

# Big Brothers Big Sisters of Southern Minnesota

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## **Introduction**

When presented with this project, my first thought was to choose Big Brothers Big Sisters of Southern Minnesota. When I joined Big Brothers Big Sisters as a junior in high school, I knew nothing about the organization. I signed the sheet passed around in my homeroom simply out of curiosity. I was one of the small handful of students who applied for the program when applications were dispersed. After a year in the program, I was baffled as to why the organization had not been promoted better. It not only had an incredible mission but also looked impressive on my college resume. I loved it so much that I not only continued my membership through graduation, but I also ended up attending the local community college and extending my membership an extra year. This is why I chose Big Brothers Big Sisters as the subject of my project. This project was my opportunity to research and truly seek to understand the public relations flaws within an organization that I want to see thrive for years to come. My end goal as a public relations practitioner is to be the executive director for a nonprofit such as this one, and the results of this study will aid me in my efforts to grow and better my own organization.

## **Preliminary PR Problem Statement**

The PR problem of Big Brothers Big Sisters of Southern Minnesota is their lack of student members.

# SWOT Analysis 1

## Strengths

1. Backed by a national organization
  - Has the national organization to lean on when problems arise
2. Revamped technology
  - Improvement in technology gives BBBS improved match support
3. Visible positive outcomes
  - Big, littles, and staff see the positive outcomes first hand
4. Gold standard awarded
  - Received in 2017
5. Gold pinnacle award nomination
  - Received in 2018

## Weaknesses

1. National affiliation fees
  - BBBS pays to have their organization backed by nationals
2. Staff turn over
  - Staff have trouble supporting themselves due to low salaries BBBS is able to provide and end up quitting
3. Lack of funds
  - BBBS receives funds mainly from benefit events they host which is a lot of pressure

## Opportunities

1. Giving back to the community
  - Members are able to feel good about what they do
2. Bettering a life
  - Members see their impact first hand
3. Helping less fortunate
  - Members are able to give what they can to those who have less

## **Threats**

1. Sexual predators
  - BBBS has to run extensive criminal background checks on members, but some things still slip through the cracks
2. Brothers and Sisters Program Name affiliation
  - BBBS has run into issues regarding name affiliation with the Brothers and Sisters Program which has experienced a number of crises over the past few years and caused BBBS to declare their lack of affiliation

# Research

# Informal Research

## Personal Contacts

Sheila Rodriguez

BBBS of Southern MN

Former Little

### **Key Findings:**

- Had a positive experience in the program
- Didn't know that the Big was specifically a mentor
- Saw the Big as a designated friend/helper
- Staff was very friendly and checked in regularly
- The Big made meetings fun
- Mentor provided activities for visits
- School also supplied activities
- Big always gave holiday related presents
- Big brought incentives for doing homework
- Parents sent appreciation gifts to school for the Big
- Wants to be a Big once eligible

### **Additional Findings:**

- Became a little in 2013
- Graduated from program in 2017



Becky Parkos

BBBS of Southern MN

Match Support Specialist

**Key Findings:**

- Checks in monthly with matches
  - Phone calls
  - Face to face
  - Email
- Studies relationship development to better the time spent together
- Majority of student members are in high school
  - Few are in college
- Recruits at other extra curricular activities
  - This is difficult because these students are already involved in other organizations
- Recruits during school lunches
  - This is hard because the time period is so short
  - Good because many of these kids are not involved in other organizations yet
- Student mentors volunteer during the school day within their 40 minute lunch period

**Additional Findings:**

- Has a passion for child development
- Has trouble juggling the multiple school locations
- Loves matching pairs up and watching the relationships blossom

Harrison Kuhn

Owatonna Senior High

Current high school BBBS member

**Key Findings:**

- Was recruited at a student council meeting
- Found the joining process to be simple
  - Application
  - Interview
- Time requirement was less than expected
- Visiting Little has become easier as they became closer
- School provides activities for meetings with his little
  - Board games
  - Workbooks
  - Toys
- Has his own mode of transportation
- Has experienced a positive change internally through becoming a member
- Will not be continuing as a big after graduation because school is too far away

**Additional Findings:**

- Joined as a Junior in 2016
- Matched at Washington Elementary
- Joined to be a male mentor in a child's life because of his own father's passing

## **In-depth Interviews**

Michelle Redman

Big Brothers Big Sisters of Southern Minnesota

Executive Director

### **Key Findings:**

- A 4 year degree is required for all employees and board members
- Matches appear to have noticeable impacts on one another
  - Not only does the child being mentored experience positive change, but the mentor does too
- Lack of male volunteers
- Majority of members are female
- Many forms of recruitment efforts
  - Informational meetings
  - Testimonial speakers
  - Activity Events
    - Wine tasting
    - Ice Skating
- The number of school site children in need of mentors increases every year
- The number of student mentor members stays about the same each year
- Need more exposure within the local high school to increase membership
- Utilizes social media for most promotion of programs and volunteer need

- Target members are students in advanced placement courses and honors society
- Often partners with student government to advertise and recruit volunteers
- Works with high school advisors to encourage students join BBBS for college resume

**Additional Findings:**

- Has seen student interest increase in the past year
- Receives a lot of interest from students who aren't old enough to join yet

Rachel Johnson

Big Brothers Big Sisters of Central MN

Recruiter

**Key Findings:**

- Has a pretty even split between high school and college volunteers
- Recruits at both high school and college extra curricular
- Does not utilize high school student's lunch period to recruit
- Recruits year round
- Works to maintain a good reputation with the schools in order to continue reaching students with recruitment efforts
- Has trouble recruiting males
- Finds that students worry too much about time commitment
- Having a mode of transportation often holds students back
- Many forms of recruitment efforts
  - Informational meetings
  - Activity events
    - Bowling
  - Benefit dinners

**Additional Findings:**

- Biggest struggle in recruiting is the time commitment

- Though the time commitment is small, the fear of not being able to show up for the child is the real problem
- Recruiting college students is a little more difficult
- It is easier to recruit college students in Central MN location because of the 2 colleges
  - St. Cloud Tech
  - St. Cloud State
- High school students struggle to join because they are overwhelmed with extracurriculars by the time they become eligible to join
- Highlights low time commitment, easy application process, good addition to a college or career resume, when recruiting students

**Additional Findings:**

- Most students stay in the program for 2 years
- Some students drop after 1 year if they are easily frustrated and the relationship between the Big and Little is progressing very slowly

Megan Horton

Big Brothers Big Sisters of Southern MN

College, Career and Recruitment Coordinator

**Key Findings:**

- Doesn't do much college recruiting
- Recruitment efforts at RCC don't occur often
- One tabling event per year held at Riverland Community College
- Difficult to recruit RCC students because they aren't looking to stick around long
- Most RCC students work a lot to save for a 4 year school
- Most RCC students take many courses per semester to complete generals fast
- Tactics for college recruitment include flyers, posters, and online promotion
- Some in person presentations during classes have been used for recruitment efforts in the past

**Additional Findings:**

- Most RCC students are looking to transfer to a 4 year school so don't stick around long
- The majority of RCC student BBBS members are high school graduates extending their membership while completing their generals

## **Focus Groups**

### **Focus Group #1: Match Couple**

- 3 active members
- Conducted after BBBS informational meeting

### **Key Findings:**

- Learned about BBBS by attending a benefit auction with a friend
- Staff are welcoming and accommodating
- Any questions were able to be answered by staff
- Application process was easy
- Finding time to meet with the Little started out difficult, but became easier with time
- First visits were awkward
- Routine visits every week
- Spend an average of 4 hours together during visits
- Will continue to be Bigs until the Little graduates from the program
- Will include the Little in their family activities even after graduation

### **Additional Findings:**

- BBBS adult/career program is promoted much more than student program
- Matched 3 years ago



### **Focus Group #2: BBBS Members**

- 6 active members
- 2 Male and 4 Female
- Conducted during the students' lunch period

### **Key Findings:**

- Most students joined because of what they heard from other students or siblings about the BBBS
- The fear most students had before joining were what location they would be placed at in reference to their high school
  - They worried about being late to class due to traffic on their way back from meetings
- Whether or not their Little would like them was another fear the students had
- All students felt they were having a positive impact on their little
- Most students felt that the staff were helpful and kind
- Some students felt that the staff was hard to get ahold of
- Overall, all students have had a positive experience in BBBS

### **Additional Findings:**

- Most students had been in BBBS for only a year
- Most students planned on staying for a second year

### **Focus Group #3 BBBS Non Members**

- 7 OHS Students
- 3 Male and 5 Female
- Conducted during the students' lunch period

### **Key Findings:**

- Most had a general understanding of what BBBS is
- Most know what they do about the organization through what friends had told them
- Most said that any experiences they had with BBBS members, staff, and events were positive
- Biggest reason for not joining was a lack of time during lunch period
- Some said they worried about flexibility with being late to class because of travel time
- Some said they felt overly involved already
- Some said they had never been offered the opportunity to sign up but would have if they had been approached
- Most said they would have to give up another activity up in order to join
- Some said they simply wouldn't join because they don't think they'd be good at it
- Most said that if more teachers encouraged the program and gave members late passes for days they had meetings, they would join

### **Additional Findings:**

- All eligible students did not plan on joining BBBS for the upcoming year

#### **Focus Group #4: BBBS Alumnae Members**

- 4 Alumnae Members
- 2 Male and 2 Female
- Conducted during spring break at a local coffee shop

#### **Key Findings:**

- All had positive experiences in BBBS
- Most had issues with making weekly visits
- All had positive attitudes towards the organization after their time as volunteers
- All could list positive outcomes they had through the organization
  - Improved their Little's grades
  - Improved their Little's school attendance
  - Improved their Little's behavior
- Some had issues with getting back to class on time after their meetings
- Some had trouble making it to weekly meetings due to other obligations
- Most felt fairly unappreciated at the end of their membership
- Most wished there would have been some sort of thank you/farewell gift or event
- Most said the staff were friendly and helpful

#### **Additional Findings**

- None had heard from the staff or their Little since graduation
- All were members for 2 or more years
- Some had considered leaving after one year due to busy senior schedule

## **Media Review**

- All news releases were dispersed by BBBS
- Not many media articles were advertising the need for volunteers
  - Yet one article did mentioned the need for 180 bigs within the southern Minnesota community

### **OHS Magnet**

**March 22, 2018**

- Article promoting BBBS to sophomore students
- It focuses on opportunities such as being a source of service hours and a chance to make a positive change in a child's life

<https://ohsmagnet.com/18547/student-life/big-help-at-the-ohs/>

**June 2, 2017**

- Article encouraging signing up for BBBS

<https://ohsmagnet.com/16744/student-life/sign-up-for-bbbs/>

**December 22, 2016**

- Article focusing on benefits of volunteering at the Salvation Army
- BBBS mentioned as another opportunity to give back to the community

<https://ohsmagnet.com/14572/student-life/the-gift-of-giving-salvation-army/>

**December 21, 2015**

- Article exploring volunteer requirements of student cheerleaders
- BBBS was mentioned as the squad volunteered at their Christmas event

<https://ohsmagnet.com/10350/showcase/weve-got-spirit/>

**November 10, 2015**

- Article advertising BBBS need for program peer helpers

<https://ohsmagnet.com/9291/student-life/needed-peer-helpers/>

**October 12, 2015**

- Article promoting Big Brothers-Big Sisters hosting a college prep panel

<https://ohsmagnet.com/8963/news/college-prep-info-meeting/>

**2014 - No Findings**

## **Owatonna People's Press (OPP)**

**March 8, 2018**

- Article on BBBS's big couple match of the year

[http://www.southernminn.com/owatonna\\_peoples\\_press/news/local/article\\_3d88ab3c-0e5d-5907-8c55-c22f0c7d8182.html](http://www.southernminn.com/owatonna_peoples_press/news/local/article_3d88ab3c-0e5d-5907-8c55-c22f0c7d8182.html)

**March 7, 2018**

- Article on BBBS's big sister match of the year

[http://www.southernminn.com/owatonna\\_peoples\\_press/news/local/article\\_4392b745-745a-5797-a8d2-afae75f7b863.html](http://www.southernminn.com/owatonna_peoples_press/news/local/article_4392b745-745a-5797-a8d2-afae75f7b863.html)

**March 6, 2018**

- Article honoring four mentors of BBBS

[http://www.southernminn.com/owatonna\\_peoples\\_press/news/local/article\\_7e6ed3da-6aa1-5bb1-9ef8-4e2f8160a31b.html](http://www.southernminn.com/owatonna_peoples_press/news/local/article_7e6ed3da-6aa1-5bb1-9ef8-4e2f8160a31b.html)

**February 15, 2018**

- Article announcing BBBS of Southern MN making a large donation to the United Way of Steele County 2017 campaign

