



Clark County Fatherhood Initiative Marketing Project

*College of Business Administration
Principles of Marketing
Spring 2012*

Inspiring Greatness

CLARK COUNTY FATHERHOOD INITIATIVE

MARKETING PROJECT

Cedarville University
Principles of Marketing Class – Spring 2012

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SITUATION ANALYSIS

Eli Williams, CEO and President , Urban Life Ministries, requested that Cedarville University assist his organization in developing and implementing a marketing and communication plan for programs released by the Clark County Fatherhood Initiative. The first program selected was “My Dad Rocks,” a program focused on young kids essay/art contest to express why their Dad is great. The second program selected was the Father’s educational program referred to as POP’s, a program focused on educating father’s on the skills required to fulfill your role as an effective father. The class project also leveraged the marketing plan work done by Cedarville University this past Fall for the Clark County Fatherhood Initiative.

GOALS OF THE PROJECT

The project’s primary goal is to increase the participation in each of these programs. To accomplish this a marketing plan was developed with the following objectives :

1. Complete a marketing communication plan to improve the awareness and participation
 - a. Develop primary messages
 - b. Identify communication channels and mediums for implementing the messages
 - c. Develop communication tactics and deliverable s and timeline
2. Develop a design and communication platforms to best market the key messages
 - a. Develop brand “look and feel” of logo and design elements of the communication vehicles
 - b. Recommend communication techniques to increase awareness
3. Create a communication plan using PR & social media to increase the awareness
 - a. Develop Facebook page strategy for the program
 - b. Identify what tactics have been used to date to communicate this initiative
 - c. Recommend possible PR tactics

Each goal will be addressed by a group of 3-5 students. Each group researched and analyzed their area of responsibility then work together to consolidate their findings and recommendations.

OVERVIEW AND CLASS PERSPECTIVES

The Principle of Marketing class was excited to take on this challenge. This provided them the opportunity to work with the principles they learned in class and implement them in a real world setting. It also allowed them to better understand how marketing is used in a non-profit setting. The project presented itself after the semester had begun and was completed over a four week period.

During the exercise, each student was asked to reflect on their attitudes, beliefs and overall thinking concerning the need for an organization such as the Clark County Fatherhood Initiative (CCFI) and how well the marketing principles they learned during the semester applied to this project. Separate reflections were taken at the beginning and end of the project. Each reflection helped the students process and absorb the ramifications of their efforts and helped identify the important impact the CCFI has on the local area. Each student gained a renewed belief and understanding on the need of fathers in today's society. Examples of the students' reflections may be reviewed in Appendix A.

The students were divided into two groups focused on each program. These groups were then further segmenting into the three focus project areas including:

- Market strategy and messaging
- Key design and communication deliverables
- Communication implementation including public relations strategies

This paper and a presentation were prepared for Mr. Williams at the conclusion of this project.

MY DAD ROCKS PROGRAM

MARKET MESSAGES AND STRATEGY

This team handled the marketing and positioning strategies for the “My Dad Rocks” project, which is a kid-friendly branch of the Fatherhood Initiative in Clark County, Ohio. This project encourages children between 3rd and 6th grade to write an essay or create an art project about why they love and appreciate their father figures. The goal of this project is for fathers to see the works that their children have created and be inspired to be more involved and encouraging fathers. The Fatherhood Initiative has several different projects, all with the goal of promoting better fathers in our community.

This team's job was to determine the main messages we want to communicate to the public in order to promote this amazing program. We wanted the purpose to remain the same as before, "to recognize and honor outstanding father figures in Clark County." We decided on Clark County schools to be our primary target to present this opportunity. In order for more involvement and project entries, we would like to gain permission from elementary schools in Clark County to present the program in the classrooms. If there is time set aside in the classroom for the children to start their projects, much more entries will be made.

This program is for kids to complete and we want to target kids, but we also want to keep parents aware of it as well so they can be encouraged to go to the Celebrate Fatherhood Rally and Cookout in June. This adjoining event is where parents can join training sessions and gain resources to help them become better fathers, which is the main goal of this campaign.

In order for parents to be marketed to as well, we will give out "My Dad Rocks" fake tattoos for the kids to use. When the children come home from school that day and their moms or dads see the tattoo, they will become aware of the program and become more reliably involved in the campaign. Therefore, this tattoo will be used to market to children and parents; the kids will enjoy it, and the parents will see the project's value. Along with the tattoo, we will give the children hand-outs in class to take home, informing the parents about the program once their interest is sparked by the tattoo.

DEVELOPING THE MARKETING DELIVERABLES

This team was in charge of creating and revamping the graphic design for the Fatherhood Initiative. First, we met with Team 1 to discuss the marketing strategy. Two things were decided as a result of that meeting. First, we decided to design the temporary tattoos to hand out at school for the kids, which would get the kids interested

and get the attention of the parents. Second, we decided to re-design the brochure. We wanted to create a design that would appeal to both kids and parents, with the most important elements of the program clear and evident for the kids while the detailed information would be seen by the parents.

