

# It Takes a Village

Client: Jordan Institute for Families

*Make it Happen* ★ *PR*

**Mejo 634-1: Public Relations Campaigns**

**December 3, 2019**

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*Make it Happen* ★ *PR* | ABOUT OUR  
TEAM



Katie Gray is a senior from Raleigh, NC majoring in public relations and minoring in Hispanic studies and Arabic at UNC-Chapel Hill. For three years now, Katie has worked on the copy desk at The Daily Tar Heel Newspaper. This experience has allowed her to hone her social media skills, since the desk is in charge of Facebook and Twitter posts for the Newspaper's articles. Katie aims to use her background in social media to create a public relations campaign that will gain publicity for the Jordan Institute.

Alana Edwards is a senior from Sanford, NC double-majoring in public relations and political science at UNC-Chapel Hill. She previously interned with G&S Business Communications and the North Carolina Department of Commerce. On campus, Alana works as a communications assistant at the Odum Institute for Research in Social Science and serves as president of UNC Young Democrats. Alana looks forward to applying her experience to support the Jordan Institute's communications goals as a member of Make it Happen PR.



Jada Coleman is a senior at UNC-Chapel Hill majoring in public relations. Throughout her time as a student, she has been a cabinet head at Chi Omega Women's Fraternity and a member of FashionMash. She hopes to utilize her skills in communications to make a difference and thus far, has served as an intern for the Charles Francis Mayoral Campaign and public relations partner for Chapel Hill-Carrboro City Schools. Most recently, she was a summer intern for Marwood Group, a global healthcare advisory firm in New York City. She is excited to further use her skills as a member of Make it Happen PR.

Francie Franks, a senior from Denver, Colorado, is interested in pursuing a career in the media and communications field. She is majoring in public relations and minoring in entrepreneurship and Spanish at UNC-Chapel Hill. Francie spent the previous semester in London working as a press intern for a wedding dress designer. She has also helped the SKJAJA fund in Carrboro, NC improve its publicity and communication strategy. She looks forward to using her background to help the Jordan Institute foster and strengthen relationships in the community.



Robert Ellis is a senior from Charlotte, NC majoring in public relations at UNC-Chapel Hill. At UNC, Robert is a member of Heelprint Communications, a student-run PR agency, and Crash Campaign. He was also on the copy and web design desks at The Daily Tar Heel Newspaper for two years. This summer, he was a marketing intern for ZABS Place, a thrift shop in Charlotte, NC that employs special needs adults, as well as a PR intern for Churches Making Movies, a national film festival. Previously, he was a communications intern at Novant Health in Charlotte. Robert is excited to be working this semester with Make it Happen PR.

## INTRODUCTION & BACKGROUND

### Executive Research Summary

The Jordan Institute for Families is a nonprofit that is part of the School of Social Work at UNC-Chapel Hill. The challenge that the Jordan Institute faces is the lack of awareness in and out of

the university. In this report, we focused on three areas: its website, its blog and newsletter publications and one social media platform that would help raise the most awareness. This led to our three research goals which were to: measure the effectiveness of JIF's current communication channels, see what are the motivating factors that make people want to participate in nonprofits/charitable organizations and determine which social media platform would be the most beneficial for JIF to use. Three methods were used to conduct our research. We conducted 10 interviews with different students at UNC to see what they think about nonprofits and what draws them to certain ones. Secondly, we conducted a focus group of five people, all of whom were UNC students, to evaluate what they thought about JIF's overall brand. The third method was a Qualtrics survey with 85 participants. The purpose of this survey was to see which social media platforms are most prevalent in certain age groups in order to determine the best platform JIF should use.

The key findings of our report are:

- Word of mouth from friends and family is much more of an influencer to get involved with a nonprofit than social media.
- People are much more likely to volunteer for a nonprofit if they have a personal connection to it.
- The JIF website is hard for people to navigate, and, for some, it was an information overload. It was not very well organized or clear to most users.
- People said JIF should definitely leverage the use of the Jordan name because it "has it so why not use it."
- College students still use Facebook, thus it is a platform that can reach everyone.
- 90% of respondents said they follow celebrities and organizations on social media, and 50% of the respondents replied with "maybe" when asked if they are influenced by celebrities or organizations.