[http://www.southernminn.com/owatonna\\_peoples\\_press/community/article\\_dde05822-db8f-58ac-9fb6-86eacc052d25.html](http://www.southernminn.com/owatonna_peoples_press/community/article_dde05822-db8f-58ac-9fb6-86eacc052d25.html)

**November 3, 2017**

- Article announcing BBBS donation from Federated Challenge 2017

[http://www.southernminn.com/owatonna\\_peoples\\_press/community/article\\_f74e1c0e-199b-5e62-8031-753e9b4d5c53.html](http://www.southernminn.com/owatonna_peoples_press/community/article_f74e1c0e-199b-5e62-8031-753e9b4d5c53.html)

**May 2, 2016**

- Article announcing Otto Bremer Trust awarding \$60K grant to Big Brothers Big Sisters of Southern Minnesota

[http://www.southernminn.com/owatonna\\_peoples\\_press/news/article\\_5f9435c8-6934-599e-aa77-550812f03b4f.html](http://www.southernminn.com/owatonna_peoples_press/news/article_5f9435c8-6934-599e-aa77-550812f03b4f.html)

**January 28, 2015**

- Article announcing the Otto Bremer Foundation's donation to Big Brothers Big Sisters of Southern Minnesota

[http://www.southernminn.com/owatonna\\_peoples\\_press/community/article\\_31f18b3f-3872-521a-aa40-5f2a6d7e8811.html](http://www.southernminn.com/owatonna_peoples_press/community/article_31f18b3f-3872-521a-aa40-5f2a6d7e8811.html)

**March 17 2014**

- Article covering the BBBS Gala celebrating the contributions of Bigs in the area

[http://www.southernminn.com/owatonna\\_peoples\\_press/article\\_a284867e-73ba-52d5-b55e-d4a07160ce8b.html](http://www.southernminn.com/owatonna_peoples_press/article_a284867e-73ba-52d5-b55e-d4a07160ce8b.html)

## **KOWZ Radio**

- 2018 - No Findings
- 2017 - No Findings
- 2016 - No Findings
- 2015 - No Findings
- 2014 - No Findings

\*There may have been more articles from the OPP that mentioned BBBS, but all articles required a paid subscription to read, so unless the article specifically mentioned BBBS in the title, I wasn't able to use the article

## **Internet Research - Social Media Analysis**

### **Facebook**

#### Key Findings:

- Very active account
- Up to date
- Posts are almost daily
  - Summarize events
  - Include pictures
  - Advertise events
  - Advertise kids in need of bigs
- It is apparent that facebook is their main social media outlet
- BBBS pays for promotional facebook advertisement
- Well organized events
  - Past and present events are labeled
- Lots of video content

#### Additional Findings:

- 4.9 rating
- 1,466 total likes
- 1,445 total actively following

### **Instagram**

#### Key Findings:



- Very inactive
- Only 6 posts total
- All 6 posts were made in 2016
  - All occurred between February and June of 2016

#### Additional Findings:

- Current website link is included on the profile
- 123 total followers
- 33 total actively following

### **Twitter**

#### Key Findings:

- Very active
- Last tweeted 19 hours ago
- No banner photo included
- Utilizes fun emojis and hashtags
- 1,278 total tweets

#### Additional Findings

- Joined May 2012
- Current website link is included on profile
- 138 total followers

### **Youtube**

#### Key Findings:

- Only 3 videos posted

- Most current video was posted 1 year ago
- Other 2 videos were posted 2 years ago

Additional Findings:

- Not a very active account
- No subscribers
- Only listed information about the organization is their name

## **Comparison**

### ***Big Brothers Big Sisters of Central Minnesota***

#### **Facebook**

##### Key Findings:

- Very active
- Lots of personal event promotion
- Hold promotional contests
  - Gives away tickets to upcoming events to contest winners
- Lots of photos of bigs and littles
- Many videos promoting the organization, events, and volunteer opportunities
- “Waiting little Wednesday”
  - Highlights littles every Wednesday who are in need of a big
- Out of the 3 comparisons, this facebook is the best

##### Additional Findings:

- 1,986 total likes
- 1,911 total follows
- 4.6/5 rating

#### **Instagram**

##### Key Findings:

- Post one day a week
- Post several pictures on that one day

- Lots of images of bigs and littles
- “Big Spotlight”
  - Highlights Big members

#### Additional Findings:

- 407 total posts
- 285 total followers

## Twitter

#### Key Findings:

- Very active
- Website link listed
- Posts an average of 4 times a week
- Lots of promotional posts
- Promotes other social media
- Not a lot of pictures of bigs and littles
- Retweets articles associated with the organization
- Account isn’t exciting

#### Additional Findings

- 1,124 total followers
- 4,668 total tweets

## Youtube

#### Key Findings:

- Very inactive

- Most recent upload was 3 years ago
- All other videos were posted between 4 and 6 years ago
- All videos are very low quality
- All videos are under 2 minutes long

Additional Findings:

- 10 total subscribers
- 9 total videos

## ***Big Brothers Big Sisters of the Greater Twin Cities***

### **Facebook**

Key Findings:

- Very active
- Post mostly promotional material
- Posts event follow up
  - Recaps events that they have promoted with images and accomplishments of the event
- Posts fun activity ideas for bigs and littles
- Does not post many images of bigs and littles

Additional Findings:

- 3,769 total likes
- 3,620 total followers

- No listed rating

## **Instagram**

- No account found

## **Twitter**

### Key Findings:

- Fairly active
- Posts and average of 5 times a week
- Website link if listed
- Lots of event promotion
- Congratulatory posts for new matches
- Posts activity ideas for bigs and littles
- Quite a few pictures of bigs and littles
- Pictures of tabling events

### Additional Findings

- 1944 total followers
- 3710 total tweets

## **Youtube**

### Key Findings:

- Fairly active account
- Last upload 2 months ago
- Most videos are highlighting a big little match
- Most videos are fairly high quality

- All videos are under 8 minutes long

Additional Findings:

- 29 total videos
- Subscriber count is hidden

## ***Big Brothers Big Sisters of the 7 Rivers Region***

### **Facebook**

Key Findings:

- Very active
- Posts on average 2 times a day
- Promotes other events in the area
- Lots of professional informational videos
- No sponsoring of posts
- No images of bigs and littles

Additional Findings:

- 964 total likes
- 915 total followers
- No listed rating
- Website link present

### **Instagram**

- No account found

## **Twitter**

### **Key Findings:**

- Fairly active
- Posts an average of 3 times a week
- Promotes other events in the area
- Images include only promotional announcements
- No images of bigs and littles

### **Additional Findings**

- 216 total followers
- 1,345 total tweets
- Additional account representing the organization was found and appears to be active as well, but is not linked on official website.

## **Youtube**

- No account found



# Website Analysis

## Key findings:

- Very colorful
  - Organization's colors (green and purple) are well represented across the entire website
- Lots of images
  - Most depicting Bigs and Littles having great relationships
  - The images are current and of people in the program currently
  - Visually appealing
- Complex media elements
  - Moving pictures
  - Videos
  - Interactive elements
- Busy looking
- Toolbar is very specific
- School site mentoring page seems incomplete
  - Nice summary of the program
  - Doesn't speak to a specific audience (high school students)
  - Lacks contact to connect with to get involved
  - No listed steps of how to join the program
  - Would not be very helpful to a student looking to become a member

## Additional findings:

- Contacts are up to date
- Events page lists events that have already occurred and concluded
- Website seems for the, most part, complete

## **Web Analysis Comparison**

### ***Big Brothers Big Sisters of Central Minnesota***

#### Key findings:

- Mostly white with some color
  - The organization's color is represented on the home page (green)
- Lots of images
  - Most depicting Bigs and Littles having great relationships
  - The images are current and of people in the program currently
  - Visually appealing
- Very simple layout
- About one multimedia element per page
  - Slideshows
  - Videos
- School site mentoring is not mentioned specifically
- Volunteer page
  - No summary different volunteer positions/programs
  - Doesn't speak to a specific audience (high school students)
  - Volunteer contact information is listed
  - Informational session sign up option
  - Steps of how to join the program clearly stated

- Would not be fairly helpful to a student looking to become a member

#### Additional findings:

- Contacts are up to date
- Events page is up to date with lists of upcoming events

### ***Big Brothers Big Sisters Greater Twin Cities***

#### Key findings:

- Very colorful
  - The organization's color is represented on the home page (green)
- Lots of images
  - All images depict a unique aspect of the org
  - Each aspect depicting image come with a link to learn more
- Complex layout
- Many multimedia elements per page
  - Slideshows
  - Videos with text laid over them
- School site mentoring is not mentioned specifically
- Impacts of joining have a designated spot on homepage
- Volunteer page
  - Summary of different volunteer positions/programs

- Fun informational video next to summary
- Steps to apply are made accessible and easy to understand
- Doesn't speak to a specific audience
- Would not be very helpful to a student looking to become a member

#### Additional findings:

- Donate clothing tab unique from other BBBS websites
- Designated spot for "refer us" section
  - Ability to contact a representative to host a recruiting event at your company/school

### ***Big Brothers Big Sisters of the 7 Rivers Region***

#### Key findings:

- Mostly white with some color
  - Very short homepage
  - Not a lot of information readily available
  - Simply a multimedia slideshow flipping through upcoming events and a donation link
- Very few images
  - Visually not very appealing
  - Boring

- Very simple layout
- About one multimedia element per page
  - Mostly slideshows
- School site mentoring is not mentioned specifically
- Volunteer page
  - Short summary of the program as a whole
  - No breakdowns of specific positions or programs
  - Doesn't speak to a specific audience
  - Frequently asked volunteer questions listed
    - These do not specifically apply to student mentors
  - One image of a big and little with a quote from the big volunteer
  - Steps of how to join the program not stated
  - Application is easily accessible but not well explained
  - Would be fairly helpful to a student looking to become a member

#### Additional findings:

- Most boring of all the websites compared
- Website seems, for the most part, complete

## **General Information Search - Google**

Top 3 searches on “Big Brothers Big Sisters Southern Minnesota” are as follows:

- BBBS Southern MN official website
- BBBS Southern MN official Facebook page
- Discover Waseca website
  - Provided google maps location of BBBS Southern MN office and links to website, facebook, and information contact

# Formal Primary Research

## Direct Observation

### **Big Cheese Society Informational Meeting**

**February 22, 2018 5:30-6:30pm**

**The Cheese Cave, Faribault MN**

- Board arrived early to decorate tables and set up welcoming table
- As attendees arrived, welcoming team greeted them at the door and introduced themselves
- Each attendee was given a ticket for a free glass of wine, beer, or soda
- Board members mingled around restaurants making sure each table was being spoken to
- When most tables were filled, the executive director stepped behind the bar and asked for everyone's attention
- Executive director discussed background of the organization and the purpose of the event
- Yielded the floor to a match couple
- Match couple gave a testimonial and introduced their little
- Match discussed their concerns entering into the organization and then explained how their fears were silly
- After speakers finished, executive director gave a closing speech
- Executive director invited attendees to join her in getting desserts at the bakery adjacent the restaurant

- Executive director motioned to other board members to introduce them and encouraged attendees to approach them with questions if they had any
- Meeting concluded
- Interested new member attendees present: 14
- Current member attendees: 5
- Board member attendees present: 8



**Ice Skating Informational Event**  
**March 16, 2018 6-8pm**  
**Shattuck-St. Mary's School**

- Board members arrived early
- Matches were asked to arrive early and hit the ice
- Snacks and beverages were provided off of the ice
- Interested attendees arrived and were greeted by board
- Interested attendees sat on bleachers
- Board members mingled with interested attendees
- Recruiter called for everyone's attention to talk about organization and purpose of event
- Recruiter motioned for a match on the ice to come over
- Match introduced themselves and talked about relationship
- Match encouraged interested attendees to ask them and other matches questions
- Matches seeked out interested attendees to skate with
- Board members made themselves available by skating as well
- At 7pm, recruiter thanked everyone for coming and announced that they didn't expect everyone to stay until 8, so they were free to stay and mingle or take off whenever they pleased

## SWOT Analysis 2

### Strengths

1. Backed by a national organization
  - BBBS has the national organization to lean on when problems arise
2. Revamped technology
  - Improvement in technology gives BBBS improved match support
3. Visible positive outcomes
  - Big, littles, and staff see the positive outcomes first hand
4. Gold Standard Award
  - Received in 2017
5. Gold Pinnacle Award
  - Received in 2018
6. **Knowledgeable staff**
  - **All employees must obtain a 4 year degree**
7. **Community Support**
  - **The southern Minnesota community stands behind BBBS in all formats (funds, volunteers, benefit/event attendance, etc.)**