The initial brochure design included a pop-out panel, but as this idea would involve significantly higher costs and unnecessarily complicate the design, it was taken out. Ultimately, a book-mark type insert and origami project for the brochure design was decided upon and completed. The



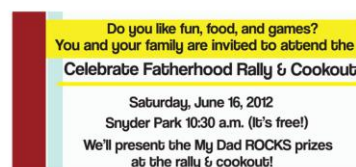
origami paper and instructions were included to make the brochure something that the kids would be interested in, and thus ensure that the parents would see it and be able to get the information about the Initiative and the picnic on the back. The color palette was chosen as a simple with a childlike appeal, but still had a bit of a modern edge. We conferred with Team 1 several times throughout the process to insure consistent visual and text messages, direction and implementation.



BUILDING THE COMMUNICATION PLAN

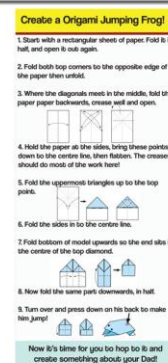
WHO

The essay competition is targeted at elementary school children in the Springfield community. The Celebrate Fatherhood Rally in June is targeted at these children and their parents. Marketing will also include local non-profit and other organizations who may want to participate in outreach at the social event.



WHERE

Our marketing for the essay competition and social event will focus on the Springfield School systems, and the event marketing will also include parents in Springfield and Clark County.



WHAT

The My Dad Rocks program is an essay competition in which elementary school students write an essay describing why their dad is important to them. The essay would include stories or examples of how their dad has been a positive influence and support in their life. The Celebrate Fatherhood Rally is a family social event in June celebrating the fathers of the community and will include awards for the winning essay contestants. The Rally will have opportunities for fathers to sign up for classes through the Fatherhood Initiative program as well as other family resources offered through various local organizations.

IMPLEMENTATION STRATEGY

1) Through schools

- a) Brochures - Distribute the brochures and temporary tattoos created by Team 2 to teachers and principals so they can give them to the students.
- b) Phone calling system - Request that the school district superintendent place a phone call to the district using the automated phone calling system to promote the Celebrate Fatherhood Rally, as was done last year.
- c) Email List - Work with the school to advertise the contest through an automated email sent out to parents.
- d) Temporary Tattoos - Student receive a My Dad Rocks fake tattoo upon completion of the program, which will provide an incentive for them to participate.

2) YouTube

- a) Create video to use for promotion next year. The video would be filmed at the Celebrate Fatherhood Rally and would feature students talking about their dads.

3) Newspaper

- a) Submit logo (from Team 2) and advertisement (from Team 1) for the Celebrate Fatherhood Rally to local newspapers approximately 3 weeks to a month in advance.
- b) Invite reporters and newspaper staff to the Celebrate Fatherhood Rally and possibly interview My Dad Rocks contest winners and their parents. This would also serve as promotion for next year's contest and rally.
- c) Discuss the possibility of a news story promoting the Celebrate Fatherhood Rally to be placed on the newspaper website.

4) TV/Radio

- a) Ask local radio stations to donate airtime to advertise the Celebrate Fatherhood Rally.
- b) Invite TV reporters and staff to attend the Celebrate Fatherhood Rally. This would also serve as promotion for next year's contest and rally.

5) Local non-profit organizations

- a) Distribute brochures, and other materials to local organizations (social services, churches, etc.) to promote the Celebrate Fatherhood Rally.



- b) Offer organizations the opportunity to present booths or materials at the Celebrate Fatherhood Rally.
- 6) **Local businesses**
 - a) Solicit donations or sponsorships from local businesses (i.e. food, prizes, cash donations) for the Celebrate Fatherhood Rally.

POP'S PROGRAM

MARKET MESSAGES AND STRATEGY

The target market is Fathers, ages 18 to 34, primarily low income fathers/families in Clark County. The main message platform communicates the need and importance to become an effective father. Driving an intrinsic message is difficult in “changing” someone’s mind and attitude. Therefore the focus was to build a message platform that was short, clear and used humor to relay the importance of a father’s responsibly. Some of the main messages we focused on included:

- Fatherhood Relationships
- Turning men into capable fathers
- Instructing men to become great fathers
- Giving fathers the tools to succeed in parenting

COMMUNICATION CHANNELS

The objective is to reach the target in a cost-effective way with the goal of increasing interest in POPs programs and encourage fathers to join a network of other fathers in the community. Some ideas that were discussed included:

- Schools, Churches, low income assistance – Goodwill, Salvation Army
- Internet, Facebook, Twitter, Television
- Mail, Billboards, Newspaper ads, etc.
- Cost effective way: Website with videos of Testimonials of fathers and children and pamphlets
- Target areas and businesses that fathers would frequently use/visit (Automotive stores, etc.)

