

Habitat for Humanity of Dutchess County

Social Media Plan Project

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SOCIAL MEDIA PLAN

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Brand Summary and Social Analysis

Overview of Organization

History:

Background Info-

- Part of a well-known global nonprofit founded in Georgia in 1976 (<https://habitatdutchess.org/>).
- Located in Wappingers Fall, New York
- Dutchess County chapter formed in 1993 (Cause IQ, n.d.)
- Consider themselves a Christian organization; however, they uphold an open door “open-door” policy (<https://habitatdutchess.org/>).
 - Welcomes anyone in need regardless of race, religion, age, gender, political views
- **“Habitat for Humanity was founded on the conviction that every man, woman and child should have a simple, durable place to live in dignity and safety, and that decent shelter in decent communities should be a matter of conscience and action for all”** (<https://habitatdutchess.org/>).

Staff-

- Made up of 5 core staff members: (<https://habitatdutchess.org/>)
 - Executive Director Maureen Brennan
 - Operations Director Jen Radicone
 - ReStore Manager Brian Nesheiwat
 - Finance Alison Schlack
 - Community Development Director Jessica Miuccio

- Utilizes 1,200 volunteers to assist in the construction, rehabilitation, and preservation of homes
 - Often retired with construction or corporate background
 - College interns

Recent Updates-

- As of January 1st, Habitat for Humanity of Dutchess County has built “30 safe, affordable forever homes since 1986” (Hudson Valley Press, 2021).
- “The Habitat Build Team has completed over 125 home repairs” giving seniors safer living conditions (Hudson Valley Press, 2021).
- Officially partnered with Prime Print Shop, Stenger Diamond & Glass LLP, and ARNOFF (<https://habitatdutchess.org/>).

Mission:

Organization's Mission-

- Organization's mission statement is as follows: **Seeking to put God's love into action, Habitat for Humanity of Dutchess County brings people together to build homes, communities, and hope through affordable homeownership**
- Dedicated eliminating substandard housing locally and worldwide

Jessica's Expected Mission for Social Media Plan-

- Compete for donations with parents company
- Advocate for affordable homes and emphasize the Dutchess chapter via social media platforms

Vision:

Organization's Vision-

- As referenced on their website, Habitat for Humanity of Dutchess County's vision is **“A world where everyone has a decent place to live”**
- Jessica specifically mentioned on the zoom call that her goals for this Social Media Plan is **competing for donations with their parent company getting their mission out, advocating for affordable homes, and emphasizing the Dutchess County chapter on all relevant platforms.**

SWOT Analysis

- Brand Performance: Habitat for Humanity of Dutchess County has experienced \$1,003,904 in total revenue, \$930,737 in expenses, and \$844,468 in total assets for the year 2020 (Cause IQ, 2020). A majority of the revenue comes from total grants/donations (\$389,865), as well as, net income of sales (\$460,790). The chapter experienced a 110% increase in both grants/donations and net income from fundraising. Habitat for Humanity receives approximately 150,000 individual donations a year and this is evident in their revenue. There was also a -999% decrease in “net gain from sale of non-inventory assets” (Cause IQ, 2020).
- Industry Trends for Nonprofits: Several nonprofits have been severely affected by the recent COVID-19 pandemic. In particular, Habitat for Humanity of Dutchess County reported a decreased percentage of donations. In addition, the economic strain from the pandemic has forced limited funding and, ultimately, budget cuts. The top three trends facing nonprofits are “limited resources, increased demand on nonprofits, and growing

awareness” (National Council of Nonprofits, 2020). It is crucial to educate those who have been affected so they know about their affordable housing options. Covid-19 protocols and social distancing regulation has caused a rise in virtual events, and they are likely here to stay. Due to unconventional circumstances, social media has been utilized to engage with donors and establish meaningful connections. (Chisholm, 2021).

- Key Competitors: The main competitors for Habitat for Humanity of Dutchess County are the parent company (national) and the neighboring chapters in Greater Newburgh, Columbia County, Ulster, and etc. Other chapters are paying 50-60% while Dutchess County partner families do not pay more than 20% of their income. Each chapter cannot accept donations or services from those in other counties. This makes it essential to differentiate from competitors.