### Weaknesses

1. National affiliation fees
  - BBBS pays to have their organization backed by nationals
2. Staff turnover

- Staff have trouble supporting themselves due to low salaries BBBS is able to provide and end up quitting

### 3. Lack of funds

- BBBS receives funds mainly from benefit events they host themselves which is a lot of pressure on them to make these functions succeed financially

### 4. Recruitment of high school juniors

- **BBBS has difficulty recruiting students during their junior year of high school so that they have the potential of being connected with their little for 2 full school years**

### 5. Recruitment of males

- **BBBS has difficulty recruiting male mentor volunteers**

### 6. Recruitment of college students

- **BBBS has difficulty recruiting college students from the local college**

## Opportunities

### 1. Giving back to the community

- Members are able to feel good about what they do

### 2. Bettering a life

- Members see their impact first hand

### 3. Helping less fortunate

- Members are able to give what they can to those who have less

### 4. College Resume

- **BBBS looks good on a college resume as colleges look more and more for volunteer work and experience**

## **Threats**

### **1. Sexual predators**

- BBBS has to run extensive criminal background checks on members, but some things still slip through the cracks

### **2. Brothers and Sisters Program Name affiliation**

- BBBS has run into issues regarding name affiliation with the Brothers and Sisters Program which has experienced a number of crises over the past few years and caused BBBS to declare their lack of affiliation

### **3. Competition of other mentoring organizations**

- **Other mentoring programs, such as Boys and Girls Club, exist around the same area as BBBS**

## **Reformulated PR Problem Statement**

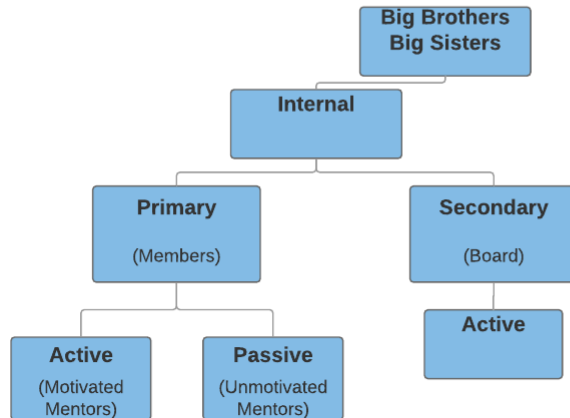
The PR problem of Big Brothers Big Sisters of Southern Minnesota is their lack of student involvement.

# Planning

# Tree of Publics

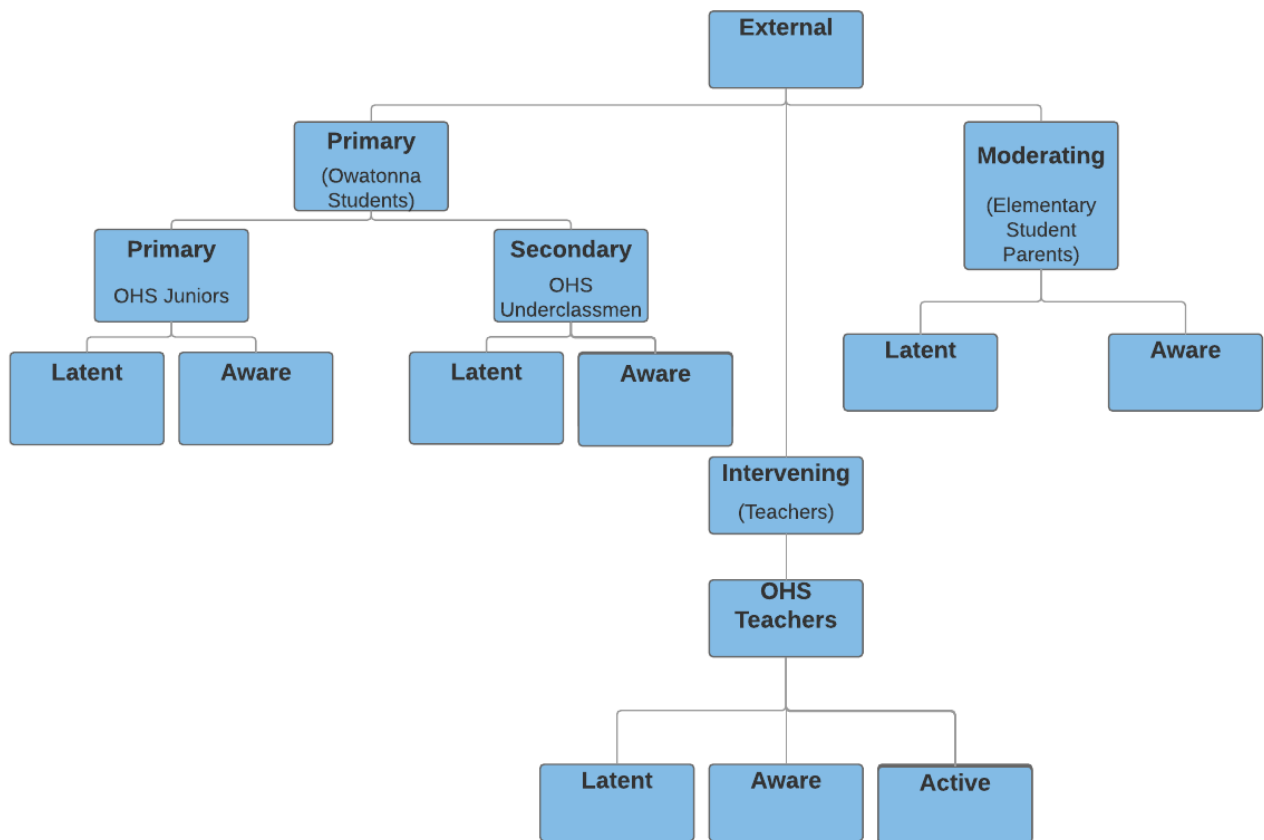
## PUBLICS - INTERNAL

Alyssa Crum | April 16, 2018



## PUBLICS - EXTERNAL

Alyssa Crum | April 20, 2018



## **Internal: Current Members**

### **Primary** - School Site Members

**Active:** Motivated school site mentors who are actively planning for and attending their mentoring sessions with their little

**Passive:** Unmotivated school site mentors who are not actively planning for and attending their mentoring sessions with their little

### **Secondary** - Board Members

**Active:** Board members who are actively working for BBBS

## **External: Publics who are not Members of BBBS**

### **Primary** - Owatonna Students

*Primary:* OHS Juniors

**Latent:** OHS juniors who do not know about BBBS

**Aware:** OHS juniors who know about BBBS

*Secondary:* OHS Underclassmen

**Latent:** OHS underclassmen who do not know about BBBS

**Aware:** OHS underclassmen who know about BBBS

### **Intervening** - Owatonna Teachers

*Primary* - OHS Teachers

**Latent:** OHS underclassmen who do not know about BBBS

**Aware:** OHS underclassmen who know about BBBS



**Active:** OHS underclassmen who actively encourage students to join BBBS

**Moderating** - Parents of Owatonna Elementary Students

*Primary* - Parents of Owatonna Elementary Students

**Latent:** Parents of Owatonna elementary students who do not know about BBBS

**Aware:** Parents of Owatonna elementary students who know about BBBS

# **G.O.S.T.**

**Goals - Objectives - Strategies - Tactics**

**Internal - Primary, Active: Members**  
***Maintained Behavior***

**Goal #1:** to increase the number of BBBS school site mentors who continue their mentorship through their senior year

**Objective #1:** to increase the percentage of BBBS school site mentors who continue their mentorship through their senior year from 45% to 60% by May 31, 2019

**Strategy #1:** to create incentive for mentors to maintain their school site mentorship

**Tactics:**

- Senior ceremony

**Goal #2:** to increase the number of students who recommend BBBS school site mentoring to friends

**Objective #2:** to increase the percentage of students who recommend BBBS school site mentoring to their friends from 30% to 50% by May 1, 2019

**Strategy #2:** to create an incentive for mentors to recommend BBBS school site mentoring

**Tactics:**

- Picture in the yearbook
- Word of mouth

## **Internal - Primary, Passive: Members**

### ***Attitude***

**Goal #1:** to generate a positive image of the BBBS school site mentor program

#### **Objectives:**

**#1:** to increase the percentage of students who think BBBS is fun from 36% to 50% by September 4, 2018

**#2:** to increase the percentage of students who think they're having a positive impact on their Little from 43% to 60% by June 6, 2019

**#3:** to increase the percentage of students who thinks they're having a positive impact on their community from 15% to 35% by June 6, 2019

**Strategy:** to highlight the benefits of BBBS school site mentoring

#### **Tactics:**

- Provided activities
- Performance feedback
- Member appreciation posts
  - Facebook
  - Instagram
  - Twitter

### ***Maintained Behavior***

**Goal #1:** to increase the number of passive BBBS school site mentors who regularly attended their weekly meetings with their Littles

**Objective:** to increase the percentage of students who are on time for their weekly school site mentor meetings from 34% to 60% by June 6, 2019

**Goal #2:** to increase the number of students who attend their scheduled weekly meetings

**Objective:** to increase the percentage of students who attend 3 weekly meetings each month from 44% to 80% by June 6, 2019

**Strategy:** to keep students accountable for good meeting attendance

**Tactics:**

- Check in and check out sheets
- Implement reminders via
  - Email
  - Text

## **Internal - Secondary, Active: Board Members**

### ***Maintained Behavior***

**Goal #1:** to increase the number of board members who check in regularly with school site mentors

**Objective:** to increase the percentage of board members who check in with school site mentors once a month from X% to 65% by October 2, 2018

**Goal #2:** to increase the number of board members who keep in touch with school site mentors over the summer

**Objective:** to increase the percentage of board members who keep in touch with school site mentors more than once over the summer from X% to 15% by July 1, 2019

**Strategies:** provide executive board members with current school site mentor contact information

### **Tactics:**

- BBBS contact book
- Email

## **External - Primary, Primary, Latent: OHS Juniors**

### ***Awareness***

**Goal:** to generate awareness about BBBS among Owatonna High School students juniors

#### **Objectives:**

**#1** - to increase the percentage of OHS juniors who know about the existence of BBBS from 15% to 60% by August 24, 2018

**#2** - to increase the percentage of OHS juniors who know that BBBS is low commitment from 40% to 60% by February 1, 2019

**#3** - to increase the percentage of OHS juniors who know that BBBS is a place to earn volunteer hours from 14% to 30% by February 1, 2019

**Strategy:** to disseminate information about BBBS to OHS juniors at picture day

#### **Tactics:**

- Flyers
- Pens
- Lanyards
- Posters
- Informational video

### ***Attitude***

**Goal:** to generate a positive image of BBBS to OHS juniors

#### **Objectives:**

**#1** - to increase the percentage of OHS juniors who think BBBS is a good place to gain leadership skills from 44% to 70% by October 30, 2018

**#2** - to increase the percentage of OHS juniors who think BBBS is place to build friendships from 37% to 65% by December 20, 2018

**#3** - to increase the percentage of OHS juniors who think BBBS looks good on their college resume from 31% to 50% by December 22, 2018

**Strategy:** to inform OHS juniors of the positive benefits of joining BBBS

**Tactics:**

- Instagram
- Facebook
- Twitter
- Classroom presentations

***Behavior***

**Goal:** to increase the number of OHS juniors who join BBBS

**Objectives:**

**#1** - to increase the percentage of OHS juniors who hit the BBBS website to view the school site mentor page from 49% to 70% by March 1, 2019

**#2** - to increase the percentage of OHS juniors who attend one BBBS informational meeting from 20% to 45% by October 4, 2018

**#3** - to increase the percentage of OHS juniors who sign up to be a school site mentor from 19% to 40% by December 1, 2018

**Strategy:** to emphasize the flexible, activity friendly schedule of BBBS to OHS juniors

**Tactics:**

- Email
- Flyers
- Posters

***Maintained Behavior***

**Goal #1:** to increase the number of OHS juniors who encourage friends to come to an BBBS informational meeting



**Objective:** to increase the percentage of OHS juniors who bring a friend to a BBBS informational meeting from 51% to 70% by April 1, 2019

**Goal #2:** to increase the number of OHS juniors who attend BBBS events

**Objective:** to increase the number of OHS juniors who attend a BBBS event twice a year from 22% to 40% by April 1, 2019

**Strategy:** to provide incentives for OHS juniors to bring friends

**Tactics:**

- Flyers
- Prizes
  - Candy
  - Name in a drawing
- Email

## **External - Primary, Primary, Aware: OHS Juniors**

### ***Attitude***

**Goal:** to generate a positive attitude about BBBS among OHS Juniors

#### **Objectives:**

**#1** - to increase the percentage of OHS Juniors who think BBBS is builds character from 5% to 30% by September 26, 2018

