	x----------	----------	----------	----------	----------	----------x
Fliers		x----------	----------	----------	----------x	
Banners		x----------	----------	----------	----------x	
Partners hips	x----------	----------	----------	----------	----------	----------x

Evaluation

In This Section:

- Summary of Evaluation Methods
- Outcome Evaluations
- Statement of Benefits

Summary of Evaluation Methods

The campaign will be evaluated by answering the questions outlined below. By asking these questions, Breakthrough Innovation will be able to determine the effectiveness of the campaign strategies and tactics.

Output Evaluations

Evaluation of Tactics

- Results that meet objectives, did we obtain a larger audience on Youtube and meet the goal? Did we reach an increase of views on the page by 10%? How much did we meet our goal? How off was our goal?

- Did we collect enough volunteers to be sure our goal was reached in time?

- Unexpected results?

- How can we improve?

- How can we adjust data if skewed results?

Outcome Evaluations

Upon completion of the campaign, Breakthrough Innovation plans evaluate the results of our retention and recruitment campaign tactics.

- Was the campaign successful in implementing knowledge of Habitat for Humanity Lancaster Lebanon at Millersville University?
- Did the tactics used to draw students of Millersville University to volunteer with Habitat for Humanity Lancaster Lebanon builds.
- Did the community stay engaged during the Cumberland Build?

Statement of Benefits

Breakthrough Innovation is proposing specific strategies to benefit Habitat for Humanity Lancaster Lebanon and their volunteer engagement and community engagement efforts. We are working on raising awareness for the Cumberland Build in Lebanon. Habitat for Humanity acquired the three homes and decided to use them as builds to help those in need become homeowners. Habitat has a potential homeowner for the middle house and had just recently started plastering the walls of his new home. The organization addressed that they need the community awareness and excitement for the long project since it can take up to eight months to complete. The big question is how to get the message across to a place that does not have a big community outreach channel. With the help of our campaign team, we are looking for how well Habitat for Humanity is known on college campuses and how many people would be interested in becoming a volunteer for their current or future builds.

Appendices

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Appendix A: Informed Consent Form

You are being asked to participate in a study conducted by student researcher Kelly Layton, Alicia Stearn, Madison Monschein, Lexi Ganas, Michaela Harmon and Haley Fuller, under the supervision of mentor, Dr. Thomas Boyle. This study is part of the Millersville University Communication and Theater Department Public Relations requirements. Please read the following carefully and ask any questions you have before signing. Signing your name and the date at the bottom of the page indicates that you understand the information provided below and agree to participate.

Purpose, Procedures, and Risks: The purpose of this research is to see who on the Millersville campus is aware of Habitat for Humanity, specifically the Lancaster Lebanon Builds. By looking at who is already aware of this non-profit, if they know anyone who volunteers, if they would like to learn about how to volunteer or just to spread awareness will generate populicity to Habitat for Humanity. We will be conducting a survey/ questionnaire online, There are no known risks associated with participation in this study.

Compensation, Refusal, and Withdrawal: There will be a small compensation for this study. Those who open the survey and read it do not have to continue and submit it, there is an option to exit once the survey begins. After submission there will be a coupon code available.

Confidentiality: The confidentiality of all participant information will be maintained throughout the study. Participants will not be using their names in the interviews and surveys. No emails will be distributed or shared for any reason during this study.

Age: All participants must be over the age of 18.

Contact: If you have any questions, comments, or concerns before, during, or after the study, please contact Kelly Layton, Alicia Stearn, Madison Monschein, Lexi Ganas, Michaela Harmon and Haley Fuller, or Dr. Thomas Boyle. They will be more than happy to answer any questions and to provide any additional information.

_____

Kelly Layton, Alicia Stearn, Madison Monschein,
Lexi Ganas, Michaela Harmon and Haley Fuller
Student Researchers
Communications Department
Millersville University
kalayton@millersville.edu

Dr. Thomas Boyle
Public Relations Mentor
Communication Department
Millersville University
Thomas.Boyle@millersville.edu

Survey:

1. Are you a college student?
    a. Yes or No

2. If no, have you ever attended and/or graduated from college?
    a. Yes
    b. No

3. What is your main source of receiving media?
    a. Social Media
    b. TV
    c. News Apps
    d. Newspaper
    e. Radio
    f. Other

