



# CAMPAIGN PROPOSAL

## Public Relations Advisory Council

Victoria Beasley

Lauren Ashley McCall

Angela Minich

Victoria Recchio

Laura Weaver



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# EXECUTIVE SUMMARY

## Public Relations Advisory Council

The Public Relations Advisory Council needs to raise money to start a public relations endowed scholarship and raise awareness of the council and the services it offers. Through mutual efforts with the public relations program and the department of donor relations at Auburn University, the council will embark on a public relations fundraising and advertising campaign to bring in the funds needed to establish the endowed scholarship and publicize the services offered by the Public Relations Advisory Council.

The campaign slogan and name is **Pave their Road; Funds for the Future.**

This campaign will involve increasing awareness of the council among current student and alumni of the public relations program through social media efforts and creating an alumni database.

This campaign will also involve a series of fundraisers designed to raise the required funds to establish the endowed scholarship. Each fundraiser is completely thought out and precisely formed to the needs and wants of the Public Relations Advisory Council and the public relations program.

We believe this campaign will bring in the funds needed to create this scholarship for public relations students and create the awareness needed for the Public Relations Advisory Council to reach its full potential with current students and alumni.

# INTRODUCTION

## Public Relations Advisory Council

This campaign is a result of a partnership between the Public Relations Advisory Council and Professor Matthew Zimmerman's section of Public Relations Campaigns (PRCM 4090).

This section of the class was tasked with creating a campaign that would raise money for the council's public relation endowed scholarship, which the members wish to create by August 1, 2016. The Public Relations Advisory Council has raised some of the funds required to create the scholarship, but not all, which is why we were tasked with creating this campaign. This campaign not only focuses on raising money for the endowed scholarship, but it also focuses on raising awareness for the Public Relations Advisory Council and all of the resources and assistance the council offers.

We engaged in primary and secondary research on Auburn University endowed scholarships, other university scholarships and fundraising efforts for creating an endowed scholarship. Through this research and through the wishes of President Mary Metcalf and the other Public Relations Advisory Council members, we determined the best way to raise money is through creating awareness for the council and creating fundraisers that cost little to no money to produce.

This campaign booklet includes objectives and tactics for increasing the council's awareness and raising the funds needed to create this scholarship and materials for implementation by the Public Relations Advisory Council, as well as evaluation strategies for all materials.

# RESEARCH

**Public Relation Advisory Council**

# CLIENT ANALYSIS:

## Public Relation Advisory Council

### A. About the Public Relations Advisory Council

The Public Relations Advisory Council wishes to create an endowed scholarship for the Auburn University public relations program in the School of Communication and Journalism. In the past year, the council has raised approximately \$18,000 of the \$25,000 required by August 1, 2016, to create an endowed scholarship at Auburn University.

The Public Relations Advisory Council was formed six years ago in 2009 and is currently made up of 15 Auburn University public relations graduates. The council's mission is to provide networking opportunities for all Auburn University students pursuing a major in public relations and to help faculty keep up to date on current public relations practices. In addition to providing networking opportunities to students, the council works to connect students with alumni, alumni with alumni and alumni with businesses.

According to the Auburn University 2014 enrollment statistics, there were 174 pre-public relations majors and 140 public relations majors at Auburn University in 2014 (*Enrollment Statistics*, n.d.). The council serves those students and more each year by offering individual assistance to students through a mentorship program and hosting Public Relations (PR) Days. The first PR Day was on Thursday, October 2, 2014, in the Auburn University Student Center (*PR Day Schedule*, n.d.). The council is also the only Auburn University public relations focused professional organization that serves the students, faculty and alumni of the public relations program.

The current president of the council is Auburn University public relations 2007 graduate Mary Metcalf. Mary joined the council in 2011.

### B. Assessing the Public Relations Advisory Council's Situation

The largest issue facing the Public Relations Advisory Council is a lack of awareness, not only with students but also with faculty and alumni. Currently, there is a web page for

the council, but there are only three members listed with little to no information about the council's responsibilities. This leads viewers to believe the council is not very active with the public relations program.

Students were also unaware of the council and its mission. A senior-level class, with approximately 20 students, did not know the council existed or that council members were in place to assist with job placement. Overall, the Public Relations Advisory Council has the knowledge and manpower to make a positive impact on students pursuing a degree in public relations at Auburn University but does not reach out to students in an effective way.

### **C. Role of Public Relations in Public Relations Advisory Council's**

Public relations is vital for an organization that exists to help market others to potential employers. Public relations for the council serves as an opportunity to connect with students and faculty in order to fulfill its mission.

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# PLANNING

**Situation Analysis | Goals | Model Publics  
| Objectives**

# SITUATION ANALYSIS:

In living out its mission, the Public Relations Advisory Council has an interest in creating an endowed scholarship to support students studying public relations and create a legacy within the public relations program at Auburn University. The council has never before created an endowed scholarship.

An endowed scholarship is a permanent fund in which once established will remain intact and invested at all times. Since the Public Relations Advisory Council began raising funds in August 2014, they have raised approximately \$18,000. In order to establish this endowed scholarship, the Auburn University requires the council to raise the remaining \$7,000 by August 1, 2016. If all funds are not raised by August 1, 2016, the raised money will be put into a general Auburn account and the council will not be able to access the funds again.

The council would like to create a campaign to raise the remaining amount of funds needed for the endowed scholarship in order to better serve the public relations program. The council operates without any type of budget and because of this it would like to create a fundraising campaign that will not take money from current funds.

After careful consideration, our team has decided to focus on strategies that will promote alumni and business donations, and that utilizes popular Auburn University events and traditions to collect the remaining \$7,000.

The campaign name and slogan is **“Pave their Road, Funds for the Future.”**

Currently, the council is hardly known to students in the public relations program, its outreach to alumni of the program is minimal and the council has little interaction and communication with faculty. These are obstacles that we believe the council needs to address before they will be able to gain the respect and confidence from potential donors.

In respect to these obstacles, we believe it is necessary for the council to take major steps in reaching out and connecting with students and alumni.

This campaign will begin by addressing the short-term objective of creating awareness of the council, what it does and building a relationship between the council and its key publics. A first step will be to introduce the council members and inform students of the opportunities the council provides. After two months of building a reputation and relationship, **Pave their Road, Funds for the Future** will grow into a fundraising campaign for the endowed scholarship. After the necessary funds are raised the campaign will shift into reputation and relationship management and growth.

We believe this campaign will improve the reputation of the council, improve its impact on fulfilling its mission and raise the necessary funds to create the endowed scholarship.

# GOALS:

The Public Relations Advisory Council's primary goal as an organization is to provide networking opportunities for all Auburn University students pursuing a major in public relations and to help faculty keep up to date on current public relations practices. In addition to providing networking opportunities to students, the council works to connect students with alumni, alumni with alumni and alumni with businesses.

In regards to the campaign, the council's goal is to raise the remaining \$7,000 to create a public relations-specific endowed scholarship. With more than 2,268 scholarships at Auburn University and 1,475 of them being endowed scholarships, the council will need to employ multiple strategies to raise the remaining funds (*AUSOM - All Opportunities*, 2015).

We believe this campaign should be used to raise the required funds, as well as promote the council's overarching mission. The **Pave their Road; Funds for the Future** campaign will be used to improve the council's reputation and relationships, in addition to establishing the endowed scholarship.

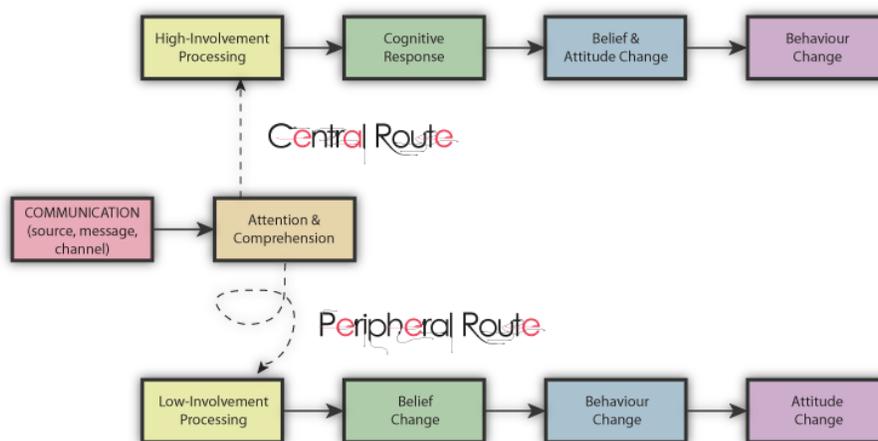
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# CAMPAIGN MODEL:

The model our campaign is based on is the **Elaboration Likelihood Model (ELM)** of persuasion, first developed by Richard E. Petty and John Cacioppo in the mid-1970s. This dual process theory describes how attitudes form and change to influence action.

