



Student Organizations Campaign

PRL 615
Public Relations Research Methods
Dr. Guy Golan
S.I. Newhouse School of Public Communications
Syracuse University

April 17, 2013

Chris Crockett, Christina Wang, Deanna Payson, Jessica Winn, Kristina Carlson

Primary Contact: Deanna Payson dmpayson@gmail.com, 508-244-7579

Table of Contents

Executive Summary	3
Situation Analysis	4
Background	4
Public Analysis	4
SWOT Analysis	6
Campaign Plan	11
Mission	11
Goals	11
SMART Objectives	12
Message Strategy	13
Strategic Tactics	14
Evaluation Metrics	18
Budget	19
Time Line	20
Team Bios	23
Appendices	24

Executive Summary

SyracuseFirst needs a strategic communications plan to target the student population at Syracuse University. Student groups or Registered Student Organizations (RSOs) can be great on-campus ambassadors for SyracuseFirst to spread its mission through. The overall aim of this campaign is to create meaningful relationships with student groups. The three goals for this campaign are to raise awareness of SyracuseFirst with student group leaders, increase the number of partnerships between SyracuseFirst and student groups and to increase the number of student group members who have signed the 10 percent shift pledge.

The goals above will be achieved within one regular semester using strategies and tactics outlined in the ensuing pages. The majority of the tactics requires the director of SyracuseFirst to make personal contact (via the phone or email) with student group leaders. Partnerships with student groups require student group leaders to sign a partnership agreement (see appendix A), which entails bi-annual meetings, at least one collaborative event per semester and regular conversations via phone and email. These partnerships will become great launching pads for SyracuseFirst to begin other interactions with students campus-wide in the future.

The three objectives, which stem from the three goals of the campaign, can be evaluated using benchmark data and realistic targets. For measuring awareness of SyracuseFirst among student group leaders, the benchmark survey (see appendix c) can be used as a point of reference when the survey is re-administered after the campaign. SyracuseFirst's director noted that they had collaborated with one student group in the past; the target for this campaign is to increase partnerships to 200% or to 3 student group partnerships. The last target is to increase the number of student group member pledges to 200 by the end of the campaign. With these three evaluation metrics, SyracuseFirst will be able to determine the success of its campaign.

Situation Analysis

Knowing where the organization stands is the first step to moving forward. This section will briefly outline SyracuseFirst's current position, so it can move forward with an effective campus campaign targeting student groups. First, there will be a brief description of the organization and its current relationship with the target audience. Then a S.W.O.T. analysis will follow to better understand the strengths, weaknesses, opportunities and threats to the organization and the campaign. At the end of this section, the client should fully-understand the current situation, which will be the foundation to build the campaign upon.

SyracuseFirst's Background

SyracuseFirst is a locally owned, not-for-profit based in Syracuse, New York that follows the Business Alliance for Local Living Economies. The organization focuses on raising awareness and educating Syracuse residents about how buying from locally owned, independent, businesses can benefit the community and local economy. The organization works to encourage businesses, local governments, citizens and other not-for-profit organizations to "think local first" by shifting 10 percent of their buying to locally owned independent businesses. By buying local, these groups can help sustain and improve the life of the local economy, and foster community involvement.

SyracuseFirst has created a network of over two hundred local businesses where it works to strengthen business-to-business relationships. The not-for-profit also hosts local events in partnership with these businesses to help educate the community about the buy local movement and the local products and services available in the Syracuse area.

Student Groups

Insights from Chris Fowler (executive director of SyracuseFirst) during an in-person interview on February 16, 2013 indicated that only one collaborative effort with a Syracuse University student-led group had taken place as of that discussion. Fowler expressed dissatisfaction with the outcome of this relationship (with a group called "comm.Unity"), saying that it did not produce any lasting results. He indicated that relationships between SyracuseFirst and student groups would be best if they elicit some sort of outcome, whether tangible or intangible. Whether they result in "some sort of contribution to intellectual capital," increased volunteerism, attendance at SyracuseFirst events, or

increased pledges in the 10% Shift campaign, a student group partnership with SyracuseFirst must be enduring and productive.