4. Are you familiar with the Lancaster-Lebanon Habitat for Humanity?
    a. Yes
    b. Maybe
    c. No

5. Do you know what the Lancaster-Lebanon Habitat for Humanity does?
    a. Yes
    b. No

6. Would you be interested in volunteering for Lancaster-Lebanon Habitat for Humanity?
    a. Yes
    b. Maybe
    c. No

7. On a scale of 1-5 how likely are you to volunteer?
    a. 1

b. 2
c. 3
d. 4
e. 5

8. If you were to volunteer, what do you want to gain from helping build?
    a. Community service hours
    b. Improve resume
    c. To help others

9. On a scale of 1-5, how likely are you to recommend Lancaster-Lebanon Habitat for Humanity to a friend or colleague?
    a. 1
    b. 2
    c. 3
    d. 4
    e. 5

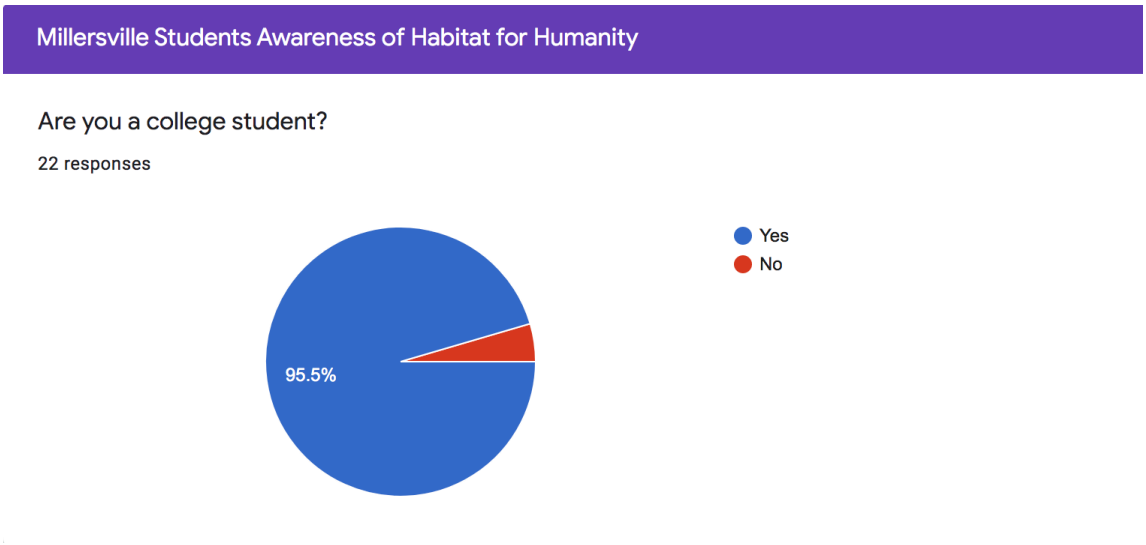
10. Are you interested in learning more about Lancaster-Lebanon Habitat for Humanity?
    a. Yes
    b. Maybe
    c. No

11. Age:
    a. 18-20
    b. 21-23
    c. 24-26
    d. 27-30
    e. 31+

12. Gender: M F Other Prefer Not To Answer

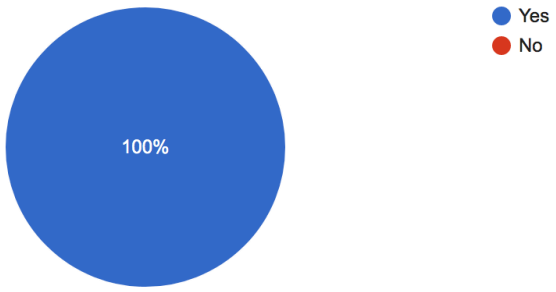
Appendix C: Survey Results

The results from the survey gave us a point of view of how much Millersville students are aware of Habitat of Humanity. We had 22 participants. Of those 22 participants 86.4% were females, and 13.6% were males. 95.5% of the participants are currently college students, and 90.9% of the participants were in the typical college age range of 18-23. When we asked the participants about how they mainly receive their news, 81.8% received it from social media; while 9.1% received it from news channel apps. The other 9% received their news from the TV or newspaper. Only half of the participants were familiar with Lancaster Lebanon Habitat for Humanity, and knew of the work they do. 54.5% of the participants said they would not be interested in volunteering. We asked the participants what they would gain from volunteering; 81.8% said helping others, 13.6% said to improve resume, and 4.5% said community service hours. Overall 50% said they were maybe likely to volunteer, and 54.5% said they would like to learn more.