The model has two routes for information processing:

1. **Central Route**
2. **Peripheral Route**



**Figure 1: Diagram of Elaboration Likelihood Model (ELM)** (*Elaboration Likelihood Model, n.d.*)

The **central route** is best used when the audience has the motivation and ability to think about the message and its topic (Benoit, W, n.d.). In this route people assess relevant information in relation to ideas they already possess and arrive at an attitude that is supported by information. The motivation to process the information is a decision by the recipient and is backed by personal interest in the subject matter. However, if the recipient has a preexisting negative attitude toward the subject a negative effect can occur.

The **peripheral route** should be used when the audience has little or no interest in the subject (Benoit, W, n.d.). Recipients will not thoroughly examine information and do not

need details to take action. They are likely to rely on general impressions (“this feels right/good”).

The central route is crucial in gaining the trust and attention of target publics that have a vested interest in the public relations program at Auburn University. Our campaign will be sure to reach students, faculty, alumni and businesses through the central route, working to promote a positive relationship between the publics and the Public Relations Advisory Council.

Based on the Elaboration Likelihood Model, we will employ a peripheral route on the target public of Auburn University sports fans because they do not have a vested interest in the success of the public relations program. The tactics used to reach this public does not involve them understanding the goals of the council.

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# TARGET PUBLICS:

## Target Public 1: Alumni & Businesses

We chose to target Auburn University public relations alumni and the businesses that employ those alumni because they are the most familiar with the public relations program and the education current students are receiving. We believe that they have a vested interest in the success of the program and its students, and because of this interest, they will want to donate to promote its continual growth and success.

We believe that by staying in touch with alumni and asking for corporate or business donations, this campaign can reach many of its goals.

**The following are a list of objectives for targeting alumni and business:**

**Objective 1:** To increase the alumni list available to the Public Relations Advisory Council by 50 percent in two months.

**Objective 2:** To request and successfully procure monetary support from alumni and businesses equaling \$2,000.

### I. Description of Public

The alumni and business public consist of working professionals, ages primarily 22 - 55, who are alumni of Auburn University's public relations program. The public relations program began in 1985 meaning that the majority of the program's graduates will be below the age of 55. Also included in this public are the businesses that employ those graduates. We believe there is potential opportunity in reaching out to alumni, both in creating a standing relationship and providing them a way to give back to Auburn University. ,

### II. What image/reputation does this public have of the Public Relations Advisory Council?

The council is only able to contact alumni through its voluntary alumni Facebook group called 'Auburn PR Alums.' Although the page was created four months ago on July 21, 2015, there is still only 120 members, including several of the council members. From these numbers, we have concluded that most alumni and businesses are not aware that the Public Relations Advisory Council exists, and those that do and are a member on the page can observe that the council is not reaching out or building relationships with the alumni. There is also an additional list of public relations alumni available at the Auburn University Alumni Center that is not being utilized.

### **III. What behaviors has this public displayed towards the Public Relations Advisory Council?**

This public is not active with the council. Since the Facebook group creation on July 21, 2015, there have only been six posts, all of which were by council members and current faculty.

### **IV. Have previous public relations efforts been effective?**

We have concluded that other than the Facebook group, there have not been any prior effective public relations efforts to reach out to this public. The council and its goals are most likely still unknown to alumni.

### **V. How does this public want to be informed?**

This public should be easy to reach through a social media campaign and advertising, which is why we believe a strong social media campaign will be critical to building a relationship with alumni and the businesses that employ them. These alumni are professionals in the field of public relations or similar fields and most likely understand the importance of a digital profile in this evolving web-based society. The younger generations (e.g. ages 22 -40) will most likely be easily accessible through social media and web-based advertising that can provide the direct contact information of those who may not be as easily reached via the Internet (e.g. ages 41-55).

## Target Public 2: Current Students & Faculty

We chose to target current Auburn University public relations students and faculty because assisting them are the primary goal of the Public Relations Advisory Council. Students are looking to learn and gain valuable information throughout the course of their education to make them a sought-after applicant when applying to jobs and graduate schools. Professors want to provide their students with every opportunity and support the university they are employed by.

We believe that both groups have a direct connection to the success of the public relations program.

We believe that by connecting with students and creating hype within student and faculty of the public relations program, we can accomplish the goals of the council.

**The following are a list of objectives for targeting current students and faculty:**

**Objective 1:** To increase the number of current students who apply for the mentorship program.

**Objective 2:** To enhance the excitement of the public relations program by selling program specific apparel and merchandise.

### **I. Description of Public**

The current students and faculty public consists of current students in the public relations program, ages primarily 18- 24, and current public relations and School of Communication and Journalism faculty. We believe the Public Relations Advisory Council must create a lasting relationship and reputation with this public to succeed in the core of its mission.

**II. What image/reputation does this public have of the Public Relations Advisory Council?**

In a senior-level public relations course, nearly none of the students were aware that the Public Relations Advisory Council existed, nor did they have any idea of the services it provides to students.

**III. What behaviors has this public displayed towards the Public Relations Advisory Council?**

Only a very, few number of current public relations students are currently in the mentorship program the council provides. The students involved do not openly discuss their experiences to create more interest of the mentorship opportunity.

**IV. Have previous public relations efforts been effective?**

Since the Public Relations Advisory Council has been working on its reputation, they have worked with Auburn University's chapter of the Public Relations Student Society of America (PRSSA) to advertise the mentorship program. Auburn's PRSSA has told its members about the program, and encouraged participants. After sharing information about the program, a total of 14 members signed up to be involved in the mentorship program at the October 20, 2015, meeting, explained Marci Sims, vice president of Auburn University's PRSSA.

**V. How does this public want to be informed?**

This public can easily be reached through social media, faculty and advisors and emails from the College of Liberal Arts as well as from Ric Smith, Auburn University School of Communication and Journalism lecturer and internship director. Faculty can be informed through staff emails.

## Target Public 3: Auburn University Sports Fans

Our last target public is Auburn University sports fans. Athletics at Auburn is a major part of the identity and culture at Auburn University. We believe that by tapping into football gameday activities and using sporting fans and their love for Auburn, we can raise a large portion of our funds. Although this audience does not have a direct interest in the public relations program at Auburn University, they are interested in excellent gameday experiences and Auburn memorabilia.

We believe that by utilizing the interest in Auburn sporting events we can raise most of the funds needed for the endowed scholarship.

**The following are a list of objectives for targeting Auburn sports fans:**

**Objective 1:** To raise money by providing exceptional sports fan opportunities

### I. Description of Public

In the Auburn University sports fans public, we will be targeting sports fans who are looking to enhance their gameday experience and purchase one of a kind memorabilia. We believe the fans who come to Auburn sporting events are looking for ways to have a unique experience and will pay the price required to have that experience.

### II. What image/reputation does this public have of the Public Relations Advisory Council?

This public is most likely completely unaware that the Public Relations Advisory Council exists, however, we believe it is not necessary for this public to know and understand the council for campaign tactics to be successful.

### III. How does this public want to be informed?

This public can be reached through sporting events, social media tactics and word of mouth. This public has a broad age range; therefore, multiple advertising strategies will need to be taken to reach the greatest number of people in this public.

# THE CAMPAIGN:

## Long-Term Goal | Short-Term Objective

**Pave their Road, Funds for the Future** has one long-term goal.

**Long-Term Goal: To raise the remaining funds needed to create the public relations endowed scholarship.**

The Public Relations Advisory Council must raise \$7,000 more dollars to reach the \$25,000 needed to establish an endowed scholarship at Auburn University. This is the primary goal of the campaign.

In order to achieve this goal, it necessary to first raise awareness among students, faculty and alumni of what the Public Relations Advisory Council is, what it does, who is a part of it and extend the reach it currently has in those target audiences.

**Short-Term Objective: To raise awareness and build a relationship between the Public Relations Advisory Council, students, faculty and alumni.**

We have established this as a short-term objective because it will need to happen first in the campaign. We believe it is imperative to the organization in regard to this campaign, because if these publics are not informed about the council and do not have a positive opinion of it, then it will be difficult to gain support and donations to raise the remaining funds for the endowed scholarship. The council wants to be viewed as a positive resource for students, faculty and alumni to aid in job searching, mentoring and current field practices.

The following pages detail the tactics that will be implemented in the campaign to reach its goal.

# Tactics

With an identified short-term objective of raising awareness in regards to this campaign, we are using relationship-oriented objectives to improve the relationship the council has with its target audiences.