Strengths	Weaknesses
● Very active on social media/ daily posts ○ Optimizes brand awareness and potential website traffic ● Well established following on socials ○ 2,002 Instagram followers ○ 3,343 Facebook followers ○ Already utilizes features like Instagram stories and IGTV ● Promotes inclusive content on socials/recognizes <u>all</u> holidays ○ targets larger audience and appeals to wider demographic ● Strong reputation ○ Highly reviewed on Google rated 4.5/5 stars ○ Positively impacts community ○ 1,200 volunteers ● Well organized and user-friendly website ● Offer online option for ReStore ● Clear and unified brand identity	● Low engagement compared to percentage of followers ● Repetitive social media posts - 3 times in one week ● Different logos used on Instagram and Facebook ● Trouble growing donations post pandemic ● Lack of social media team and miscommunication between volunteers (7 twitter accounts) ● Privacy limitations involving families being helped ● Lack of experience with volunteers - no expertise with social media ● Using too many social media platforms ● No content calendar/schedule

• Can sign up to volunteer/donate right from the website	
Opportunities	Threats
• Emphasize “up-cycle” potential of items at the ReStore • Highlight chapter’s volunteer community (social media posts about individual volunteers sharing their experience & contributions) • Share incremental updates to reinforce how donors are making a tangible impact • Share stories from partner families about how Habitat for Humanity has impacted their lives	• Other Habitat for Humanity branches in the area have a greater social media reach, leading people to focus on that branch instead of the Dutchess County one • Social media is complex and ever changing, making it hard for volunteers/ people untrained in social media to keep up and create engaging posts • With the financial restraints brought on by COVID-19, Habitat Dutchess cannot afford to employ more people in their social media department • Other non-profits and Habitat branches have an organized social media team, while Dutchess County approaches social media with more of a “go with the flow” attitude, making it hard to get messages across in the right way at the right time. There are missed opportunities due to the social media department being smaller and less organized

Target Audience

Habitat for Humanity of Dutchess County has several targets that contribute to the success of the organization. The goal is to reach more donors, volunteers, and families looking for homes. In order to accurately reach these groups it’s effective to break this down into Millennials, Generation X, and Boomers.

Millennials:

Ages 25-40 → 24% of Dutchess County population (Census Reporter, 2019)

- Donors and Volunteers (Community Funded, 2019)
 - In the U.S., 84% of millennials give to charity
 - 40% are involved in monthly donation programs
 - 22% volunteer
- Social Media Usage (Khoros, 2021)
 - 86% use Facebook
 - 67% use Instagram
- Psychographics (GBA, 2020)
 - Most diverse generation, young professionals, believe in self-expression, active social media users, attempt to stand out, accepting of others, impatient, creative, multi-taskers, take in large amounts of information often, follow trends on social media, want information immediately, seek advice of peers before making a purchase, go-getters, compares prices of products, search for sales, appreciate other's passions

Generation X:

Ages 41-56 → 28% of Dutchess County population (Census Reporter, 2019)

- Donor and Volunteers (Community Funded, 2019)
 - In the U.S., 49% of Gen X are involved in monthly donation programs
 - 31% were motivated to donate because of emails
 - 29% volunteer
- Social Media Usage (Khoros, 2021)
 - 77% use Facebook
 - 47% use Instagram

- Psychographics (GBA, 2020)
 - Caring for ageing parents, raising children, cynical, easily swayed, less likely to trust large corporations due to Watergate and 1980's layoffs, struggled to find jobs post college, hard working, educated, value authenticity, use traditional mail, and are active social media users

Boomers:

Ages 57-75 → 21% of Dutchess County Population (Census Reporter, 2019)

- Donors and Volunteers (Community Funded, 2019)
 - In the U.S., 72% donate to charities
 - 15% donated on Giving Tuesday
 - 26% volunteer
- Social Media Usage (Khoros, 2021)
 - 51% use Facebook
 - 23% use Instagram
- Psychographics (GBA, 2020)
 - Large impact on the economy, live in the suburbs, wealthy generation, most active and physically fit, high income, abundance of money for luxuries, consume large amount of television, and active on the Internet

Business Objectives

- Increase number of donors with recurring monthly donations by 20% over the next year
 - Recurring monthly donations provide a stable, reliable, and predictable source of capital to apply towards various Habitat for Humanity programs

- Increasing recurring monthly donations makes it easier to create realistic and accurate budgets
- Increase sales at ReStore by 15% over the next year
 - Revenue from sales at the ReStore are use to fund Habitat for Humanity's community projects
 - Increased sales are directly related to an increase in Habitat for Humanity's capacity to help those in need
- Increase number of volunteers by 5-10% over the next year
 - Volunteer efforts make the execution of Habitat for Humanity's various services possible
 - An increase in the number of volunteers enables greater progress to be made
- Increase number of construction partners by 5-10% over the next year
 - Construction costs have risen up to 3 times that of previous years according to Jessica
 - Partnerships are mutually beneficial; helping Habitat for Humanity provide more for the community, and boosting the partners' reputation and goodwill with the community.