Based on our findings, we have determined that the following recommendations should be implemented by JIF. Leverage Michael Jordan to the organization more; he can only strengthen the brand. The JIF website should be made to be more user-friendly, clear and organized. It is important to remember when designing a website that sometimes less is more. People need to be able to see and understand the organization's mission from the website. Facebook is a worthwhile investment, as it reaches all three groups that JIF is targeting. The last point is storytelling. Every nonprofit needs a story, and with better storytelling comes better awareness. Whether that story is about Michael Jordan and his family or other people and situations, this organization was started for a reason, and people want to know what that reason is. The addition of human interest stories will keep the audience engaged with JIF.

#### Client Background

The Jordan Institute for Families was founded in 1996 when Michael Jordan and his family donated \$1 million to the UNC School of Social Work. JIF functions as its own nonprofit, but it is located in the School of Social Work because the Jordan family felt the social work approach fit best with the goal of the organization. JIF's mission is to strengthen families by applying

interdisciplinary knowledge to the design and operations of social and health programs. One example of this is its 4th Trimester Project, which is meant to spark a national movement on how new mothers are viewed in society. The nonprofit currently works mostly in North Carolina, but its goal for the future is to have a national reach.

### Opportunity Statement

The Jordan Institute for Families primarily needs to raise awareness. Outside of the UNC School of Social Work, few community members know about JIF's mission and operations. This can probably be attributed to the fact that for 11 years, before the hiring of the current director Sarah Verbiest two years ago, the nonprofit did not have a director. This lapse in leadership led to a lapse in activity, which means only a few members of the UNC and the greater community know about the organization. Within the larger awareness umbrella, JIF has three areas of focus: building on its current website and newsletter products, choosing one social networking site to utilize and identifying activities to attract community members.

### Targeted Publics

- UNC students, faculty and staff: Since JIF is a part of one of UNC's schools, the larger UNC community should be aware of the nonprofit and its services. These individuals can then act as catalysts for JIF and spread the word to people they know about what JIF can do for them.
- UNC alumni: Alumni are an important segment of the UNC community because they can be potential donors for JIF in the future. They may also benefit from JIF's services or know of families that could benefit.
- Families in the Triangle/Orange County area: While its long-term goal is to reach families on a national level, JIF is still growing and figuring out how it will apply its expertise, so it should start with an attainable area. The nonprofit should focus on reaching families in the immediate vicinity of Chapel Hill, other Orange County cities and towns, Raleigh and Durham.

## PROPOSED CAMPAIGN: "It Takes a Village"

### Campaign Overview

Make It Happen PR created a public relations campaign titled "It Takes a Village" to extend the definition of family into the community. We looked at the village it takes to raise children and support parents, from sports coaches to neighbors to social programs and beyond. The Jordan

Institute for Families has the potential to help grow this village and network for families in the community.

In our first client meeting, we were asked to define what family means to us, and we made it our goal to include that question in our campaign. The Make It Happen PR team looked to memories surrounded by family and the people we choose to call our family while developing this campaign. We aimed to create a campaign that would boost JIF activities and awareness in an effort to empower and inspire families, per the intention of the founding donors.

### Aims and Objectives

Main aims for the campaign:

- To increase awareness for JIF
- Grow its impact and advocacy efforts in the community

We have the following objectives:

- To share the meaning of family with UNC community
- To build a community of current, past and future Tar Heels
- To inform families outside of UNC about JIF as a resource for education and advocacy

By addressing awareness and identifying opportunities to build community relationships, our campaign will grow JIF's influence and potential to strengthen families.