In addition, Fowler expressed the sentiment that student group partners should have some sort of alignment with the mission of SyracuseFirst, which is "to encourage Syracuse area residents to think local, buy local and be local by supporting independent businesses in our community." This organization stresses the importance of sustainability (both economic and environmental) as well as entrepreneurship and community service. For these reasons, the researchers examined the Syracuse University Office of Student Activities' website (<http://studentactivities.syr.edu/>) for student organizations aligned with these values. First, however, it is important to understand the landscape of Syracuse University student-led groups and the bureaucracy in which they function.

In terms of student groups, there are two types of groups: RSOs (Registered Student Organizations) and non-RSOs. RSOs are funded by the University (particularly, by Student Association, the student governing body) and regulated quite closely by the Office of Student Activities. These regulations allow them several rights which are not afforded to non-RSOs, such as being allowed to put posters up on campus, apply for Student Association funding, book on-campus venues easily, etc. While non-RSOs can function on campus as well, they do so with more difficulty. For these reasons, the research will only examine RSOs on the Syracuse University campus.

Based on the mission of SyracuseFirst, several keyword searches were done on the Office of Student Activities' list of RSOs. Searches for "sustainability," "environmental," "entrepreneurship," and "community service" gave many results. Of these results, five groups were selected for their close alignment with SyracuseFirst's mission. These five groups are the Eco-Reps, Students in Free Enterprise (SIFE), Collegians for a Constructive Tomorrow, the Entrepreneurship Club and Alpha Phi Omega. The Eco-Reps focus on environmental issues and sustainability, as do the Collegians for a Constructive Tomorrow. Students in Free Enterprise focus on sustainability, entrepreneurship and environmental issues. Alpha Phi Omega is a co-ed community service fraternity, and The Entrepreneurship Club promotes the entrepreneurial spirit and endeavors of its student members.

However, in order to produce truly fruitful relationships with Syracuse University student groups, it is important that SyracuseFirst not limit itself to the above groups based on their missions. This campaign will also consider groups that have potential to contribute to SyracuseFirst's goal of shifting spending to locally-owned businesses. For this reason, the researchers will also include Student Association, the Graduate Student Organization and the Fraternities and Sororities on campus to the list of target student groups. These student organizations have large budgets and countless events for which the budget

could be directed to local businesses. This could have a major impact on the local economy of Syracuse, if each of these groups commits to the 10% shift pledge.

SWOT Analysis

A SWOT analysis is a great way to examine and organize the internal and external variables that are affecting or could affect an organization prior to a campaign. Strengths and weaknesses are variables that are internal to the organization, while opportunities and threats are external variables. Past research has been conducted on SyracuseFirst as a whole and on SyracuseFirst's interactions and relationships with Syracuse University students and student groups. In addition, research has been conducted on the organization's partner businesses, competitors and business practices. This research serves as a foundation for the SWOT analysis, which exists in order to fully understand how to accomplish the goals and establish the objectives and tactics of the SyracuseFirst public relations campaign.

Strengths

SyracuseFirst can draw on a variety of internal strengths to bolster this campaign. First, the nature of the organization is attractive to community organizations, including campus groups. That is, SyracuseFirst is the only buy local organization in the Syracuse area, and it has a positive focus on the local community. This gives the organization leverage when trying to get others involved.

In addition to its unique nature, Chris Fowler, founder and executive director of SyracuseFirst, is very well received by the community. His passion for his organization along with his clear understanding of the mission of SyracuseFirst makes it convenient to focus messaging and create partnerships. Therefore, the two major strengths for SyracuseFirst are the overall nature of the organization, and the charisma and knowledge of its director.

Weaknesses

SyracuseFirst may need to address or compensate for a few weaknesses in order to implement a successful campaign. One weakness of SyracuseFirst is that it lacks an overall communication strategy. This is extremely important when creating awareness about SyracuseFirst and the importance of buying, being and thinking local. Moreover, an overarching communications plan would be beneficial to the development of a singular communications campaign.