**We have developed three tactics to raise awareness and create a positive reputation of the council;**

**Tactic 1:** To receive mentorship applications from 30 percent of Auburn University public relations students

**Tactic 2:** To update the Public Relations Advisory Council's online presence

**Tactic 3:** Compile a more comprehensive alumni list

**To raise the remaining fund we have established six tactics which each target different publics;**

**Target Public 1: Alumni & Businesses**

**Tactic 1:** Auction the naming of the scholarship

**Tactic 2:** Donation campaign with the intention to create a paver garden, plaque wall and recognize high donors

**Target Public 2: Current Students & Faculty**

**Tactic 1:** Sell public relations/School of Communication and Journalism apparel and merchandise

**Target Public 3: Auburn University Sports Fans**

**Tactic 1:** Auburn University bicycle auction

**Tactic 2:** Sell game day parking

**Tactic 3:** Sell tailgate spots

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# IMPLEMENTATION

## Campaign Materials

# SHORT-TERM OBJECTIVE:

**To raise awareness and build a relationship between the Public Relations Advisory Council, students, faculty and alumni.**

The goal of this campaign is to raise the remaining funds to create the endowed scholarship. In order to achieve this goal, it is necessary to first raise awareness among students, faculty and alumni of what the Public Relations Advisory Council is, what it does, who is a part of it and extend the reach it currently has in those target publics.

**We have developed three tactics to raise awareness:**

**Tactic 1:** To receive mentorship applications from 30 percent of Auburn University public relations students

**Tactic 2:** To update the Public Relations Advisory Council's online presence

**Tactic 3:** Compile a more comprehensive alumni list

The following segment will take each of the above tactics and list specific steps needed to achieve them, the resources needed, advertising strategies and a timeframe.

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**Tactic: To receive mentorship applications from 30 percent of Auburn University public relations students.**

This specific tactic will be used to develop a stronger relationship between the council and public relations major. A current problem between the two groups is that the students the council serves are generally unaware of its existence. One of the most valuable resources the council provides is the mentorship program, but there is little participation due to a lack of awareness.

We believe that with more students participating in the mentorship program, it will increase the awareness of the council. If students are a part of the mentorship program and can gain the valuable experiences it provides, then they would be most likely to stay in contact with their mentors, as well as the council, thus raising awareness of the council.

**Steps to achieve this tactic:**

**Step 1:** Gather information about the mentorship program, including success stories from alumni who went through the program and found fulfilling careers and internships thanks to their mentors, quotes from mentors, meaningful statistics (i.e. level of job placement for mentorship students, salaries of those who went through the program).

**Step 2:** Create an application for prospective mentorship candidates. The council will need to meet and create an application for public relations students who are interested in the mentorship. They will need to decide on if the application will need a resume, cover letter, essay, and letters of recommendation or anything else they deem appropriate.

The council will need to determine the process by which applicants will be placed with mentors (i.e. do applicants apply for a specific mentor or do they apply in general for a mentor?). It must be decided how the application is to be submitted (i.e. via an online form, through email and to whom, paper application to office in Tichenor or mailed copy to a council member).

Finally, the council must decide on an application release and submission date, as well as criteria and scale that will be used for candidates' selection. We have supplied a sample application that may be used for the campaign in Appendix B.

**Step 3:** Fliers containing information about the council and application process need to be created and distributed in public relations classes, given to advisors to distribute, placed in offices, posted online and emailed to public relations majors. We have supplied a sample flier that may be used in the campaign in Appendix B.

**Step 4:** Applications should be collected, reviewed and students selected. All students should be contacted at the end of the process, whether they were selected or not, we recommend using email.

**Below are two sample emails, one for not selected students and the other for selected students.**

**Sample Email 1:**

**Subject:** *Thank you for your interest in the Public Relations Advisory Council Mentorship Program*

**Content:**

*Dear (Insert Applicant Name),*

*Thank you for your interest in the Public Relations Advisory Council Mentorship Program. We consider it a real compliment and greatly appreciate your time and effort.*

*We regret to inform you that you were not selected for the mentorship program for this term. Our decision reflects the highly competitive nature of this opportunity and we encourage you to apply again in the future.*

*We are fortunate to receive many resumes and applications for the limited number of positions available, leaving us with the important task of identifying the right candidates for those limited number of positions.*

*Again, we value your interest and hope that you will consider applying for the mentorship program in the future.*

*Sincerely,*

*The Public Relations Advisory Council*

**Sample Email 2:**

**Subject:** *Congratulations you have been selected for the Public Relations Advisory Council Mentorship Program*

**Content:**

*Dear (Insert Applicant Name),*

*We are happy to inform you that you have been selected for the Public Relations Advisory Council Mentorship Program.*

*We are fortunate to receive many resumes and applications for the limited number of positions available, leaving us with the important task of identifying the right candidates for those limited number of positions. This is an opportunity that should not be taken for granted.*

*As we finalize our plans you will receive another email from your assigned mentor to set up a phone conversation and discuss your role in the program in detail.*

*Sincerely,*

*The Public Relations Advisory Council*

**Step 5:** Selected students should begin their mentorship. Students that were not selected should be encouraged to apply again.

**Pricing:**

After contacting Lori McLean, we believe the Public Relations Advisory Council can print fliers free of charge through the School of Communication and Journalism.

**Timeline:**

Since the campaign ends August 1, 2016, it would be a good idea for the process to start as soon as possible. The following is our suggested timeline.

**2015**

**December 14- 16:** All information, statistics, and stories need to be compiled.

**2016**

**January 6:** Fliers and application designs are finalized and sent out to the council for editing.

**January 13- 22:** To correlate with the first few weeks of school:

- 1) Applications will be emailed to Logan Moore, president of Auburn University's Public Relations Student Society of America, Dr. Lauren Smith, Lori McClean, Ric Smith, public relations faculty, College of Liberal Arts advisors and all public relations majors and pre-majors. Contact information can be found in Appendix A.

**The following is a suggested email to be sent to those listed above:**

**Subject:** *Public Relations Advisory Council Mentorship*

**Content:** *(application PDF attached) Please share this amazing opportunity with all pre-public relations and public relations majors!*

*The Public Relations Advisory Council has just released the Spring 2016 Mentorship applications. If you would like to gain valuable insight into public relations, connect with professionals in the field and gain experience then you should consider applying. Mentors work for companies including The Walt Disney Company, Edelman, Michelin Tires and several more. Applications are due by January 25 at 5 p.m. in Tichenor Room 232.*

2) Fliers will be sent to Dr. Lauren Smith to be printed and posted around Tichenor Hall.

3) The application will be posted on the 'Auburn University Public Relations' and 'Auburn Student PR Orgs (PRSSA/PRCA)' Facebook groups. Below is a suggested Facebook post for this organization.

- **Facebook Post:** *The Public Relations Advisory Council has just released the Spring 2016 Mentorship applications. If you would like to gain valuable insight into public relations, connect with professionals in the field and gain experience this is the program for you! Applications are to be submitted by January 25 at 5 p.m. in Tichenor Room 232.*

**January 25:** Application due date at 5:00 p.m.

**January 26 – 28:** Council will review applications and pair selected students with mentors.

**January 29:** All applicants will be notified of their acceptance status and told next steps, if applicable.

**February 1:** Selected students will begin mentorship

*This should start at the beginning of the spring semester to raise awareness at the beginning of the campaign.*

### **Tactic: To update the Public Relations Advisory Council's online presence**

This specific action will be used to give the council a background and increase its online presence.

It is important that the history of the council, its mission, and biographies of each council member be publically available because donors are not likely to donate if they do not know about the organization, due to uneasiness.

#### **Steps to achieve this tactic:**

**Step 1:** Do research on the founding year of the council and past officers

**Step 2:** Create a collective mission statement

**Step 3:** Collect biographies from each member of the council

*Mary Metcalf is already in the process of obtaining this information from each council member.*

**Step 4:** Provide information on how council member selection and what they do

**Step 5:** Publish all the information on the Public Relations Advisory Councils website

#### **Timeline:**

Since the mentorship program push is set to begin January 13, 2016, and research for it is to begin December 14, 2015, it would be a good idea if the website and biographies were completed before then. The following is a suggested timeline to accomplish the online presence.

#### **2015**

**December 1- 3:** The council should gather information on the history and past officers. A web designer should be hired or selected from within the council.

**December 4:** The council should have a conference call to formalize a mission statement

**December 7:** Council member biographies should be submitted to web designer

**December 31:** Website should be completed

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### **Tactic: Compile a more comprehensive alumni list**

This specific tactic will be used to develop a better relationship between the council and Auburn public relations alumni. Currently, alumni are mostly unaware of the council's existence and this is a problem. One of the most valuable resources the council provides is great networking and friendship opportunities.

We believe that by having more alumni within the council's reach there is an increased opportunity for the council to serve the alumni. If the council can create an ongoing relationship with alumni, they will be able to assist them and be more likely to receive donations for the endowed scholarship.