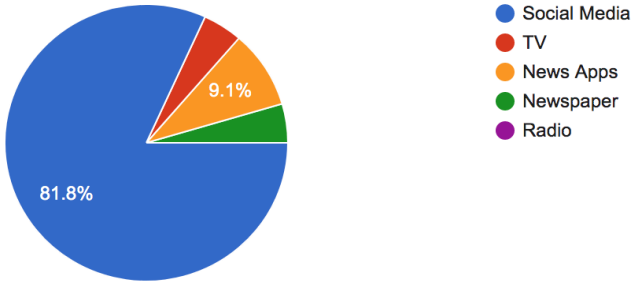
If no, have you ever attended and/or graduated from college?

3 responses



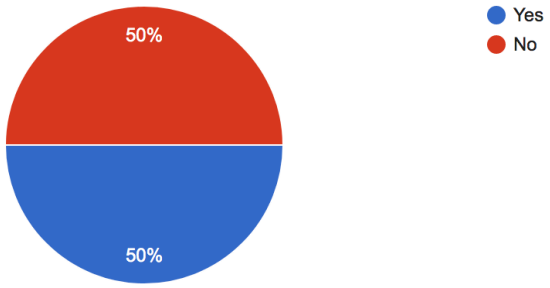
What is your main source of receiving media?

22 responses



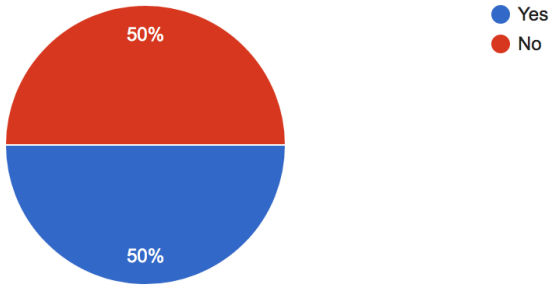
Are you familiar with the Lancaster Lebanon Habitat for Humanity?

22 responses



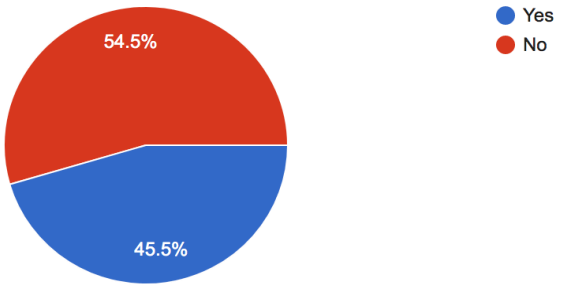
Do you know what the Lancaster Lebanon Habitat for Humanity does?

22 responses



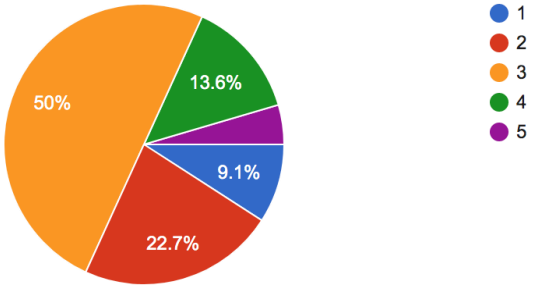
Would you be interested in volunteering for Lancaster Lebanon Habitat for Humanity?

22 responses



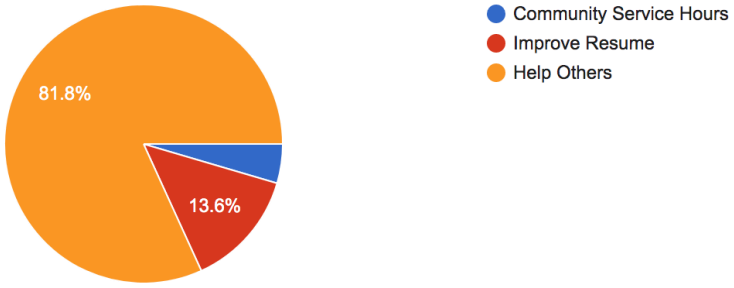
On a scale of 1-5, how likely are you to volunteer? 1 being least likely and 5 being most likely.

22 responses



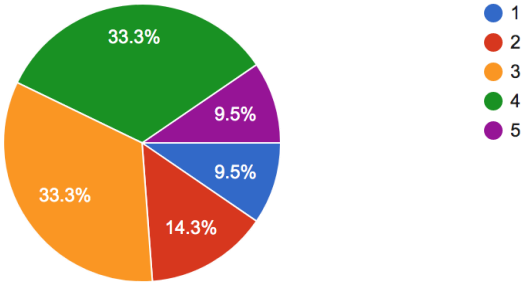
If you were to volunteer, what would you want to gain from the experience? (Choose most important.)