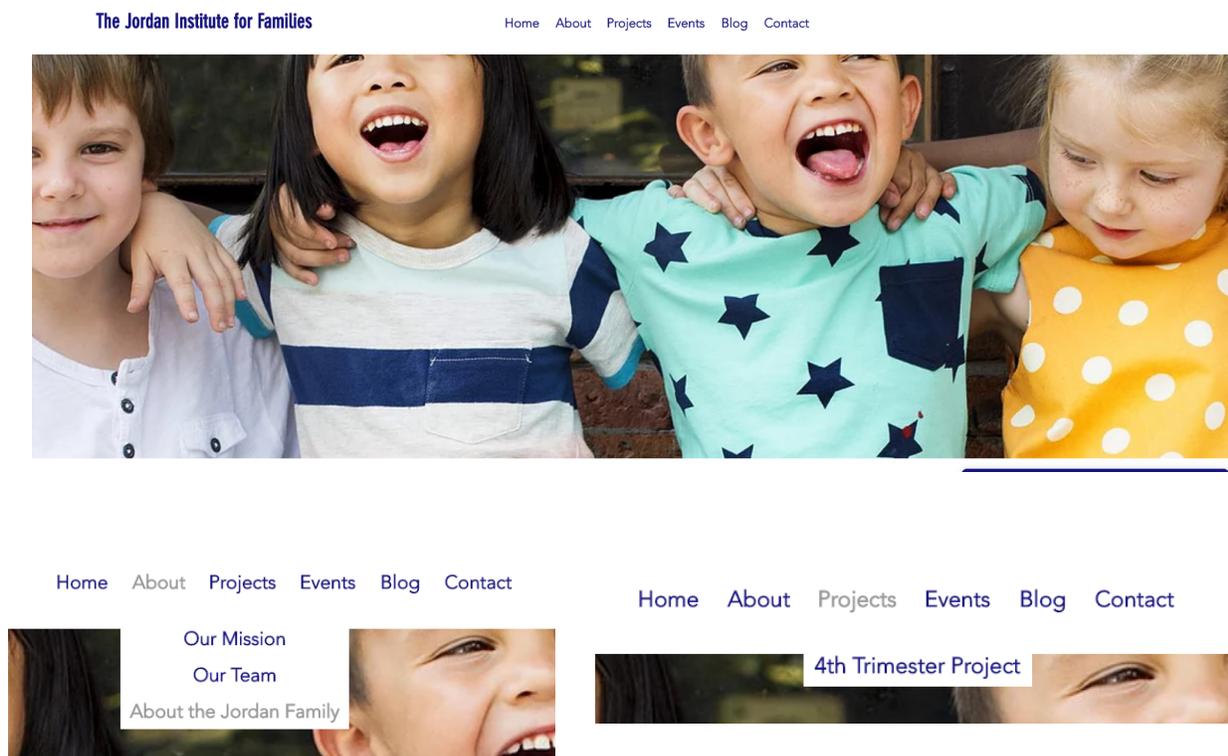
### Strategies

Our strategy includes three large projects with additional ideas for social media and the website. Our first priority is to build the online reach of JIF through Facebook and minor updates to the website. Following these updates, we have proposed a promotional video for the organization and two events that will strengthen the JIF mission and reach multiple target audiences.

## TACTICS AND ACTIVITIES

### Website

The website is the first place someone looks to gain information about an organization. During the research portion of our semester, we found that visitors to the website were confused about how to navigate it and find out what the organization does. The below images show a different arrangement of tabs that may be easier for visitors to understand.