We want to use the Facebook group created by the council to compile a more comprehensive list of alumni. The Facebook group was created on July 21, 2015, and is a public group titled 'Auburn PR Alums'. Currently, the group has 120 members, including several of the council members.

On November 3, 2015, Mary Metcalf reached out to alumni on the Facebook group, requesting their contact information. This was a great first step for reaching the alumni, in order to use their information in the future.

#### **Steps to achieve this tactic:**

**Step 1:** Before the council can post they need to have an account on Facebook so the posts can be from the Auburn University Public Relations Advisory Council, instead of a member of the council. This is the best way to keep everything clear and consistent.

**Step 2:** The council needs to make a few posts asking how the alumni are doing, what they are up to, and tell them about the progress of the public relations program at Auburn.

**Step 3:** After several days of these postings, the council should post that they are trying to better serve alumni and need to create a complete list of alumni using the Facebook page.

**Step 4:** They should then start a campaign encouraging each member of the group to invite three of their classmates to the page.

### **Timeframe:**

Since the campaign ends August 1, 2016, it would be a good idea for the process to start as soon as possible. The following is our suggested timeline:

### **2015**

**December 14- 18:** Start check-up posts to create conversation, because most of the graduating seniors have recently learned about the Public Relations Advisory Council we are anticipating that many will join the Facebook group following graduation.

- **Facebook Post December 14:** *We would like to welcome our December 2015 graduates to the group! Congratulations on your new alumni status!*
- **Facebook Post December 17:** *It's the holiday season, time to give back. We love how (Insert company that is doing a holiday community project) is spreading the holiday joy within its community.*

**December 19-23:** Post that they are trying to better serve the alumni.

- **Facebook Post December 19:** *Did you know that the Public Relations Advisory Council is not only a resource for student and faculty but for alumni as well? Please let us know if we can assist you!*
- **Facebook Post December 21:** *We are striving to better serve you. Please let us know what we can do to help you continue to succeed in your career?*

**December 23 – January 13, 2016:** Run the campaign posting periodically about the goal, how far they have come, thanking those who have participated, and encouraging members to invite friends to the page.

- **Facebook Post December 23:** *We can only reach alumni if they are in this group! Help us get everyone included in the fun. We challenge each one of you to*

*invite three of your former public relations classmates to join this Facebook group!*

- **Facebook Post December 30:** *The New Year is approaching! Let's kick it off right and add all of our public relations graduates to this group. We challenge each one of you to invite three of your former public relations classmates to join!*
  - **Facebook Post January 6:** *We have come so far, but still have a long way to go! Please help us extend our reach to every Auburn University PR alumni and invite three of your former public relations classmates to join this Facebook group.*
  - **Facebook Post January 12:** *We are the Auburn Family! In trying to create a PR family, invite three of your former public relations classmates to join this Facebook group.*
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# LONG-TERM GOAL:

**To raise the remaining funds needed to create the public relations endowed scholarship.**

The primary goal of the campaign is to raise the remaining \$7,000 needed to create the endowed scholarship. After we have accomplished our short-term goal of increasing awareness of the Public Relations Advisory Council, we believe the following tactics should be used to raise the needed funds.

**In working to raise the necessary fund we have identified three publics to target:**

**Target Public 1:** Alumni & Businesses

**Target Public 2:** Current Students & Faculty

**Target Public 3:** Auburn University Sports Fans

For this campaign we have planned six unique tactics to be implemented. The following pages explain each individual tactic.

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# Alumni & Businesses

## Tactic 1: Auction the naming of the scholarship

Since there is not currently a planned name for the scholarship, we believe a great way to raise the funds is by having an auction to name the scholarship. Most scholarships are named after either a person, family or business and we believe successful alumni of the program, as well as businesses owned by alumni or who hire many alumni might have an interest in naming the scholarship after themselves, their family or the business. Since this is an endowed scholarship the legacy of the individual it is named after will live on forever.

A few examples of scholarships named after individuals, families and business at Auburn are:

- Deborah Lee Shaw Endowed Scholarship
- John F. Harmon Endowed Scholarship
- Excel Down-Mancillas Family Scholarship in the Division of Student Affairs (AUSOM - *All Opportunities*, 2015)

### 32auctions

After researching several different ways to run an action we have decided the Public Relations Advisory Council should use 32auctions to host the online auction (32auctions.com).

32auctions is a free silent auction online system. Although there are multiple packages that may be purchased to further customize the auction experience, the free package includes everything the council will need for a successful auction. Features the free package includes are displaying an image, basic analytics, email support and the ability to have unlimited bidders. This system has already been used to benefit 22,934 causes. 32auctions accepts Visa, MasterCard, PayPal and more. From the day the auction is activated it can be live for 45 days (*How It Works*, 2015).

32auctions is a great way to make the auctioning of the scholarship name accessible to the majority of people.

### **Auction Details**

**Description:** *Create a legacy within the Auburn University public relations program and choose the name for the first Public Relations Advisory Council's endowed scholarship.*

*Not only will your bidding price contribute to the funds needed to establish the endowed scholarship but you will be able to choose the name of the scholarship. The possibilities are endless.*

*The Public Relations Advisory Council's mission is to provide networking opportunities for all Auburn University students pursuing a major in public relations and to help faculty keep up to date on current public relations practices. In addition to providing networking opportunities to students, the council works to connect students with alumni, alumni with alumni and alumni with businesses.*

### **Bidding:**

The auction should begin on Monday, February 3, 2016, at 8 a.m. to correspond with the first day it will be advertised in **This Week @ AU**. The auction will close on Wednesday, March 26, 2016, at 5 p.m.

The starting price will be \$500 and there will not be a buy now price.

We believe through successful marketing strategies this auction can raise approximately \$2,000. We believe that \$2,000 is a conservative and obtainable goal for this portion of the campaign.

When the auction ends the highest bidder will be notified, payment will be collected and the winner may create the name for the scholarship.

## Marketing:

We have identified two ways to market this auction to alumni and businesses.

### 1) This Week @ AU

This Week at Auburn Archive is the official source for Auburn University News and is organized through the Office of Communication and Marketing. All students receive This Week @ AU and anyone else may also sign-up to receive the weekly news. The news is also posted online (*This Week @ AU and Auburn News, 2015*).

Anyone may submit to This Week at AU. Blurbs should be submitted no later than Wednesday to ensure it runs in the following Monday's email. To submit a blurb, it must be emailed to Elizabeth Stone. Contact information can be found in Appendix A.

- **Blurb 1:** *Submit on Tuesday, January 26*

**Heading:** *Auction to name public relations endowed scholarship*

**Content:** *The Public Relations Advisory Council is raising money to create a public relations endowed scholarship. On Monday, February 1, at 8 a.m. an auction will open on (insert link) to name the scholarship. The highest bidder will have the option to name the endowed scholarship and leave their legacy.*

- **Blurb 2:** *Submit on Tuesday, February 9*

**Heading:** *Auction to name public relations endowed scholarship*

**Content:** *The Public Relations Advisory Council is raising money to create a public relations endowed scholarship. Leave your legacy in the public relations program and bid to name the scholarship. The auction is live on (insert link) and will close on Wednesday, March 16 at 5 p.m. The highest bidder will have the option to name the endowed scholarship and leave their legacy.*

- **Blurb 3:** *Submit on Tuesday, March 8*

**Heading:** *Final three days to name public relations endowed scholarship*

**Content:** *The Public Relations Advisory Council is raising money to create a public relations endowed scholarship. For the past 40 days, an auction has been live for all to bid on naming the scholarship. There are only five days left to participate in this auction and leave your legacy. To participate, visit (insert link).*

- **Blurb 4:** *Submit on Tuesday, March 22*

**Heading:** *Congratulations to winners name, public relations endowed scholarship*

**Content:** *For the past 45 days the Public Relations Advisory Council held an auction to name its endowed scholarship. Congratulations to (insert winners name) for being the highest bidder. The name for the scholarship is (insert chosen scholarship name).*

## **2) Facebook Group Auburn PR Alums**

The Public Relations Advisory Council manages the Facebook group Auburn PR Alums. The council may use the following posting schedule to advertise the auction.