**#2** - to increase the percentage of OHS Juniors who think BBBS contributes to their education from 25% to 50% by October 9, 2018

**#3** - to increase the percentage of OHS Juniors who think BBBS contributes to skills they will need in their future careers from 19% to 40% by April 7, 2019

**Strategy:** to disseminate information to OHS juniors about the personal improvements that can be made through joining BBBS

#### **Tactics:**

- Informational meeting
- Blog post
- Youtube video
  - Shared to Facebook
  - Shared to Twitter

### ***Behavior***

**Goal:** to increase the number of OHS juniors who join BBBS

#### **Objectives:**

**#1** - to increase the percentage of OHS juniors who inquire about BBBS from 37% to 50% by September 4, 2018

**#2** - to increase the percentage of OHS juniors who hit the webpage to learn about the application process from 21% to 55% by May 15, 2019

**#3** - To increase the percentage of students who apply to become a BBBS school site mentor from 17% to 45% by April 26, 2019

**Strategy:** to increase BBBS's representation in OHS

**Tactics:**

- Active Member T-Shirts
- OHS Magnet
- Student testimonial

***Maintained Behavior***

**Goal #1:** to increase the number of OHS juniors who volunteer at BBBS fundraising events

**Objective:** to increase the percentage of OHS juniors who volunteer at one BBBS fundraising event each year from 18% to 35% by June 6, 2019

**Goal #2:** to increase the number of OHS juniors who bring a friend with them to volunteer at fundraising events

**Objective:** to increase the percentage of OHS juniors who bring a friend with them once to volunteer at a fundraising event from 16% to 50% by June 6, 2019

**Strategy:** to provide incentive for OHS juniors to volunteer at BBBS fundraising events

**Tactics:**

- Personalized thank you cards
- Instagram post

## **External - Primary, Secondary, Latent: OHS Underclassmen**

### ***Awareness***

**Goal:** to generate awareness about BBBS among OHS underclassmen

#### **Objectives:**

**#1** - to increase the percentage of OHS underclassmen who know what BBBS is from 23% to 60% by January 28, 2019

**#2** - to increase the percentage of OHS underclassmen who know that they can join BBBS once they are a junior from 7% to 60% by January 15, 2019

**#3** - to increase the percentage of OHS underclassmen who know that BBBS is a small time commitment from 32% to 75% by January 8, 2019

**Strategy:** to disseminate information about BBBS to OHS underclassmen at orientation and picture day

#### **Tactics:**

- Presentations
- Informational videos
- Student member testimonial videos
- Youtube
- Facebook

### ***Attitude***

**Goal:** to generate a positive attitude among OHS underclassmen about BBBS

#### **Objectives:**

**#1** - to increase the percentage of OHS underclassmen who think that BBBS will look good on their college resume 30% to 60% by February 18, 2019

**#2** - to increase the percentage of OHS underclassmen who think that BBBS is a good place to make friends from 8% to 50% by April 23, 2019

**#3** - increase the percentage of OHS underclassmen who think that BBBS is worth the wait to join from 20% to 60% by June 4, 2019

**Strategy:** to highlight the positive impacts members have on their littles

**Tactics:**

- Email
- Instagram
- Flyers

***Behavior***

**Goal:** to increase the number of OHS underclassmen who become involved in BBBS

**Objectives:**

**#1** - to increase the percentage of OHS underclassmen who join BBBS once they become a junior from 10% to 60% by August 20, 2019

**#2** - to increase the number of OHS underclassmen who refer a friend to join BBBS from 26% to 50% by August 9, 2019

**#3** - to increase the percentage of OHS underclassmen who volunteer at BBBS fundraising events from 20% to 40% by August 20, 2019

**Strategy:** to entice underclassmen to join BBBS once their are eligible

**Tactics:**

- Little Spotlights
  - Facebook
  - Instagram
- Promotional post
  - Twitter
- Volunteer spotlights

- Facebook
- Instagram

### ***Maintained Behavior***

**Goal #1:** to increase the number of OHS underclassmen who actively intend to join BBBS

**Objective:** to increase the percentage of OHS underclassmen who leave room in their extracurricular schedule to join BBBS their junior year from 19% to 50% by September 15, 2018

**Goal #2:** to increase the number of OHS underclassmen who refer friends to BBBS

**Objective:** to increase the percentage of OHS underclassmen who refer friends to join BBBS from 42% to 60% by March 7, 2019

**Strategy:** to highlight reasons OHS underclassmen should want to join BBBS

### **Tactics:**

- OHS Magnet (school newspaper)
- In-class letters

## **External - Primary, Secondary, Aware: OHS Underclassmen**

### ***Attitude***

**Goal:** to generate a positive attitude about BBBS among OHS underclassmen

#### **Objectives:**

**#1** - to increase the percentage of OHS underclassmen who think BBBS members are having a positive impact on the community from 19% to 50% by April 30, 2019

**#2** - to increase the percentage of OHS underclassmen who think BBBS is cool from 51% to 45% by March 10, 2019

**#3** - to increase the percentage of OHS underclassmen who think BBBS will look good on their college resume from 22% to 70% by May 1, 2019

**Strategy:** to disseminate material showing the positive aspects of BBBS

#### **Tactics:**

- Classroom presentations
- Tabling
- Posters

### ***Behavior***

**Goal:** to increase the number of OHS underclassmen who become members of BBBS once they are eligible

#### **Objectives:**

**#1** - to increase the percentage of OHS underclassmen who tell others about BBBS from 5% to 65% by October 20, 2018

**#2** - to increase the percentage of OHS underclassmen who attend BBBS events from 25% to 75% by November 4, 2018

**#3** - to increase the percentage of OHS underclassmen who join BBBS once they are juniors from 19% to 60% by June 1, 2019

**Strategy:** to create an incentive for OHS underclassmen to join and promote BBBS

**Tactics:**

- Email
- Invitation
- Posters

***Maintained Behavior***

**Goal #1:** to increase the number of OHS underclassmen who volunteer at BBBS fundraising events

**Objective:** to increase the percentage of OHS underclassmen who volunteer at more than 1 BBBS fundraising event per school year from 37% to 50% by August 20, 2019

**Goal #2:** to increase the number of OHS underclassmen who promote BBBS informational meetings

**Objective:** to increase the percentage of OHS underclassmen who promote BBBS informational meetings more than once per school year from 21% to 40% by February 1, 2019

**Strategy:** to show appreciation for students who attend events

**Tactics:**

- Event recap posts with pictures
  - Facebook
  - Instagram
- Word of mouth



## **External - Intervening, Primary, Latent: OHS Teachers**

### ***Awareness***

**Goal:** to generate awareness of BBBS among OHS teachers

#### **Objectives:**

**#1** - to increase the percentage of OHS teachers who know about the existence of BBBS from 40% to 50% by August 20, 2019

**#2** - to increase the percentage of OHS teachers who know that BBBS is in need of student volunteers from 14% from 30% by December 1, 2018

**#3** - to increase the percentage of OHS teachers who know that students can join BBBS once they are juniors from 44% to 60% by March 25, 2019

**Strategy:** to disseminate information about BBBS to OHS teachers

#### **Tactics:**

- Newsletter
- Flyer
- Email

### ***Attitude***

**Goal:** to generate a positive attitude towards students who are involved in BBBS to OHS teachers

#### **Objectives:**

**#1** - to increase the percentage of OHS teachers who think that BBBS makes students into leaders from 37% to 60% by August 20, 2019

**#2** - to increase the percentage of OHS teachers who think BBBS looks impressive on a student's resume from 31% to 75% by January 19, 2019

**#3** - to increase the percentage of OHS teachers who think that being involved in BBBS makes students more mature than students who aren't from 49% to 75% by October 9, 2018

**Strategy:** to highlight the positive benefits that BBBS has on students of OHS teachers

**Tactics:**

- Newsletters
- OHS Magnet (School Newspaper)
- Blog post

***Behavior***

**Goal:** to increase the number of OHS teachers who promote BBBS to their students

**Objectives:**

**#1** - to increase the percentage of OHS teachers who hang BBBS posters in their classrooms from 20% to 65% by February 1, 2019

**#2** - to increase the percentage of OHS teachers who tell their classrooms about BBBS from 36% to 55% by February 6, 2019

**#3** - to increase the percentage of OHS teachers who encourage their students to join BBBS from 19% to 60% by April 3, 2019

**Strategy:** to create an incentive for OHS to promote BBBS to their students

**Tactics:**

- Handwritten note
- Email
- Newsletter

- Name listed as a sponsor

### ***Maintained Behavior***

**Goal #1:** to increase the number of OHS teachers who attend BBBS events

**Objective:** to increase the percentage of OHS teachers who attend more than one BBBS event per year from 51% to 70% by May 1, 2019

**Goal #2:** to increase the number of OHS teachers who announce BBBS events to their classes

**Objective:** to increase the percentage of OHS teachers who announce BBBS events occurring in the upcoming week to their class from 22% to 40% by September 4, 2018

**Strategy:** to highlight how much fun BBBS events are

### **Tactics:**

- Facebook
- BBBS event calendar
- Word of mouth

**External - Intervening, Primary, Aware: OHS Teachers**

***Attitude***

**Goal:** to generate a positive attitude toward BBBS members among OHS teachers

**Objectives:**

**#1** - to increase the percentage of the OHS teachers who think that BBBS is a good organization to recommend to students from X% to X% by February 28, 2019

**#2** - to increase the percentage of the staff from the OHS Teachers who think BBBS members are smart from X% to X% by December 22, 2018

**#3** - to increase the percentage of OHS teachers who think it is easy to contact representatives of BBBS from X% to X% by September 4, 2018

**Strategy:** to highlight the benefits of BBBS

**Tactics:**

- Facebook
- Twitter
- BBBS contact book

***Behavior***

**Goal:** to increase the number of OHS teachers who promote BBBS to their students

**Objectives:**

**#1** - to increase the percentage of OHS teachers who pass out BBBS event flyers to students from X% to X% by May 17, 2019

**#2** - to increase the percentage of OHS teachers who email BBBS to ask for information for students from X% to X% by May 5, 2019

**#3** - to increase the percentage of OHS teachers who hang BBBS posters in their classrooms from X% to X% by February 1, 2019

**Strategy:** to persuade OHS teachers to help get BBBS represented in the high school

**Tactics:**

- Email
- Facebook
- Handwritten note

***Maintained Behavior***

**Goal #1:** to increase the number of OHS teachers who pass out flyers to their students

**Objective:** to increase the percentage of OHS teachers who pass out flyers to their students twice per semester from X% to X% by February 10, 2019

**Goal #2:** to increase the number of OHS teachers who promote BBBS events to their students

**Objective:** to increase the percentage of OHS teachers who promote BBBS events to their students more than once a year from X% to X% by February 27, 2019

**Strategy:** to highlight the fun had for a good cause at BBBS events

**Tactics:**

- Letter
- Email

**External - Intervening, Primary, Active: OHS Teachers**

***Maintained Behavior***

**Goal #1:** to increase the number of OHS teachers who highlight the benefits of BBBS to students

**Objective:** to increase the percentage of OHS teachers who attend BBBS events more than once a year X% to X% by March 21, 2019

**Goal #2:** to increase the number of OHS teachers who recruit students to join BBBS

**Objective:** to increase the percentage of OHS teachers who encourage students to join BBBS once each semester from X% to X% by August 1, 2019

**Strategy:** to provide incentive for teachers to promote BBBS in their classrooms

**Tactics:**

- Invitation
- Framed certificate (different color certificate for amount of students recruited by a teachers)

## **External - Moderating, Primary, Latent: Parents of Owatonna Elementary Students**

### ***Awareness***

**Goal:** to generate awareness among parents of elementary school students about BBBS

#### **Objectives:**

**#1** - to increase the percentage of parents of elementary school students who know about the existence of BBBS from X% to 60% by December 22, 2018

**#2** - to increase the percentage of parents of elementary school students who know the qualifications for involving their child in BBBS from X% to 45% by October 31, 2018

**#3** - to increase the percentage of parents of elementary school students who know that boys have a higher need for mentors than girls from X% to 30% by October 1, 2018

**Strategy:** to disseminate information about BBBS to parents of elementary school boys

#### **Tactics:**

- Posters
- Email
- Blog post

### ***Attitude***

**Goal:** to increase the number of parents of elementary school students who think that BBBS will benefit their child

#### **Objectives:**

**#1** - to increase the percentage of parents of elementary school students who think that BBBS will improve their child's academics from X% to 40% by December 1, 2018

**#2** - to increase the percentage of parents of elementary school students who think that BBBS will help their child have good behavior in school from X% to 40% by December 1, 2018

**#3** - to increase the percentage of parents of elementary school students who think that BBBS is fun for their child from X% to 45% by January 25, 2019