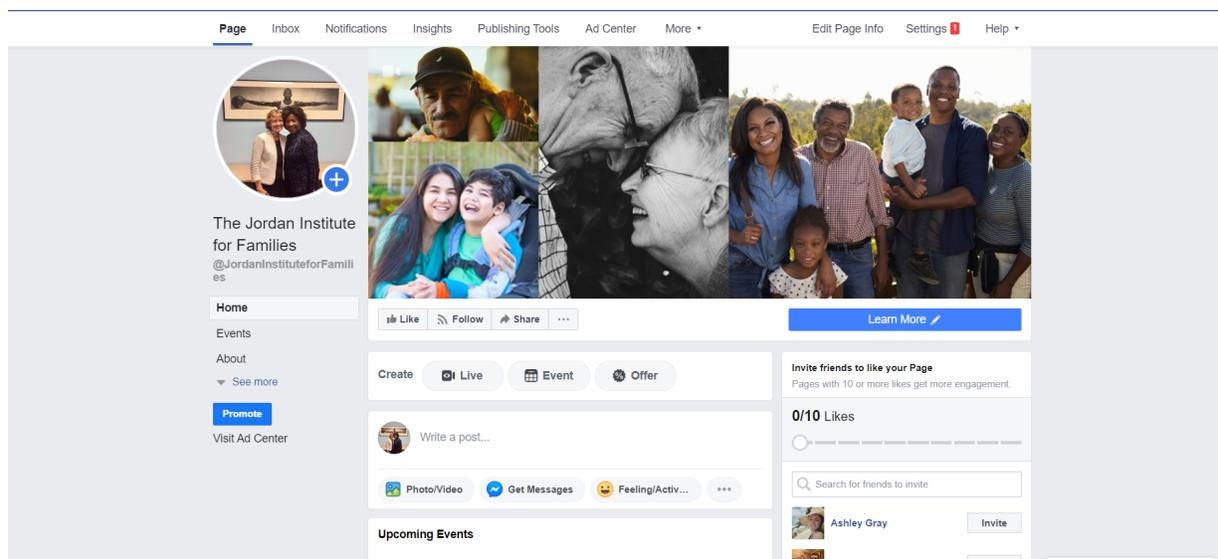


There should be five main tabs: “home,” “about,” “projects,” “events,” “blog” and “contact.” The “home” tab will take the visitor to the main screen. For the purposes of this mockup, we used a photo from the current website. Below that photo, though, there should be some information about the organization, maybe the mission statement, so that the visitor doesn’t have to search to figure out what JIF does. Under the “about” tab, there should be three subtabs: “our mission,” “our team” and “about the Jordan family.” In “our mission,” the mission statement should appear again, but this page can also be expanded upon to include more information about JIF and how it goes about achieving its mission. “Our team” should have biographies and photos of staff members. This would look fairly similar to the page that already exists on the current website. The “about the Jordan family” page is an addition that ties into our campaign idea. Since our campaign is about family and what it means to different people, this page should include a blurb from each member of the Jordan family about how they define family. Under the “projects” tab, there should be subtabs for each major project that JIF is doing. Right now, that includes the 4th Trimester Project, but hopefully, this tab will grow over time. Under the “events” tab, there should be a monthly calendar that pulls up to show what events JIF has. The “blog” tab would take visitors directly to the blog, as it does on the current website. Lastly, the “contact” tab gives visitors a place to contact JIF if they want to use its services or help in some way. It is somewhat a call to action because it gives visitors something to do if they find the organization interesting enough to participate in some way.

This redesign hits all three publics discussed in the background section: UNC students, faculty and staff, UNC alumni and families in the Triangle/Orange County area. Regardless of how individuals want to participate in the organization, they will want to visit the website first to learn about JIF.

## Facebook

The organization can't just depend on the website and the newsletter to reach its public. A social media presence would allow JIF to reach more community members and to advertise what events or services it offers. During our research, we found that Facebook is the best starting point for JIF's social media. All members of the target publics use Facebook, including the students, so JIF can reach everyone. This differs from other platforms, such as Twitter or Instagram, that mainly reaches a younger audience. If JIF chose one of those instead, it wouldn't reach families, UNC alumni, faculty or staff. It would mostly just reach UNC students. Facebook is also unique in that it offers an "events" tab where the organization could create a calendar similar to the one on the website. Here is a mockup of what the Facebook page could look like:



## Video

In order to promote engagement and create a digital presence, we suggest making a video for JIF to put on its website. The first item visitors will look at on the website is a video, and if the video grabs their attention, they may read more about the organization. Having a video makes JIF's reach wider because it can be shareable across many platforms, including the proposed Facebook page.

Our video idea consists of somewhere between the range of 11-15 clips. The reason we do not have a definite number is that we can't predict how people will respond to the question, "What

does family mean to you?” A person may respond with a long story or one word, so you will have to decide how many clips to use based on the types of responses you receive.

The first clip would start with Director Sarah Verbiest introducing JIF and its mission statement and some of what the organization does. Then Sarah would say something along the lines of, “What is the importance of family? What does family mean to people? To find out we interviewed the UNC community and asked them the question, ‘What does family mean to you?’” For the next clips, you can have a guided conversation with people in the Pit and on Franklin Street by asking them what family means to them. A booth in either location should be set up once a week for two months. You can interview students, staff, faculty, professors, coaches, workers, etc. and record their responses using a camera or phone. It is important to get people's permission to be used in the video via a permission form. If JIF wants to request clips from bigger names in the UNC community, such as Roy Williams, Mack Brown or Kevin Guskiewicz, then it can reach out to these individuals and have them send a clip back. The video will end with Michael Jordan or Deloris Jordan saying what family means to him or her and telling viewers how to get involved with the organization.

The video should be about two minutes in length. If it's shorter, viewers won't get enough examples of how individuals define family. If it is too long, viewers will get bored. There is no set date for this video, like the other two activities included in our campaign idea. The gathering of clips and editing can take place throughout the months-long campaign.

The video will look best if it is professionally edited. The average cost for a two-minute video is \$600, while a one-minute video is \$500. There are a variety of options for editing services. Local professionals can be found on <https://www.productionhub.com> or <https://www.thumbtack.com>. You can communicate directly with them and get free quotes before deciding on one. In terms of free or discounted services, UNC has two organizations on campus that could help. There is the Carolina Film Association, which allows undergraduate students to develop their cinematic craft. There is also Heelprint Communications, which is a student-run public relations agency.