The following are suggestions of social media posts the council could use to advertise on the Facebook group;

- **Facebook Post February 1:** *We are raising money to create a public relations endowed scholarship. You can leave a legacy in the public relations program by choosing the scholarship's name. We are auctioning off the naming of the scholarship at (insert link). The auction will close on Wednesday, March 16 at 5 p.m. Make your mark today!*
- **Facebook Post February 15:** *Don't forget to participate in our auction to name the public relations endowed scholarship. All funds go toward the establishment of the scholarship. (insert link)*

- **Facebook Post March 14:** *There are only three days left to leave your legacy on the public relations program and get an opportunity to name the public relations endowed scholarship. Don't miss your chance. (insert link)*
  - **Facebook Post March 16:** *It's down to the line! There are only a few hours left to participate in the auction to name the public relations endowed scholarship. (insert link)*
  - **Facebook Post March 17:** *Congratulations to our winner (insert winner's name)! He/She will get to create the name for the public relations endowed scholarship! It is not too late for you to help leave a legacy and create the endowed scholarship, please donate to the scholarship fund today by contacting Mary Metcalf at [Mary.Metcalf@disney.com](mailto:Mary.Metcalf@disney.com).*
  - **Facebook Post March 28:** *(insert winners name) has chosen to name the public relations endowed scholarship (insert selected name). It is not too late for you to help leave a legacy and create the endowed scholarship, please donate to the scholarship fund today by contacting Mary Metcalf at [Mary.Metcalf@disney.com](mailto:Mary.Metcalf@disney.com).*
-

**Tactic 2: Donation campaign with the intention to create a paver garden, plaque wall or recognize high donors.**

The Public Relations Advisory Council will welcome all donations. In addition to donations, we believe a great way to generate funding would be through a pavers and plaque campaign.

Arizona State University has a similar campaign through their Alumni Association where funding goes to preserve their headquarters (*ASU Alumni*, n.d.). The council could parallel this fundraiser and have funding go toward its endowed scholarship.

This would give alumni a chance to leave their legacy in a way that is not as costly as the auction for naming the endowed scholarship. Any corporate sponsors who are interested in aiding future public relations students with financial aid may be interested.

This could also be advertised as “the gift that keeps on giving” since it will be an endowed scholarship and their legacy will be left for generations to come.

Our search for the authorization of creating a paver garden and a legacy wall began by contacting the Auburn University Facilities Management. A project manager informed us that the authorization would ultimately lie with the administration of Tichenor Hall. Upon visiting Accounting Manager Alicia Hill and Business Administrator Sharon France, we learned that these potential fundraising opportunities would in fact be a possibility; however, the proposal would have to be further discussed with Melissa Hage, development coordinator for the College of Liberal Arts, to discuss official guidelines, tax expenses and other fine print before confirmation and finalization of the proposal could occur. For Melissa Hage's contact information see Appendix A.

For this type of donation campaign there are several viable options available:

## **Brick Pavers**

Customized granite or brick pavers could be engraved with names of past alumni or special messages and honors.

The pavers could be available for purchase in several different sizes and prices and could be placed in a “paver garden” on the side lawn of Tichenor Hall. There is ample space to place a paver garden on the west side of Tichenor either in the green space or lining the sidewalk leading to the back door. To view this location, please see Appendix C, figure 1 and 2.

Brick pavers could be available to anyone who makes a donation in the following amounts:

- 6x12 inch - \$150 (targeted at individuals, couples, etc.)
- 12X24 inch - \$500 (targeted at families, clubs or groups)
- 24x24 inch - \$1000 (targeted at corporate or partners)

An example of similar pavers can be found in Appendix C, figure 3.

## **Legacy Wall Plaques**

Tichenor could create a “Public Relations Legacy Wall” in one of its many empty walls where nameplates could be purchased as a commemoration for past alumni or “friends” of the Auburn University public relations program. The plaque(s) and nameplates could be hung on one of the walls in Tichenor Hall’s library.

Other departments on campus also use plaque recognition walls. For a picture of the College of Education and Harbert College of Business plaque walls please see Appendix C, figures 4 and 5.

Sample pricing for engraved nameplates would be \$75 each with 3 lines of engraving and 16 characters per line.

These two fundraisers could be ongoing efforts to continue to raise money for the public relations program until space runs out. They are also appropriate fundraisers to host at any time of the year.

If the "limited amount only" factor is also advertised, it could push people to purchase theirs quickly. These purchases could easily be made by phone, online at the College of Liberal Arts website or in person at the office in Tichenor Hall. For an example of what it would look like to sell these plaques and pavers online please see Appendix C, figures 6 and 7.

**Advertising:**

Advertising for these pavers and plaques will be done through social media posts and an email to alumni have given Mary Metcalf their email address on the 'Auburn PR Alums' Facebook Group.

**The following is a sample email that may be used to advertise the pavers and plaques in this campaign.**

**Subject:** *Dear Alumni of PR at Auburn University:*

**Content:** *The Auburn University Public Relations Advisory Council will be selling commemorative brick pavers and nameplates in order to fund an endowed scholarship that will be awarded annually to a deserving student in the public relations field of study.*

*As alumni, you are the foundation upon which Auburn University thrives. These pavers and nameplates will stand as a tribute to you and others who have helped make the institution what it is today. Your support creates a timeless message for future generations of students, educators and leaders. You can purchase a paver to:*

- *Celebrate a birthday, holiday, graduation or milestone.*
- *Honor a classmate, family member, or influential person in your life.*
- *Create a meaningful reminder of your affection for the Auburn University*

Whatever the occasion, these commemorations provide an enduring and highly visible link between you and Auburn University. Every brick placed represents individuals who went before and paved the way for the alumni who have followed in their footsteps. The pavers will be placed in a paver garden in the green space on the west side of Tichenor Hall, and the nameplates will be displayed on a new legacy wall featured in Tichenor Hall's library. Mark your place in history by making your personal donation to help fund the upcoming public relations endowed scholarship.

Now is a great time for you to reserve a place in Auburn University history for yourself, a family member, a recent graduate or a friend. However, these quantities are limited, so be sure to order yours as soon as possible!

Alumni Center Brick Pavers may be purchased online or by calling the Tichenor Hall front office at (334) 844-2727. For more information on pricing and options, please visit our page the CLA Public Relations website.

War Eagle!

The Auburn University Public Relations Advisory Council

**The following is a sample Facebook post that may be used to advertise the pavers and plaques in the 'Auburn PR Alums' Facebook group.**

- **Facebook Post May 3:** Graduation is almost here. Celebrate your student (or yourself) with a limited edition Auburn University brick paver or nameplate!
  - **Facebook Post April 1:** Support Auburn University's future and become a part of its history by purchasing your commemorative brick paver or nameplate to be displayed at Tichenor Hall. Pavers may honor relatives, businesses, friends and family. Click to learn more: (insert link)
-

# Current Students & Faculty

## **Tactic 1: Sell public relations/School of Communication and Journalism apparel and merchandise**

The School of Communication and Journalism could make money from students and faculty by selling apparel, accessories and other promotional items, similar to other departments across campus. The Harbert College of Business, for example, currently sells several items online and on-campus and uses the profit to fund its programs and resources (*Harbert E-Store, 2015*).

Not only has the selling of this type of merchandise been proven successful for The Harbert College of Business, but it has also been highly requested from students and faculty in our public relations courses.

For this tactic we believe the council should use the Harbert College of Business as a model. To ease into this, the items should first be sold in the main office of Tichenor Hall. The shop could be open business hours 7 a.m. to 5 p.m. when the office is open. The shop could also set up special tables selling these items, for special events or occasions. The materials could also be sold on the Public Relations Advisory Council's website.

The council would need to find a volunteer in the main Tichenor office to be in charge of the store and help customers purchase the items. That person would have to order the items, keep inventory, be the face of the shop and keep up with the money. This would be a time commitment, however, we believe it would be worth the money in the long run.

All merchandise are modeled after the Harbert College of Business's merchandise. For possible design ideas of merchandise that can be sold please see Appendix D.

## Merchandise

Below is a list of merchandise that we believe should be sold and will return a profit.

- Short sleeve shirts: \$12-\$15
- Long sleeve t-shirts: \$20-\$22
- Polo Shirts: \$40
- Sweatshirts: \$30
- Hats: \$15
- Cups, Mugs, Tumblers: \$8-\$15
- USB Drives: \$8
- Unique Gifts (Leather luggage tag, Stickers, Decals, Etc.): \$5-\$15

## Timeline:

### 2015

**December 14 - 23:** The council will need to decide what it wants to sell, where to sell it, the prices, the vendor they will buy from and designs.

**December 26- January 11:** Submit merchandise designs and order merchandise.

### 2016

**January 1 - 13:** Create and distribute a flier to advertise the merchandise and post about them on public relations Facebook groups. A sample flier that may be used in this campaign to advertise merchandise can be found in Appendix D.

Below is a social media post that can be used on the 'Auburn PR Alums,' 'Auburn University Public Relations' and 'Auburn Student PR Orgs (PRSSA/PRCA)' groups.