**Strategy:** to highlight the benefits of having a child involved in BBBS

**Tactics:**

- Presentation
- Facebook

***Behavior***

**Goal:** to increase the number of parents of elementary school students who get their kinds involved in BBBS

**Objectives:**

**#1** - to increase the percentage of parents of elementary school students who attend a BBBS informational meeting with their child from X% to 20% by February 5, 2019

**#2** - to increase the percentage of parents of elementary school students who attend a BBBS event with their child from X% to 25% by February 28, 2019

**#3** - to increase the percentage of parents of elementary school students who enroll their child in BBBS from X% to 30% by March 1, 2019

**Strategy:** to highlight the kid friendly aspects of BBBS events



**Tactics:**

- Invitations
- Facebook
- Owatonna People's Press Article

***Maintained Behavior***

**Goal #1:** to increase the number of times parents of elementary school students bring their child with them to events

**Objective:** to increase the percentage of parents of elementary school students who bring their child with them to two events per year from X% to 15% by April 5, 2019

**Goal #2:** to increase the number of parents of elementary school students who interact with BBBS on social media

**Objective:** to increase the percentage of parents of elementary school students who share the BBBS event posting on facebook from X% to 10% by April 9, 2019

**Strategy:** to show appreciation for parents of elementary school students who participate in and promote BBBS events with their child

**Tactics:**

- Thank you cards (thanking the parent and child for attending and inviting them to the next event)
- Discounted tickets (with proof of sharing the event on FB)
- Facebook (post a group picture thanking everyone for coming)
- Instagram

## **External - Moderating, Primary, Aware: Parents of Owatonna Elementary Students**

### ***Attitude***

**Goal:** to increase the number of parents of elementary school students who think BBBS has a positive impact on their child

#### **Objectives:**

**#1** - to increase the percentage of parents of elementary school students who think that being involved in BBBS makes their child happier from X% to 40% by January 17, 2019

**#2** - to increase the percentage of parents of elementary school students who think that being involved in BBBS makes their child perform better in school from X% to 50% by December 22, 2018

**#3** - to increase the percentage of parents of elementary school students who think the BBBS is a place for their child to mature from X% to 25% by February 20, 2019

**Strategy:** to highlight the benefits of getting their child involved in BBBS

#### **Tactics:**

- Blog post
- “Fun Fact Friday” posts
- Facebook
- Instagram
- Twitter
- Newsletter

### ***Behavior***

**Goal:** to increase the number of parents of elementary school students who interact with BBBS online

**Objectives:**

**#1** - to increase the percentage of parents of elementary school students who hit the webpage to find out how they can get their child involved from X% to 70% by April 7, 2019

**#2** - to increase the percentage of parents of elementary school students who rate BBBS on Facebook from X% to 60% by May 11, 2019

**#3** - to increase the percentage of parents of elementary school students who share BBBS facebook events online from X% to 25% by April 9, 2019

**Strategy:** to encourage parents of elementary school students to interact with BBBS social media

**Tactics:**

- Posters
- Email
- Tabling (Parent teacher conference)

***Maintained Behavior***

**Goal #1:** to increase the number of parents of elementary school students who follow BBBS on social media

**Objective:** to increase the percentage of parents of elementary school students who follow BBBS on Instagram from X% to 50% by April 30, 2019

**Goal #2:** to increase the number of parents of elementary school students who promote BBBS on social media

**Objective:** to increase the percentage of parents of elementary school students who share BBBS posts on facebook once a semester from X% to 20% by May 26, 2019

**Strategy:** to offer an incentive for getting involved with BBBS on social media

**Tactics:**

- Followbacks
- Likes

## **Budget**

BBBS of Southern MN receives \$1 million in funds to distribute amongst its programs each year. The Executive Director was not able to give me the estimated amount of funds the School Site Mentorship Program receives from that budget, so we will be utilizing a \$3,000 budget.

Item	Price x Frequency	Amount
T-Shirts	\$18.00 x 50	\$900.00
Lanyards	\$7.00 x 50	\$350.00
Flyers	\$0.53 x 200	\$106.00
Facebook Sponsored Posts	\$5.00 x 10	\$50.00
School Site Activities	\$12.00 x 20	\$240.00
Reward System Prizes	\$5.00 x 25	\$125.00
Informational Events	\$150 x 3	\$450.00
YouTube Video Production	\$100.00 x 1	\$100.00
OHS Yearbook Photo	\$25.00 x 1	\$25.00
OHS Yearbook Advertisement	\$50.00 x 1	\$50.00
OHS Magnet Advertisement	\$15.00 x 9	\$135.00
Owatonna People's Press Advertisement	\$45 x 1	\$45.00
Postcards/Letters	\$0.15 x 2,000	\$300.00
Total		\$2,876

# Communication

## **Internal - Primary, Active: School Site Mentors**

### ***Maintained Behavior***

**Message #1:** Once a mentor, always a mentor. Stay a Big through graduation!

**Message #2:** You pictured yourself in BBBS once. Picture your friends there too! Recommend BBBS to a friend today.”

### **Delivery:**

#### ***Message #1***

**How:** Senior Ceremony for members who continued through graduation

**When:** May 31, 2019

**Where:** Owatonna Senior High School cafeteria

**Times:** Once per year

#### ***Message #2***

**How:** Picture in the 2018/2019 OHS Yearbook for all members

**When:** May 1, 2019

**Where:** Owatonna High School yearbook

**Time:** Once per year

## **Internal - Primary, Passive: School Site Mentors**

### ***Attitude***

**Message #1:** “Food, games, and homework you’re actually good at? Big Brothers Big Sisters is where all the fun is had.”

**Message #2:** “Lead with pride! Big Brothers Big Sisters builds strong outstanding students.”

**Message #3:** “One little at a time, Big Brothers Big Sisters allows you to make a difference in your community.”

### **Delivery:**

#### ***Message #1***

**How:** Provide activities for Bigs and Littles to do during meetings

**When:** September 4, 2018

**Where:** Elementary school office

**Times:** Once each semester

#### ***Message #2***

**How:** Performance feedback

**When:** September 4, 2018 - June 6, 2019

**Where:** Over the phone

**Times:** Once per month

#### ***Message #3***

**How:** Member appreciation posts

**When:** September 4, 2018 - June 6, 2019



**Where:** Facebook, Instagram, Twitter

**Times:** Once per month

***Maintained behavior***

**Message #1:** “For them, every minute counts. Be on time everytime to kickstart a great day for both you and your Little.”

**Message #2:** “They grow up fast. Be there as much as you can before it’s too late! Just 3 times a month is all it takes.”

**Delivery:**

***Message #1***

**How:** Check in and check out sheets for students to sign each time they arrive for their meetings

**When:** September 4, 2018 - June 6, 2019

**Where:** Elementary school office

**Times:** Once per year

***Message #2***

**How:** Text message reminders sent to students the morning of their meeting

**When:** September 4, 2018 - June 6, 2019

**Where:** Cell phones

**Times:** Once per week

## **Internal - Secondary, Active: Board Members**

### ***Maintained Behavior***

**Message #1:** “Let BBBS members know that you’re always there. Check in every month and see how they’re doing!”

**Message #2:** “Keep in touch! We often say it but rarely do it. Remind BBBS members that you care this summer.”

### **Delivery:**

#### ***Message #1***

**How:** create BBBS contact book for BBBS staff

**When:** October 2, 2018

**Where:** Every Owatonna High School Classroom

**Times:** once per year

#### ***Message #2***

**How:** send email to BBBS staff over the summer to remind them to check in

**When:** July 1, 2019

**Where:** email

**Times:** once per summer

## **External - Primary, Primary, Latent: OHS Juniors**

### ***Awareness***

**Message 1:** “Big Brothers Big Sisters is an organization working to bring role models into the lives of students in need.”

**Message 2:** “Hang out. Change a life. Yeah, it’s just that simple.”

**Message 3:** “Know what your resume is missing? Volunteer hours. Big Brothers Big Sisters can fill in that blank for you!”

### **Delivery:**

#### ***Message #1***

**How:** Flyers, pens, lanyards handed out, posters hung, and informational video playing at picture day tabling event

**When:** August 23 and 24, 2018

**Where:** Owatonna High School

**Times:** Once

#### ***Message #2***

**How:** Posters hung at local student hotspots

**When:** August 20, 2018 - February 1, 2019

**Where:** Old Town Bagels and Central Park Coffee

**Times:** Once every month

#### ***Message #3***

**How:** Posters hung at local student hotspots

**When:** August 20, 2018 - February 1, 2019

**Where:** OHS Bathrooms and OHS Classrooms

**Times:** Once every month

*Attitude*

**Message 1:** “An hour a day changes lives in a BIG way! BBBS is a place to become a leader!”

**Message 2:** “Big Brothers Big Sisters doesn’t just create mentors, but lifelong friends too!”

**Message 3:** “Is that Big Brothers Big Sisters I see on your resume? \*with a picture of a professional smiling over a student’s resume who sits across from him at a desk\* “It’s not just fun, it looks good too.”

**Delivery:**

*Message #1*

**How:** Current member testimonials

**When:** October 2, 2018 - October 30, 2018

**Where:** Owatonna High School homerooms

**Times:** Weekly (every Tuesday) for total of 3 times

*Message #2*

**How:** Ask current members to spread the message through word of mouth

**When:** September 4, 2018 - December 20, 2018

**Where:** Anywhere current members go

**Times:** Once each month for a total of 4 times

*Message #3*

**How:** “Throwback Thursday” posts showing past members in their current careers and colleges on Facebook, Twitter, and Instagram “Fun Fact Friday” posts, Facebook, Instagram

**When:** September 17, 2018 - December 22, 2018

**Where:** Online

**Times:** Once per week (every Thursday)

### ***Behavior***

**Message 1:** “High school drama got you down? Take a break from the squad group message and check out the Big Brothers Big Sisters website. Who knows, you might just find a new squad!”

**Message 2:** “Curious but just don’t know where to start? \*picture of a students scratching its head\* No worries, we’ll break it down for you. Come to a BBBS informational meeting!”

**Message 3:** “Here’s to you here’s to me, Bigs and Little’s you’ll always be! Join today for a friendship you’ll never outgrow.”

### **Delivery:**

#### ***Message #1***

**How:** Email

**When:** October 1, 2018 - March 1, 2019

**Where:** Online

**Times:** Once a month

#### ***Message #2***

**How:** Flyers

**When:** October 4, 2018

**Where:** Windshields of cars in the OHS junior parking lot

**Times:** Once

***Message #3***

**How:** Posters

**When:** October 1, 2018 - December 1, 2018

**Where:** Starbucks, Old Town Bagels, and Owatonna High School Locker Rooms

**Times:** Every Other Week

***Maintain Behavior***

**Message 1:** “Two’s better than one! Bring a friend with you to the next BBBS informational meeting for a sweet treat.”

**Message 2:** “We like having your around. Come to the next BBBS event!”

**Delivery:**

***Message #1***

**How:** Place flyers in OHS junior’s lockers

**When:** October 1, 2018 - April 1, 2019

**Where:** OHS

**Times:** Once per month

***Message #2***

**How:** Email

**When:** October 1, 2018 - April 1, 2019

**Where:** Online

**Times:** Once per event that occurs during the year

## **External - Primary, Primary, Aware: OHS Juniors**

### ***Attitude***

**Message #1:** “Building friendships and character all at the same time. BBBS contributes to self improvement.”

**Message #2:** “Could you believe BBBS members have some of the highest grades in school? BBBS contributes to education.”

**Message #3:** “BBBS doesn’t just help you now, it helps you later too. Our members are leaps and bounds ahead of the pack in preparation for their future careers.

### **Delivery:**

#### ***Message #1***

**How:** Informational Meeting

**When:** September 26, 2018

**Where:** OHS auditorium

**Times:** Once

#### ***Message #2***

**How:** Blog Post

**When:** October 9, 2018

**Where:** BBBS website

**Times:** Once

#### ***Message #3***

**How:** YouTube videos of past BBBS members talking about how the skills they earned through BBBS have applied to their careers

**When:** January 7, 2019 - April 7, 2019

**Where:** YouTube and shared to Facebook and Twitter

**Times:** Once a month on the 7th

### ***Behavior***

**Message #1:** “You have questions, we have answers. Inquire about BBBS today!”

**Message #2:** “You can Google everything nowadays. Google BBBS and learn more about our application process. It’s easier than you think!”

