

CAMPAIGN BOOK



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Memorandum

Thursday, April 26, 2018

To: Palomar Oklahoma City, Prof. Prichard

From: BAAHM

Re: Research Findings, Palomar

Palomar,

Enclosed with this memorandum is a campaign book compiled by associates of BAAHM Public Relations. This report is a collection of goals, recommendations and creative strategies to best reach established target audiences for the client Palomar.

We thank you for your time and consideration for the enclosed findings.

Sincerely,

BAAHM Public Relations

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EXECUTIVE SUMMARY

Palomar is family justice center located in Oklahoma City. This non-profit organization is a community of strength and healing dedicated to bringing an end to domestic violence in the Oklahoma City area and its surrounding communities.

Our team has created a campaign for Palomar that aims to help the non-profit organization gain more volunteers, internships, and partnerships. In order to do this, Palomar needs to implement more specific targeting through social media strategies.

We created this campaign based off of the needs the client expressed along with our primary and secondary research. As part of our secondary research we read several news articles and researched several competitors in order to make comparisons and uncover Palomar's current situation. We analyzed the organization's strengths and weaknesses along with potential opportunities and threats.

As part of our primary research, we conducted a focus group and online survey. The focus group conducted aimed to gain a better understanding of the public attitudes, behaviors and overall perception of the organization. The online survey we created was sent out to over 50 randomly selected individuals residing in Oklahoma. The goal for this survey was to learn further information regarding the knowledge, attitudes, and opinions of Palomar.

MEET THE TEAM



Autumn

Hometown: Dallas, TX

Major: Public Relations

Minor: Enterprise Studies



Ashley

Hometown: Houston, TX

Major: Public Relations

Minor: Sociology



Maddie

Hometown: Dallas, TX

Major: Public Relations

Minor: Political Science



Harper

Hometown: Tulsa, OK

Major: Public Relations

Minor: General Business



Braden

Hometown: OKC, OK

Major: Public Relations

Minor: Human Relations

PROBLEM STATEMENT

"In order to address priority concerns listed by the client through extensive primary and secondary research, our team will assist the client in networking with potential volunteer populations and researching prospective partners to enable organizational success."

SITUATION ANALYSIS

INTERNAL FACTORS

When analyzing Palomar's current situation, we found that one of the organization's biggest strengths is their positive reputation. The organization does not have trouble with funding and is doing well financially as a non-profit organization. Another strength of this organization is the relationship it has with the media.

One of Palomar's current weaknesses is their unstable growth. The organization is in major need of more volunteers and interns. Palomar also would benefit from gaining more partnerships. Research shows the lack of social media presence is also a weakness of Palomar. The non-profit organization needs more fundraising events and needs more specific demographic targeting.

EXTERNAL FACTORS

As part of analyzing Palomar's current situation, our team analyzed external factors as well. We found that Palomar faces many opportunities such as expanding services, increasing social media presence and levels of engagement across all platforms. Other opportunities include increasing the number of volunteers, interns and partnerships as well as strengthening relations with the media.

The organization also faces threats. One of the threats Palomar faces is the uncontrollable growth mixed with the lack of man power. Other threats the organization may face includes losing potential volunteers and interns to partners and competitors.



STAKEHOLDERS

VOLUNTEERS



"GRETA THE GRADUATE STUDENT"

6

DEFINITIVE PRIMARY STAKEHOLDER

TYPE: CONVERSATIONALIST

ROLE: FULL-TIME GRADUATE STUDENT

Motivations, Values, Concerns:

Wants personal success and to have a fulfilling career

Enjoys helping others and giving back to her local community

Doesn't feel like she's doing enough to build her resume and gain experience related to her field of study

Driving factors:

To finish her master's program and become a successful social worker

To give back and do something meaningful with her life

To maintain her good grades and do her best at her part-time job

Pain Points:

Doesn't have much downtime with her schedule

Stressed about long-distance boyfriend

School work load is very heavy

Behaviors:

Stays organized and is constantly writing in planner and making to-do lists

Likes to stay busy and always enjoys taking on new tasks

In her downtime she enjoys spending time with friends and family



"I want to become a social worker because I want to help others and help make the world a better place."

"MATT THE MARKETING MAJOR"

DOMINANT SECONDARY STAKEHOLDER

TYPE: CREATOR

ROLE: FULL-TIME COLLEGE STUDENT

Motivations, Values, Concerns:

Wants to gain internship experience, wants to make parents proud by graduating with a degree from OU's business school, wants to get a good job out of college

Believe hard work pays,

Doesn't know what exactly he wants to do with marketing but is interested in social media marketing

Driving factors:

To find an internship this summer

To become chapter president of his fraternity

To fluff his resume with extracurricular and volunteering

Pain Points:

Worried he won't get hired as an intern because he is already a junior and hasn't had an internship already

Gets distracted with girls and partying

Unsure if he will be able to pass his finance class

Behaviors:

Social media addict

Hangs out with buddies on the weekends

Doesn't study as much as he should



"With the right mindset, I know I can accomplish the goals I have set for myself."

"ALLIE THE ANIMAL ADVOCATE"

8

DEPENDENT SECONDARY STAKEHOLDER

TYPE: COMPANION

ROLE: ANIMAL ADVOCATE

Motivations, Values, Concerns:

To Become A Veterinarian

To Improve The Lives Of Animals

Taking Care of Her Foster Pets While Being A Full Time Student

Student Loans

Driving factors:

To Give Back

To find fulfillment By do something meaningful with her life

Pain Points:

Existence of Puppy Mills

Number of Animals In Shelters

Animal Neglect/Abuse

Behaviors:

Volunteers In Her Local Community Animal Shelters

Leads Animal Advocacy Group on Campus

Worries About Animals

Is A Vegetarian

**"Pets are an
important part of
any family and
they deserve love,
respect and a
comfortable
home."**





STAKEHOLDERS

PARTNERSHIPS



"BETTIE THE BUSINESS OWNER"

10

DEFINITIVE PRIMARY STAKEHOLDER

TYPE: SPECTATOR

ROLE: SMALL BUSINESS OWNER

Motivations, Values, Concerns:

Works hard to make not only her customers but employees happy

Always looking for ways to give back, believes the customer is always right, manages by motivation

Worried about bigger companies taking her out of business

Driving factors:

To grow her business

To be a great leader and boss

To spread awareness of her company

Pain Points:

Company needs major help in the PR department

Needs to connect and give back to the community to build a positive reputation

Puts so much time into company and career had to put starting a family on hold

Biological clock is ticking and still has no husband

Behaviors:

Always staying busy

Works late often

Orders take out instead of cooking



"The biggest mistake a small business can make is to think they are a small business."

"PETE THE PR SPECIALIST"

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DOMINANT SECONDARY STAKEHOLDER
TYPE: CONVERSATIONALIST
ROLE: PR SPECIALIST

Motivations, Values, Concerns:

Wants a promotion that comes with the corner office
First one to get to work and last one to leave
Worried his boss hasn't noticed his hard work

Driving factors:

To get a bump in his salary
To take on more responsibility at the PR agency he has worked at for 5 years
To implement new, innovative ways of doing things at his company

Pain Points:

Works too much, wife gets frustrated
Hours aren't as structured as he'd like
Travels a lot so he misses a lot of his kid's activities

Behaviors:

Always networking
Stops mid-conversation to answer phone calls
Works late and brings work home with him



**"Public perception of
our company is
crucial to our
success. We need to
give back to the
local community as
much as we can."**

"SARAH THE SENIOR VICE PRESIDENT"

12

DEPENDENT SECONDARY STAKEHOLDER

TYPE: JOINER

ROLE: SENIOR VICE PRESIDENT

Motivations, Values, Concerns:

Works hard and likes to succeed at everything she does, not only is she successful in her career but also in her marriage and being a mom of 3

Believes that hard work pays off and it's possible to climb the corporate ladder

Worries she will not get the promotion because of her gender

Driving factors:

To break through the glass ceiling

To become CEO one day

To still have a successful career and family

Pain Points:

Worries she doesn't spend enough time with her children

Concerned her husband might want a divorce

Not sure if she will ever want to quit her job and be a stay at home mom

Behaviors:

Cancels dinner dates because of work

Uses an iPhone and a blackberry

Constantly bringing her work home with her

"People telling me I can't do something because I am a woman is the biggest motivation they can give me."