- **Facebook Post:** *(pick one)* Students/alumni we have an exclusive line of Auburn Public Relations merchandise and apparel for sale in the Tichenor main office. Apparel will be available starting the first day of class on January 13. If you are interested in purchasing any of the merchandise please stop by the Tichenor office or email Dr. Lauren Smith at lms0021@auburn.edu. *(attach picture of all merchandise for sale)*

**January 13:** Sell merchandise and apparel

### **Trademark and Pricing**

In order to use anything that Auburn University has trademarked, such as the interlocking AU emblem, you must buy the apparel through a licensed company. There is currently a 123-page list of licensed organizations (*The Collegiate Licensing Company, 2015*). Each company also charges a fee, typically around 12 percent of the purchase amount to use the trademarked item. A link to the list of licensed vendors can be found in the Appendix G.

An example of a licensed vendor is Victory Designs, located in Opelika, Alabama. A link to tentative prices of apparel items Victory Designs provides can be in Appendix G.

Short sleeve t-shirt pricing begins at \$1.92, plus a \$41.67 charge to the order for screen printing and a \$41.67 charge for additional color setup. If the school were to choose this t-shirt, a Fruit of the Loom Heavy Cotton shirt, and order at least 201 shirts, they would each only be \$1.79. Including fees, taxes, Auburn licensing and any additional undisclosed fees; the school could get short sleeve t-shirts printed for around \$5 each. If we sell them for \$12-\$15, depending on design and initial demand, the council would make around \$7-\$10 a shirt (*Long Sleeve, n.d.*).

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# Auburn University Sports Fans

Auburn football is a major part of Auburn University. Although the University is much more than just athletics, the high interest in the sporting events and the audience it brings in is helpful when trying to raise money. We realize this campaign will end prior to football season, however with the high interest in Auburn Tiger football the following ideas will be implemented in advance to the football season they correlate to.

## **Tactic 1: Auburn University Bicycle Auction**

When parking services were planning to start a bike sharing program they bought several hundred bicycles to be wrapped in Auburn University logos and used by students. Now the University has decided to use a third-party vendor to do the bike sharing program and is left with the pre-purchased bicycles.

Don Andre, manager of Auburn University parking services, has already given a bicycle to Operation Smile and has committed to giving two bicycles to the Public Relations Advisory Council to be auctioned in support of the endowed scholarship. For Don Andre's contact information see Appendix A.

A picture of the bicycle that will be donated can be found in Appendix E.

Many other institutions sell collegiate bicycles. Mississippi State University sells a "Bulldogs Bike" for \$299 online, and Americas Bike Company sells collegiate bicycles for other universities and sells them for \$299 (*AmericasBikeCompany, n.d.*) (*The Collegiate Bicycle Company, n.d.*).

### **Auction Details**

Three popular Auburn University sporting events that draw in large amounts of fans are football, basketball and baseball. Due to the fast paced nature of both football and basketball we believe the auction would be most effective at an Auburn University baseball game at Plainsman Park.

After contacting Ward Swift, Auburn Athletics chief marketing officer, we are confident the Public Relations Advisory Council could sell tickets at a table past the entrance gate with a donation box, information about the scholarship and the Auburn Collegiate bicycle at the Louisiana State University (LSU) vs. Auburn University baseball games on April 1 through April 3, 2016.

For Ward Swift's contact information see Appendix A.

### **Pricing**

Fans at the game could receive one ticket to be entered to win a bike for each \$5 donation to the endowed scholarship fund.

We are hoping to raise at least \$250 each for the two Auburn Collegiate Bicycles. All donations would go directly into the scholarship fund.

### **Advertising:**

Advertising for this drawing will be done through social media posts and This Week @ AU, Auburn Commons and Parents Association e-newsletters.

- 1) **This Week at Auburn Archive** (@ AU) is the official source for Auburn University news and is organized through the Office of Communication and Marketing. All students receive This Week @ AU and anyone else may also sign-up to receive the weekly news (*This Week @ AU and Auburn News*, 2015). The news is also posted online. The contact for this is Elizabeth Stone.
- 2) **Auburn Commons** is an e-newsletter sent monthly to alumni and is organized through the Office of Communication and Marketing, and Alumni Affairs. The contact for this is Miranda Nobles. For her contact information see Appendix A.
- 3) **Parents Association** is an e-newsletter sent to parents of current students. It is organized through Student Affairs. The contact for this is Elizabeth Stone.

The following is a sample blurb to be sent to This Week @ AU and can be edited for Auburn Commons and Parents Association e-newsletters:

- **Blurb:**

**Headline:** Win an Auburn Collegiate Bicycle

**Content:** AU vs. LSU baseball game April 1-3. Students get in free with their Ignited Card. This game will also feature a bicycle drawing brought to by the Public Relations Advisory Council in efforts to raise money for a scholarship. The drawing will be located right inside the gate. For every \$5 donated, you will be entered into win the Auburn University collegiate bicycle.

The following are sample Facebook posts for each specified Facebook group:

**1) AU PR Alums**

- **Facebook Post:** PR alums come out to the AU vs. LSU baseball games this weekend. We will be having an Auburn University collegiate bike drawing. For every \$5 you donate to the scholarship, you will be entered into to win this AUsome bike. (attach picture of bike)

**2) Auburn University College of Liberal Arts**

- **Facebook Post:** The public relations program and the Public Relations Advisory Council will be having a bicycle drawing at this weekend's AU vs. LSU baseball games to raise money for their scholarship. For every \$5 you donate, to the scholarship you will be entered in to win this AUsome Auburn University collegiate bicycle. Come out and Support your favorite Tigers and public relations students. (attach picture of bike)

## **Tactic 2: Sell game day permit parking**

There is a high demand for parking on Auburn Tiger football game days. Auburn University uses the lot located behind Tichenor as permit parking on Auburn Tiger football game days. Tichenor Hall is the home to the School of Communication and Journalism as well as to the public relations program. The lot is a five-minute walk from the entrance of the stadium. To view the location of the Tichenor lot please see Appendix F, figure 1.

We believe the council could obtain five parking spots in the Tichenor lot to sell as season permit parking, having the profits fund the endowed scholarship.

One issue with this lot is there are a limited number of available spots. During a home football game on Saturday, November 14, 2015, we counted that 50 vehicles were parked in this lot.

### **Prices**

We know that the University would not be likely to give us the whole lot to use for this campaign and we suggest the council should request the five parallel parking spots in the back of the lot. Permit parking spots are currently selling for \$125 a season. Selling five spots for \$125 each would equal a profit of \$625.

### **Advertising**

Due to the high demand of game day parking, limited parking spots and plenty of possible buyers we do not advise the council to sell the spots themselves. We would advise they still go through the ParkWhiz.com site that Auburn University uses and collect the money later from the University.

This would save the council time and materials that may be needed to create and advertise a strategy to market the spots to potential buyers. Since we would go through ParkWhiz.com our primary audience in this idea is previous buyers of spots in the Tichenor lot.

We contacted parking services and found that the Bob Ritenbaugh, associate vice president of Auxiliary Services is the person who can grant us the use of these spots for the campaign. When we contacted him we did not hear back.

For Bob Ritenbaugh's contact information see Appendix A.

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### Tactic 3: Sell tailgate spots

Tailgating is one of the largest pre and post football game activities at Auburn University. For each game thousands of people spread out across campus to tailgate.

A majority of the tailgate spots are sold by Tailgate Guys, including the spots on the Auburn University Greenspace and those besides Plainsman Park.

Selling tailgate spots could return a huge profit for the Public Relations Advisory Council.

#### **Location**

The grass in front of Tichenor Hall has been used by several College of Liberal Arts groups and is not sold by any company. As it stands it is a first come first serve tailgate location. We would like to sell two spots in the green space to raise money for this campaign. To view the location of the tailgate spots please see Appendix F, figure 1 and 2.

#### **Pricing**

The College of Agriculture sells its "Tailgate at the Park" spots for \$750 per season. The location, however, is 30 acres from the stadium (*Auburn University College of Agriculture, 2015*). We believe that the location in front of Tichenor Hall is a prime location and the spots could be sold for \$1,000 per season. If we sold two spots, that would be nearly 30 percent of the needed funds.

We would give preference of these spots to alumni of the program. Knowing that the price is steep, we would be targeting established alumni through the Public Relations Advisory Council's Facebook Page 'Auburn PR Alums.' Although we are targeting alumni, we believe the deciding factor on the public's decision to purchase the tailgate spots will be their commitment and dedication to Auburn Tiger football.

With such prime tailgate spots, the two spots should sell quickly and interested buyers would be told to email Mary Metcalf directly.

**Steps to achieve this tactic:**

**Step 1:** The council needs to get permission to use the green space and sell the spots, the person who would need to be contacted is Bob Ritenbaugh, associate vice president of Auxiliary Services. For Bob Ritenbaugh's contact information see Appendix A.

**Step 2:** The council should advertise the spots using on the 'Auburn PR Alums' Facebook group. Below is a sample of a suggested post.