DEVELOPING THE MARKETING DELIVERABLES

The design strategy was developed drawing attention to the need for males to take responsibility. The messages used are simple and engaging and focused on humor to maintain interest.

The strategy is to use postcards and posters to inform and encourage men to participate in POPs events.

Consistency of look between the post cards, posters and web-sites is important to maintain the message integrity and frequency of views.



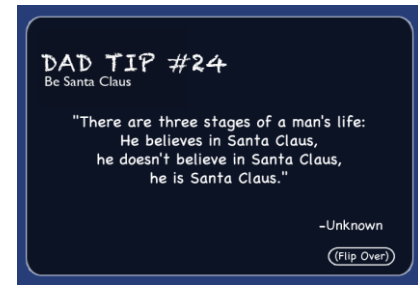
The logo was simplified to drive a positive position as a father yet communicate the natural doubts and concerns that all fathers have. The logo focuses on the father as the central figure with the shadow of the man representing every man, new fathers and fathers to be. The children's shadows are morphed into question marks to reinforce the uncertainty that prompts fathers to take the POPs 101 classes.

The strategy for the postcard design included:

- Primarily Text Oriented
- Small Enough to Take with Them
- Uses Humor to Stimulate Interest
 - Funny Fatherhood Tips
 - Fatherhood Quotes
- Features Logo
- Double-sided
 - Front Side: Fatherhood Tips
 - Back:
 - Information On POPS 101 Classes and Fatherhood Initiative
 - Times and Location of Classes
 - Links to More Information
 - Who, What, Where, and Why Information
- Blue (Masculine) Color Scheme

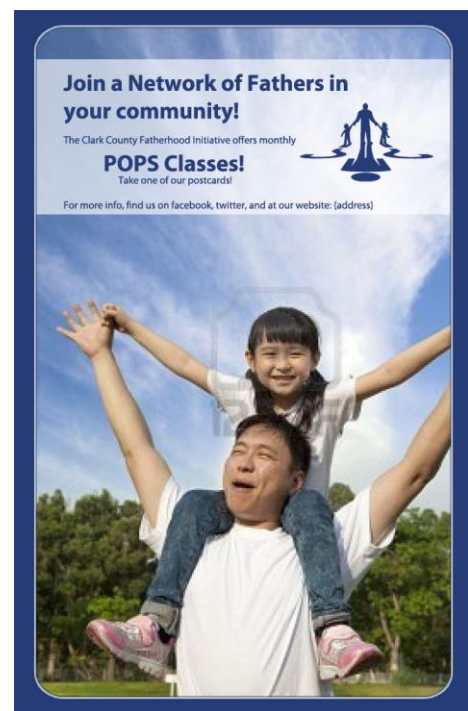
The post card copy used humor to grab the attention of the male reader by using “Dad Tips” to increase interest. Some examples of the Father tips included:

- Be Santa Clause: “There are three stages of a man’s life: He believes in Santa Claus, he doesn’t believe in Santa Clause, he is Santa Clause.” - Unknown
- Wallet Pictures: “A father carries pictures where his money used to be.” - Unknown
- Baby Puke: “Don’t lie on your back and hold the baby above your head facing you. They puke. They give no warning. They are vomit grenades.” – Amy Morrison



Poster designs were developed to create awareness of the program. The strategies for the poster development included:

- Image oriented
 - Use Images from Fatherhood Events and POPS Courses
- Designed to Stimulate Interest vs. Provide Detailed Information.
- Simple Design
 - Blue (Masculine) Color Scheme
 - Easily Readable Text
 - Not Cluttered
- Links to more information
- Coordinates With Postcard Design
- Directs Viewers to Take Postcard



BUILDING THE COMMUNICATION PLAN

Who

The program is targeted at men ages 18-35 with children. The program benefits from referrals from agencies and organizations that work within the community. There is a need for donations, so potential donors need to be reached (businesses, wealthy individuals, people who believe in strong families). Men who are willing to mentor and lead the parenting teaching are also needed. Additionally, marketing should attempt to reach volunteers who can cook, greet, facilitate, organize, or do web marketing and design.

A survey needs to be taken of current and past participants to determine where they heard about the Fatherhood Initiative programs. Once the top referral areas are discovered, marketing can focus on playing to those strengths.

One of the best resources for finding new participants is having graduates of the programs spread word of mouth. Have testimonials on the Facebook page and website, have them return as mentors, and have them talk to fathers they know. The graduates and their families are the best possible advertisement for the Fatherhood Initiative.