SWOT ANALYSIS

SWOT Analysis

Strengths

- Positive reputation
- Funding
- Media relationships

Opportunities

- Expanded services
- Increased volunteerism and internship programs
- Increased social media presence and involvement
- Increased media relations
- Expanded partnership services (chaplain, animal advocacy, job placement)

Weaknesses

- Unstable growth
- Lack of volunteers and interns
- Lack of partnerships
- Social media presence
- Lack of fundraising events
- Vague demographic targeting

Threats

- Uncontrolled growth with lack of manpower
- Office of the Attorney General: list of requirements for advocacy agency
- Losing potential volunteers to partners
- Losing potential interns to partners

COMPETITIVE ANALYSIS

Women's Resource Center

Norman, OK

- Offers shelter, sexual assault exam, crisis intervention, pet kennel, client groups and specialized advocacy
- Keeps updated blog
- Media kit for journalists reporting on sexual violence

The CARE Center

Oklahoma City, OK

- Offers counseling services, medical exams and specialized advocacy
- Educational programs for children, parents, professionals, volunteers and teachers

Transitions, Inc.

Oklahoma City, OK

- Offers programs in sexual abuse and individual and group therapy and counseling
- Mini-seminars throughout the state on the treatment of children, adolescents and their families

SUMMARY OF RESEARCH

SUMMARY OF RESEARCH

Secondary Research

Our team researched several organizations involved with abuse and trauma in the Oklahoma City area to uncover Palomar's comparable strengths, potential competitors and future goals.

Qualitative Research

To understand public attitudes and behaviors, our team conducted a focus group with individuals of various interests and backgrounds. This helped to analyze and collect preliminary data, as well as allow for open-ended questioning.

Quantitative Research

Our team sent out a survey to over 50 randomly selected individuals residing in Oklahoma to gain their knowledge, attitudes, opinions and interest in Palomar OKC Family Justice Center.



GOAL 1

Awareness Objective

To have an effect on the key public's overall awareness of the organization, to help them understand the benefits of the organization and the work they do. (50% increase by October 2018).

Strategies: Social media campaign/digital refresh

Tactics:

1. Snapchat filter on campus
2. Social media "revamp" (better content, more photos, use of hashtags). Delete/remove unpopular sites (YouTube) and allocate focus to more popular platforms (Facebook)

Acceptance Objective

To have an effect on the organization's perception by key publics specifically to increase positive attitudes (50% increase by October 2018).

Strategies: Increase social media engagement levels

Tactics:

1. Offer incentives on campus for people to follow/use hashtags to gain free stuff
2. Paid promotion on Instagram, Twitter, and Facebook

Action Objective

To have an effect on the organization's number of involved volunteers and interns (50% increase by October 2018).

Strategies: Campus involvement

Tactics:

1. Get a booth at the career fair for students to learn about internship opportunities
2. Have Gaylord/other colleges send out internship program information to students
3. Speaking to fraternity/sorority/other campus groups about community service hours



GOAL 2

Awareness Objective

To have an effect on potential partnerships' overall knowledge of the organization (50% by October 2018).

Strategies: Community/business events

Tactics:

Foodtruck during lunch in downtown okc to spread awareness of company

Partner with OKC Thunder/Dodgers

Acceptance Objective

To have an effect on the organization's perception by potential partners (50% increase by 2018)

Strategies: Increase the support of Palomar from local businesses

Tactics:

Chambers of commerce meeting

Action Objective

To have an effect on the number of partnerships the organization sustains (50% increase by October 2018)

Strategies: Gain more partnerships

Tactics:

Business networking

PLAN OF ACTION: MILESTONES

Timeline Recommendations

Digital Refresh: by June 31st

Attend OKC Chamber Meeting: by July 31st

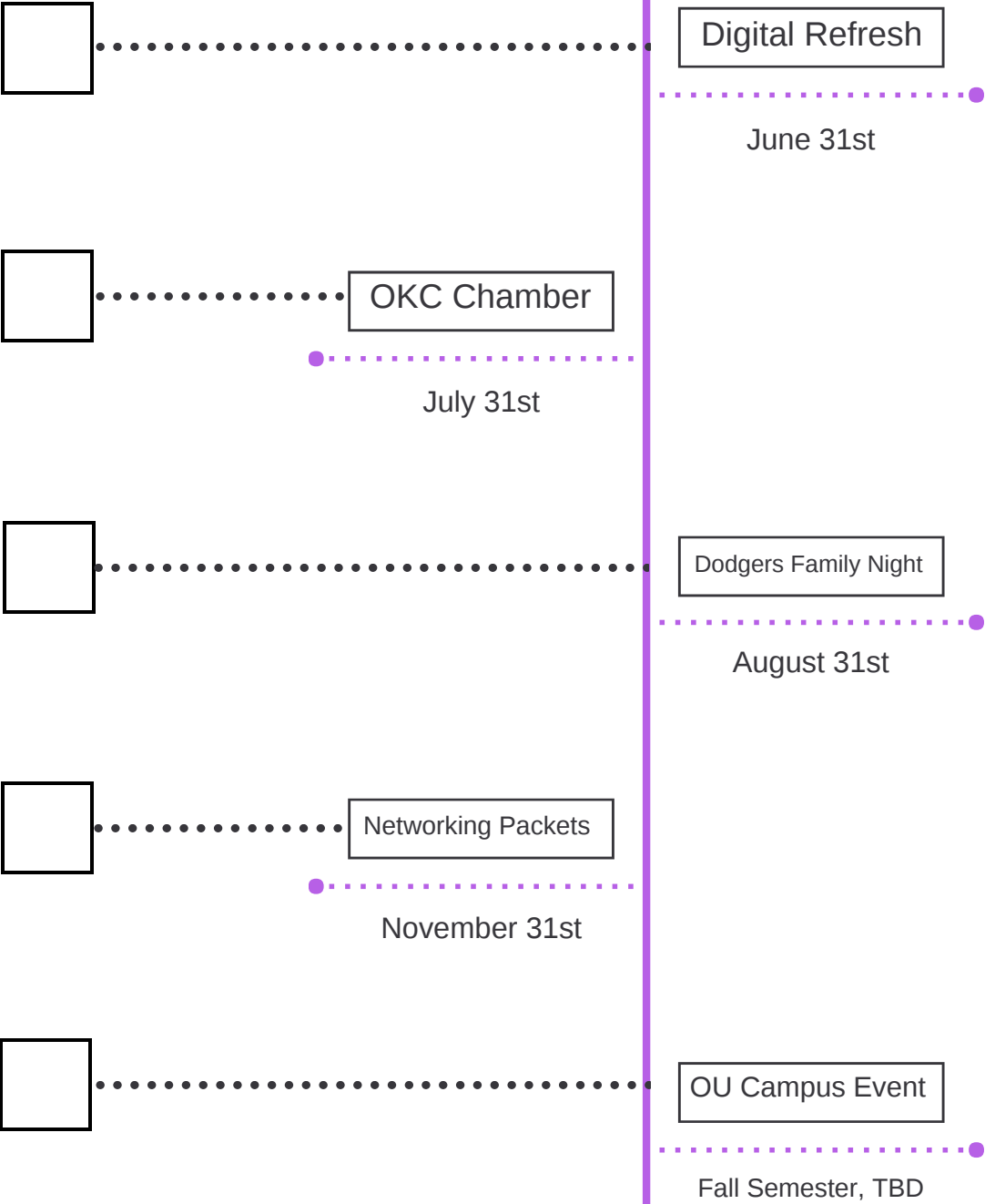
Dodgers Family Night: by August 31st

Send out Networking Packets: by November 31st

OU Campus Event: by the end of Fall Semester

PLAN OF ACTION: TIMELINE

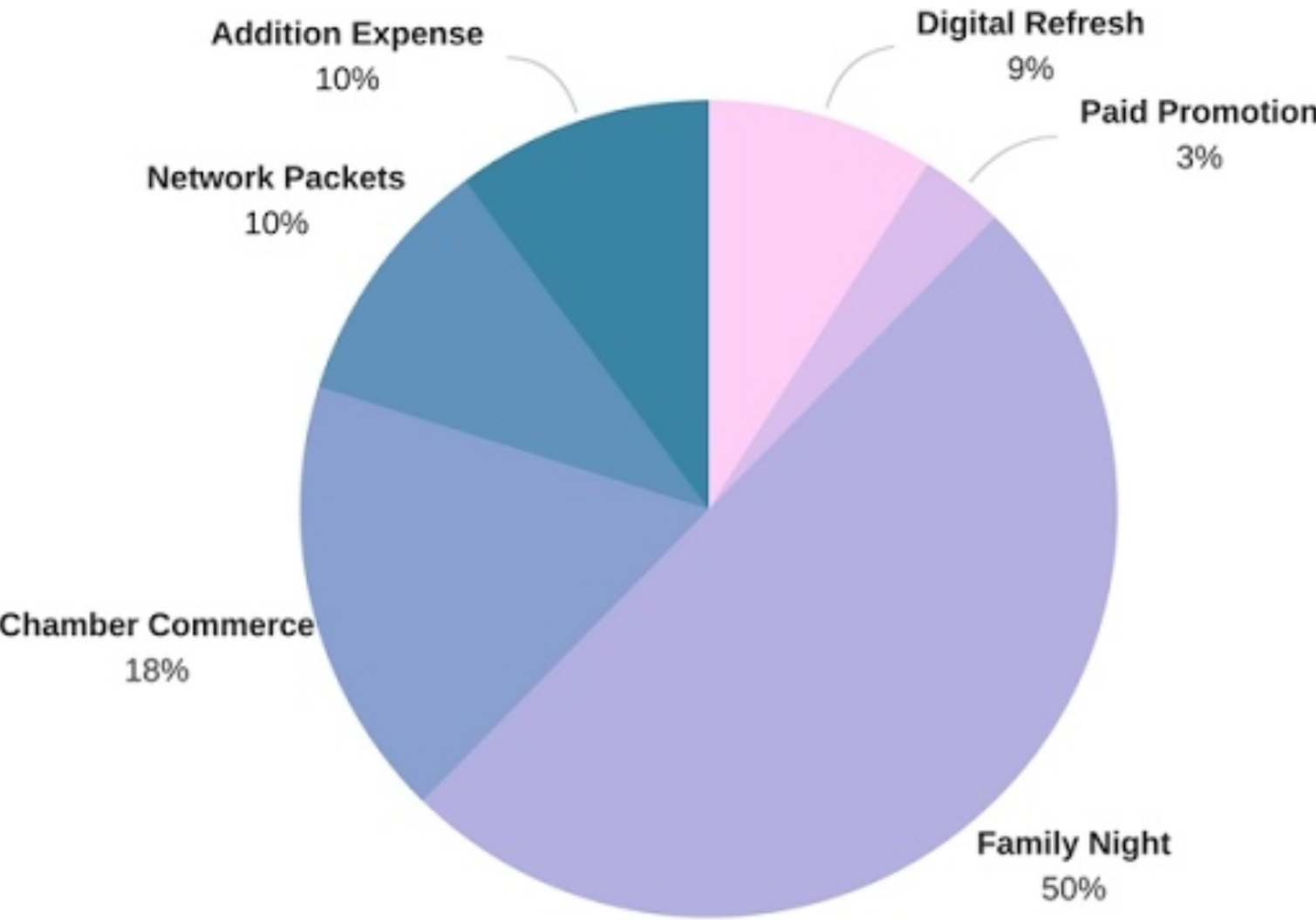
Completed:



BUDGET

21

Social Media Campaign & Digital Refresh	\$180
-12 hours campus-wide	
Paid Social Media Promotion	\$67
-\$6.70 per 1,000 views	
OKC Dodgers Family Night	\$1,000
-T-Shirts	\$500
-Advertising	\$200
-Promotional Items	\$200
-Additional Expenses	\$100
Chamber of Commerce Meeting	\$350
Networking Packets & Treats	\$200
Additional Expenses	\$203
Total:	\$2,000



EVALUATION:

GOAL 1

Awareness Objective

"To have an effect on the key public's overall awareness of the organization to help them understand the benefits of the organization and the work they do."

A follow-up survey would be distributed in order to measure the effectiveness of social media messaging and enhancement efforts. This could help gauge the success of social media improvements with quantifiable data.

Acceptance Objective

"To have an effect on the organization's perception by key publics specifically to increase positive attitudes."

A focus group would effectively measure target audience perceptions of intended messaging through the promotion of certain hashtags and social media engagements. This qualitative data would be necessary when considering future campaign tactics.

Action Objective

"To have an effect on the organization's number of involved volunteers and interns."

Comparing the number of new volunteers to the previous year would provide concise results regarding the objective's success. This would evaluate the effectiveness of direct student involvement through outreach or career fair programs.

EVALUATION:

GOAL 2

Awareness Objective

"To have an effect on potential partnerships' overall knowledge of the organization."

An email survey could be distributed in order to collect quantitative data regarding partnership perceptions and engagement. These email surveys could include beneficial incentives for participating partners to increase the number of responses.

Acceptance Objective

"To have an effect on the organization's perception by potential partners."

Measuring participant responses through information packets or distributed surveys would be an effective way to measure partnership perceptions.

Action Objective

"To have an effect on the number of partnerships the organization sustains."

Comparing the number of gained partnerships with the number of past partnerships would provide a reference for objective success. This can also provide a basis for creating standard growth rates among partnerships gained.

CREATIVE CONTENT GRAPHICS



CREATIVE CONTENT GRAPHICS



Palomar FOOD TRUCK

April 26 from 11 – 2 PM

Help put an end to violence in Oklahoma City and learn
more about Palomar's mission to provide
protection, hope and healing.



CREATIVE CONTENT GRAPHICS

A close-up photograph of several pink-frosted donuts with colorful sprinkles. The donuts are arranged in a cluster, with some in sharp focus and others blurred in the background. The background is a soft, out-of-focus green, suggesting an outdoor setting.

Donut let love hurt

Join us on the South Oval
Monday, September 10th
for donuts & information
about internship and
volunteer opportunities!



CREATIVE CONTENT

SOCIAL MEDIA CONTENT



Veronica Delgado

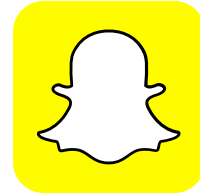
39 mins



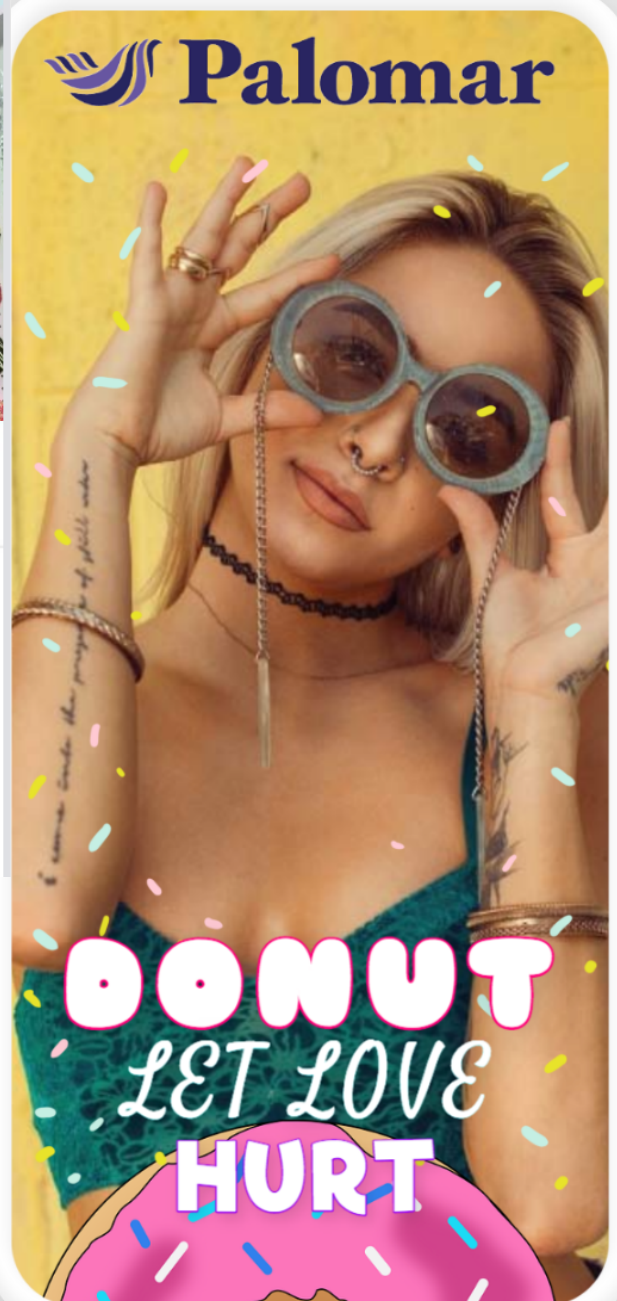
♥ 415 likes

Nothing beats a free donut and a possible internship!! #SprinkledWithLove @Palomarokc

INSTAGRAM



SNAPCHAT



CREATIVE CONTENT

SOCIAL MEDIA CONTENT



SNAPCHAT
GEOFILTER



CREATIVE CONTENT

SOCIAL MEDIA CONTENT



INSTAGRAM

APPENDIX A

Autumn: Hi my name is Autumn Dun and I am here with my fellow classmates conducting this focus group tonight for our capstone class. This study will provide information about the current knowledge, attitudes and opinions of the potential donors and volunteers in regard to Palomar and the social issues this organization works with. Overall we hope to provide Palomar with information that will help them create more effective communication [00:00:30] strategies with their target audiences. The questions in this focus group will be split up into six categories and will take at least twenty to thirty minutes. Before we begin, I'd like to ask if anyone has any questions? Okay let's begin. Did you know questions: First Question. Did you know that 35,000 domestic violence cases or calls happened in the last year?