- **Facebook Post:** *Prime tailgate location in front of Tichenor Hall is available for purchase for the entire 2016 Auburn Tigers football season. There are a limited number of spots and they are going fast. If you are interested please email Mary Metcalf at [Mary.Metcalf@disney.com](mailto:Mary.Metcalf@disney.com).*
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# EVALUATION

## Pave their Road; Funds for the Future Campaign

The success of **Pave their Road; Funds for the Future** will primarily be evaluated on whether the \$7,000 still needed for the endowed scholarship was raised by August 1, 2016. In addition, the campaign's success also depends on successfully increasing the awareness of the Public Relations Advisory Council and promotion of its mission.

The success of the campaign can be specifically measured by the following criteria:

**Short-Term Objective: To raise awareness and build a relationship between the Public Relations Advisory Council, students, faculty and alumni.**

**Tactic 1:** To receive mentorship applications from 30 percent of the Auburn University public relations students

The success of our strategy for this tactic can be measured by counting the number of mentorship applications that are fully complete and submitted by the application deadline January 25 at 5 p.m. Assuming there are approximately 140 students in the public relations program, reaching 30 percent would equal 42 students applying for the Public Relations Advisory Council mentorship program (*Enrollment Statistics*, n.d.).

**Tactic 2:** To update the Public Relations Advisory Council's online presence

The success this tactic can be measured by the council's ability to collect and publish all information online by the set date of December 31, 2015. Information including council member biographies, a formalized mission date, council history and council selection criteria all need to be compiled, edited and published for this tactic to have fully been implemented. This tactic can be evaluated by checking to see if all information was published by the deadline.

**Tactic 3:** To compile a more comprehensive alumni list

It is important for the council to have a comprehensive list of alumni in order to best serve them. The council can only contact the alumni through the Facebook group 'Auburn PR Alums.' This tactic can be evaluated by counting how many people joined the group following the implementation of the strategy on December 23, 2015. The goal was to have increased the number of group members by 50 percent by January 13, 2016, by challenging existing members to invite three former classmates. If the number of group members, 120, does not change before the start of the campaign the group will need to have gained 60 members by January 13, 2016 to have successfully completed the objective.

**Long-Term Goal: To raise the remaining funds needed to create the public relations endowed scholarship.**

This objective will be achieved once the council has raised the \$7,000 needed to create the endowed scholarship. It can be evaluated on the ability to raise the funds by August 1, 2016.

**Tactic 1:** Auction the naming of the scholarship

Ultimately we believe the naming of the scholarship should raise at least \$2,000 dollars. That amount is a conservative estimate. However, the success of this tactic should not be based on the amount of funds raised but on the amount of activity in the bidding process. Although the naming of the scholarship will raise at least \$500 because that is the starting bid price, if a large number of people place a bid in the 45 day window the auction is live the tactic was successful. This tactic can be evaluated by the number of bidders and number of times each bidder placed a bid for the naming of the scholarship auction.

**Tactic 2:** Donation campaign with the intention to create a paver garden, plaque wall and recognize high donors

This tactic can be evaluated by the number of donations received. The more plaques and pavers that are reached the closer the council gets to its goal and the more effective its advertising strategies were. The council could set an amount they believe they should be able to raise through this tactic before it is implemented and then evaluate the tactics success based on the amount of donations received.

**Tactic 3:** Sell public relations/School of Communication and Journalism apparel and merchandise

The tactic can be evaluated by the profit made by the selling of the merchandise. In order for the tactic to be successful, the council should be able to successfully sell merchandise for 40 percent more than the cost to purchase and produce the apparel and merchandise. This is consistent with the profits the Harbor College of Business makes on its apparel and merchandise sales.

**Tactic 4:** Auburn University bicycle auction

This tactic can be evaluated by the ability to raise at least \$500 dollars during the basketball auction. We have decided on \$500 because we are confident that the bicycles could be sold outright for \$250 each. In order for the auction to be more successful than selling the bicycles, the campaign must receive 100, \$5 donations.

**Tactic 5:** Sell game day permit parking

This tactic can be evaluated by the ability to obtain the five spots from parking services. The spots in the Tichenor lot should still be sold through ParkWhiz.com and sold for \$125. The demand for permit parking during football season is high and because the spots in the Tichenor lot always sell out, if the council is able to obtain the spots from parking services it will receive the \$625 from selling all five spots for \$125 each.

**Tactic 6:** Sell tailgate spots

This tactic can be evaluated by the amount of money received from selling the tailgate spots. We believe the council can sell two tailgate spots in front of Tichenor Hall for \$1,000 each. If \$2,000 or more is brought in by this tactic the tactic can be deemed successful. The more money brought in by the selling of the tailgate spots the more successful the tactic is.

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[weekau.php](http://www.auburn.edu/student_info/student_affairs/studentaffairs/submittingthis)

# APPENDIX

## Campaign Materials

# APPENDIX A

## Public Relations Faculty

### **Brigitta Brunner**

*Professor*

Auburn University

brunnbr@auburn.edu

### **Eunji Ching**

*Assistant Professor*

Auburn University

Ezc0033@auburn.edu

### **Terri Knight**

*Instructor*

Auburn University

Trk0001@auburn.edu

### **Diana Sisson**

*Assistant Professor, Public Relations*

Auburn University

Dcs0016@auburn.edu

### **Mathew Zimmerman**

*Assistant Professor*

Auburn University

Mhz0001@auburn.edu

## College of Liberal Arts Advisors

### **Melissa Adams**

Mba0007@auburn.edu

### **Elizabeth Heck**

Ejh0012@auburn.edu

### **Rick Enkeboll**

enkebre@auburn.edu

### **Andrea Young**

Alm0047@auburn.edu

### **BreAunna McKenzie**

Bzm0011@auburn.edu

### **Jonathan Hallford**

hallfjb@auburn.edu

## **Other Contacts**

### **Don Andre**

Manager of Parking Services  
Auburn University  
Dza0015@auburn.edu

### **Lori McLean**

*Undergraduate Advisor*  
Auburn University  
lam0010@auburn.edu

### **Logan Moore**

*President of PRSSA*  
Auburn University  
Elm0019@auburn.edu

### **Miranda Nobles**

*Communications Editor II*  
Auburn University  
matthhml@auburn.edu

### **Bob Rittenbaugh**

Associate Vice President of Auxiliary  
Services  
Auburn University  
ritenrc@auburn.edu

### **Lauren Smith**

*Associate Director for Public Relations*  
Auburn University  
lms0021@auburn.edu

### **Ric Smith**

*Lecturer and Internship Director*  
Auburn University  
smithrw@auburn.edu

### **Elizabeth Stone**

*Communication Specialist*  
Auburn University  
ehstone@auburn.edu

### **Ward Swift**

*Chief Marketing Officer*  
Auburn Athletics  
wardswift@auburn.edu

### **Melissa Hage**

Development Coordinator  
College of Liberal Arts  
mzh0014@auburn.edu

# APPENDIX B

# Public Relations Advisory Council Mentorship Program Spring 2016 Application

Full Name \_\_\_\_\_ Preferred First Name \_\_\_\_\_

Cum. Ungapped GPA \_\_\_\_\_ AU Email Address \_\_\_\_\_

Expected Graduation Date (mo./yr.) \_\_\_\_\_

Cell Number \_\_\_\_\_

Are you a Public Relations Major or Pre-Public Relations? PR Major  Pre-PR Major

First Term at Auburn: Fall  Spring  Summer  of 20

Current Classification: FR  SO  JR  SR

Have you ever had an internship? Yes?  No?

If yes, where? What were your responsibilities?

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**Please respond to the following questions by typing your answer on a separate sheet of paper. Write no more than ½ page per question. Both answers should total one typed page, not one page per question.**

1. Please describe the type of position you would like to have after graduation, including the type of company you would like to work for.
2. In your opinion what is public relations? How is the field evolving and what do you believe is one of the most important things for you to learn during your time at Auburn in regards to your major?

*Please attach your resume*

**DUE NO LATER THAN MONDAY, JANUARY 25, 2016, AT 5:00 PM IN TICHENOR ROOM 232**

You will be contacted by the Public Relations Advisory Council if you have been selected to participate in the mentorship program.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Your signature indicates that you have completed this application completely and truthfully.*

# MENTORSHIP

P R A C



**MICHELIN**



**Edelman**



**APPLY NOW**

**PUBLIC RELATIONS ADVISORY COUNCIL**

**MENTORSHIP PROGRAM**

## WHAT IS PRAC?

The Public Relations Advisory Council's goal is to provide opportunities to public relations majors to learn and network.

## MENTORSHIP

Get a chance to be mentored by Council members who work for companies such as The Walt Disney, Company, Edleman and Michelin Tires.

## APPLICATIONS

Applications are out now! You can get your application online or in the Communication and Journalism main office.