Where

All marketing efforts focus on Clark County, with limited connections in Greene County. A special class is offered at the Learning Café in Springfield.

What

The Fatherhood Initiative is a place where men come together in community to learn how to be better fathers. POPS is a gateway class into other programs. Men who graduate from the programs are encouraged to return as mentors. The Fatherhood initiative promotes healthy families and enables fathers to be the best dads they can be.

Ideas

- Work with Marriage Resource Council, use as promotion, since men moving towards marriage are presumably also nearing fatherhood
- Working with churches closely strikes us as one of the most important pieces of an effective strategy. Churches – both in the inner-city and in the suburbs – contain
- Tie in the POPS programs with other Learning Café classes
- Intrinsic motivation is the key to success. Men need to be motivated to be *better fathers than their fathers were*.
- Advertise on the Learning Café website, we did not see any parenting classes offered through them
- Local organizations/businesses could sponsor aspects of the Fatherhood Initiative
- Update brochure, or switch to rack card format (easier to read/distribute).
- Have links between website, Facebook page, and newsletter

Story Line (When)

Use the My Dad Rocks event as a platform to get into news coverage and public outreach channels. Obtain endorsements from community leaders, local celebrities and well-connected organizations. Work with churches to involve as many fathers as possible. Potential community partners for sponsoring or finding fathers include:

- PTA
- Community-access television
- Radio
- Pregnancy resource centers
- Faith-based organizations
- Daycare facilities
- School-teachers
- Scouts
- YMCA & YWCA
- 4H

Use stories of real fathers and families in advertising, and showcase success stories.

CHANNELS

- Facebook page
- Twitter
- Local newspapers, television
- First Fridays (Xenia or Dayton)
- Churches
- Public locations (for brochures, posters)
 - Restaurants
 - Doctor's offices & clinics
 - Libraries
 - Bars



APPENDIX A: STUDENT REFLECTIONS

PRE-PROJECT

- “If someone would have asked me directly if there needed to be more of a fatherhood initiative in this nation I would have said yes, but I did not know to what extent it was truly needed. I agree that it is crucial for a child’s development to have both parents present in their rearing years. I had no clue how many children grew up without fathers.”
- “I think my thoughts changed when I realized that this organization is not really a “church run” organization or it doesn’t have a goal of bringing people to the church. Something else that enlightened me a little bit was when Mr. Williams began talking about how there are some other realms of business in the community that are seeking to work together to build on this father-hood initiative.”
- “My attitude, thoughts, and beliefs concerning the need for a fatherhood initiative before becoming more informed about the topic were positive and affirmative. I’ve been very blessed to have an active, wise, and loving father. His love and care for me has been a pillar of support and strong voice of godly direction. However, I have many friends who aren’t blessed with fathers like mine. I have seen or know of violent, abusive, absent, or lazy fathers whose actions have many negative repercussions upon their children. Because of this, I view efforts to raise awareness of a father’s correct role as severely needed and imminently helpful.”
- “After Mr. Williams explained the Fatherhood Initiative project, I am convinced that there is a real need for this work. I think that it is important to encourage the men of the community to live up to their responsibilities as fathers and to provide their children with the love and support they need. I believe that the Fatherhood Initiative will be a vital part of this effort by providing training and support for fathers who are seeking to build their relationships with their children.”
- “I definitely feel a lot more passionate about this cause after listening to Mr. Williams. I honestly do think that if even one father realizes his responsibility and steps up, a changed life of even one child is worth the effort. If the message can be passed on to a lot of fathers, future society could be crime-free and people could be much more successful. Parents are not the only influence in a child’s life, but it has proven for many years to be the biggest contributing factor to success.”

POST PROJECT

- “I think I had a deeper respect for the challenge, and for the efforts of Mr. Williams and his colleagues. This is not an easy fix, nor is there an easy solution. However, Mr. Williams is still pursuing a passion of his in order to help his community and further the gospel of Christ. I think I am more sympathetic towards the need, especially having more information about what he does.”
- “I did not really have any change of attitude, however, my feelings for those in need were heightened. I better realize the need for active, loving fathers and father figures.”
- “I do believe that this project has reinforced the principles and concepts that I learned in class. I feel like I learned to implement more general principles rather than specific ones. I was in the Public Relations group so I can honestly say that I really only learned those skills well. I loved being able to use the information we learned in class and implement it into our project. I feel like I have a much better grasp of how to help a company broadcast themselves to the public. It was also cool to use other ways than new ways that involve technology. But going back to the basics and determining how we can use the materials that the Fatherhood Initiative already uses and see how we can make it better.”
- “This project should be continued because it is not simply a simulation or information from a textbook. Instead, it offered a real example for us to see how marketing can be used. Not only did we benefit, but we were also able to help the Fatherhood Initiative organization as well.”
- “This project has definitely reinforced the principles and concepts we learned because it forced us to go through the process of using them in a real life situation. I think this project should continue to be used because it is beneficial to both parties: it is a great teaching tool that keeps students involved in non-profit organizations that benefit the community.”
- “I feel this is a good project to get students to think outside the box and come up with potentially very creative and effective marketing solutions. I am glad that work could be a benefit to a very good cause instead of just being some text book exercise that becomes an obscure old file on a computer.”