Having a quality video that can be shared will help create awareness. The aim of the video is to help people understand JIF's mission while also using emotional appeal and recognizable figures to draw in individuals. Since the video will be posted on the website and Facebook page, it will reach all segments of the public JIF is trying to reach.

### Expert Panel Discussion

JIF should host an expert panel discussion showcasing its maternal and infant health expertise while bringing together UNC institutes, schools and academic departments whose missions intersect with JIF's. The event would take place in late spring 2019 in the Tate-Turner-Kuralt Auditorium at the UNC School of Social Work. The event format would be a panel and teach-in,

and the discussion would focus on expanding maternal and infant health education, resources and access across North Carolina, particularly in underserved communities. Through the discussion, panelists and the UNC entities they represent will seek to identify opportunities for interdisciplinary cooperation and coordinated action to promote maternal and infant health across our state.

We suggest that Sarah Verbiest, DrPH, MSW, MPH, serve as the panel's moderator and presenter. In addition to serving as the Director of the Jordan Institute for Families, she is the Executive Director of the Center for Maternal and Infant Health in the UNC School of Medicine. Her experience and subject matter expertise on maternal and infant health, especially in the context of society, make her the right person to guide an intentional and meaningful discussion on how we can ensure that mothers and infants in underserved parts of our state have improved access to healthcare as well as comprehensive information about prenatal, postpartum and infant health.

To enrich the conversation with societal, governmental and medical context for maternal and infant health, JIF should involve various academic departments, institutes, and schools to take part in the discussion. We identified several potential panelists from across the UNC research community to participate in the panel discussion. These include: Douglas W. Urland, MPA, Director of the North Carolina Institute for Public Health; Aysenil Belger, PhD, Director of the Frank Porter Graham Child Development Institute; Jonathan Oberlander, PhD, Department Chair of the UNC Department of Social Medicine; Gary Bowen, PhD, MSW, Dean of UNC School of Social Work; Katherine Bryant, MA, MSPH, Program Manager and Policy Developer for JIF and Program Manager with the Center for Maternal and Infant Health.

The panel should be free and open to the public, and JIF should specifically promote the event to students, faculty, and staff from related academic departments, schools and institutes at UNC, especially those represented by panelists. Ideally, at least 50 people would attend. JIF should not only leverage its own Facebook page, website, and newsletters to share information about the panel, but should also request that panelists' departments, schools, and institutes share the event flyer and information on their own communications channels. Additionally, JIF should post paper flyers in academic buildings across campus.

For academic departments, JIF should specifically invite students, faculty and staff from UNC's Department of Sociology, Department of Social Medicine, Department of Psychology and Neuroscience, Department of Political Science and Department of Public Policy. For schools and institutes, JIF should share information about the panel with the UNC School of Social Work, North Carolina Institute for Public Health, Frank Porter Graham Child Development Institute, UNC Gillings School of Global Public Health, UNC School of Education, UNC School of Nursing, The Odum Institute for Research in Social Science, UNC School of Government, Carolina Population Center and UNC Center for the Study of the American South.

In terms of event logistics, the Tate-Turner-Kuralt Auditorium at the UNC School of Social Work should be a venue that JIF can use free of charge. If the teach-in panel took place from 12 p.m. to 2 p.m. on a weekday, JIF could provide a catered lunch. A light deli buffet lunch from Carolina Catering, provided by Carolina Dining Service, would cost \$14.79 per person for the Deli Express option, according to their website. If 50 attendees RSVP confirming their attendance and JIF orders that number of meals, the cost would be between \$700 and \$750. More information on catering options can be found at [catering.unc.edu](http://catering.unc.edu).

### Homecoming Brunch

The homecoming brunch is the final activity of the campaign. It will take place on the Sunday of the next homecoming weekend at 10 a.m. Since the football schedule for next fall has not been released yet, we are guessing that the date will be Oct. 25, 2020, based on past years. The idea behind the brunch is to attract alumni and big names of the different schools on campus. The guest list will include alumni, mostly from the School of Social Work, along with the deans of schools, such as the Gillings School of Public Health and the School of Education. This hits two of the publics: UNC faculty and staff and UNC alumni. These people can spread awareness about what JIF does or be potential donors. This event can be advertised on the newly designed website, Facebook page, and newsletter.