**Message #3:** “Apply today, get accepted tomorrow! BBBS is accepting applications now.”

### ***Message #1***

**How:** Active member t-shirts to be worn on the first day of school by all members to encourage non-members to inquire for more information

**When:** September 4, 2018

**Where:** Owatonna Senior High School

**Times:** Once

### ***Message #2***

**How:** promotion in OHS Magnet (school newspaper) about BBBS website being the location of the BBBS application

**When:** March 9, 2019 - May 15, 2019

**Where:** OHS Magnet

**Times:** Weekly

### ***Message #3***



**How:** Current student member testimonial

**When:** April 22, 2019 - April 26, 2019

**Where:** OHS classrooms

**Times:** Each day for one week

***Maintained Behavior***

**Message #1:** “Your time means the world to us. Thank you for volunteering with BBBS, and we hope to see you again soon. Contact us to find out when you can volunteer again!”

**Message #2:** “Without our volunteers, we’d be nothing. The more the merrier! Bring a friend with you to our upcoming events.”

**Delivery:**

***Message #1***

**How:** send a personalized thank you card to each OHS junior who volunteers at the event with a group picture at the event as the image on the front of the postcard

**When:** September 4, 2018 - June 6, 2019

**Where:** in the mail

**Times:** once each time an event occurs

***Message #2***

**How:** Instagram appreciation post of all the students who volunteered at the event and thanking them for their time

**When:** September 4, 2018 - June 6, 2019

**Where:** Instagram

**Times:** once each time an event occurs

## **External - Primary, Secondary, Latent: OHS Underclassmen**

### ***Awareness***

**Message #1:** “BBBS is an organization that gives everyday students a chance to be a hero.

School site mentoring is a way to take a break from school and impact a life.”

**Message #2:** “BBBS helps students become better versions of themselves. Your time to join is on the horizon. Interested students can begin applying their junior year.”

**Message #3:** “A little time out of your day can make a difference in a Big way. BBBS meetings are only once a week and are less than an hour long.”

### **Delivery:**

#### ***Message #1***

**How:** Homeroom informational presentation given by a BBBS representative

**When:** January 8, 2019 - January 28, 2019

**Where:** OHS Homerooms

**Times:** Once every Tuesday during 9:00 AM homeroom meetings

#### ***Message #2***

**How:** Informational video

**When:** January 15, 2019

**Where:** YouTube, Facebook

**Times:** Once

#### ***Message #3***

**How:** Flyer

**When:** January 8, 2019

**Where:** Placed in the lockers of OHS underclassmen

**Times:** Once

***Attitude***

**Message #1:** “We’ve heard we look pretty good. \*picture of a guy checking himself out in a mirror\* We can make you look good too! BBBS is what your college resume is missing.”

**Message #2:** “Connecting Bigs and Littles is what we do best. Friendship can be found in BBBS.”

**Message #3:** “Junior year is your time to shine! BBBS wants to see your application on their table. It’s worth the wait, we promise.”

**Delivery:**

***Message #1***

**How:** Email

**When:** December 1, 2018 - February 18, 2019

**Where:** Online

**Times:** Once each month

***Message #2***

**How:** “Friendship Friday” Instagram post

**When:** February 4, 2019 - April 23, 2019

**Where:** Instagram

**Times:** Every other week

***Message #3***

**How:** Flyer

**When:** June 4, 2019

**Where:** OHS homeroom

**Times:** Once

***Behavior***

**Message #1:** “Junior year is almost here, and your little is already waiting for you! Get ready to join the fun by applying for BBBS.”

**Message #2:** “There’s power in numbers. Refer a friend to BBBS and you’ll be making twice the impact.”

**Message #3:** “We put the ‘fun’ in fundraising! Come hang out with us and do some good.”

**Delivery:**

***Message #1***

**How:** “Little Spotlights” on Instagram and Facebook highlighting a description of the Little’s favorite things and showcasing a picture of them

**When:** August 20, 2018 - August 20, 2019

**Where:** Instagram and Facebook

**Times:** Once every month for a total for 12 times

***Message #2***

**How:** Promotional tweet

**When:** June 7, 2019 - August 9, 2019

**Where:** Twitter

**Times:** Every other week

### ***Message #3***

**How:** “Volunteer Spotlights” on Instagram and Facebook showcasing a picture of a volunteer

**When:** August 20, 2018 - August 20, 2019

**Where:** Instagram and Facebook

**Times:** Once every month for a total of 12 times

### ***Maintained Behavior***

**Message #1:** “We may call our members Bigs, but you’ll only need a little room in your schedule for BBBS. Leave a space for us!”

**Message #2:** “We like to see new faces just as much as we like to see familiar ones! Refer a friend to BBBS.”

**Delivery:**

### ***Message #1***

**How:** Promotion in the OHS Magnet (school newspaper)

**When:** September 15, 2018 - December 22, 2018

**Where:** OHS Magnet

**Times:** Once per issue for a total of 4 times

### ***Message #2***

**How:** Letters sent during school from the office to student members in class

**When:** March 7, 2019

**Where:** OHS

**Times:** Once

## **External - Primary, Secondary, Aware: OHS Underclassmen**

### ***Attitude***

**Message #1:** “Having an impact on your community is easy with BBBS. We make the opportunities and you make the difference.”

**Message #2:** “BBBS is too cool for school. No kidding, you get out of class just to hang out with us!”

**Message #3:** “We’ve heard we look pretty good. Let us make you look good too! BBBS looks great on a college resume.”

### **Delivery:**

#### ***Message #1***

**How:** Classroom presentations

**When:** April 1, 2019 - April 30, 2019

**Where:** OHS homerooms

**Times:** Once a week for a total of 5 times

#### ***Message #2***

**How:** Tabling during lunch periods

**When:** May 6, 2019 - May 10, 2019

**Where:** OHS lunchroom

**Times:** Once each day for a total of 5 times

#### ***Message #3***

**How:** Posters

**When:** May 1, 2019

**Where:** OHS Freshman and Sophomore commons

**Times:** Once

***Behavior***

**Message #1:** “Pst, can you keep a secret...NO YOU CAN’T! Because BBBS is just too good to keep to yourself. Tell a friend about us today!”

**Message #2:** “You’re invited! Come to a BBBS event and see what you think. Afterwards, you can even tell us what events you want to see from BBBS in the future!”

**Message #3:** “Applications are available starting your Junior year. Don’t miss out on this incredible opportunity. We can’t wait to have you!”

**Delivery:**

***Message #1***

**How:** Email

**When:** October 20, 2018

**Where:** Online

**Times:** Once

***Message #2***

**How:** Invitation sent in the mail

**When:** November 14, 2018 and April 16, 2019

**Where:** In the mail

**Times:** Twice

### ***Message #3***

**How:** Poster

**When:** June 1, 2019

**Where:** OHS cafeteria, OHS locker rooms, Starbucks

**Times:** Once

### ***Maintained Behavior***

**Message #1:** “Once is never enough! Come check out our next fundraising event and see what you can do to pitch in.”

**Message #2:** “Knowledge is power. Give others the chance to know what you do by promoting the upcoming BBBS informational meeting!”

**Delivery:**

### ***Message #1***

**How:** Event recap posts

**When:** August 20, 2018 - August 20, 2019

**Where:** Instagram, Facebook and Twitter

**Times:** Once each time an event occurs

### ***Message #2***

**How:** Word of mouth from staff to members

**When:** January 1, 2019 - February 1, 2019

**Where:** BBBS check-ins

**Times:** Once each time a check-in occurs



## **External - Intervening, Primary, Latent: OHS Teachers**

### ***Awareness***

**Message #1:** “BBBS is a place where students can unleash their full potential by stepping into the life of a child in need. We’re all about being the change around here.”

**Message #2:** “We would be nothing without our student volunteers, and we’re constantly seeking out more. There are more children in need every day, and we do our best to meet that need.”

**Message #3:** “To ensure that students are ready for the important role they’re going to play in BBBS, we start the application process their junior year.”

### **Delivery:**

#### ***Message #1***

**How:** BBBS newsletter

**When:** August 20, 2018 - August 20, 2019

**Where:** OHS classrooms

**Times:** Once per month for a total of 12 issues

#### ***Message #2***

**How:** Flyer

**When:** October 1, 2018 - December 1, 2018

**Where:** OHS office

**Times:** Twice

#### ***Message #3***

**How:** Email

**When:** March 10, 2019 - March 25, 2019

**Where:** Online

**Times:** Twice

***Attitude***

**Message #1:** “BBBS sets students up for successful leadership that carries on into all other aspects of their lives.”

**Message #2:** “You remember just scraping by to fill in that whitespace. \*picture of a student struggling at a computer\* BBBS fills a blank on a resume and has been a great talking point in many interviews.”

**Message #3:** “Our members develop professional skills that other students don’t develop for years to come. BBBS is an essential building block in a student’s growth.”

**Delivery:**

***Message #1***

**How:** Newsletter

**When:** August 20, 2018 - August 20, 2019

**Where:** OHS classrooms

**Times:** Once each month for a total of 12 issues

***Message #2***

**How:** OHS Magnet (school newspaper)

**When:** January 19, 2019

**Where:** OHS Magnet

**Times:** Once

***Message #3***

**How:** Blog post

**When:** October 9, 2018

**Where:** BBBS website and shared to Facebook

**Times:** Once

***Behavior***

**Message #1:** “BBBS needs help getting their message to students! Help us out by hanging this poster in your classroom.”

**Message #2:** “Morning announcements? Boring! Not when BBBS is involved. Talk to your students about BBBS during your next morning announcements.”

**Message #3:** “Your words are worth a lot to them. Recommend an organization worthy of their time. BBBS would love your support.”

**Delivery:**

***Message #1***

**How:** Handwritten note attached to a rolled up poster and delivered to their classroom

**When:** December 11, 2018 - February 1, 2019

**Where:** OHS teacher offices

**Times:** Twice

***Message #2***

**How:** Email

**When:** January 3, 2019 - February 6, 2019

**Where:** Online

**Times:** Every other week for a total of 3 times

***Message #3***

**How:** BBBS newsletter section where names of teachers who promote the organization are listed

**When:** April 3, 2019

**Where:** OHS teacher offices

**Times:** Once

***Maintained Behavior***

**Message #1:** “Loved our last event? There’s always another! Join us at our next BBBS event. We can’t wait to see you there.”

**Message #2:** “Give us a shoutout! Let your students know about the next BBBS event.”

**Delivery:**

***Message #1***

**How:** Facebook post

**When:** February 1, 2019 - May 1, 2019

**Where:** Facebook

**Times:** Every other week for a total of 8 times

***Message #2***

**How:** BBBS events calendar distributed to teachers at the beginning of the year and delivered through word of mouth

**When:** September 4, 2018

**Where:** OHS teacher offices

**Times:** Once each time an event is coming up for an average of 10 times

## **External - Intervening, Primary, Aware: OHS Teachers**

### ***Attitude***

**Message #1:** “We’re a worthy cause and a great organization. Consider us your first draft pick.

\*image of a football game\*”

**Message #2:** “We have something in common. Your top students are our members! BBBS makes students strive for greatness.”

**Message #3:** “You have questions, we have answers. BBBS can be reached by phone, email, or an in person visit.”

### **Delivery:**

#### ***Message #1***

**How:** Facebook post

**When:** February 7, 2019 - February 28, 2019

**Where:** Facebook

**Times:** Once per week for a total of 3 times

#### ***Message #2***

**How:** “Fun Fact Friday” posts on Facebook and Twitter

**When:** September 17, 2018 - December 22, 2018

**Where:** Facebook and Twitter

**Times:** Every week for a total of 14 times

#### ***Message #3***

**How:** BBBS contact book created and distributed at the beginning of the year

**When:** September 4, 2018

**Where:** OHS teacher offices

**Times:** Once

***Behavior***

**Message #1:** “Take a flyer, pass it down, that’s the way we get our word out. Consider distributing flyers to your classroom, and contact us when you run out!”

**Message #2:** “Found an interested student? Shoot us an email and we’ll take it from here. We can provide more information, answer your questions, and even set up a time to talk to your classroom.”

**Message #3:** “BBBS needs help getting their message to students! Help us out by hanging this poster in your classroom.”

**Delivery:**

***Message #1***

**How:** Email

**When:** April 3, 2019 - May 17, 2019

**Where:** Online

**Times:** Once each month for a total of 2 times

***Message #2***

**How:** Facebook

**When:** May 5, 2019

**Where:** Facebook

**Times:** Once

### ***Message #3***

**How:** Handwritten note attached to a rolled up poster and delivered to their classroom

**When:** December 11, 2018 - February 1, 2019

**Where:** OHS teacher offices

**Times:** Twice

### ***Maintained Behavior***

**Message #1:** “BBBS wants to thanks for promoting us in your classroom, but there’s always more work to be done! Help us to continue achieving goals by passing out flyers again.”

**Message #2:** “It takes a village! Help further your promotion by contacting a representative of BBBS to have an in-class presentation brought right to your door.”