APPENDIX B: PROJECT TEAMS

MY DAD ROCKS

Team 1 - Marketing & Positioning

Jonathan Veith
Taylor Brock
Emily Swanson
Kevin Napp

Team 2 - Design and Implementation

Amy Reisenweaver
Jennifer Ward
Brook Hawkins
Joshua McLeod

Team 3 - PR & Social Media

Wesley Hrushka
Anna Reisenweaver
Frank McKenzie
Jered Stonge
Chance Rollins

POP'S PROGRAM

Team 1 - Marketing & Positioning

James Brittin
Theo Hines
Aaron Free
Callan Yeates

Team 2 - Design and Implementation

Alex Esbenshade
Dane Gordon
Sarah Rothhaar

Team 3 - PR & Social Media

Chloe Johnson
Laura Pegram
Daniel Wait
Zak Weston
Zak Ziegler

APPENDIX C: GROUP PICTURE

MY DAD ROCKS TEAM



POP'S TEAM



APPENDIX D: PRESENTATION



Clark County Fatherhood Initiative Marketing Project

Principles of Marketing – Spring 2012

Inspiring Greatness

1

Project Summary

- Provide a “real-world” scenario for students to improve understanding of how to apply marketing principles
- Assist the Clark County Fatherhood Initiative with building awareness and enrollments in “My Dad Rocks” program and Father Education programs



2

Situation Analysis

- Define key messages for each program
- Create a design and develop ideas for effective communication building on key messages
- Review possible communication strategies including public relation to best address the targets and increase program enrollments



3

My Dad Rocks – Marketing & Positioning

- Current message should remain: *“to recognize and honor outstanding father figures in Clark County”*
- Remain focus on Clarke County schools but drive effort to have schools make part of curriculum where kids complete assignment during school
- Increase parent’s awareness through update brochure and other awareness techniques



Jonathan Veith, Taylor Brock
Emily Swanson, Kevin Napp

4

My Dad Rocks – Marketing & Positioning

- Target Market 3-6 Grades Kid in local schools:
- Main Message: “Why does Your Dad Rock? Show or tell why your Dad is amazing through an essay or Art Project. Prizes will be awarded for outstanding projects.”
- Strategy: Work with local schools and teachers to encourage completion of the “My Dad Rocks” during school hours. In an effort to include parent involvement include a certificate of completion and fake tattoo or stamp with a “My Dad Rocks” Logo, which would prompt communication at home with Fathers.



*Jonathan Veith, Taylor Brock
Emily Swanson, Kevin Napp*

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My Dad Rocks – Marketing & Positioning

Classroom Presentation Objectives:

- Communicate the program and purpose of “My Dad Rocks” to the children.
- Have students complete projects during that class time in order to increase participation.
- Upon completion, give students a “My Dad Rocks” fake Tattoo
 - Goal is to have parents ask their student what the tattoo is for to further market the campaign.
- Upon completion, give students a hand-out to take home to their families further explaining the program.
 - This will complement the tattoo, and is marketed more towards parents.



*Jonathan Veith, Taylor Brock
Emily Swanson, Kevin Napp*

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My Dad Rocks – Design

- Design objectives
- Logo creation

7


My Dad Rocks – Design



- Simple design appeals to kids and parents
- Separate color schemes for boys and girls