22 responses



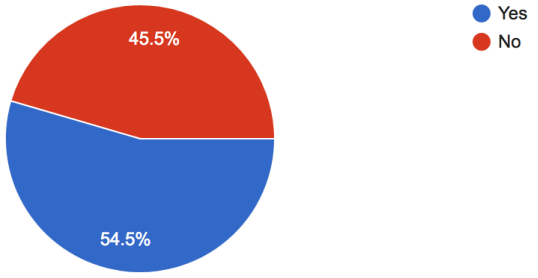
On a scale of 1-5, how likely are you to recommend Lancaster Lebanon Habitat for Humanity to a friend or colleague? 1 being least likely, 5 being most likely.

21 responses



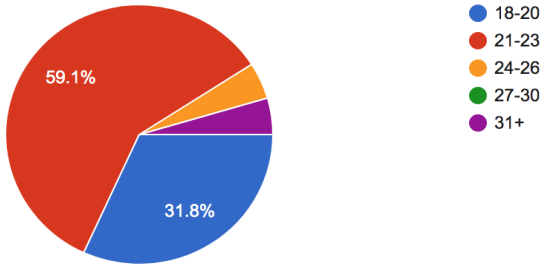
Are you interested in learning more about Lancaster Lebanon Habitat for Humanity?

22 responses



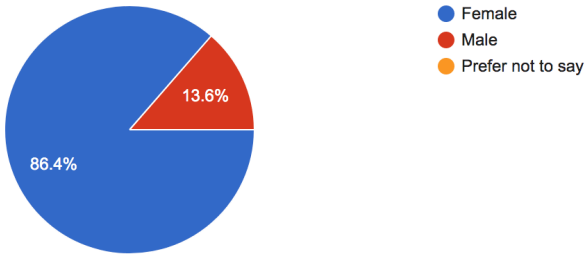
Age:

22 responses



Gender:

22 responses



Appendix D: Social Media



Appendix D: Social Media



Appendix D: Social Media

HOW TO VOLUNTEER WITH LANCASTER LEBANON HABITAT FOR HUMANITY'S CUMBERLAND BUILD

FOLLOW THESE SIMPLE STEPS

VISIT THE LANCATSER LEBANON HABITAT WEBSITE

When promoted to the website, navigate to the "volunteer" tab, click "volunteer opportunities", scroll down to "new volunteers" and click "get started".



SELECT AN ORIENTATION DATE

When selecting your orientaton date be sure to scroll down and complete the volunteer waiver.

COMPLETE THE ONLINE SAFETY TRAININGS

You will recieve an email confirming your orientation date, where you will first need to complete the online safety training from the links provided.



ATTEND THE IN-PERSON TRAINING

Attend your selected orientation which will be held at Lebanon HACC Campus: 735 Cumberland St, Lebanon, PA 17042

Email Jacquie@llhfh.org if you have any additional questions or concerns. Thank you!