Consequently, the campaign will have to simultaneously develop and consider the overall communications strategy in addition to the specific strategies targeting student groups.

Another weakness is the small number of full-time staff and volunteers. As student group partnerships grow, SyracuseFirst will need to manage several logistical tasks without losing its spirit. This weakness may be solved with the opening of new internship and volunteer opportunities, but these positions will need to be managed as well. Therefore, SyracuseFirst may need to hire more staff, but this leads to the next weakness.

Resources are the number one weakness for almost all non-profits. SyracuseFirst will need to find the financial capital to pay for new staff, communications and other supplies. Oftentimes, investment precedes success, so budgeting may become tricky business during the campaign. Fundraising can be a very distracting activity, but may be necessary.

Opportunities

The Scholarship in Action program instituted by Chancellor Nancy Cantor at Syracuse University promotes community interaction between the university and the surrounding city. Therefore, the RSOs have an incentive to be involved with the community and to have service projects that benefit the surrounding neighborhood. This creates an opportunity for SyracuseFirst to position itself as a leader in the city's revitalization efforts, making it an indispensable partner for organizations fulfilling the Scholarship in Action initiative. However, SyracuseFirst must take advantage of this opportunity before Chancellor Cantor resigns, since it is not certain the Scholarship in Action initiative will continue after her departure.

The existence of the five registered student organizations identified in the student groups section as having a similar mission to SyracuseFirst presents an opportunity for more impactful partnerships. These groups include the Eco-Reps, Students in Free Enterprise (SIFE), Collegians for a Constructive Tomorrow, the Entrepreneurship Club and Alpha Phi Omega. Partnerships with these organizations can be tailored to mutually benefit the RSO and SyracuseFirst without having a disconnect between the two missions.

Lastly, student purchasing power offers a great opportunity for SyracuseFirst to further its mission. Students have a major influence on the Syracuse economy, and have the income to buy event supplies and food for their organizations. By understanding what students and student groups need through active conversations, SyracuseFirst can help its partner businesses capitalize on the purchasing power of this unique public.

Threats

One threat SyracuseFirst should be on guard for is the trendiness of the buy local movement. That is, society is constantly changing, so there is a possibility that the local movement could be viewed as a trend now, but one that could fade from the public's consciousness in time. In this case, people may be willing to accept the buy local mindset now, but stray away from it later. SyracuseFirst will need to keep up with changing trends in order to stay relevant and fresh.

Another potential threat is working with misaligned partners. That is, SyracuseFirst may want to work with many student groups and organizations on campus, but they should be careful that these groups and organizations are aligned with their overall message and mission. Otherwise, these organizations could prove to be a waste of time and resources at best, or damaging to SyracuseFirst's reputation at worst. For instance, a capital investment club that focuses on blue chip investments may be antithetical to the buy local movement and may provide little support to SyracuseFirst. On the other hand, an environmental sustainability group may complement SyracuseFirst much better. So, SyracuseFirst will need to carefully choose which groups and organizations to target on campus.

Competition is one of the biggest threats to SyracuseFirst. Non-local businesses are direct competitors with SyracuseFirst's partner businesses. Currently, campus research shows students tend to choose a commercial brand over a local brand because of familiarity, price or quality. SyracuseFirst must understand these attractions these with student groups in order to compete well. In addition to Non-local businesses, other Syracuse organizations can distract publics away from SyracuseFirst. That is, other non-profit organizations may already have relationships or partnerships with particular student organizations and may block other non-profits from gaining access. This is why it is important for SyracuseFirst to know, which organizations already have a presence on campus in order to avoid competition with particular groups, or to find mutually beneficial ways to collaborate together.

The last variable that could threaten the success of the campaign is the lack of recognition SyracuseFirst has with student groups. A recent survey of student group leaders revealed that out of twelve respondent leaders, none had even heard of SyracuseFirst. These groups held an average of four events per semester, meaning that they are active in the student campus life. In order to form effective partnerships, SyracuseFirst will need to overcome the issue of awareness first when targeting these student groups for the first time.