Female 1: No I did not.

Autumn: You are welcome to speak out loud.

Female 2: Yes I did know that.

Female 3: I also knew that, yes. ([00:01:00] Laughter)

Autumn: Awesome oh that's perfect. Did you know that domestic violence is justified in Oklahoma as child abuse?

Female 3: No. No I did not. (Group no)

Autumn: Do you guys know what that means? So basically if you have a child and my husband hit me and the child watched, it's considered child abuse. Did you know that Oklahoma is number one for children witnessing domestic violence?

Female 2: No. That's so sad.

Autumn: Do [00:01:30] you know what Palomar family does? Have you ever heard of it, Palomar Family Justice Center.

Male 1: I have not.

Autumn: Palomar Family Justice Center in Oklahoma Center aims to bring an end to domestic violence. Questions regarding public perception of the organization domestic violence. Have you ever heard of Palmar? Nope?

Male 1: No.

Female 2: I have on a capstone survey. [crosstalk 00:01:59]

APPENDIX A

Female 1: [00:02:00] Yeah I did that.

Autumn: But you've never heard of anybody being involved with Palomar before?

Female 1: No.

Female 2: No.

Autumn: Okay. Are you guys against domestic violence? And why?

Female 2: Yes. Because it's terrible.

Female 3: I'm really passionate about domestic violence. I actually did my entire comp two project on it so I like really deep delved into it [00:02:30] and it's beginning to become a problem in young adults and teens and especially on college campuses. And that just really scares me because woman on a college campus, it can happen to anyone anywhere. And you don't think twice about it and a lot of people think it's just abuse, like physically but it's so much more than that. It's mental abuse, verbal abuse and psychological abuse. And a lot of people forget that that also counts as domestic abuse and I think it's important to educate. Especially [00:03:00] in adults and teens.

Autumn: That's great, thank you. Anyone else? Alrighty. Do you guys believe children should be protected against viewing domestic violence? And why?

Female 2: Yes because I think if you watch that, it kind of not encourages it in a way but it will lead you to thinking it's not okay but okay.

Autumn: No completely understandable, anyone else?

Female 1: I would agree, I think it may for a child [00:03:30] at developing age, that would normalize how they view the world and how what they think would be typical for a relationship between two parents, I guess. And could be damaging in their development and how they interact with people.

Autumn: Perfect thank you. Would you guys describe Palomar's work as important or unimportant?

Female 3: Important.

Autumn: Why?

Female 3: Because they are showing people [00:04:00] why it's bad and teaching people and I haven't even heard about this around OU like having this type of stuff. So just really educating the community and the Oklahoma City area about it and helping it come to an end? It's just really beneficial.

APPENDIX A

Autumn: Awesome, thank you. I'm gonna give you a little bit of facts about Palomar. Palomar actually takes in families that have been affected by domestic abuse or violence and they help take care of lawyers and the domestic consent and their children [00:04:30] and that kind of thing. And so they actually ... Palomar partners with a lot of different organizations that help them through every step process. So you're never alone basically. And the allow them to get back on their feet, they put them in places to stay. And the whole nine yards. My next questions will be regarding volunteering. Does anyone in the room spend any time volunteering?

Female 3: Yes.

Male 1: Yes.

Autumn: Where do you guys volunteer with what organizations?

Female 2: The [00:05:00] Ronald McDonald House in Dallas.

Autumn: In Dallas, Ronald McDonald? Awesome. What about you?

Male 1: I used to do Feed My Starving Option.

Autumn: Where's that at?

Male 1: It was in Minneapolis. I think that's kind of where it was founded but I think they have some in [inaudible 00:05:13].

Autumn: That's awesome.

Female 1: I volunteer at the Kennedy Center three times a week, which is a school for special needs children.

Autumn: Where's that at?

Female 1: It's in Detroit, Michigan.

Autumn: That's awesome.

Female 4: Oh sorry.

Autumn: No go ahead.

Female 4: I work with a non-profit called Global Brigades and they send medical brigades or different kind of brigades in general to developing countries like Honduras and Nicaragua and Ghana.

APPENDIX A

Autumn: That's so cool. Anyone else?

Female 5: I work at or volunteer at the Northwestern [inaudible 00:05:44] Hospital in Geneva Illinois.

Autumn: You guys are from all over the place. I like it.

Female 3: I volunteer at Austin Street Shelter in Dallas on a weekly basis. Well not anymore because I [inaudible 00:05:53] at home. But here I go to McKinley Elementary School. I do casp at a few different [00:06:00] schools. The Jenkins Animal Shelter, that's a lot of fun. And Bridges, Make a Wish.

Autumn: That's awesome, very well informed. Look at you guys. Are you guys currently looking for any volunteer opportunities?

Female 3: Always.

Autumn: Always? For what reasons?

Female 3: I just find a lot of joy doing service and getting to know the people's stories and kind of [00:06:30] add that to mine. And I don't know I just like to give back and I always receive more than they do I feel like. So it's just a good experience for me.

Autumn: Anyone else?

Female 4: Yeah I think it's very rewarding and also it's a nice way to spend free time and still use it in a productive way.

Autumn: Are any of you guys volunteering for internships or resume boosters or because of a Greek affiliation?

Female 4: Yeah.

Female 3: Make a Wish.

Autumn: Yeah Make a Wish? What about for resumes?

Female 5: Yeah. [00:07:00] You mean like volunteer hours to apply to like my school.

Female 3: Wait a quick pause in the actual questions.

Autumn: Sorry I'm like improvising on some of them. Trying to get more information.

APPENDIX A

Autumn: Alright next question was would you consider volunteering at Palomar?

Female 5: Yes.

Female 1: Yes.

Autumn: And for what reasons?

Female 2: I volunteered [00:08:00] at a domestic violence shelter before so like that home, so it'd be nice to have that also.

Female 1: [crosstalk 00:08:10] I would because especially for being a woman, it's really eye opening to go and see what other women are going through, or men. And I love hearing stories because it really puts life into perspective for me because you're learning about these other people's lives and it just gives [00:08:30] me a bigger view of the world and makes me really appreciate what I have.

Autumn: That's a great answer. Would you guys promote outside for volunteering. Like would you promote to outside community to volunteer for Palomar?

Female 2: Definitely.

Male 1: Mm-hmm (affirmative)

Autumn: Would you guys do that in what way? Through social media, through one on one, through just the spread of word mouth to mouth?

Female 4: I think the spread from mouth to mouth especially within organizations that goes really [00:09:00] far.

Female 5: Like you could talk about it at our chapter meeting or something and that's when a lot of girls are there. And [crosstalk 00:09:08]

APPENDIX A

Autumn: Alright next question was would you consider volunteering at Palomar?

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Female 1: Yes.

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Female 2: Definitely.

Male 1: Mm-hmm (affirmative)

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Female 4: I think the spread from mouth to mouth especially within organizations that goes really [00:09:00] far.

Female 5: Like you could talk about it at our chapter meeting or something and that's when a lot of girls are there. And [crosstalk 00:09:08]

Autumn: What about you?

Female 3: I would bring up chapter meetings and also if you I don't know contacted the gender equality center I feel like they already have a lot of interest in working with communities and organizations like that.