Lancaster Lebanon Habitat for Humanity

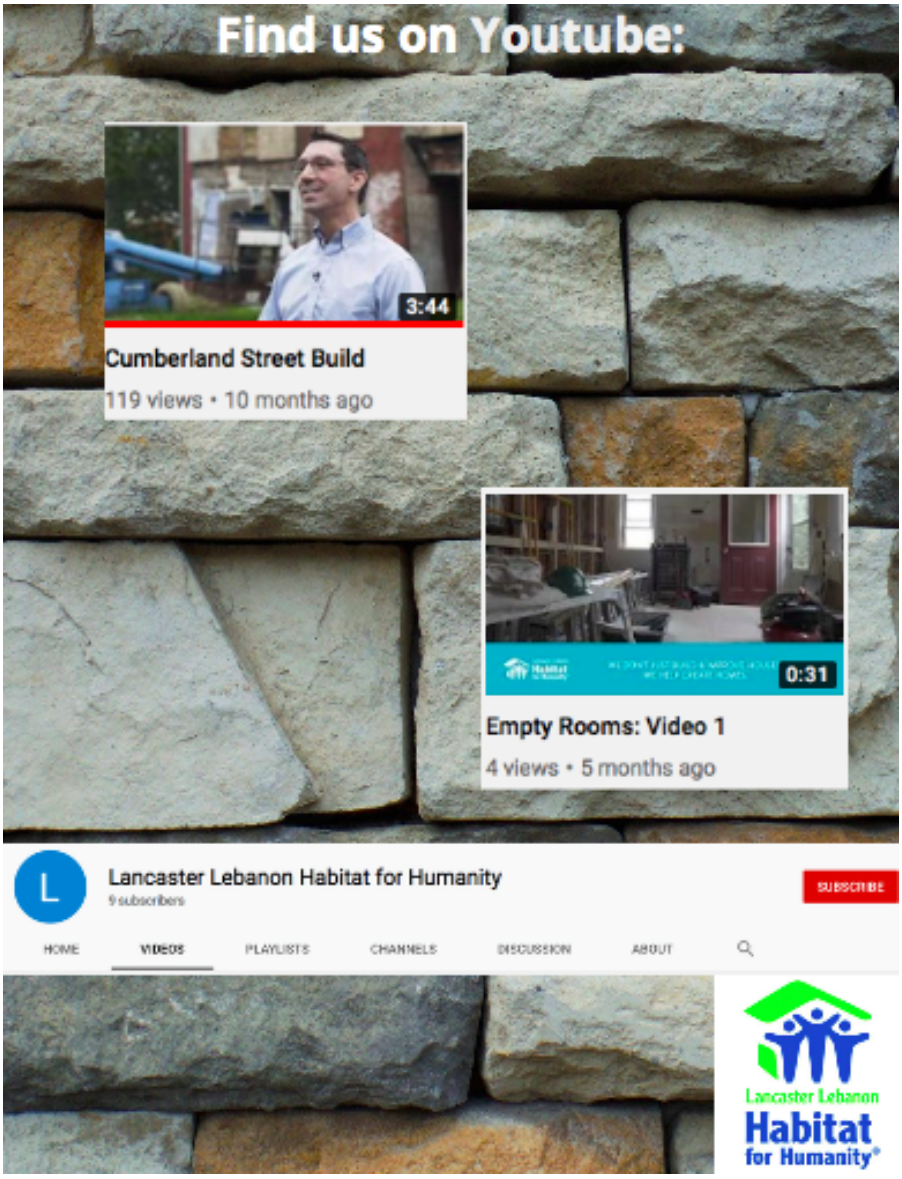
Appendix D: Social Media



Appendix D: Social Media



Appendix D: Social Media



Appendix E: Flier



Appendix E: Flier



Appendix F: Brochure



Appendix G: Communication Audit

Facebook	Twitter	Instagram	Youtube
STRENGTHS: • The logo is the profile picture which contributes to their recognizability. • They keep their followers engaged by post multiple times a week	**STRENGTHS:** • Incorporates small videos and pictures into their tweets helping diversify their posts.	**STRENGTHS:** • Consistent posting about their ongoing projects. • Volunteer recognition on the page. • Features future homeowner recognition.	**STRENGTHS:** • The Cumberland Build is recognized. • High-quality and informative videos and content.
WEAKNESSES: • Consistency is lacking in reference to the Cumberland Build. • Stock images are used, decreasing the feeling of authenticity.	**WEAKNESSES:** • Twitter handle is not easily recognizable as the location and branch of the non-profit • Large gaps in the timeframe of postings.	**WEAKNESSES:** • Stock images. • The same graphic is used two weeks apart from each other.	**WEAKNESSES:** • Two different channels. • No logo/profile picture • Very few postings.

Appendix H: Campaign Proposal

Millersville University Student Survey

The purpose of this research is to see who on the Millersville campus is aware of Habitat for Humanity, specifically the Lancaster-Lebanon sector and the Cumberland Build. By looking at who is already aware of this non-profit, if they know anyone who volunteers, if they would like to learn about how to volunteer or just to spread awareness will generate populicity to Habitat for Humanity. We will be conducting a survey/questionnaire online and send the link to students through email. There are no known risks associated with participation in this study.

Research & Diagnosis:

- What habitat is as an organization
- What other Habitat for Humanity locations have done in the past to raise awareness in their areas
- Look at what Habitat for Humanity has done on a national level too, as a united group.

Implementation:

- After the COVID-19 virus sizes down and the social distancing guidelines have been lifted, this campaign can begin implementation.
- Media Interactions: press conference
- Internal Communication: communication among the Habitat for Humanity workers and the potential homeowners. There will be a clear expectation given to the future homeowner that is also working on the house with the volunteers about the campaign.
- Social Media: Contests and Social Media chart for Instagram, Youtube, and Facebook
- Partnerships: work with other states' habitat for humanity, local small businesses.
- Special Events: Events in Lebanon that will get the community to support and donate to the build.
- Colleges: Putting posters/flyers around college campus to give details about Habitat for Humanity.