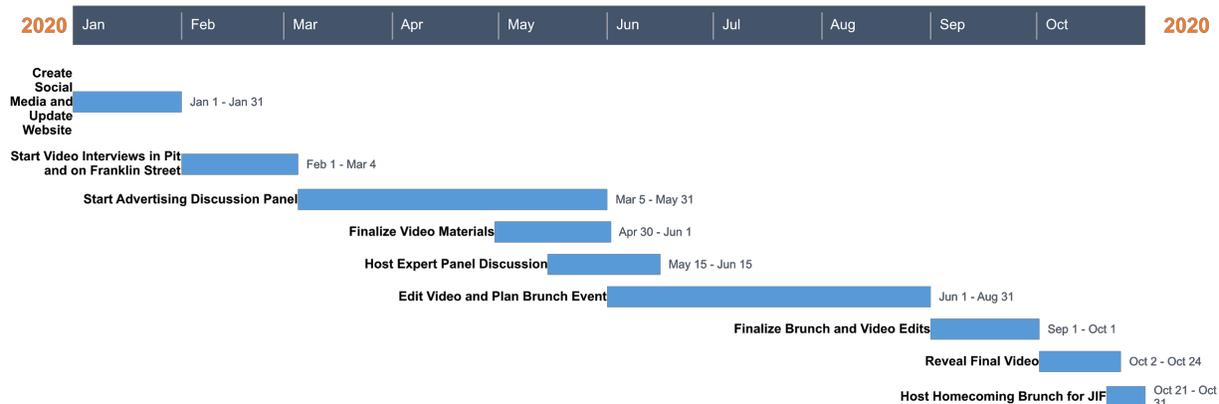
We have offered three options for location and food. The first is Lula's, which is a southern restaurant on Franklin Street. They can be reached at (919) 967-2678 or [lulas@lulaschapelhill.com](mailto:lulas@lulaschapelhill.com). The cost of hosting an event there would be \$3,600 including gratuity at the minimum. The second option is Top of the Hill, which is an American-style restaurant. Their contact information is (919) 929-8676 or [events@thetopofthehill.com](mailto:events@thetopofthehill.com). In order to rent their Franklin Room, it would cost between \$3,500 and \$4,000. The third option is the General Alumni Association. They can be reached at (919) 962-7054 or [jean\\_service@unc.edu](mailto:jean_service@unc.edu). We have reached out to them about the cost of renting the space, but have not heard back. This option only includes a place to host it, which means you would have to cater food, potentially from one of the other two restaurants we mentioned.

## TIMESCALES/RESOURCES/EVALUATION

### Timeline

The campaign will last a total of 10 months, kicking off this spring with new social media platforms to advertise JIF's current projects and plan for the expert panel event. The video will progress through the entirety of the campaign to include messages from a variety of individuals. The campaign will conclude with the final brunch event during Homecoming weekend when general alumni and potential donors are in town visiting UNC.

## "It Takes a Village" Campaign Timeline



### Budget

The following budget shows the resources and costs needed to execute the campaign. We provided multiple options for many of our campaign tactics in an effort to provide affordable alternatives for JIF. The flexible budget will allow the director to decide which events and tactics deserve greater attention and budget allocation.

Item	Notes	Cost
Facebook/Website	Manpower (spring student intern is an option)	Intern Stipend: \$1,500
Video Recording	Manpower	*Included in stipend
Video Editing	Hired Studio	\$600
Expert Panel Discussion	Carolina Catering Deli Lunch Buffet	\$700-750 (\$14.79 per person*50)
Homecoming Brunch	Lula's or Top of the Hill	\$3,600 or \$4,000
		<b>Approximate Total Cost: \$6,800</b>

### Evaluation

Evaluating the efforts of our campaign is a priority as JIF continues to grow in reach and capability. We will measure campaign effectiveness through common strategies such as social media views and response rates, event attendance and ticket sales.

**Monthly Evaluation Strategy:**

Did we meet the goals based on the timeline activities?

Is our social media reach actively growing?

Are our targeted audiences interacting with resources, articles and content shared across Facebook and the website?

**Overall Evaluation Strategy:**

*Video:* How did people engage with the video? Did it generate comments and conversation?

*Expert Panel Discussion:* How many people attended the panel event? Is there interest in another panel in the future?