8

My Dad Rocks – Design

<p>My father figure's information</p> <p>Name: _____</p> <p>Address: _____</p> <p>Phone Number: _____</p> <p>Email: _____</p> <p>Relationship to me: _____</p> <p>Permission Slip</p> <p>I give my son/daughter permission to enter the "My Dad ROCKS" contest.</p> <p>Signature: _____ Date: _____</p> <p>Mail this form & completed projects to this address by May 15, 2012 to: My Dad ROCKS, PO Box 9876, Springfield, OH 45507 or deliver to: Oak Hills Middle School, 1000 N. Main St., Springfield, OH 45507</p>	<p>Sponsors:</p> <p>Calling all Clark County 3rd-6th graders!</p>  <p>Tell us about your special father figure through a writing or art project.</p> <p>You could win a bicycle and other great prizes!</p>	<p>What makes your father figure special? How does he show this to you? Tell us in a My Dad ROCKS essay or art project!</p> <p>Writing Guidelines</p> <p>Describe your father figure's special characteristics that make him important to you. Draft, revise, edit, and proofread for spelling and grammar. Write legibly and in paragraphs.</p> <p>Art Guidelines</p> <p>Using the arts, illustrate how you feel about your father figure and what makes him important to you. Make sure to give your original creation a title.</p> <p>Choose from any of these ideas:</p> <p>Drawing: charcoal, pencils, crayon, pens</p> <p>Paint</p> <p>Scrapbook</p> <p>Model</p> <p>Collage</p> <p>Book Jacket</p> <p>Diorama</p> <p>Comic Strip</p> <p>Mural</p> <p>Mask</p> <p>Shoe Box Display</p> <p>Scrapbook</p>	<p>I want to do this!</p> <p>Here's my entry form:</p> <p>I'm doing _____ an essay _____ an art project</p> <p>My contact information</p> <p>Name: _____</p> <p>Address: _____</p> <p>Phone Number: _____</p> <p>My grade is: _____</p> <p>My school is: _____</p> <p>Who's helping me with this submission, and how they're related to me: _____</p> <p>(Continued on back)</p>
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- Design appeals to kids and parents
- Kids catch the most important information
- Colors are simple yet modern, appealing to older children

9

My Dad Rocks – Design

Create a Origami Jumping Frog!

1. Start with a rectangular sheet of paper. Fold it in half, and open it out again.
2. Fold both top corners to the opposite edge of the paper then unfold.
3. Where the diagonals meet in the middle, fold the paper paper backwards, crease well and open.
4. Hold the paper at the sides, bring these points down to the center line, then flatten. The creases should do most of the work here!
5. Fold the uppermost triangles up to the top point.
6. Fold the sides in to the center line.
7. Fold bottom of model upwards so the end sits in the center of the top diamond.
8. Now fold the same parts downwards, in half.
9. Turn over and press down on his back to make him jump!

Now it's time for you to hop to it and create something about your Dad!

- Brochure insert includes paper for creating origami frog
- Creates interest for kids, something to play with

Do you like fun, food, and games?
You and your family are invited to attend the
Celebrate Fatherhood Rally & Cookout!

Saturday, June 16, 2012
Snyder Park 10:30 a.m. (It's free!)
We'll present the My Dad ROCKS prizes
at the rally & cookout!

10

My Dad Rocks – Design

- The brochure should be printed on an 8.5 x 11 inch page, double-sided, both sides printed upright.
- The insert dimensions are: 2.9 x 6.4 inch page, double-sided.
- The origami paper should be approximately 2.75 x 5 inches. Do not use card stock for the origami paper, it is too rigid.




Jennifer Ward

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My Dad Rocks – Design

Printing

- 1,000 flyer inserts, 8.5 x 3.5 white smooth soperset offset #60, digital color printing on 2 sides - \$197.35



holmes

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401 East Columbia Street
Springfield, Ohio 45503
937-325-1600
FAX 937-325-6555
877-465-8379
www.thinkholmes.com

No. EW28474

Date 4/24/12

Customer P.O. No.

Cedarville University

Jennifer Ward

QUANTITY	DESCRIPTION	AMOUNT
1,000	<div>Flyer Inserts</div> <div>8.5 x 3.5 White Smooth Soperset Offset #60, Digital Color Printing on 2 sides</div>	184.44
Sales Rep: SS		
		SUB 184.44
		TAX 12.91
		SHIPPING
		TOTAL 197.35



12

My Dad Rocks - Implementation

- Target Audience
 - Elementary Students and parents
- Local Non-profit
- Implementation Strategy
 - Schools
 - YouTube
 - Newspaper
 - TV/Radio
 - Local non-profit
 - Local Businesses



*Anna Reisenweaver, Frank McKenzie, Chance Rollins, Wesley Hrushka,
Jered Stonge*

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My Dad Rocks - Implementation

Through Schools

1. Brochures

Distribute the brochures and temporary tattoos created by Team 2 to teachers and principals so they can give them to the students.

2. Phone calling system

Request that the school district superintendent place a phone call to the district using the automated phone calling system to promote the Celebrate Fatherhood Rally, as was done last year.

3. Email List

Work with the school to advertise the contest through an automated email sent out to parents.

4. Temporary Tattoos

Student receive a My Dad Rocks fake tattoo upon completion of the program, which will provide an incentive for them to participate.



*Anna Reisenweaver, Frank McKenzie, Chance Rollins, Wesley Hrushka,
Jered Stonge*

14

My Dad Rocks - Implementation

- **YouTube**
 - Create video to use for promotion next year. The video would be filmed at the Celebrate Fatherhood Rally and would feature students talking about their dads.
- **Newspaper**
 - Submit logo (from Team 2) and advertisement (from Team 1) for the Celebrate Fatherhood Rally to local newspapers approximately 3 weeks to a month in advance.
 - Invite reporters and newspaper staff to the Celebrate Fatherhood Rally and possibly interview My Dad Rocks contest winners and their parents. This would also serve as promotion for next year's contest and rally.
 - Discuss the possibility of a news story promoting the Celebrate Fatherhood Rally to be placed on the newspaper website.