Figure 1.1: SWOT Analysis



Conclusion of Situation Analysis

Syracuse University's student groups are a potentially beneficial target public that SyracuseFirst has not yet utilized. In the researcher's observation, student groups are the important bridge between the community and the students, and can positively affect the local economy if they are aligned with SyracuseFirst's mission. Having student groups play a role in the buy local movement could result in many benefits for the organization. For example, the

events that the organizations put on could garner more student support for SyracuseFirst, and student groups can become buy local ambassadors on campus.

SyracuseFirst's concise and clear mission is one of its strengths, but the challenge of conveying this mission to the public in order to elicit a positive response with target audiences is a key issue that SyracuseFirst must address. Our campaign will focus on building lasting relationships with Syracuse University's student groups and SyracuseFirst in order to have the largest potential impact on the local economy of Syracuse. In the next section, the campaign plan targeting Syracuse University student groups is outlined and explained.

Campaign Plan

This strategic campaign plan was developed for SyracuseFirst to build meaningful partnerships with Syracuse University student groups. The order of the campaign plan is as follows: a brief description of the mission statement; an explanation of the goals and objectives; an overview of the message strategy; and, an outline of the strategies and tactics as related to each objective. This methodically designed campaign will save SyracuseFirst time and effort as they begin building long-term mutually beneficial relationships on campus.

Mission

To encourage Syracuse area residents to think local, buy local and be local by supporting independent businesses in our community.

A mission statement is the most important factor of any organization. It should serve as a reminder to all stakeholders of what the organization's purpose is. A mission statement should always be a foundation to help an organization create its goal, objectives and tactics. If the mission statement is always at the forefront of every direction an organization takes, it will create success that aligns with its overall purpose.

SyracuseFirst's mission encompasses exactly what SyracuseFirst stands for. Its mission is broad enough to accomplish a wide range of goals, but is defined enough to not lose focus of the importance of local consciousness. It is clear, concise and to the point, which allows stakeholders to understand why SyracuseFirst exists and where the organization is trying to go. Because of SyracuseFirst's mission statement, the organization will be able to keep sight of its overall function.

Goals

Goals establish the purpose of a campaign. According to Ronald Smith, a goal is, “[a] part of organizational strategy; [it is] a statement rooted in an organization’s mission or vision, acknowledging an issue and sketching out how the organization hopes to see it settled” (Strategic Planning for Public Relations, 2009. pg 397.) It should start with a verb and include a specific public that the organization wants to target. There are three types of goals; awareness, acceptance and action. Awareness goals focus on building understanding and knowledge about a topic, acceptance goals focus on changing perceptions and action goals focus on changing behaviors. Below is a list of the goals for this campaign. The first goal is an awareness goal and the second and third goals are action goals. These goals will help SyracuseFirst accomplish its mission with Syracuse University student groups.

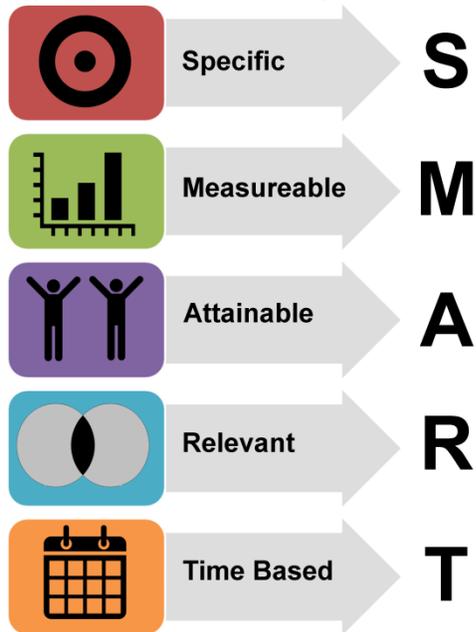
1. To increase awareness of SyracuseFirst among SU student group leaders.
2. To increase the number of SU student group partnerships with SyracuseFirst.
3. To increase the number of student group members who have signed the 10% shift pledge.