Social Media Audit

Facebook

- Habitat account: Habitat for Humanity of Dutchess County
 - Thorough and informative posts
 - They convey information that would be important to their followers in a succinct and intriguing way

- Low engagement; not many likes and very few comments overall
- Great use of hashtags
 - They incorporate hashtags throughout their posts, making them flow easily
 - Hashtags are not just added at the bottom meaninglessly. They have a purpose in the posts
- Posts about accomplishments seem to be more noticed by followers
 - Example: the post about a staff member being recognized for an accomplishment got many likes and had several comments, showing that people care about this type of content and like seeing it
- ReStore account: ReStore of Habitat Dutchess
 - Frequent posting, constantly giving their followers information and content
 - Great engagement levels, especially compared to their overall Habitat Dutchess account
 - One of the most recent posts has 23 likes and another post has 4 comments (ReStore of Habitat for Humanity Dutchess Facebook page, n.d.)
 - While these numbers could be better, it is a great start
 - Posts are intriguing and can draw people in to shop/ donate
 - Local competition, Habitat ReStore Newburgh, is getting slightly more engagement and reach on their posts. They get more likes on average and more comments. While Dutchess is doing great, they need to increase their reach so that local customers do not go to Newburgh instead

Instagram

- Habitat account: @habitatdutchessco

- Posts the same picture multiple times
 - This kind of repetition could bore their followers and lead them to scroll by the post rather than actually paying attention to the information
- Informative posts that educate audiences
 - They frequently update their followers on projects they are working on, keeping people engaged and interested in the organization
- Needs more calls to action
 - Example: If they are posting about volunteers, they should promote that they would always appreciate more volunteers
- While their follower count is great, their amount of likes and comments could use improvement
 - Amount of likes and comments for the past five posts (Habitat for Humanity of Dutchess County Instagram page, n.d.):
 - Post from 10/8: 6 likes, 1 comment
 - Post #1 from 10/4: 3 likes, no comments
 - Post #2 from 10/4: 4 likes, no comments
 - Post #3 from 10/4: 4 likes, no comments
 - Post #4 from 10/4: 4 likes, no comments
- Should try and limit themselves to only posting once or twice a day
 - Posting three times or more in one day could annoy their followers, and you do not want to bombard them with too much information all at once
 - They should spread out their posts to keep followers coming back on multiple days

- ReStore account: @habitatdutchessrestore
 - Great amount of followers
 - About 1,500 more followers than their closest competition, Newburgh
 - Need to focus on getting more likes and comments, as they are lacking on this account
 - With such a high amount of followers, this is shocking
 - Unique posts and not a lot of repetition
 - This keeps audiences interested and will stop them from getting bored of the account's content
 - Does a good job of advertising their current promotions and sales
 - This will lead people into their stores to support them

Twitter

- Habitat account: @HabitatDutchess
 - Has a great follower count of 726 followers
 - Little to no engagement
 - Many of the tweets get no likes or retweets
 - The tweets that do get likes and retweets only get one or two
 - Not posting frequently enough - haven't posted since 2019
- Habitat account: @DutchessHabitat
 - Has very little amount of followers
 - Has not tweeted since 2016
 - Gives no information about the organization
- ReStore: @DutchessReStore

- Extremely low follower count of 10 followers
- Not posting frequently enough, but is much better than their other accounts
- Doesn't follow any other accounts, which is concerning and makes them seem less legitimate
- They should at least follow their Dutchess Habitat account and the main Habitat for Humanity account
- ReStore: @ReStoreDutchess
 - Hasn't tweeted since 2018
 - Only has two tweets
 - Has 24 followers, which is not great compared to their competitor, Newburgh's ReStore
 - Newburgh's ReStore has 1,476 followers
- *Overall Twitter comments*
 - Too many accounts
 - Hard to tell which is their main account and which ones are the inactive accounts
 - Efforts here need to be streamlined, and the number of accounts needs to be reduced to two; one Habitat Dutchess account and one Dutchess ReStore account

LinkedIn

- Posts have very few likes, with some posts having no likes at all
- None of the posts have any comments, showing that their audience is not very engaged with the content

Pinterest

- Barely in use - only has one post from the organization

- Not a necessary platform for this organization, so this account can be deleted and efforts can be focused elsewhere
-

Big Idea and Social Channels & Logistics

Social Media Big Idea

To ensure everyone has access to affordable housing information and raise awareness of the organization's mission through social media.