Appendix H: Campaign Proposal

Objectives:

- Obtain 150 YouTube subscribers on the Lancaster Lebanon Habitat for Humanity page by December 2020.
- Increase page reach on Facebook of the Lancaster Lebanon Habitat for Humanity page by 10% by December 2020.
- Increase volunteers by 3 each week until the build is almost complete in December 2020.

Strategies:

- Using social media to spread the word of what Habitat for Humanity is, does for the community and what they are currently doing with the Cumberland build.
- Using photos and videos to post on social media to capture attention and entice community members to get involved with the build.
- Use the Facebook analytics page of the Habitat for Humanity Lebanon Lancaster group to determine traffic to the page, how many page views and increased likes or interaction

Tactics:

- Throughout the campaign and length of the build, there needs to be a system for keeping track of how many volunteers were present at the build at given times.
- Being active on YouTube and having people click a link from other platforms to subscribe.
- Use videos from a videographer and post them to social media platforms.
- Shared and Owned Media- Facebook, Instagram, Logo Items, Newsletters

Reporting and Evaluation:

- Results that meet objectives, did we obtain a larger audience on Youtube and meet the goal? Did we reach an increase of views on the page by 10%? How much did we meet our goal? How off was our goal?
- Did we collect enough volunteers to be sure our goal was reached in time?
- Unexpected results
- How we can improve
- How we can adjust data if skewed results

Appendix I:

Social Media Calendar
*Post updates as applicable of the build's status
**Pre-evaluation of Facebook analytics to later compare the data
Social media calendar is only written until January 2021, due to the campaign being subject to change. In May a reminder e-mail should be sent to questionnaire respondents to use coupon code at ReStore. All updates should continue to be made when applicable
Post evaluation should be done in July, or month the build is complete to compare against the objectives to see if campaign goals were reached.

August 2020

						1 Post on Facebook and Instagram Details about the build and link to Youtube Channel
2	3	4 Edit banner on Facebook and Twitter about the build	5	6	7	8.
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24 Begin printing fliers and ads to circulate around college campuses. Reach out to Millersville about posting fliers on campus.	25	26	27	28	29 Post on Instagram, Facebook and Twitter about volunteer and build days
30	31					

September 2020

		1 Send out reminder e-mail to use coupon code at ReStore	2	3	4	5 Start Instagram story highlight with videos and pictures of the build
6	7 Post on Facebook about volunteer opportunities for the build	8	9	10	11	12
13	14	15	16	17	18	19 Post update pictures of volunteers and builds (subject to change date)
20	21	22	23	24	25	26
27	28	29	30 Evaluate outreach and numbers on Facebook analytics			

October 2020

				1	2	3
4	5 Post online fliers	6	7	8 Facebook and Instagram post about upcoming build dates and times	9	10 Add any Instagram story highlights
11	12	13 Edit and change Twitter and Facebook homepage banners if applicable to pictures of volunteers or on site	14	15	16 Update YouTube about Build	17
18	19	20	21	22	23 Add any updates to Facebook and Twitter	24
25	26	27	28	29	30	31

November 2020

1	2	3	4	5	6	7
8	9 Post general background information of the build to Facebook for new followers	10	11	12	13	14
15	16	17	18	19	20	21Updates of the build to Facebook and Instagram
22	23	24	25	26	27 Post about any upcoming holiday events	28
29	30					

December

		1	2	3	4 Update Facebook and YouTube about build	5
6	7	8 Link YouTube video to Instagram and post on Instagram	9	10	11	12
13	14	15	16	17 Post about Holidays	18	19

				and thank all build volunteers		
20	21	22	23	24	25	26
27	28	29	30	31		

January 2021

					1	2
3	4 Send our reminder survey about coupon code for ReStore	5	6	7 Post on Facebook and Instagram if any new years goals relating to the build to create ambition	8	9
10	11	12	13	14	15	16
17	18	19	20 Post on all socials recruiting volunteers	21	22	23
24	25	26	27	28	29	30
31						

Appendix J: E-mail Sequence

Email #1 – Send September 2020

Subject: MUSURVEY15 Promo Code

Hey Millersville Student,

Have you taken advantage of 15% at the Habitat for Humanity ReStore store yet? If not, there' still time!

Visit us today at 155 Independence Court Lancaster, PA 17601. Located off the Greenfield Exit on Route 30.

Don't forget to show this promo code at check-out!

MUSURVEY15

We can't wait to see you there!

Email #2 – Send January 2021

Subject: New year savings!

Hey Millersville Student,

Out with the old and in with the new! Don't' forget you can save 15% on your purchase at Habitat for Humanity ReStore using promo code MUSURVEY15 valid until July 2021.