*Homecoming Brunch:* How many tickets were sold for the brunch? Did we form relationships with potential donors? Did we get big names talking about JIF? Would a similar event, such as a gala, be beneficial in the future?

## CAMPAIGN SUMMARY

During our first client meeting, we were tasked with an open-ended project and were excited to create innovative ideas for JIF to increase the overall impact. After lots of brainstorming and meetings, we developed multiple campaign strategies that embrace the organization's current activities and room for future growth. We hope that our video strategy will bring joy to viewers from different family backgrounds and that the Facebook page will be a positive outlet to share advocacy campaigns and family resources. We hope to inform and educate community members through our expert panel and spark important conversations about family and wellbeing. Our campaign will culminate in a celebratory family brunch to showcase the mission and current activities of the organization. It is difficult to define what it means to build a family, but the Jordan Institute for Families has great potential to strengthen and empower so many families. Our campaign is built around relying on the village around you for support and success.

Make It Happen PR is proud to present "It Takes a Village," as it resonates personally with our group members who have been supported by so many people on the journey to graduation from UNC. We enjoyed working with Sarah to create a new vision for the Jordan Institute for Families and to understand all of the hard work and passion she shares for strengthening families.

## APPENDIX

Video Storyboard

## Clip #1



SCHOOL OF SOCIAL WORK  
Jordan Institute for Families

Director Sarah Verbiest will start the video with an introduction about the Jordan Institute for Families. The clip will end with Sarah saying: "What is the importance of family? What does family mean to people? To find out we interviewed the UNC community and asked them the question, 'What does family mean to you?'"



## Clips #2-6



A booth will be set up in the Pit to ask any members of the UNC community that walk by what family means to them.

## Clips #7-11



A booth will be set up on Franklin Street to ask community members what family means to them.

## Clip #12



The last clip would feature Michael Jordan and/or Deloris Jordan saying what family means to them and explaining how to get involved in the organization.

Expert Panel Discussion Brochure



The Jordan Institute  
for Families Presents

# MATERNAL & INFANT HEALTH

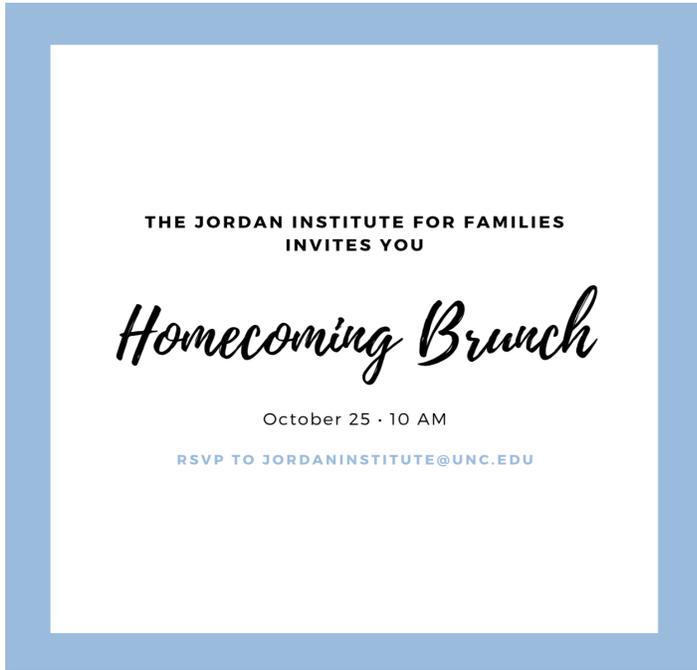
Expanding  
access  
to education,  
resources  
& access  
in NC.

Speakers:

- Sarah Verbiest,  
Jordan Inst. for Families
- Douglas W. Urland,  
NC Inst. for Public Health
- Aysenil Belger,  
FPG Child Development Inst.
- Jonathan Oberlander,  
Dept. of Social Medicine
- Gary Bowen,  
School of Social Work  
and more!

Tate-Turner-Kuralt Auditorium | May X | 12-2 PM  
Register: [jordaninstituteforfamilies.org/mih2020](http://jordaninstituteforfamilies.org/mih2020)

Homecoming Brunch Brochure



THE JORDAN INSTITUTE FOR FAMILIES  
INVITES YOU

# Homecoming Brunch

October 25 · 10 AM

RSVP TO [JORDANINSTITUTE@UNC.EDU](mailto:JORDANINSTITUTE@UNC.EDU)