# APPENDIX C

Figure 1

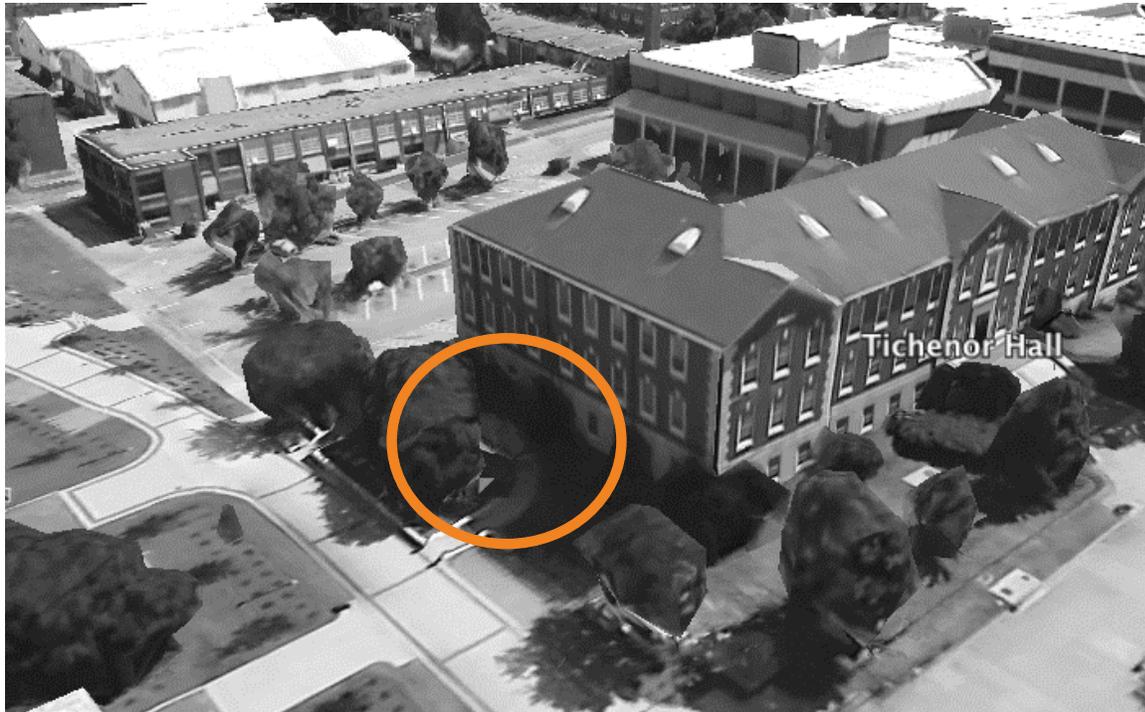


Figure 2



Figure 3



Figure 4



Figure 5



Figure 6

**FIND YOUR PLACE.**  
COLLEGE OF LIBERAL ARTS

School of Communication & Journalism

**Add your name to the legacy today!**

The Auburn University Public Relations Advisory Council is selling brick pavers and legacy name plaques to create an outdoor commemorative plaza that will be located in a new building addition to the public relations field of study. Please consider donating an any amount will help fund Auburn University's future!

**Brick Pavers**

**Carve your name in Tichenor Hall**

Engraved brick pavers with special messages, made ordered by Auburn alumni like you, will be placed in a glass garden on the green space outside Tichenor Hall, home to Auburn's School of Communication and Journalism. Make your Auburn University history a part of a loved one by purchasing a brick to be seen by generations to come!

**Brick for each person:**  
\$150 - 6 x 12 inch paver  
\$200 - 12 x 24 inch paver  
\$3,000 - 24 x 36 inch paver

[View more about costs](#)

**Legacy Wall Plaques**

Your name... our walls... forever!

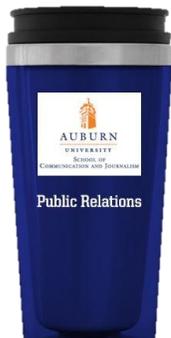
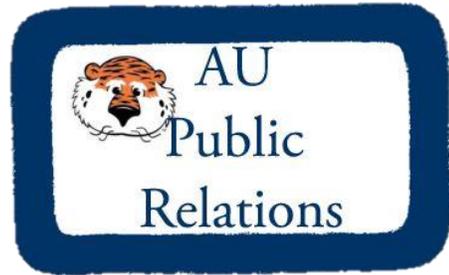
Commemorative plaques are also created to begin the Auburn University Public Relations Legacy Wall, a tribute to be located in Tichenor Library. We have the study space of all students in the School of Communication and Journalism. Plaques are being sold as an enduring tribute to one's time here at Auburn University.

**Brick for each person:**  
\$75 - each nameplate  
(includes 2 lines of engraving with 20 characters per line)

[View more about costs](#)



# APPENDIX D





**PUBLIC RELATIONS SHIRTS, CUPS & MORE**

Show your PR pride and get yours today!

**TICHENOR MAIN OFFICE**



# APPENDIX E

Figure 1



Figure 2



# APPENDIX F

Figure 1

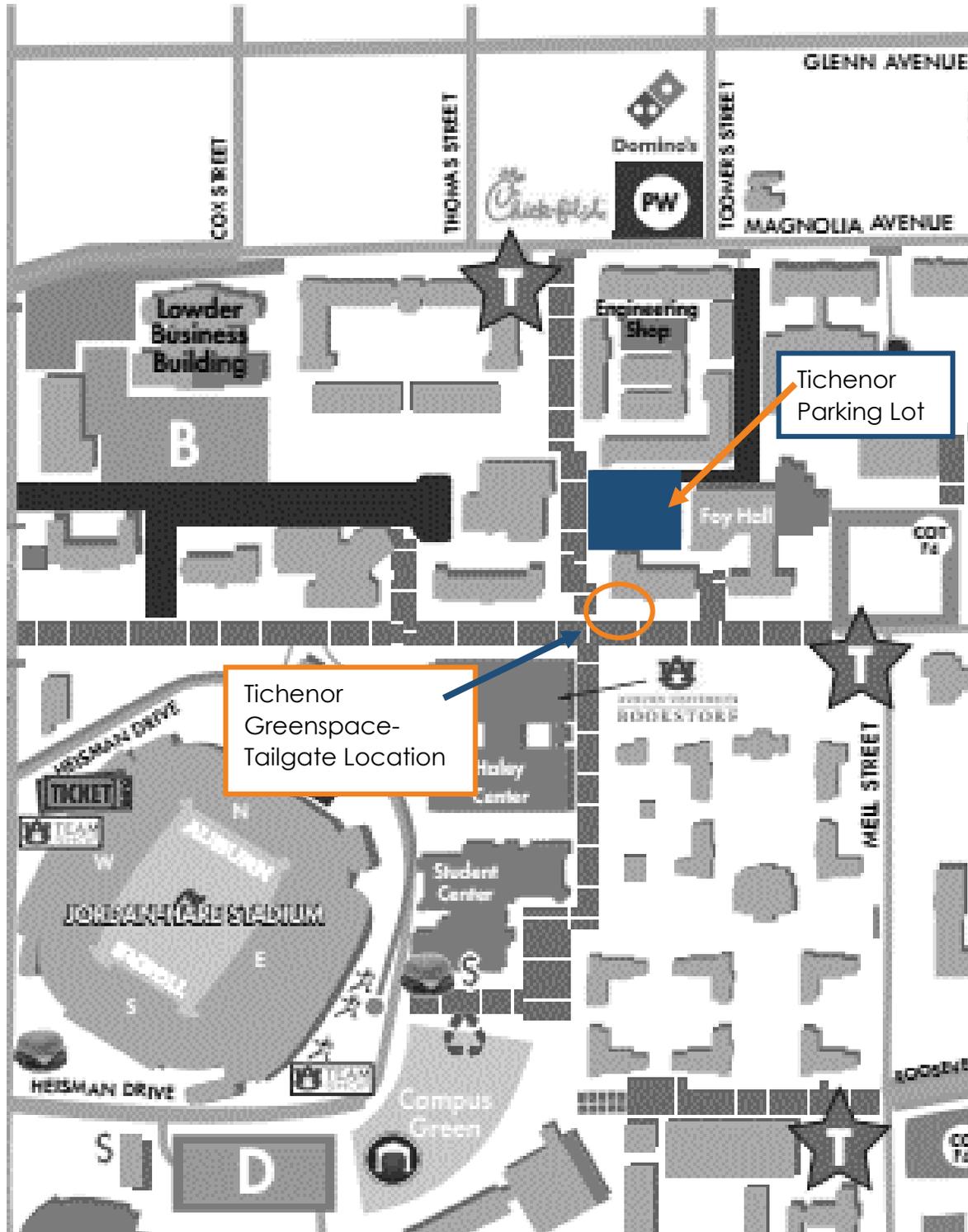


Figure 2