Objectives

Compared to goals, objectives provide more detail and are measurable. Nevertheless, objectives must directly address the goals of the campaign. Public relations practitioners set up objectives for the campaign's following actions and the evaluation at the end. Therefore, it is important for public relations practitioners to set up efficient objectives in order to launch a successful campaign. To set up efficient objectives for the campaign, the objectives should be based on the SMART rules, which means the objectives should be specific, measurable, actionable, realistic and time based.

Considering both the campus schedule/time frame and the annual reelections of student group presidents, we decided to build our campaign strategy around a regular semester time frame to increase efficiency and effectiveness.

Figure 2.1: SMART Objectives



Goal 1 Objectives:

- To increase awareness of SyracuseFirst among SU student group leaders by 15 percent within one regular semester.

Goal 2 Objectives:

- To increase the number of SU student group partnerships with SyracuseFirst by 200 percent within one regular semester.

Goal 3 objective:

- To increase the number of student group members who have signed the pledge by 200 people within one regular semester.

Message

The messaging for this campaign is based on the mission and positioning of SyracuseFirst. The mission is “to encourage Syracuse area residents to think local, buy local and be local by supporting independent businesses in our community.” Positioning is defined as the ways in which an organization would like to be perceived by its publics, so for SyracuseFirst, its positioning is *to be the organization leading the revitalization efforts in the Syracuse community*. SyracuseFirst would like to be seen as an institution helping the people and businesses of the city grow economically in a sustainable way. In order to convey this positioning to this target public of student group leaders, messaging that emphasizes the following two concepts has been developed:

1. The city of Syracuse is being revitalized by SyracuseFirst and its member businesses.
2. Partnerships with SyracuseFirst can be beneficial relationships
 - i. Through these partnerships, student organizations can give back to the Syracuse community
 - ii. Through these partnerships, student organizations can improve the student experience at Syracuse University

First, the messaging must focus on SyracuseFirst’s contributions to the city as a whole. Then, it must emphasize the benefits of student organization’s collaborations with this unique, local not-for-profit organization. Using a logos appeal to student group leaders’ sense of rationality (cost-benefit analysis, for example), SyracuseFirst must prove that forming partnerships with these organizations can provide tangible benefits for the organizations and their members. This can be done by showing the leaders the economic benefits (see tactics below) of forming a partnership, for example. The messaging must also use a pathos approach, however, and appeal to the student group leaders’ sense of emotional commitment to this city in which they have spent three or four years of their lives as students. Using both of these approaches, the messaging can convey the importance of forming these student group-SyracuseFirst partnerships.

Overall, the messaging for this campaign will be: *partnerships with SyracuseFirst can provide important benefits to student organizations, the campus life and the city community.*

Tactics

Objective 1 tactics: (To increase awareness of SyracuseFirst among SU student group leaders by 15 percent within one regular semester.)

1. *Follow student group social media pages.* In order to gain more knowledge of and familiarity with the student groups, it is necessary to follow their social media pages, such as on Facebook, Twitter or other platforms. Groups that have interacted with the Syracuse local community recently and have the potential to be SyracuseFirst's future partners would be ideal for this.
2. *Engage on the student group social media pages with relevant information pertaining to their posts.* Boost the student groups' interest and grab their attention of SyracuseFirst's mission. Release the information that will benefit the student groups' recent activities based on examination of their posts on social media pages. By engaging with the student groups online in advance, we can expect a better result when we arrange a meeting with the student groups' leaders in the next movement.
3. *Place personal letter and brochure in student group mailboxes in the Office of Student Activities in the Schine Student Center.* Promote SyracuseFirst's mission and the organization's function through the personal letter from Chris and the brochure of SyracuseFirst. Place letters in the student group mailboxes to inform the student groups that the organization exists and is willing to help the student groups. *see sample in appendices.
4. *Make personal calls to student group leaders to educate them on the importance of Buy Local movement.* To get more support from the student groups towards the local economy, SyracuseFirst needs to educate the student groups on the importance of Buy Local movement. Release the information of how the student groups can benefit from this movement and how they can help the local economy where they will spend their four years of college. Make the call after sending the student groups leaders the letter and brochure to see if they have any questions about the organization and mention the future meeting at the same time.