*Anna Reisenweaver, Frank McKenzie, Chance Rollins, Wesley Hrushka,
Jered Stonge*

15

My Dad Rocks - Implementation

- **TV/Radio**
 - Ask local radio stations to donate airtime to advertise the Celebrate Fatherhood Rally.
 - Invite TV reporters and staff to attend the Fatherhood Rally. This would also serve as promotion for next year's contest and rally.
- **Local Non-Profit Organizations**
 - Distribute brochures and other materials to local organizations (social services, churches, etc.) to promote the Celebrate Fatherhood Rally.
 - Offer organizations the opportunity to present booths or materials at the Rally.
- **Local Businesses**
 - Solicit donations or sponsorships from local businesses (i.e. food, prizes, cash donations) for the Celebrate Fatherhood Rally.



*Anna Reisenweaver, Frank McKenzie, Chance Rollins, Wesley Hrushka,
Jered Stonge*

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POP's - Marketing Strategy

Mission

- Growing Fathers in the Community
- Equipping Fathers For Growth
 - Fatherhood Relationships
 - Turning men into capable fathers
 - Instructing men to become great fathers
 - Giving fathers the tools to succeed in parenting



*James Brittin, Theo Hines
Aaron Free, Callan Yeates*

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POP's – Marketing Strategy

Objective

- Reach low income fathers in Clark County to partake in the Fatherhood Initiative
- Find cost-effective way to market (FI) training plan
- Increase interest in POPS programs and the Clark County Initiatives
- Encourage fathers to join a network of other fathers in the community



*James Brittin, Theo Hines
Aaron Free, Callan Yeates*

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POP's – Marketing Strategy

Communication Channels

- Schools, Churches, low income assistance – Goodwill, Salvation Army
- Internet, Facebook, Twitter, Television
- Mail, Billboards, Newspaper ads, etc.
- Cost effective way:
 - Website with videos of Testimonials of fathers and children and pamphlets
 - Target areas and businesses that fathers would frequently use/visit (Automotive stores, etc.)



*James Brittin, Theo Hines
Aaron Free, Callan Yeates*

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POP's – Marketing Strategy

Marketing Plan

- Discover areas where fathers in Clark County spend their time
- Bring pamphlets to those areas to get the word out
- Develop a Facebook page for FI Clark County chapter that can lead to their website



*James Brittin, Theo Hines
Aaron Free, Callan Yeates*

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POP's – Design

Strategy

- Use postcards and posters to inform and entice fathers to come to POPS events.
- Use Facebook to provide fathers with information on the Pops Class from the privacy of their own home.
 - Use Facebook to track interest
- Promote the potential rewards for completing the POPS courses.
 - More time with Children.
 - Free Outings
- Emphasize It is a Community Group
- Get promotional material in front of fathers in the target market.



*Alex Esbenshade, Dane Gordon
Sarah Rothhaar*

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POP's – Design

Design Objectives

- Draw Attention of Males
- Simple and Engaging
- Use Humor
- Bright Masculine Colors
- Explain Fatherhood Initiative Mission
- Relay Information on POPS 101 Classes



*Alex Esbenshade, Dane Gordon
Sarah Rothhaar*

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POP's – Design

Logo Design



As a whole this logo is meant to represent the positive prospects of being a father, but also to show that it is only natural for new fathers to have doubts and concerns



Alex Esbenshade, Dane Gordon
Sarah Rothhaar

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POP's – Implementation

Logo Design Concept

- Since the Fatherhood Initiative focuses specifically on teaching fathers proper parenting, I wanted to design this with the father being the central figure.
- The shadow of the man represents every man and is meant to apply universally to all new fathers or fathers to be.
- The children's shadows are blended into question marks to reference the uncertainty of what prompts fathers to take the POP's 101 classes.



Alex Esbenshade, Dane Gordon
Sarah Rothhaar

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POP's – Implementation

Postcard Design

- Primarily Text Oriented
- Small Enough to Take with Them
- Uses Humor to Stimulate Interest
 - Funny Fatherhood Tips
 - Fatherhood Quotes
- Features Logo
- Double-sided
 - Front Side: Fatherhood Tips
 - Back:
 - Information On POPS 101 Classes and Fatherhood Initiative
 - Times and Location of Classes
 - Links to More Information
 - Who, What, Where, and Why Information
- Blue (Masculine) Color Scheme



Alex Esbenshade, Dane Gordon
Sarah Rothhaar

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POP's – Design

Postcard Design

DAD TIP #24
Be Santa Claus

"There are three stages of a man's life:
He believes in Santa Claus,
he doesn't believe in Santa Claus,
he is Santa Claus."