Visit us today at 155 Independence Court Lancaster, PA 17601. Located off the Greenfield Exit on Route 30.

We can't wait to see you there!

Email #3 – Send May 2021

Subject: Spring and Save

Hey Millersville Student,

Spring is in the air! Don't forget you still have time to save 15% at Habitat for Humanity's ReStore store.

Located at 155 Independence Court Lancaster, PA 17601, just off the Greenfield Exit on Route 30.

Don't forget to mention promo code MUSURVEY15 at check-out.

Shop before July 2021 to take advantage of this discount!

Appendix K: Research & Theory Report

Theory

In this research and theory report, our team has put together three types of research methods in order to form a basic understanding and mark a starting ground for the campaign that will be proposed. The three best methods to further the background knowledge of the organization and the key publics are theory, a content analysis and a short local survey. The theory that will be discussed and is used in this research, is the agenda-setting theory. The content analysis will include information about other Habitat for Humanity locations and what they have done in similar situations. Our short survey was sent out for only Millersville University students to get an idea of basic awareness of the organization.

In order to create and propose a campaign for Habitat for Humanity Lancaster Lebanon, there must be theory to explain our thinking and steps. Agenda-setting theory, written by Maxwell McCombs and Donald Shaw, states that the media creates the agenda for the public and shapes the public opinion. This theory was tested in a 1968 presidential campaign that studied the relationship between what voters expressed the importance was and what the media expressed the importance was. Their findings concluded that the public said certain things were important after the media had.

Putting this theory to the test, we will spread awareness as much as possible through the media, using newspapers, social media and websites online. By creating a buzz about the organization, what the organization does and the build, using theory states it will spread awareness and create conversation about the organization, which is one main objective for this campaign. Using this theory will also give hope that the organization will be talked about positively, therefore creating a strong public opinion.

With this theory it is also important to note that even though the media will report on an organization and it will create talk about the organization, it does not necessarily mean it will change the public's opinions on the organization. If more people in the Lancaster Lebanon area are talking about Habitat for Humanity, are aware of the build and donating either time or money, this will create the opportunity for people with the means to donate to actually do so since they are aware.

Content Analysis

RQ1- In what ways are other Habitat for Humanity locations attracting volunteers for their community service and build sites?

In this section, we have analyzed different Habitat for Humanity sector's websites and social media pages. More specifically, we looked at what was posted about builds and volunteer work in those communities. The unit of analysis is the websites and social media and we looked

at the Habitat for Humanity San Francisco, Greater Boston, Effingham County (right outside of Georgia) and Penn State University area. The key areas of each page analyzed were the set up of the volunteer pages on the website, the likes, follows, and check ins on Facebook, and the number of hashtags used on average per post.

The volunteer pages for these Habitat for Humanity locations all used similar tactics. The San Francisco and Greater Boston area pages have calendars on their volunteer page on their main website that give dates for certain builds and events. The Effingham county and Penn State University websites do not have calendars on their volunteer pages. All websites have a tab for volunteering with a drop down menu for builds.

All of these groups were then analyzed for Facebook content, likes, follows and hashtags. Each Facebook page has a unique post content and schedule. The San Francisco page posted the most, having about 9 to 10 posts each week. Their posts included things such as events, throwback pictures of previous events and multiple posts with the same message using different pictures and wording. The Greater Boston page posts about 1 to 2 times a week mostly about their builds and photos of volunteers. The Boston page makes more community based posts that aren't specific to Habitat for Humanity but affect the community in general. April 13th was the anniversary of the Boston bombing so they made a post recognizing. The Effingham County Facebook page posts about once a week but only contains information about events. This specific page also included videos and information about their ReStore. Out of the four groups, the Penn State's Facebook page contained the least amount of activity with their posts only being made 0 to 2 times a month. This page did include picture albums posted of events and they created an event page on Facebook that they shared to their mainpage.

On the right hand side of each Facebook page when viewing on a desktop, gave the number of likes, follows and check ins for that specific page. Check in's are Facebook's way of letting it's users update their status with their location. This is helpful for local businesses to gain popularity through word of mouth on the internet. The San Francisco page had 18,321 likes and 18,330 followers. They also had 448 check ins made. The Penn State page had the least amount of likes and follows with 65 likes, 77 followers and 0 check ins. Habitat for Humanity's Boston page had 1,982 likes with 2,195 followers and 145 check ins. Lastly, the Effingham County's page had 1,543 likes, 1,608 followers and 78 check ins.

