

PR PLAN

GIVE NO LA DAY

SON OF A SAINT

TRACY REICH, BELLA MASELLA, GEORGIE REDER, RAFA SUMIDA, PARKER MARGULIS

WHO WE ARE

RAFA SUMIDA



TRACY REICH



BELLA MASELLA



GEORGIE REDER



PARKER MARGULIS



CAMPAIGN OBJECTIVES STATEMENT

The goal is to raise \$175,000 from old and new donors.
We hope to keep that success going and growing!

STRATEGIES

- Partnerships
- Events
- Signage
- Media relations
- Social media

SON OF A
SAINT

TACTICS: PARTNERSHIPS

- Assemble groups of volunteers and student ambassadors (alumni, Tulane, Loyola, Xavier, UNO)
- Continue partnerships with Dat Dog, Felipe's, and add more local businesses
 - Taco Tuesday/Cinco de Mayo party at Felipe's on GND
 - Dat Dog (all purchase of Saint dog goes to Son of a Saint on GND)
 - Limited time menu items, proceeds go towards SOAS
- Power hours on GND where donations are matched and doubled
- Partner with local NOLA influencers (Calley Blue, Alex Robinson, Brittnione Williams)
- Round-up donation programs at grocery store checkouts



TACTICS: EVENTS

- Jazz Fest and Crawfest booths
- St pattys Float
- Mardi Gras float
- New Orleans universities getting involved
- donation competition between the schools
- Eating competition (\$ matching)
- donors added to raffle (every 5 dollars is one entry ticket)
- Concert with food
- QR code tabling with food or coffee



TACTICS: SIGNAGE

- Yard signs
- QR codes on banners/signs around the city
 - Gyms
 - Churches, temples
- 30 day Countdown to GND
 - weekly reminders to those who have scanned the QR code
 - On day of, reminder



SON OF A SAINT

INSPIRING MENTORSHIP AND TRANSFORMING
THE LIVES OF FATHERLESS BOYS

TACTICS: MEDIA RELATIONS

- Email/text reminders
- Radio station promo
- Morning show interviews for local news
- Post-event, thank you cards
- Follow up survey
 - Personalized thank-you emails and texts
- nola.com, Times Picayune



TACTICS: SOCIAL MEDIA

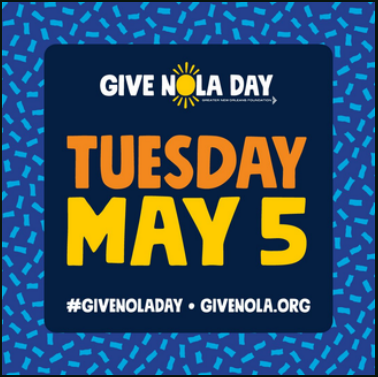
- Monthly updates/ stories
- Daily impact stories week leading up
- Countdown on socials
- Hashtag to use on social media
- Day of:
 - Highlights from the day
 - Live coverage
 - Real time donation thermometer on socials



5-4 MONTHS OUT:
BEGIN MONTHLY
COUNTDOWN ON SOCIAL
MEDIA PLATFORMS



1 MONTH OUT:
JAZZFEST AND CRAWFEST
PARTNERSHIPS



DAY OF: EVERY 3 HOURS
FUNDRAISING UPDATE ON
SOCIAL MEDIA

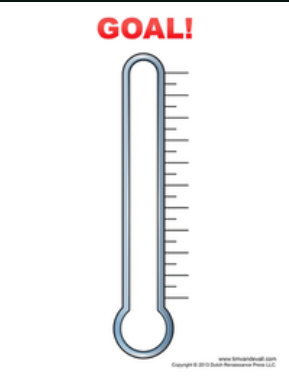


3-2 MONTHS OUT:
ST. PATRICKS DAY FLOAT

PUT OUT YARD SIGNS AND
NEWSLETTERS



1 WEEK BEFORE:
COUNTDOWN ON SOCIAL
MEDIA PLATFORMS



30 DAYS AFTER:
HANDWRITTEN
THANK YOU
NOTES/EMAILS
TO DONORS

THANK YOU!

ANY QUESTIONS?