**Delivery:**

### ***Message #1***

**How:** Letter

**When:** February 10, 2018

**Where:** Teacher’s school mailbox

**Times:** Once

### ***Message #2***

**How:** Email

**When:** February 27, 2019

**Where:** Online

**Times:** Once



## **External - Intervening, Primary, Active: OHS Teachers**

### ***Maintained Behavior***

**Message #1:** “Liked our last event? Come check out our next one! We love familiar faces.”

**Message #2:** “It takes two. Be our second line of communication \*picture of student with two telephone, one held up to either ear\* and promote BBBS. Help us get our mission accomplished!”

### **Delivery:**

#### ***Message #1***

**How:** Invitation sent out to all past event attendees

**When:** March 21, 2019

**Where:** OHS teacher’s school mailbox

**Times:** Once after a spring event

#### ***Message #2***

**How:** Framed certificate for the amount of students recommended by a teacher

**When:** August 1, 2019

**Where:** Delivered to their home

**Times:** Once each year

**External - Moderating, Primary, Latent: Parents of Owatonna Elementary Students**

***Awareness***

**Message #1:** “BBBS is a place your child can grow. Peer mentors turn those long school days into short exciting ones.”

**Message #2:** “We see special situations every day, and we provide a remedy. BBBS promotes development in children who have been held back by a issue at home.”

**Message #3:** “Boys are our biggest clients, and we here for them all. Rough and tough, soft and sweet, they have a place in BBBS.”

**Delivery:**

***Message #1***

**How:** Posters

**When:** August 20, 2018 - December 22, 2018

**Where:** Elementary school office, Elementary school bathrooms, Starbucks

**Times:** Every other month for a total of 2 times

***Message #2***

**How:** Email

**When:** September 4, 2018 - October 31, 2018

**Where:** Online

**Times:** Every other week

***Message #3***

**How:** Blog post

**When:** October 1, 2018

**Where:** BBBS website and shared to Facebook

**Times:** Once

*Attitude*

**Message #1:** “We want to see them succeed just as much as you do. BBBS is known to help push students academically and strive for greatness.”

**Message #2:** “We all have bad days, we’re here to help your child have less. Good behavior has been reported by parents of children involved in BBBS.”

**Message #3:** “Fun is a priority in our book. Mentors help kickstart homework and learning activities in a way that makes students excited to learn.”

**Delivery:**

*Message #1*

**How:** Presentation about the benefits BBBS provides families

**When:** September 12, 2018 - December 1, 2018

**Where:** Rotary and Exchange club

**Times:** Once at each location

*Message #2*

**How:** Presentation about the benefits BBBS provides families

**When:** September 12, 2018 - December 1, 2018

**Where:** Rotary and Exchange club

**Times:** Once at each location

### ***Message #3***

**How:** Facebook post

**When:** January 5, 2019 - January 25, 2018

**Where:** Facebook

**Times:** Once per week for a total of 3 times

### ***Behavior***

**Message #1:** “You have questions, we have answers! Head to the next BBBS meeting and we’ll get you all the details on how to get your child involved.”

**Message #2:** “Our events are not only often, but kid friendly too! Bring your little one to our next event for a memorable night.”

**Message #3:** “Deciding is hard, but enrolling is easy. Let us help by easing the process. Access the application online or contact us to meet with a BBBS representative.”

**Delivery:**

### ***Message #1***

**How:** Invitation

**When:** February 5, 2019

**Where:** In the mail

**Times:** Once

### ***Message #2***

**How:** Facebook post with pictures of kids at events

**When:** February 1, 2019 - February 28, 2019

**Where:** Facebook

**Times:** Once per week for a total of 3 times

***Message #3***

**How:** Owatonna People's Press Article

**When:** March 1, 2019

**Where:** Newspaper

**Times:** Once

***Maintained Behavior***

**Message #1:** "Liked the last event? Come to the next one! We would love to see you and your child at our next BBBS event."

**Message #2:** "The more the merrier! Share our event on Facebook so your friends will be there too."

**Delivery:**

***Message #1***

**How:** Facebook post

**When:** April 2, 2019 - April 5, 2019

**Where:** Facebook

**Times:** Daily for a total of 4 times

***Message #2***

**How:** Facebook post

**When:** April 6, 2019 - April 9, 2019

**Where:** Facebook

**Times:** Daily for a total of 4 times

## **External - Moderating, Primary, Aware: Parents of Owatonna Elementary Students**

### ***Attitude***

**Message #1:** “They’ve got the joy down in their heart when they know someone cares! Children with student mentors have been reported as happier individuals.”

**Message #2:** “We want to see them succeed just as much as you do. BBBS is known to help push students academically and strive for greatness.”

**Message #3:** “We get them leaps and bounds above the rest. Children in BBBS are more mature and confident after graduating from the program.”

### **Delivery:**

#### ***Message #1***

**How:** Blog post

**When:** January 17, 2019

**Where:** BBBS website and shared to Facebook and Twitter

**Times:** Once

#### ***Message #2***

**How:** “Fun Fact Friday” post

**When:** September 17, 2018 - December 22, 2018

**Where:** Instagram and Facebook

**Times:**

#### ***Message #3***

**How:** Newsletter

**When:** January 27, 2019 - February 20, 2019

**Where:** Available at the front entrance area of elementary schools

**Times:** Twice

***Behavior***

**Message #1:** “Our website is just a touch away. Get to clicking and check out BBBS.com today!”

**Message #2:** “Like BBBS? Give us a rating on Facebook! We appreciate your feedback.”

**Message #3:** “The more the merrier! Share our event on Facebook so your friends will be there too.”

**Delivery:**

***Message #1***

**How:** Sponsored facebook post with a link to the website

**When:** March 1, 2019 - April 7, 2019

**Where:** Facebook

**Times:** Daily

***Message #2***

**How:** Sponsored Facebook post with a link to the rating page

**When:** April 8, 2019 - May 11, 2019

**Where:** Facebook

**Times:** Daily

***Message #3***



**How:** Facebook post

**When:** April 6, 2019 - April 9, 2019

**Where:** Facebook

**Times:** Daily for a total of 4 times

***Maintained Behavior***

**Message #1:** “Come check out our aesthetic and follow us while you’re at it! We’re on Instagram and we’re all about the followbacks.”

**Message #2:** “See an article that you relate to? Share it so you always have it. Who knows, maybe your friends will enjoy reading it too!

**Delivery:**

***Message #1***

**How:** Sponsored Facebook post with a link to BBBS Instagram

**When:** April 10, 2019 - April 30, 2019

**Where:** Facebook

**Times:** Daily

***Message #2***

**How:** Facebook Sponsored posts

**When:** May 1, 2019 - May 26, 2019

**Where:** Facebook

**Times:** Daily

# Evaluation

## Evaluation on Preparation

- Should have evenly dispersed awareness, attitude, behavior, and maintained behavior specific questions throughout interviews and focus groups
- Focus groups should have been better organized
  - By grade
  - By gender
- Should have held focus group with BBBS staff and OHS teachers
- Tree of public should have been completed prior to interviews with staff
- Should have been more persistent with trying to set up meetings with individuals
- Should have started research portion of the project much earlier
- Should have asked more detailed questions about recruitment efforts in interviews to get more ideas for tactics
- Should have come up with more creative tactics because they got repetitive
- Should not have tried to go out of order on portions of the project (this only made things more complicated and confusing in the end)

## Evaluation of Implementation

<b>Tactic</b>	<b>Frequency</b>	<b>Potential Exposure</b>
<b>Flyers</b>	<b>2,000</b>	<b>6,000</b>
<b>Posters</b>	<b>150</b>	<b>1,200</b>
<b>Lanyards</b>	<b>50</b>	<b>100</b>
<b>Newsletter</b>	<b>100</b>	<b>300</b>
<b>Letters to Students</b>	<b>3,000</b>	<b>6,000</b>
<b>Email to Students</b>	<b>7,500</b>	<b>7,500</b>
<b>Emails to Teachers</b>	<b>200</b>	<b>200</b>
<b>Provided Mentor Activities</b>	<b>20</b>	<b>2,000</b>
<b>Tabling</b>	<b>6</b>	<b>2,500</b>
<b>Tweets</b>	<b>20</b>	<b>200</b>
<b>Sponsored Facebook Posts</b>	<b>4</b>	<b>15,000</b>
<b>Facebook Posts</b>	<b>750</b>	<b>3,000</b>
<b>Instagram Posts</b>	<b>100</b>	<b>6,500</b>

# Evaluation of Impact

## **Internal**

**Cluster #1: Active, Passive and Board Members**

**Measured: July 1, 2019**

- Sign in/Sign out meeting sheet
- Direct headcount
- Focus Groups
- Feedback surveys
- Staff/Member Check-ins

## **External**

### **Cluster #2: Latent and Aware OHS Juniors, Latent and Aware OHS Underclassmen**

#### **Awareness (March 25, 2019)**

- Count how many flyers have been distributed/picked up
- Count how many likes on social media posts
- Survey

#### **Attitude (June 4, 2019)**

- Survey
- Facebook poll
- Email tracking

#### **Behavior (August 20, 2019)**

- Engagement on social media
- Direct observation
- Head counts
- Count how many flyers have been distributed/picked up
- Count how many clicks on the website
- Count how many followers on Facebook, Instagram and Twitter
- Count how many shares on Facebook posts
- Count how many ratings on Facebook posts
- Count attendees on sign in sheet at events

#### **Maintain behavior (August 20, 2019)**

- Count how many followers on Facebook,
- Count how many followers on Instagram
- Count how many followers on Twitter
- Count how many returning attendees on sign in sheet at events

### **Cluster #3: Latent, Aware, and Active OHS Teachers**

#### **Awareness** (August 20, 2019)

- Count how many flyers have been distributed/picked up
- Count how many likes on social media posts
- Survey

#### **Attitude** (August 20, 2019)

- Survey
- Facebook poll
- Email tracking

#### **Behavior** (May 17, 2019)

- Engagement on social media
- Direct observation
- Head counts
- Count how many flyers have been distributed/picked up
- Count how many clicks on the website
- Count how many followers on Facebook, Instagram and Twitter

- Count how many shares on Facebook posts
- Count how many ratings on Facebook posts
- Count attendees on sign in sheet at events

#### **Maintain Behavior** (August 1, 2019)

- Count how many followers on Facebook,
- Count how many followers on Instagram
- Count how many followers on Twitter
- Count how many returning attendees on sign in sheet at events
- Focus Group
- Survey

#### **Cluster #4: Latent and Aware Owatonna Elementary School Parents**

##### **Awareness** (December 22, 2018)

- Count how many flyers have been distributed/picked up
- Count how many likes on social media posts
- Survey
- Facebook Poll

##### **Attitude** (February 20, 2019)

- Survey
- Focus group
- Facebook poll
- Email tracking



**Behavior (May 11, 2019)**

- Engagement on social media
- Direct observation
- Head counts
- Count how many flyers have been distributed/picked up
- Count how many clicks on the website
- Count how many followers on Facebook, Instagram and Twitter
- Count how many shares on Facebook posts
- Count how many ratings on Facebook posts
- Count attendees on sign in sheet at events

**Maintain Behavior (May 26, 2019)**

- Count how many followers on Facebook,
- Count how many followers on Instagram
- Count how many followers on Twitter
- Count how many returning attendees on sign in sheet at events
- Focus group

# Appendix

## **In Depth Interview Questions**

### **Michelle Redman - Executive Director**

1. What is your budget?
2. Of the student organizations and extracurriculars at OHS, what groups do you seek out in regards to recruitment efforts?
3. Do you utilize social media and if so what platforms?
4. What outlets do you utilize for promotions? Mostly online or traditional physical promotions?
5. What are some opportunities of BBBS?
6. What are some threats of BBBS?
7. What are BBBS strengths?
8. What are some of the organization's weaknesses?
9. What would you say is the biggest issue regarding recruitment?
10. With the number of students currently involved, is BBBS meeting their need for Bigs?

## **Rachel Johnson - Recruiter**

1. How long have you been a recruiter?
2. What made you want to become a recruiter for BBBS?
3. Were you ever a Big yourself?
4. What are some of the difficulties you've found in recruiting high school students?
5. What are some of the difficulties you've found in recruiting college students?
6. Why do you feel the time commitment is a factor in low participation?
7. What are some of the program's aspects that you try to highlight in recruitment efforts?
8. How long do you find that students typically stay in the organization?

## **Megan Horton - College, Career and Recruitment Coordinator**

1. How long have you been a recruiter?
2. I know you recruit both career and college students, but my project focuses on students.  
Where do you go to recruit college students?
3. Do you find it difficult to recruit students at a community college?
4. I know when I was at RCC, my membership in BBBS was simply a continuation of my membership in high school. Do you find that that is mainly what other students do?
5. A lot of students only attend RCC for a year to complete generals, does that influence recruitment?
6. What are your main tactics for recruitment at RCC?
7. How often do you recruit at RCC?
8. Do you find that college students are more or less motivated members?