The last portion of this analysis will include the average number of hashtag used per post in the last 11 posts. A post only includes a text post made with or without a picture. Video, photo album and linked event pages were not considered a post in this analysis. The Boston page had an average of 2.6 hashtags used per post. They had a total of 29 hashtags used in their last 11 posts. Habitat for Humanity San Francisco had an average of 1.5 hashtags used per post and Effingham County had about .5 hashtags used per post on average. Lastly, Penn State's page only had .1 hashtags used per post.

In conclusion, the pages that posted the most frequently and used more hashtags were able to see a greater number of likes and followers on their pages. By encouraging check ins to be made by other users, their page was able to be shared to a larger audience of people. The Habitat for Humanity groups with calendars on their volunteer pages and more details were also the groups that posted more on their Facebook pages. By analyzing and finding links between these two units, we are able to make broad conclusions that frequent posting and using hashtags are what our client can use to expand awareness of the organization.

Survey Data

RQ2- Are Millersville students aware of Habitat for Humanity and what the organization does?

In order to answer this question and assess the awareness of students on one college campus, our team sent out a questionnaire via Google Survey. This questionnaire asked a series of 12 questions that included demographics information as well. At the conclusion of the questionnaire, students received a 15 percent off coupon to use at the ReStore location in Lancaster. We were able to survey 22 participants, all of which answered every question.

When asked the respondents if they were familiar with Habitat for Humanity and what they do, (two separate questions), the results came back 50/50 for both questions. From this we can conclude that those that knew about the organization also knew what it did, which is an important point to make when assessing awareness. All of our respondents were either current college students or college graduates, which was right in our targeted audience range.

When asked what each respondents preferred source of media was, about 82 percent said social media. The second largest section was news apps, which only had a 9 percent response and the other two, television and newspaper were tied for last. The respondents were asked if they are interested in volunteering for Habitat for Humanity and majority said “no” at 54.5 percent. On the other hand, when asked if they wanted to learn more about the organization, 54.5 percent said “yes.”

The respondents were also asked how likely they were to volunteer on a scale of 1 to 5. Only 4 percent of them said they were very likely to volunteer while 50 percent said neutral and 22.7 percent said unlikely. When asked what the most important aspect to gain from volunteering was, the options given were helping others, improve resume, and community service hours. 81.8 percent would gain the experience of helping others through volunteering at Habitat for Humanity.

One of the final questions was, how likely would you be to recommend Habitat for Humanity to a friend or family member. 33.3 percent said likely while the same percentage also said neutral. A little over 9 percent of the respondents said they were very likely to recommend

this organization to a family or friend and the same percentage said they were very unlikely to recommend this organization to someone they know.

Overall the data was helpful to confirm and make new conclusions about client awareness to students. We were able to take away from the data that social media was by far the most influential form of media since that was the one that most of our respondents used. It was also helpful seeing that those who knew about the organization also knew what they did. Lastly, with the majority of respondents being on the lower half of the scale when asked if they would volunteer, it gives an idea that we can find out why they wouldn't want to volunteer and that information would be more useful.

Some limitations of this survey are that we did not reach a large enough sample of students. Due to the current circumstances it was hard to reach a large audience while keeping it strictly to Millersville University students. We also could have asked one or two more in depth questions that warranted an open ended response just so we could get actual words from our respondents. By allowing open ended questions it also opens up the potential for answers we couldn't have gotten otherwise.

In conclusion, using theory, content analysis and survey results will prepare the background knowledge we need to begin our campaign process. The agenda-setting theory reinforces the idea that we must reach out to the media in order to influence public opinion. Our content analysis also reinforced this idea because we were able to look at different Habitat for Humanity chapters and conclude that the groups with the highest amount of followers and interactions were also the ones that posted the most on their social media pages. Lastly, our survey was able to give us raw data to use to better understand our key publics and what they already know.

Appendix L: PRSA Code of Ethics

To conduct myself professional with truth, accuracy, fairness and responsibility to the public; To improve my individual competence and advance the knowledge and proficiency of the profession through continuing research and educations; And to adhere to the articles of the Member Code of Ethics 2000 for the practice of public relations as adopted by the governing Assembly of the Public Relations Society of America.

I understand and accept that there is a consequence for misconduct, up to and including membership revocation.

And I understand that those who have been or are sanctioned by the government agency or convicted in a court of law of an action that fails to comply with the Code may be barred from membership or expelled from the society.

Alicia Stearn _____

Haley Fuller _____

Kelly Layton _____

Lexi Ganas _____

Madison Monschein _____

Michaela Harmon _____