Autumn: Alright my next questions are gonna be regarding internships. Do you guys have or are you looking [00:09:30] for an internship to gain experience at a non-profit organization?

Female 2: I have an internship this Summer but I would love to look for more opportunities.

Autumn: But so you were seeking internships before you got this one?

Female 2: Yes.

Autumn: Great what about?

Female 4: I'm interning at a hospital, but it's like on the business side of it but it's for pay.

Female 5: I'm looking to intern at a law firm. [00:10:00] So that's not a non profit.

Female 4: I'm interning at a hospital but-

Autumn: Do you guys see a difference between interning for pay and interning for a non-profit?

Female 1: My minor is non-profit and I really don't think when I applying for internships that was not a factor of looking for a job for me, being a Sophomore I want to go learn and experience life and learn where I want to go in my life.

[00:10:30] So I don't think it's a factor at all.

Female 3: Yeah I agree it's just being a business student, it's hard. You want to gain experience and gain networks and get the chance to meet different people. And I think for me, if I were to intern at a non-profit organization. I don't think I'd be reaping all my benefits as much.

Autumn: Right, completely understand. Would you be interested in interning for a company like Palomar?

Female 4: Yes.

Autumn: [00:11:00] Yeah, sort of kind of? Do any of you guys in the room have experience with coding?

Female 2: I do!

Autumn: Where did you guys get your coding experience?

Female 3: High school.

Male 1: College course.

Female 5: Used to be in chemical engineering, but switched out.

Female 1: Um, wait what?

Autumn: Coding.

Female 1: Oh yes I did it throughout high school.

Autumn: [00:11:30] Did you guys take a computer science class? Where'd y'all go to school?

Female 2: Ursal Academy.

Autumn: JP Two.

Female 2: Oh. Hey.

Autumn: Yeah. Not to make this [inaudible 00:11:41] or anything. Um are any of you guys bilingual?

Female 1: Yeah.

Autumn: You're bilingual?

Female 1: Trilingual.

Autumn: Trilingual. Back it up yourself girl. What languages.

Female 1: Well English obviously and then French and Urdu.

Autumn: [00:12:00] Wow anyone else bilingual?

Female 5: Greek and English.

Autumn: Greek and English. How long did you guys take Spanish in high school or college? Any of you guys?

Male 1: Three years.

Female 2: Four years.

Female 4: I took French for three.

Female 1: I've been taking French since I was in Kindergarten.

Female 5: What school did you go to?

Female 1: I went to the Academy of the Sacred Heart.

Female 5: Okay I went to Eisenhower International School in Tulsa.

Female 1: Oh okay.

Female 5: And did French from Kindergarten up.

Female 1: Really? They made me take it and I'm like ugh.

Female 5: Oh it wasn't immersion? Sorry to-

Autumn: [00:12:30] No you're fine. What did you say?

Female 5: It wasn't in, like I thought it might be an immersion program.

Female 1: No they require every single student to take a language throughout your entire time at the school.

Autumn: That's awesome. Would you guys basically volunteer yourself as being bilingual if you guys were volunteering? Like are you confident enough to say conversational with people. Yeah and no?

Female 1: Yes.

Female 5: Yes.

Autumn: Do any of [00:13:00] you guys have experience with social media strategies?

Female 5: Yes.

Female 3: Yes.

Autumn: And just by every day or did you guys take classes? Or just because you're a twenty year old teenager?

Female 5: Because of like having an position with an organization.

Autumn: Yeah that works. How many position with an organization. Anyone else? Social media? Yup okay. My next questions are regarding social media. Do you personally use social media?

Female 5: (Group yes)

Autumn: [00:13:30] Yes? What platforms are you guys on?

Female 1: Instagram, Snapchat, Facebook, Twitter, Linkedin. [crosstalk 00:13:39] Reddit.

Autumn: My boyfriend's a big Reddit Person. What about Pinterest? Are you guys on Pinterest?

Female 1: Pinterest.

Female 6 inervi: Wait will you all go one at a time and say which one's you're on?

Female 1: Instagram. Oh do you want me to personally name all of them?

Female 6 inervi: Like what you're on and what you use the most?

Female 1: Okay I use probably Instagram and [00:14:00] Facebook the most. And then I am on Snapchat, Pinterest, Linkedin, basically all of them besides, I don't use Twitter. [crosstalk 00:14:12] Well I have an account.

Autumn: Do any of you use Tumblr anymore?

Female 2: Oh God no. (Laughter) That was such a high school thing. [crosstalk 00:14:23]

Female 4: It was a high school thing. I loved it in high school though.

Female 3: It was blocked on my phone.

Female 4: [00:14:30] I think that all the time. [crosstalk 00:14:36]

Autumn: Did you want everyone or just her?

Female 6 inervi: Whatever you guys think, I just combined that question.

Autumn: She also does Reddit too if you wanna add that.

Female 6 inervi: I just combined the question. Like do you personally use social media? What platforms out of all the platforms?

Autumn: Yeah what would you guys say is the most popular platform for people our age?

Female 4: Instagram (As a group)

Autumn: What about people like your parents?

Female 4: Snapchat yeah.

Male 1: Facebook.

Female 4: Facebook for [00:15:00] groups.

Autumn: Emails a good one.

Female 4: [crosstalk 00:15:06] Email.

Autumn: So you would say people like, the generation above us would be more Facebook, email and you guys would be more like Snapchat, Instagram?

Female 4: Yes. [crosstalk 00:15:15].

Female 1: I mean to groups of people I definitely think it's Facebook. Like you don't do a group thing for Instagram. Like local events and stuff.

Female 4: [crosstalk 00:15:28]

Autumn: Yeah where do you guys find you news?

Female 3: [00:15:30] Actually I put in notifications on my phone. So I subscribe to Fox but I got my new from Snapchat. They have a CNN thing and so that's how, it's really weird to say, but that's how-

Autumn: [inaudible 00:15:43]

Female 3: Yes.

Autumn: Have you guys ever seen Palomar on social media or visited their website?

Male 1: No.

Female 2: Oh actually I did when I was taking the capstone survey.

Autumn: Oh and what did you think of their online presence?

Female 2: It was good. What [00:16:00] I might expect from a website, it was like informational.

Autumn: To you and to you only? Are Palomar's messages clear and do they represent the organizations mission well?

Female 2: Mm-hmm (affirmative) They do. [crosstalk 00:16:19]

Autumn: Okay. What platforms do you believe that Palomar would benefit from using the most?

Female 2: Not Instagram. Maybe Facebook.

Female 1: Actually I think maybe Instagram.

Female 3: Do y'all have things [00:16:30] like back in my home we have pages and it's like what's going on in St. Charles and then like people post stuff in there like "In need of-" Like a bunch of people comment so they put that in a what's going on page.

Female 1: Is that on Facebook?

Female 3: There's one domestic violence organization called One Love and they have a really awesome Instagram presence and I think if they made it similar to theirs and they were really good about educating people about [00:17:00] it, I think that would be really beneficial. Especially from an outsider looking in. Like it would make me want to go in and make a difference. Autumn: What's it called?

Female 3: Um One Love organization.

Autumn: One Love? Okay.

Female 3: It's super awesome.

Female 5: Is that where they do that's not love in the end?

Female 3: Yeah. Mm-hmm (affirmative)

Female 1: I like the Instagram too and they could show people that are there and their stories and explain their stories. Also I think on Instagram they could put videos up. And share what's going on.

Autumn: Is that [00:17:30] what you guys wanna see if Palomar had a bigger presence on social media?

Female 1: I think it depends on your age.

Autumn: Okay.

Female 1: So if you want an older crowd, go to Facebook. If you want a younger crowd go to Instagram, Snapchat.

Female 3: Also I would say that like my mom's pretty active on Instagram and she's older. So Instagram could work.

Female 2: My mom doesn't ever use technology. [crosstalk 00:18:02].

Autumn: [00:18:00] That's awesome guys thank you. How important do you feel social media is when it comes to a company trying to spread awareness for an organization?

Female 2: Super important just because our best communication today is more through social media than through word of mouth.

Autumn: Good answer. Alright my final questions, after answering these questions are you interested [00:18:30] in learning more about Palomar?

Female 3: Yes for sure.

Autumn: Okay are you interested in getting involved with Palomar?

Female 3: Yes.

Autumn: Great. Would you be willing to promote Palomar and help spread awareness so the organization can gain more volunteers in terms of potential partnerships?