## **Focus Group Questions**

### **BBBS Members - Juniors, Seniors, and RCC students**

1. Was your experience in BBBS positive or negative?
2. What made you decide to join?
3. What were some of your fears joining BBBS?
4. Did the fears you have end up being real?
5. How long have you been in BBBS?
6. How long do you plan to stay in the BBBS program?
7. Do you find it easy to find things to do with your little?
8. Do you feel you have an impact on your little?
9. Has staff been helpful/kind?

## **BBBS Non Members - Underclassmen, Juniors, RCC Students**

1. What do you know about BBBS?
2. How do you know what you do about BBBS?
3. Why haven't you joined BBBS?
4. What would it take for you to join BBBS?
5. What other activities are you involved in instead of BBBS?
6. What types of volunteer work do you do?
7. How did you pick the activities you are involved in?
8. When picking extracurriculars, did you have your resume in mind?
9. Have you ever attended a BBBS event or informational meeting? If so, how many and which ones?
10. How do you feel about BBBS?
11. Do you know any members of BBBS and what are your feelings towards them?
12. Have you met any BBBS staff? What was your opinion of them?

## **BBBS College Alumnae Members - Previous Members of BBBS**

1. Did you have a positive experience?
2. Did you have any issues during your time in BBS?
3. How do you feel about BBBS now?
4. Do you feel you have positive outcomes in BBBS? If so, list some.
5. Did you feel appreciated for the time you put into BBBS?
6. How would you have liked to have been shown appreciation?
7. How did you hear about BBBS in high school?
8. How long did you stay in BBBS?
9. How did the staff treat you during your time in BBBS?



# Surveys

## Current OHS BBBS Members

**INSTRUCTIONS:** Please circle the number that you feel best answers each statement.  
Please answer each statement to the best of your ability.

**1 Very Bad - 2 Bad - 3 Neutral - 4 Good - 5 Very Good**

1. My likeliness of continuing through my senior year is:  
1...2...3...4...5
2. My frequency of recommending BBBS to friends is:  
1...2...3...4...5
3. My belief that BBBS is fun is:  
1...2...3...4...5
4. My belief that I'm having a positive impact on my little is:  
1...2...3...4...5
5. My belief that I'm having a positive impact on my community is:  
1...2...3...4...5
6. My timeliness to meetings is:  
1...2...3...4...5
7. My ability to make it to 3 meetings per month has been:  
1...2...3...4...5
8. My belief that BBBS is a good organization to recommend to students is:  
1...2...3...4...5

## **Results: 52 responses**

	<b>Very Bad</b>	<b>Bad</b>	<b>Neutral</b>	<b>Good</b>	<b>Very Good</b>
<b>1.</b>	9%	17%	7%	20%	45%
<b>2.</b>	14%	15%	22%	19%	30%
<b>3.</b>	4%	3%	7%	50%	36%
<b>4.</b>	5%	7%	10%	34%	43%
<b>5.</b>	20%	21%	23%	21%	15%
<b>6.</b>	13%	8%	14%	31%	34%

<b>7.</b>	11%	3%	27%	14%	44%
<b>8.</b>	4%	14%	15%	35%	33%

### **Junior Non-Members of BBBS**

**INSTRUCTIONS: Please circle the number that you feel best answers each statement. Please answer each statement to the best of your ability.**

**1 Strongly Disagree - 2 Disagree - 3 Neutral - 4 Agree - 5 Strongly Agree**

1. I know about the existence of BBBS:  
1...2...3...4...5
2. BBBS is low commitment:  
1...2...3...4...5
3. BBBS is a place to earn volunteer hours:  
1...2...3...4...5
4. BBBS is a good place to gain leadership skills:  
1...2...3...4...5
5. BBBS is a good place to make friends:  
1...2...3...4...5
6. BBBS looks good on my college resume:  
1...2...3...4...5
7. I use the BBBS website:  
1...2...3...4...5
8. I have attended at least one BBBS informational meeting:  
1...2...3...4...5
9. I would sign up to be a school site mentor:  
1...2...3...4...5
10. I would bring a friend to a BBBS informational meeting:  
1...2...3...4...5
11. I attend BBBS events more than once per year:  
1...2...3...4...5
12. Being involved in BBBS builds character:  
1...2...3...4...5
13. Being involved in BBBS contributes to my education:  
1...2...3...4...5
14. Being involved in BBBS contributes to future careers:  
1...2...3...4...5
15. I have inquired about BBBS:  
1...2...3...4...5
16. I understand the BBBS application process because of the website:  
1...2...3...4...5

17. I will apply to be a BBBS school site mentor:  
1...2...3...4...5
18. I volunteer at at least one BBBS fundraising event each year:  
1...2...3...4...5
19. I have brought a friend with me to volunteer at a fundraising:  
1...2...3...4...5
20. My belief that students involved in BBBS are leaders is:  
1...2...3...4...5
21. Me belief that BBBS looks good on a student's resume is:  
1...2...3...4...5
22. My belief that students involved in BBBS are more mature than other students is:  
1...2...3...4...5
23. My belief that BBBS is a good organization to recommend to students is:  
1...2...3...4...5
24. My belief that BBBS students are smart its  
1...2...3...4...5
25. My likeliness of hanging BBBS posters in my classroom is:  
1...2...3...4...5
26. My likeliness of encouraging a student to join BBBS is:  
1...2...3...4...5
27. My likeliness of telling students about BBBS:  
1...2...3...4...5
28. My likeliness of passing out flyers to my students is:  
1...2...3...4...5
29. My frequency of attending BBBS events is:  
1...2...3...4...5
30. My frequency of announcing upcoming BBBS events to my classes is:  
1...2...3...4...5

## Results: 73 Responses

	Very Bad	Bad	Neutral	Good	Very Good
<b>1.</b>	11%	24%	5%	20%	40%
<b>2.</b>	20%	21%	25%	20%	14%
<b>3.</b>	1%	13%	2%	39%	44%
<b>4.</b>	4%	9%	24%	26%	37%

<b>5.</b>	2%	7%	9%	51%	31%
<b>6.</b>	3%	10%	12%	26%	49%
<b>7.</b>	23%	7%	28%	21%	20%
<b>8.</b>	24%	22%	22%	13%	19%
<b>9.</b>	14%	4%	17%	13%	51%
<b>10.</b>	21%	9%	33%	14%	22%
<b>11.</b>	32%	36%	17%	10%	5%
<b>12.</b>	10%	31%	10%	24%	25%
<b>13.</b>	1%	34%	28%	19%	19%
<b>14.</b>	2%	17%	19%	25%	37%
<b>15.</b>	6%	11%	31%	31%	21%
<b>16.</b>	16%	31%	5%	31%	17%
<b>17.</b>	11%	26%	16%	30%	18%
<b>18.</b>	19%	15%	25%	26%	16%
<b>19.</b>	11%	21%	22%	23%	23%
<b>20.</b>	24%	11%	37%	21%	7%
<b>21.</b>	27%	5%	12%	24%	32%
<b>22.</b>	6%	7%	25%	31%	30%
<b>23.</b>	36%	3%	20%	34%	8%
<b>24.</b>	11%	30%	15%	24%	20%
<b>25.</b>	3%	15%	31%	39%	10%
<b>26.</b>	14%	27%	15%	20%	26%
<b>27.</b>	10%	8%	30%	32%	20%
<b>28.</b>	19%	10%	22%	30%	19%
<b>29.</b>	29%	3%	14%	10%	42%

<b>30.</b>	2%	14%	31%	27%	26%
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## **Underclassmen Non-Members of BBBS**

**INSTRUCTIONS: Please circle the number that you feel best answers each statement. Please answer each statement to the best of your ability.**

**1 Strongly Disagree - 2 Disagree - 3 Neutral - 4 Agree - 5 Strongly Agree**

1. I know about the existence of BBBS:  
1...2...3...4...5
2. I know that I am eligible to join BBBS once I am a junior:  
1...2...3...4...5
3. I know that BBBS is a small time commitment:  
1...2...3...4...5
4. BBBS will look good on my resume:  
1...2...3...4...5
5. BBBS is a good place to make friends:  
1...2...3...4...5
6. BBBS is worth the wait to join:  
1...2...3...4...5
7. I will join BBBS once I become a junior:  
1...2...3...4...5
8. I would refer a friend to join BBBS:  
1...2...3...4...5
9. I volunteer at BBBS fundraising events:  
1...2...3...4...5
10. I am leaving room in my extracurricular schedule to join BBBS my junior year:  
1...2...3...4...5
11. BBBS members have a positive impact on the community:  
1...2...3...4...5
12. BBBS is cool:  
1...2...3...4...5
13. BBBS would look good on my college resume:  
1...2...3...4...5
14. I tell others about BBBS:  
1...2...3...4...5
15. I attend BBBS events:  
1...2...3...4...5
16. I have volunteered at more than one BBBS fundraising event this past year:  
1...2...3...4...5

17. I have promoted BBBS informational meetings more than once:

1...2...3...4...5

**Results: 46**

	<b>Very Bad</b>	<b>Bad</b>	<b>Neutral</b>	<b>Good</b>	<b>Very Good</b>
<b>1.</b>	13%	22%	22%	24%	19%
<b>2.</b>	14%	4%	17%	13%	51%
<b>3.</b>	21%	9%	33%	14%	22%
<b>4.</b>	10%	36%	17%	32%	5%
<b>5.</b>	10%	31%	10%	24%	25%
<b>6.</b>	1%	34%	28%	19%	19%
<b>7.</b>	2%	17%	19%	25%	37%
<b>8.</b>	6%	11%	31%	31%	21%
<b>9.</b>	16%	31%	5%	31%	17%
<b>10.</b>	11%	26%	16%	30%	18%
<b>11.</b>	15%	19%	25%	26%	16%
<b>12.</b>	11%	21%	22%	23%	23%
<b>13.</b>	24%	11%	7%	21%	37%
<b>14.</b>	27%	5%	12%	32%	24%
<b>15.</b>	6%	7%	25%	31%	30%
<b>16.</b>	8%	3%	20%	34%	36%
<b>17.</b>	11%	30%	15%	24%	20%



**Teachers - OHS Teachers, RCC Professors, Elementary School Teachers**

**INSTRUCTIONS: Please circle the number that you feel best answers each statement. Please answer each statement to the best of your ability.**

**1 Very Bad - 2 Bad - 3 Neutral - 4 Good - 5 Very Good**

1. My knowledge about what the BBBS program is:  
1...2...3...4...5
2. My knowledge that the BBBS program needs student volunteers is:  
1...2...3...4...5
3. My knowledge of what makes a student eligible to join BBBS is:  
1...2...3...4...5
4. My knowledge of who to contact if I or a student wanted to get involved is:  
1...2...3...4...5
5. My belief that students involved in BBBS are leaders is:  
1...2...3...4...5
6. Me belief that BBBS looks good on a student's resume is:  
1...2...3...4...5
7. My belief that students involved in BBBS are more mature than other students is:  
1...2...3...4...5
8. My belief that BBBS is a good organization to recommend to students is:  
1...2...3...4...5
9. My belief that BBBS students are smart its  
1...2...3...4...5
10. My likeliness of hanging BBBS posters in my classroom is:  
1...2...3...4...5
11. My likeliness of encouraging a student to join BBBS is:  
1...2...3...4...5
12. My likeliness of telling students about BBBS:  
1...2...3...4...5
13. My likeliness of passing out flyers to my students is:  
1...2...3...4...5
14. My frequency of attending BBBS events is:  
1...2...3...4...5
15. My frequency of announcing upcoming BBBS events to my classes is:  
1...2...3...4...5

**Results: 31**

	<b>Very Bad</b>	<b>Bad</b>	<b>Neutral</b>	<b>Good</b>	<b>Very Good</b>
<b>1.</b>	11%	24%	5%	20%	40%
<b>2.</b>	20%	21%	25%	20%	14%
<b>3.</b>	1%	13%	2%	39%	44%
<b>4.</b>	4%	9%	24%	26%	37%
<b>5.</b>	2%	7%	9%	51%	31%
<b>6.</b>	3%	10%	12%	26%	49%
<b>7.</b>	23%	7%	28%	21%	20%
<b>8.</b>	24%	22%	22%	13%	19%
<b>9.</b>	14%	4%	17%	13%	51%
<b>10.</b>	21%	9%	33%	14%	22%
<b>11.</b>	32%	36%	17%	10%	5%
<b>12.</b>	10%	31%	10%	24%	25%
<b>13.</b>	1%	34%	28%	19%	19%
<b>14.</b>	2%	17%	19%	25%	37%
<b>15.</b>	6%	11%	31%	31%	21%