Social Media Channels & Traditional Channel

[Link to Content Calendar](#)

[Link to Social Media Audit Template](#)

Facebook (Habitat & Restore Accounts)

- This channel will include promotional content for both ReStore and Habitat accounts
 - ReStore FB page will focus on encouraging donations and volunteers sign ups
 - Habitat FB page will be centered around with providing community with information for affordable housing and raising brand awareness
- Facebook study proves theory that social network can positively influence a consumer's perception of brand → the stronger the connection to consumers, the more likely they will donate and volunteer
 - “This contributes to both brand relationship quality and the willingness to spread good words about the brand through social networks, further advancing the consumer-brand relationship” (Quesenberry, 2021, p. 323).
 - Implementation connects to the following business objectives:
 - Increase number of donors by 20% within a year

- Increase sales at ReStore by 15% over the next year
- Increase number of volunteers by 5-10% over the next year
- **Gen X** (ages 41-56) 77% use Facebook and they account for nearly 30% of the Dutchess County population (Khoros, 2021)
 - Facebook is considered this population's preferred social platform → best chance of reaching demographic (Durfy, 2019).
 - Spending the majority of their time on Facebook “searching for information” → will be more receptive to learning about affordable housing through Habitat for Humanity of Dutchess County (Durfy, 2019).
- **Millennials** (ages 24-40) 86% use Facebook and they account for 34% of Dutchess County population (Khoros, 2021)
 - “This generation is heavily influenced by what they see on their favorite social media platforms” (Durfy, 2019) → increasing frequency of posts on both pages will increase brand exposure and engagement

Logistics:

- a. [Link to Content Calendar](#)
 - b. Yearly Budget Total: **\$3,000** for all advertising
Yearly FB Budget Total: \$1,068 (⅓ total budget)
- Hootsuite Account - \$49 a month
 - Cost of 1 user for a Professional account for unlimited use
 - Facebook Ads for Habitat & ReStore - \$10 a week (Karlson, 2021).
 - Average CPM (cost per 1,000 views) for a FB ad is approximately \$10
 - Week 1 and 3 post FB ad on Habitat account

- Week 2 and 4 post FB ad on ReStore account
- Average 4,000 additional impressions every month on Facebook
- College Interns - Free
 - Hire Marist students in exchange for college credit
 - Interns would help manage, organize, and post on all active Facebook accounts

Evaluation:

- Link to Business Objectives
 - FB ads will help increase sales at ReStore by 15% over the next year
 - Frequent promotional FB posts will help increase number of donations by 20% over the next year → compete with other chapters
 - Increase brand awareness and provide community with information about affordable housing
 - Building concern relationships will motivate and help increase number of volunteers by 5-10% over the next year
- Measure Effectiveness
 - Use Facebook Page Insights to fill out the [social media audit template](#) to monitor engagement → record impressions like number of likes, comments, shares, percentage of new followers, and reach on every Facebook post
 - Utilize Hootsuite to track Facebook analytics and track the sentiment of brand mentions online
 - After promotional launch for Giving Tuesday, post a FB survey asking if audience felt well informed about and whether they are more likely to visit and donate to ReStore

Instagram (Habitat & Restore Accounts)

- This channel will include promotional content for both the ReStore and Habitat accounts
 - The ReStore account will focus on increasing sales at the ReStore and increasing volunteer sign ups. An increase in sales coincides with an increase in customer awareness of the organization's mission.
 - The Habitat account will increase monthly donations and increase volunteer sign ups. As the social media accounts grow, the message of affordable housing will reach a larger audience.
- Target audience
 - Millennials ages 25-40 make up 24% of Dutchess County's population, and 67% of them use Instagram (Census Reporter, 2019; Khoros, 2021).
 - This age range is active on social media and 84% of them in the U.S. give to charity, while 40% are involved in monthly donations (Community Funded, 2019).
 - Millennials generally compare prices of products and search for sales, they are an ideal target for ReStore due to the affordable pricing of their products (GBA, 2020)
 - Generation X ages from 41-56 make up 28% of Dutchess County's population, and 47% of them use Instagram (Census Reporter, 2019; Khoros, 2021).
 - Generation X is an ideal target to reach through Instagram as they are active social media users and in the U.S., 49% of Gen X are involved in monthly donation programs (Community Funded, 2019).
- The business objectives that Instagram will facilitate are:

- Increasing the number of donors with recurring monthly donations by 20% over the next year
- Increasing sales at ReStore by 15% over the next year
- Increasing the number of volunteers by 5-10% over the next year

Logistics:

- a. [Link to Content Calendar](#)
- b. Yearly Budget Total: **\$3,000** for all advertising

Yearly Instagram Budget Total: \$536

- Hootsuite Account - \$49 a month (Price already accounted in FB budget)
 - Cost of 1 user for a Professional account for unlimited use
- Costs of Ads - \$536
 - If you follow a cost-per-click (CPC) bidding model, you will pay between \$0.20 and \$2 per click. (WebFX, 2021)
 - With a budget of \$536 you can expect to attain between 268 and 2,680 click depending on the CPC
 - If you follow a cost-per-impressions (CPM) model, you will pay an average of \$6.70 per 1,000 impressions. (WebFX, 2021)
 - With a budget of \$536 you can expect to attain approximately 80,000 impressions
- College Interns - Free
 - School of Communications students from Marist can help prepare, monitor, and make posts on the Instagram accounts

Evaluation:

- Link to Business Objectives
 - Instagram boosts will help reach the goal of increasing sales at ReStore by 15% over the next year
 - Exposure to messaging on Instagram will facilitate in increasing the number of donations by 20% over the next year
 - Instagram will reach Generation X and Millennials that actively volunteer and help achieve the objective of increasing the number of volunteers by 5-10% over the next year
- Measure Effectiveness
 - Collect analytics data from Instagram and filling out the [social media audit template](#)
 - The Template will help track likes, comments, saves, actions, reach, and impressions
 - Social media audits make it easy to accurately track progress
 - Hootsuite saves time by aggregating analytics from several channels and presenting them in one location

LinkedIn

- LinkedIn is a professional social media platform, used by many businesses to promote themselves and update people on their practices and recent company developments. It is also employment-focused and can be used by people to find job openings or by businesses to recruit employees

- This platform is a great place for Habitat for Humanity of Dutchess County to advertise themselves and garner more attention than their local competition
 - Here, they can discuss their accomplishments, such as recent finished projects or volunteers who have been with the organization for years
 - They can also promote that they are always looking for new volunteers, and quote current or past volunteers and what they gained from their experience
 - The “Meet the Volunteers” campaign would run once a week on LinkedIn and would feature a volunteer and their experience with the organization - why they volunteer there, what the organization means to them, and why others should considering volunteering as well
 - This will encourage others to volunteer for Habitat Dutchess and show other businesses the impact that the organization has on everyone within the community
 - Since LinkedIn is employment-focused, it would be a great idea for Habitat for Humanity of Dutchess County to use this platform to recruit interns from local colleges who are looking for experience
- LinkedIn is the perfect place to network - therefore, the organization can use this platform to build connections and do some professional networking in order to find potential future partners
- According to Ying Lin (2021), “LinkedIn has over 740 million users in more than 200 countries and territories across the globe.” Lin also stated that:
 - Of all LinkedIn users, 57% are male and 43% are female

- An article by Salman Aslam (2021) stated that 60.1% of the total users on LinkedIn are between the ages of 25 and 34
 - This makes them the most important generation to target within LinkedIn
- **Millennials** (ages 24-40)
 - According to a 2016 article by Dr. Nik Eberl, “by 2020, Millennials will make up 50% of the workforce”
 - While typically described as lazy, this generation is incredibly ambitious and cares deeply about their professional standing and connections
 - In the same 2016 article, Dr. Eberl stated that 87 million millennials are on LinkedIn
 - 11 million of the millennial users on LinkedIn are decision makers for their companies (Chevalier, 2021)
 - Due to this, it is important to target them and cater to this generation specifically

Logistics:

- a. [Link to Content Calendar](#)
- b. Yearly Budget Total: **\$3,000** for all advertising

Yearly LinkedIn Budget Total: \$316.32

- Hootsuite Account - \$49 a month (Price already accounted in FB budget)
 - Cost of 1 user for a Professional account for unlimited use
- College interns - Free
- LinkedIn Advertisements - \$316.32
 - You pay per CPM and it is \$6.59 per 1,000 impressions (WebFX, 2021)

- The goal is to get 4,000 impressions per month for a total of \$316.32 for the year

Evaluation:

- Link to Business Objectives
 - Spreading awareness of the volunteering opportunities and the testimonials of current volunteers will assist in increasing the number of volunteers by 5-10% over the next year
 - As stated earlier, LinkedIn will allow Habitat Dutchess to connect more with partners - including construction partners specifically. Through connecting with construction partners and raising awareness of their ongoing/upcoming projects, LinkedIn can assist Habitat Dutchess in increasing the number of construction partners by 5-10% over the next year
- Measure Effectiveness
 - Track the performance of posts through viewing the analytics portion of LinkedIn's "Super Admin View" and fill out the [social media audit template](#) after each new post
 - LinkedIn's analytics on "Super Admin View" shows increases or decreases in unique visitors, followers, post impressions, and custom button clicks
 - Keep track of these specific categories on the audit template
 - Use Hootsuite to track analytics and see how LinkedIn posts are performing
 - Since the main goal of using this platform is to raise awareness, keep track of the number of followers the account has at the beginning of each week

Newspaper

- Newspaper advertisements and press releases will be used to reach new volunteers, donors, and local businesses. This content will include a phone number and email address to contact in order to sign up for the snail mail and email chain. Generation X and Boomers are the target audience for this channel. Local businesses will be encouraged to reach out to the chapter for collaboration and press releases will focus on recapping/promoting events. Press releases will be available to the general public, as well as, journalists.
- Through this medium of advertising and promotion, Habitat for Humanity of Dutchess County can reach specific groups and areas within their region. Many newspapers have loyal customers and this is a way to build the chapter's reputation while reaching a new audience. On the Internet, the attention span of an average user is approximately eight seconds, but with newspapers, readers take their time viewing the content (Union Leader, 2019). This increases the chances of readers looking at advertisements and informative articles. Readers spending more time with newspapers presents an opportunity for the Dutchess County chapter to spread awareness about their mission and purpose to help people in the community.
 - At least 6 out of 10 adults in the U.S. read newspapers each week (Mansi Media, n.d.)
 - 70% of those with an HHI of \$100,000 read newspapers (Mansi Media, n.d.)
 - 58% of consumers trust news from newspapers more than other mediums
- Implementation connects to the following objectives:

- Increase number of donors with recurring monthly donations by 20% over the next year
- Increase number of volunteers by 5-10% over the next year
- Increase number of construction partners by 5-10% over the next year
- **Gen X** (ages 41-56)
 - Known to be “news junkies” and read online news every day → Gen X are active readers and it’s a part of their daily routine (Brown, 2020)
 - Read the news more than any other generation → better chance of establishing a relationship with people who are intrigued with the content (Brown, 2020)
 - Spend an average of 54 minutes reading the news every day → increases the chance of reader viewing the advertisement and press release information (Brown, 2020)
- **Boomers** (ages 57-75)
 - 43% read news online and 32% read traditional newspapers → can reach the group through digital and traditional news platforms (Brown, 2020)
 - Start and end their day reading newspapers → more opportunity for them to view the the Habitat for Humanity of Dutchess County’s content (Brown, 2020)

Logistics:

- a. [Link to Content Calendar](#)
- b. Yearly Budget Total: **\$3,000** for all advertising

Yearly Newspaper Budget Total: \$1,080 (1/3 of total budget)

- Newspaper Advertisements
 - 1 advertisement per month = \$48, total cost per year = **\$576**

- The pricing is based on the size of the advertisement → \$12 per inch for black and white advertisement (Main, 2021)
- 2 columns x 2 inches = 4 column inches x \$12 per inch = \$48 per advertisement
- Press Release
 - Use the distribution service [IssueWire](#) → guaranteed 145+ placements
 - [Tier 1 Package](#) = \$21 per press release x 2 = \$42 per month, total cost per year = **\$504**

Evaluation:

- Link to Business Objectives
 - Communicating the chapter's mission and values will help increase the number of donors with recurring monthly donations by 20% over the next year
 - Advertisements will increase number of volunteers by 5-10% over the next year by providing people with the necessary information to connect with the chapter
 - Newspapers will help increase number of construction partners by 5-10% over the next year by spreading awareness through press releases and advertisements
- Measure of Effectiveness
 - For the duration of the newspaper advertisement and press release, monitor the number of donations, snail mail/email sign ups, volunteer sign ups, businesses that reach out, and any coverage from local publications
 - A QR code will be included in both the advertisement and press release that will lead people directly to the donation section of Habitat for Humanity of Dutchess

County's website. This information will be tracked and provide information about how many people scanned the code.

- To gain an understanding of who viewed the newspaper content, a survey will be sent through snail mail and email. This will provide information on who viewed the content and whether they acted on it.

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