Female 5: Yes but I think I would want to go work there first and then do that. Not just start and never see what it's about.

Autumn: Right great answer.

Female 6 inervi: So you wanna learn more before you [00:19:00] get started?

Autumn: Maybe like an open house kind of thing?

Female 4: Yeah that's fine. That'd be cool.

Female 6 inervi: So do you think you'd like learn more about Palomar if they reached you through social media more? Do you think people are more inclined to wanna go volunteer if they're actually learning about the company first?

Female 4: Yeah.

Autumn: Do you think people our generation are more visual learners? As in like I could tell you all about Palomar with my words but then they can go on social media and see actual pictures and they're more drawn to [00:19:30] Palomar now that they've seen the pictures of it rather than me just explaining it to them?

Male 1: Mm-hmm (affirmative)

Female 1: Yes.

Autumn: Okay. For my conclusion. At this time we would like to ask if anyone has any questions, concerns or thoughts regarding the things we discussed in this focus group today?

Female 6 inervi: Have y'all gone out to Palomar and done anything? Like any volunteer work as a group?

Autumn: [crosstalk 00:19:51] They just come and talk to us. That's a great question. I [00:20:00] feel like my tail should be between my legs. Anyone else? Questions, concerns, comments? Thank you all so much for coming out and I hope you guys connect this focus group. We appreciate your help. Take some pizza to go. Did everyone get the consent forms back? Perfect.

Female 6 inervi: Thank you guys so much for coming.

Autumn: You guys were very helpful, very talkative. We appreciate you.
[crosstalk 00:20:26]

APPENDIX B

Consent Form

Study Title: Palomar Focus Groups

Performance Sites: Focus groups will take place in private locations on the OU campus (e.g., offices, private classrooms) where the focus groups cannot be overheard by the public.

Purpose of the Study: This study will provide information about the current knowledge, attitudes, and opinions of the potential donors and volunteers in regard to Palomar and the social issues this organization works with. Overall, we hope to provide Palomar with information that will help them create more effective communication strategies with their target audiences.

Subjects: Individuals between the ages of 18 and above living in the Oklahoma City or Norman area.

Number of Subjects: 35

Study Procedures: Participants will be greeted by an undergraduate researcher who will then go through the purpose of the study and informed consent. Focus Groups will be recorded via audio and/or video. The focus group will begin with introductory questions that include personal information. Participants will then be asked about knowledge, attitudes, and behaviors regarding Palomar and the social issues the organization works with. At the end of the focus group participants will be asked if there is anything they would like to add. Following the focus group demographic questions will be asked. Approximate length of each focus group is 30-60 minutes.

If you volunteer to participate in this study you will agree to the following:
To be videotaped, audiotaped, photographed and/or filmed during the interview process.

To have your recorded image and/or interview content used in all forms of media in connections with this study including research papers and presentations, written publications, online and other multimedia sites.

The above two provisions are subject to the section you mark below:

 I agree to the use of my video/film/audio image/voice from the focus group as recorded (real names will not be used).

 I agree to the use of my video/film/audio image/voice, but I wish for my face/voice to be disguised (real names will not be used).

APPENDIX B

_____ I do NOT agree to the use of my video/film/audio image/voice used in this research study BUT I allow you to use the information given to you from the focus group for research purposes (real names will not be used).

Benefits: Information gathered in this study will benefit society by helping a local nonprofit fulfill its mission to against human trafficking in the Oklahoma and in Africa.

Risks/Discomforts: This study deals with social services which may be uncomfortable personal subjects. Thus, psychological risks are the same as those the you may have already encountered in daily life.

Right to Refuse: There is no obligation to complete the study once you have begun. You may withdraw your consent at any time and discontinue participation without penalty.

Privacy: All information obtained in connection with this study that can identify you will remain confidential and will be disclosed only with your permission (see above) or as required by law. No one other than the primary researchers listed above and the students working on this project will have access to your information/interview. Once the study is complete all parts of your interviews and images not used in this research will be destroyed. Until that time, all materials will be kept on secure, password protected computers.

Financial Information: There is no compensation for participation in this study.

Signatures: The study has been discussed with me and all my questions have been answered. I may direct additional questions regarding study specifics to the investigators. I agree to participate in the study described above and acknowledge the researcher's' obligation to provide me with a copy of this consent form if signed by me.

Subject Name: _____ (please print legibly)

Subject Signature: _____

Date: _____

Additional Demographic Information:

Age: _____

Gender: _____

Hometown: _____

Classification: _____

Major: _____

Job Title: _____

APPENDIX C

Palomar OKC Family Justice Center

Q2 What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Prefer not to specify (3)

Q3 What is your age?

- ☐ Under 18 (1)
- ☐ 18 - 24 (2)
- ☐ 25 - 34 (3)
- ☐ 35 - 44 (4)
- ☐ 45 and older (5)

Q7 Which social media platform do you use most often?

- ☐ Facebook (1)
- ☐ Instagram (2)
- ☐ Twitter (3)

Q4 How familiar are you with Palomar OKC Family Justice Center?

- ☐ 0 (0)
- ☐ 1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ 7 (7)
- ☐ 8 (8)
- ☐ 9 (9)
- ☐ 10 (10)

APPENDIX C

Q5 Palomar OKC Family Justice Center integrates innovative services among collaborative providers to work together to interrupt the cycle of domestic violence, sexual assault, stalking, child abuse and elder abuse and provides long-term support for victims and their children to heal from trauma.

How interested would you be in volunteering for Palomar?

- ☐ 0 (0)
- ☐ 1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ 7 (7)
- ☐ 8 (8)
- ☐ 9 (9)
- ☐ 10 (10)

Q8 How interested would you be in interning for Palomar OKC Family Justice Center for school credit?

- ☐ 0 (0)
- ☐ 1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ 7 (7)
- ☐ 8 (8)
- ☐ 9 (9)
- ☐ 10 (10)

Q6 What would encourage you to volunteer or intern for Palomar OKC Family Justice Center?

Page 2 of 3

Q9 If you are interested in volunteering or interning, what is your major?

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RESEARCH REPORT





Memorandum

Tuesday, March 6, 2018

To: Palomar Oklahoma City, Prof. Prichard

From: BAAHM

Re: Research Findings, Palomar

Palomar,

Enclosed with this memorandum is a research report compiled by associates of BAAHM Public Relations. This report is a collection of data and research regarding client goals and potential strategies to address listed concerns following a previously scheduled consultation.

We thank you for your time and consideration for the enclosed findings.

Sincerely,

BAAHM Public Relations

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EXECUTIVE SUMMARY

Palomar is family justice center located in Oklahoma City. This non-profit organization is a community of strength and healing dedicated to bringing an end to domestic violence in the Oklahoma City area and its surrounding communities.

Our team has created a campaign for Palomar that aims to help the non-profit organization gain more volunteers, internships, and partnerships. In order to do this, Palomar needs to implement more specific targeting through social media strategies.

We created this campaign based off of the needs the client expressed along with our primary and secondary research. As part of our secondary research we read several news articles and researched several competitors in order to make comparisons and uncover Palomar's current situation. We analyzed the organization's strengths and weaknesses along with potential opportunities and threats.

As part of our primary research, we conducted a focus group and online survey. The focus group conducted aimed to gain a better understanding of the public attitudes, behaviors and overall perception of the organization. The online survey we created was sent out to over 50 randomly selected individuals residing in Oklahoma. The goal for this survey was to learn further information regarding the knowledge, attitudes, and opinions of Palomar.

PROBLEM STATEMENT

"In order to address priority concerns listed by the client through extensive primary and secondary research, our team will assist the client in networking with potential volunteer populations and researching prospective partners to enable organizational success."

SITUATION ANALYSIS

INTERNAL FACTORS

When analyzing Palomar's current situation, we found that one of the organization's biggest strengths is their positive reputation. The organization does not have trouble with funding and is doing well financially as a non-profit organization. Another strength of this organization is the relationship it has with the media.

One of Palomar's current weaknesses is their unstable growth. The organization is in major need of more volunteers and interns. Palomar also would benefit from gaining more partnerships. Research shows the lack of social media presence is also a weakness of Palomar. The non-profit organization needs more fundraising events and needs more specific demographic targeting.

EXTERNAL FACTORS

As part of analyzing Palomar's current situation, our team analyzed external factors as well. We found that Palomar faces many opportunities such as expanding services, increasing social media presence and levels of engagement across all platforms. Other opportunities include increasing the number of volunteers, interns and partnerships as well as strengthening relations with the media.