–Unkr

(Flip

Front

Back



**Join a Network of Fathers
in Your Community!!**

The Clark County Fatherhood Initiative is offering free POPS 101 classes that will make you a better father and connect you with other fathers in the community. Graduates will be eligible for:

- Free Trips to Cosi
- Street Fairs
- Family Events

For more info on the POPS 101 Classes and the Clark County Fatherhood Initiative check us out on Facebook, Twitter, and (website).

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POP's – Design

Poster Design

- Image oriented
 - Use Images from Fatherhood Events and POPS Courses
- Designed to Stimulate Interest vs. Provide Detailed Information.
- Simple Design
 - Blue (Masculine) Color Scheme
 - Easily Readable Text
 - Not Cluttered
- Links to more information
- Coordinates With Postcard Design
- Directs Viewers to Take Postcard

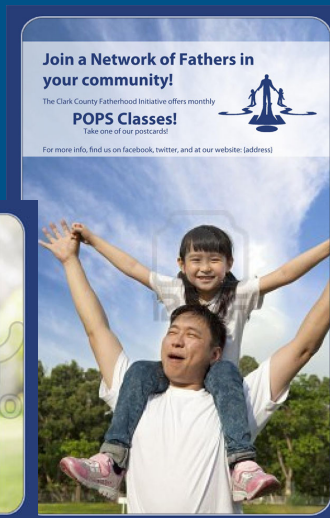


Alex Esbenshade, Dane Gordon
Sarah Rothhaar

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POP's – Design

Poster Design



Alex Esbenshade, Dane Gordon
Sarah Rothhaar

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POP's - Implementation

- Who
 - Men, 18-35, with children.
 - Donors
 - Mentors
 - Volunteers
- What
 - The Fatherhood Initiative is a place where men come together in community to learn how to be better fathers
 - The Fatherhood initiative promotes healthy families and enables fathers to be the best dads they can be
- Where
 - Clark County



*Chloe Johnson, Laura Pegram
Daniel Waits, Zak Weston
Zak Ziegler*

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POP's - Implementation

- Facebook page
- Local newspapers, television, & radio
- First Fridays
- Public locations
 - Restaurants
 - Doctors' offices
 - Libraries
 - Bars



*Chloe Johnson, Laura Pegram
Daniel Waits, Zak Weston
Zak Ziegler*

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POP's - Implementation

- Free
- Fast
- Reach more Fathers
- Place for men to network
- Convenient
- Low Maintenance
- Track member statistics



Chloe Johnson, Laura Pegram
Daniel Waits, Zak Weston
Zak Ziegler

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The Fatherhood Initiative

Get Started Wall Info +

Welcome to your new Page. Let's get started! [?]

- 1. Add Photos of events**
 - Upload an Image From your computer
 - OR
 - Take a Photo With your webcam
- 2. Provide Information about programs**
- 3. Post Instant Updates**
- 4. Gather usage data**

Insights See All

Insights are visible to page admins only.

Create a Page for My Business

Share

Post Update

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POP's - Implementation

- Referrals and Mentors
 - Testimonials – Facebook and postcards
 - Survey of past participants
- Partner with Marriage Resource Council
- Tie POPs with Learning Café classes
- Use QR codes on postcards and posters to direct to website and signup pages

*Chloe Johnson, Laura Pegram
Daniel Waits, Zak Ziegler*



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POP's - Implementation

- Churches
 - Bulletin announcements
 - Venues for classes
- PTA
- Pregnancy resources centers
- Faith-based organizations
- YMCA & YWCA
- 4H
- Schools & Teachers
- Daycare facilities

*Chloe Johnson, Laura Pegram
Daniel Waits, Zak Ziegler*



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POP's - Implementation

- Use stories of real fathers and families in advertising – showcase success stories!
- Use the My Dad Rocks event as a platform to get into news coverage and public outreach channels
- Have links between website, Facebook page, and newsletter
- Obtain endorsements from community leaders, local celebrities and well-connected organizations
- Intrinsic motivation is the key to success. Men need to be motivated to be *better fathers than their fathers were, and become even better fathers*
- Work with Marriage Resource Council, since men moving towards marriage are presumably also nearing fatherhood
- Local organizations/businesses/individuals could sponsor aspects of the Fatherhood Initiative
- Survey current and past participants to determine how and where they heard about the Fatherhood Initiative programs
- How has the Fatherhood Initiative worked with churches in the past?

Zak Weston



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Student Reflections on Project

- Initial
- Post



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Summary and Impact to Class

- Project provided a great opportunity for students to associate marketing principles to a “real-life” situation
- Marketing of a Non-profit is different in the sense you are not marketing a product but the ramification of marketing are just as important