The organization also faces threats. One of the threats Palomar faces is the uncontrollable growth mixed with the lack of man power. Other threats the organization may face includes losing potential volunteers and interns to partners and competitors.

STAKEHOLDERS

VOLUNTEERS

"GRETA THE GRADUATE STUDENT"

5

DEFINITIVE PRIMARY STAKEHOLDER

TYPE: CONVERSATIONALIST

ROLE: FULL-TIME GRADUATE STUDENT

Motivations, Values, Concerns:

Wants personal success and to have a fulfilling career

Enjoys helping others and giving back to her local community

Doesn't feel like she's doing enough to build her resume and gain experience related to her field of study

Driving factors:

To finish her master's program and become a successful social worker

To give back and do something meaningful with her life

To maintain her good grades and do her best at her part-time job

Pain Points:

Doesn't have much downtime with her schedule

Stressed about long-distance boyfriend

School work load is very heavy

Behaviors:

Stays organized and is constantly writing in planner and making to-do lists

Likes to stay busy and always enjoys taking on new tasks

In her downtime she enjoys spending time with friends and family



"I want to become a social worker because I want to help others and help make the world a better place."

"MATT THE MARKETING MAJOR"

DOMINANT SECONDARY STAKEHOLDER

TYPE: CREATOR

ROLE: FULL-TIME COLLEGE STUDENT

Motivations, Values, Concerns:

Wants to gain internship experience, wants to make parents proud by graduating with a degree from OU's business school, wants to get a good job out of college

Believe hard work pays,

Doesn't know what exactly he wants to do with marketing but is interested in social media marketing

Driving factors:

To find an internship this summer

To become chapter president of his fraternity

To fluff his resume with extracurricular and volunteering

Pain Points:

Worried he won't get hired as an intern because he is already a junior and hasn't had an internship already

Gets distracted with girls and partying

Unsure if he will be able to pass his finance class

Behaviors:

Social media addict

Hangs out with buddies on the weekends

Doesn't study as much as he should



"With the right mindset, I know I can accomplish the goals I have set for myself."

"ALLIE THE ANIMAL ADVOCATE"

7

DEPENDENT SECONDARY STAKEHOLDER

TYPE: COMPANION

ROLE: ANIMAL ADVOCATE

Motivations, Values, Concerns:

To Become A Veterinarian

To Improve The Lives Of Animals

Taking Care of Her Foster Pets While Being A Full Time Student

Student Loans

Driving factors:

To Give Back

To find fulfillment By do something meaningful with her life

Pain Points:

Existence of Puppy Mills

Number of Animals In Shelters

Animal Neglect/Abuse

Behaviors:

Volunteers In Her Local Community Animal Shelters

Leads Animal Advocacy Group on Campus

Worries About Animals

Is A Vegetarian

**"Pets are an
important part of
any family and
they deserve love,
respect and a
comfortable
home."**



STAKEHOLDERS

PARTNERSHIPS

"BETTIE THE BUSINESS OWNER"

DEFINITIVE PRIMARY STAKEHOLDER

TYPE: SPECTATOR

ROLE: SMALL BUSINESS OWNER

Motivations, Values, Concerns:

Works hard to make not only her customers but employees happy

Always looking for ways to give back, believes the customer is always right, manages by motivation

Worried about bigger companies taking her out of business

Driving factors:

To grow her business

To be a great leader and boss

To spread awareness of her company

Pain Points:

Company needs major help in the PR department

Needs to connect and give back to the community to build a positive reputation

Puts so much time into company and career had to put starting a family on hold

Biological clock is ticking and still has no husband

Behaviors:

Always staying busy

Works late often

Orders take out instead of cooking



"The biggest mistake a small business can make is to think they are a small business."

"PETE THE PR SPECIALIST"

10

DOMINANT SECONDARY STAKEHOLDER
TYPE: CONVERSATIONALIST
ROLE: PR SPECIALIST

Motivations, Values, Concerns:

Wants a promotion that comes with the corner office
First one to get to work and last one to leave
Worried his boss hasn't noticed his hard work

Driving factors:

To get a bump in
To take on more
To implement new

Pain Points:

Works too much,
Hours aren't as s
Travels a lot so h

Behaviors:

Always networkin
Stops mid-conver
Works late and b



ption of
**our company is
crucial to our
success. We need to
give back to the
local community as
much as we can."**

"SARAH THE SENIOR VICE PRESIDENT"

11

DEPENDENT SECONDARY STAKEHOLDER

TYPE: JOINER

ROLE: SENIOR VICE PRESIDENT

Motivations, Values, Concerns:

Works hard and likes to succeed at everything she does, not only is she successful in her career but also in her marriage and being a mom of 3

Believes that hard work pays off and it's possible to climb the corporate ladder

Worries she will not get the promotion because of her gender

Driving factors:

To break through the glass ceiling

To become CEO one day

To still have a successful career and family

Pain Points:

Worries she doesn't spend enough time with her children

Concerned her husband might want a divorce

Not sure if she will ever want to quit her job and be a stay at home mom

Behaviors:

Cancels dinner dates because of work

Uses an iPhone and a blackberry

Constantly bringing her work home with her

"People telling me I can't do something because I am a woman is the biggest motivation they can give me."



SWOT ANALYSIS

SWOT Analysis

Strengths

- Positive reputation
- Funding
- Media relationships

Opportunities

- Expanded services
- Increased volunteerism and internship programs
- Increased social media presence and involvement
- Increased media relations
- Expanded partnership services (chaplain, animal advocacy, job placement)

Weaknesses

- Unstable growth
- Lack of volunteers and interns
- Lack of partnerships
- Social media presence
- Lack of fundraising events
- Vague demographic targeting

Threats

- Uncontrolled growth with lack of manpower
- Office of the Attorney General: list of requirements for advocacy agency
- Losing potential volunteers to partners
- Losing potential interns to partners

COMPETITIVE ANALYSIS

Women's Resource Center

Norman, OK

- Offers shelter, sexual assault exam, crisis intervention, pet kennel, client groups and specialized advocacy
- Keeps updated blog
- Media kit for journalists reporting on sexual violence

The CARE Center

Oklahoma City, OK

- Offers counseling services, medical exams and specialized advocacy
- Educational programs for children, parents, professionals, volunteers and teachers

Transitions, Inc.

Oklahoma City, OK

- Offers programs in sexual abuse and individual and group therapy and counseling
- Mini-seminars throughout the state on the treatment of children, adolescents and their families

RESEARCH GOALS

- Increase awareness
- Measure the levels of awareness
- Measure perception/awareness of domestic abuse as an issue for the state of Oklahoma

METHODOLOGY AND SAMPLING

Secondary Research

Our team researched several organizations involved with abuse and trauma in the Oklahoma City area to uncover Palomar's comparable strengths, potential competitors and future goals.

Qualitative Research

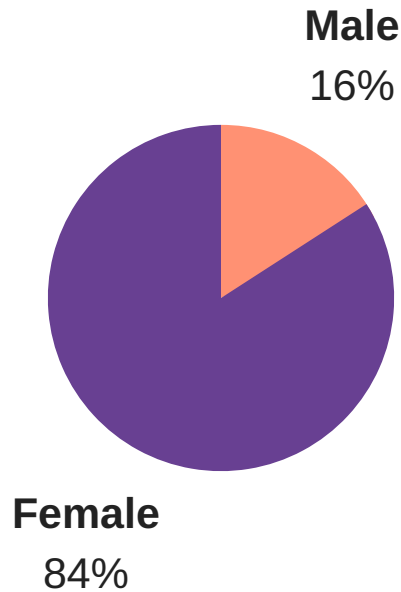
To understand public attitudes and behaviors, our team conducted a focus group with individuals of various interests and backgrounds. This helped to analyze and collect preliminary data, as well as allow for open-ended questioning.

Quantitative Research

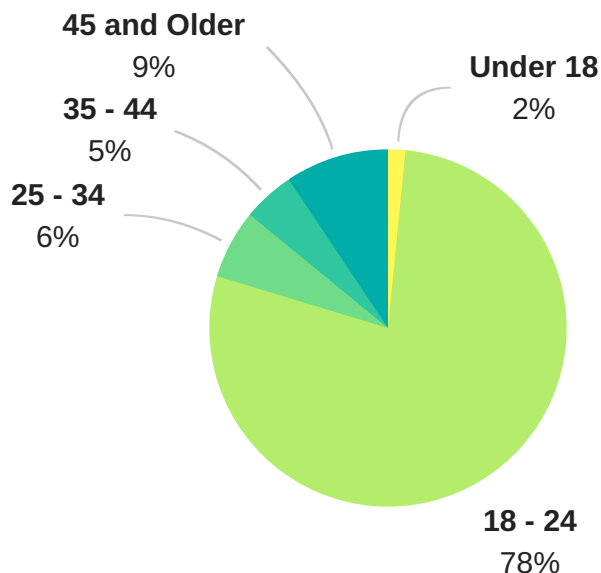
Our team sent out a survey to over 50 randomly selected individuals residing in Oklahoma to gain their knowledge, attitudes, opinions and interest in Palomar OKC Family Justice Center.

REPORT FINDINGS

A research survey was conducted to gather consumer insight and organization familiarity. 82.81% were female while 15.63% of participants were male.

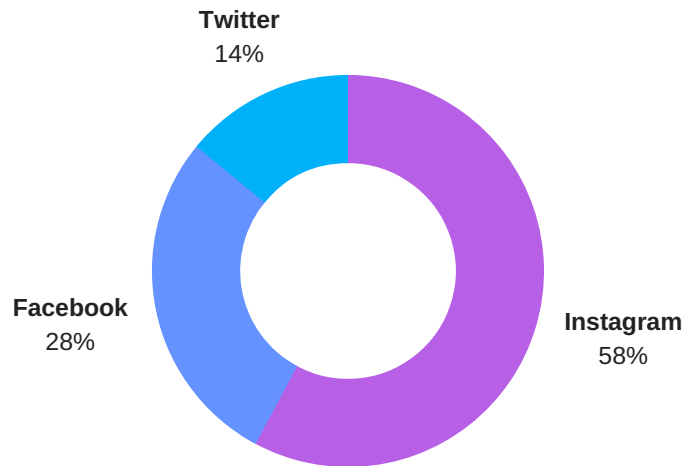


Ages varied from 18 to 45 and older, but most participants were between the ages of 18 to 24.

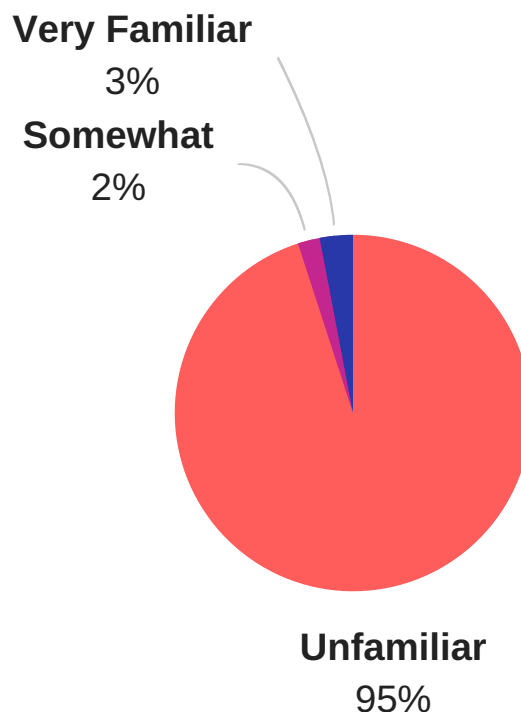


REPORT FINDINGS

When asked which social media platform participants used most, 57.81% use Instagram, 28.13% use Facebook and 14.06% use Twitter.

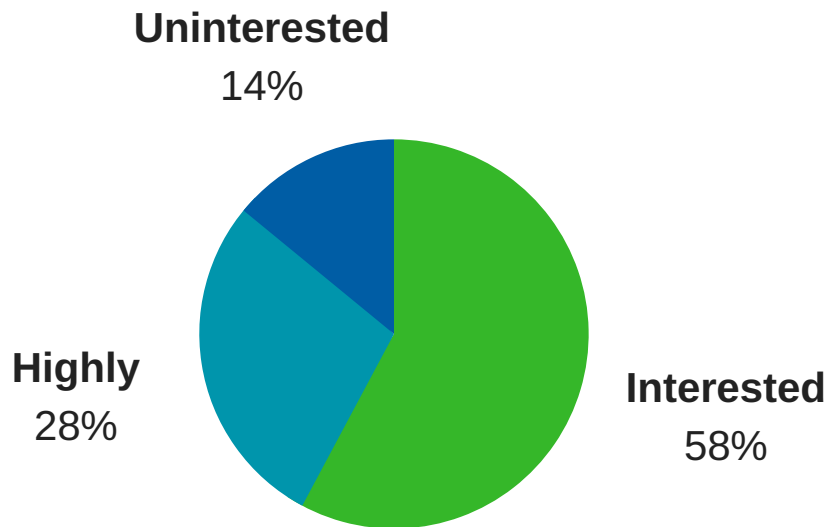


Participants' familiarity with Palomar showed that 95% were unfamiliar, while 2% were somewhat familiar and 3% were very familiar.

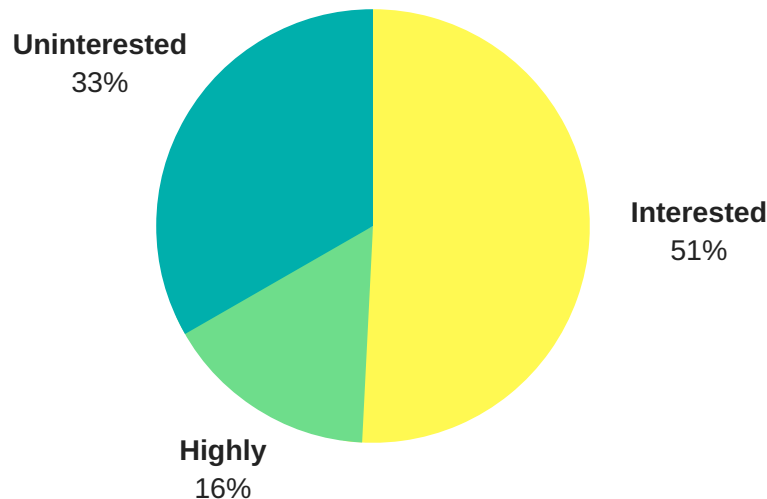


REPORT FINDINGS

61% of participants said they were interested in volunteering for Palomar, with 21.9% highly interested and 17.1% uninterested.



When asked if participants would like to intern for Palomar, 50.8% would be interested, with 15.9% highly interested and 33.3% uninterested.



REPORT CONCLUSIONS

According to collected data from surveys and focus groups, several suggestions can be made regarding growth in numbers for volunteers, interns and partnerships. Because this was the primary concern addressed in the problem statement, research efforts and questions were crafted around stakeholder perceptions of the organization and the likelihood that they would be involved with Palomar.

The most significant survey results report that nearly 95% of audiences across all age ranges were unaware of the organization. However, after reading and understanding the organization's mission statement, 61% of responses reported a willingness to volunteer. This suggests that Palomar should focus primarily on overall promotion across all platforms.

Survey results suggest that, in order to reach female audiences in the 18-24 age range, Instagram is the ideal medium for social media promotion.

REPORT CONCLUSIONS

A focus group was also conducted to collect qualitative data regarding overall perceptions of the organization in an open-discussion setting. Overall, focus group data suggested a general interest in the organization from the entire group.

When asked if they would consider volunteering at Palomar, one participant said:

*"I would because especially for being a woman, it's really eye opening to go and see what other women are going through, or men. And I love hearing stories because it really puts life into perspective for me because you're learning about these other people's lives and it just gives me a bigger view of the world and makes me really appreciate what I have."**

The 6 participants were very open and willing to discuss their opinions regarding volunteerism, volunteer opportunities and their favorite social media platforms.

**(Full focus group transcripts available, Appendix A)*

REPORT CONCLUSIONS

Overall, preliminary primary and secondary research suggest general interest and agreement with the organization's core values, but brand recognition and familiarity remain a weak point.

Targeting key demographics could result in higher rates of volunteerism and internship numbers. The data suggests that 18-24 year-olds are interested in the organization. Therefore, shaping communications strategies to these audiences would result in the highest rate of success.

Shaping messages to appeal to younger audiences on the most popular platforms is a factor in this approach. Additionally, utilizing communications to form partnerships with relevant organizations (i.e. college campus groups) could result in higher numbers of volunteers and interns.