Objective 2 tactics: (To increase the number of SU student group partnerships with SyracuseFirst by 200 percent within one regular semester.)

1. *Personal conversation student group leaders via phone/email.*
The purpose of this tactic is to get more familiar with the student groups leaders, who have the greatest influence in each student group, through the most economical way. Be aware that the personal conversation should be more casual and not commercial. Don't put pressure on the student leaders to join the movements until later in the relationship.
2. *Invite target student group leaders to an exclusive information session.*
 - a) Where? Faegan's Cafe and Pub.
 - b) When? One month into the semester.
 - c) Who? Chris Fowler and at least one other representative of SyracuseFirst will be in attendance.
 - d) Representatives will present about the benefits of a SyracuseFirst partnership for ten minutes, and after that mingle with the student group leaders. (*See prepared talking points in appendices)
 - e) Representatives will have brochures on hand.
 - f) Prizes will be given out for SyracuseFirst trivia after the presentation, with local goods and coupons.
3. *Follow up with attendees to brainstorm ideas for collaborative campus events.* Get involved with student groups' events to earn more of their trust and increase their willingness to cooperate with SyracuseFirst in the future. To maintain the continuing partnership with the student groups is a crucial endeavor for SyracuseFirst. Helping them with their activities can not only develop their loyalty for the organization, but also reach out to more student groups on campus in the future.
4. *Ask student group leaders to sign up for "partnership:" bi-annual meetings, one event per semester, and regular conversation via phone and email.* By regularly keeping in touch with the student groups through the signed partnership contract actions, SyracuseFirst can maintain and legitimize its partner relationships. Since there are two semesters in a year, we plan to hold bi-annual meetings to follow up every student groups situation which SyracuseFirst has partnership with. To assure that the partnership is real and is benefiting each other, SyracuseFirst has to actually get involved in the event at least once a year with the student groups.

Objective 3 tactics: To increase the number of student group members who have signed the pledge by 200 people within one regular semester.

1. *Competition for 10% shift pledge signups.*

- a) Use social media to promote the competition. Use SyracuseFirst's social media platforms to inform the student groups about the competition, how they can participate in the competition and what the winner's prizes will be.
- b) Use incentives connected to SyracuseFirst to increase participation (contest to see which student group gets the most percentage of the people to sign the pledge)
 - i. Shout-out on social media to the winner. At the time of announcing the winner, the winning student groups will have the opportunity to have the shout-out on SyracuseFirst social media platforms, which is a great honor and can earn more attention from the different publics for the group.
 - ii. Spotlight on website for the winner. The winning student group will have a spotlight on SyracuseFirst's website to not only announce the fact that they win the competition, but also have a chance to put an introduction of the student group and promote itself on SyracuseFirst's official website.
 - iii. Winning group gets a gift certificate (\$50). A local business partner of SyracuseFirst will provide a gift certificate which worth \$50. Winning the competition can not only gain more media expose for the group, but also win a little financial support from the local business.

2) *Coupons*

i. *text promotions*

The students who signed up for the pledge will get text promotions regularly from SyracuseFirst which inform them about the latest discounts from the local businesses. (i.e. "Buy-one-get-one beer free from Faegan's!")

Evaluation Metrics

In order to determine whether the awareness and action objectives have been achieved within one regular semester (i.e., August through December or January through May), evaluative methods must be undertaken by SyracuseFirst. First, determining whether or not awareness of SyracuseFirst's existence among SU student group leaders has increased by 15 percent will be best achieved by disseminating the same survey used in the preliminary research for this campaign. This survey specifically asked group leader whether they had heard of SyracuseFirst. As was stated above, the initial survey showed that not one group leader had heard of SyracuseFirst. In order to achieve the 15 percent increase, at least 15 percent of the group leaders surveyed in the evaluative survey must answer "yes" to the question of whether or not they have heard of SyracuseFirst. For example, if 20 leaders respond to the survey, at least three respondents must report having heard of SyracuseFirst. We believe this small but targeted shift can make an important difference in SyracuseFirst's ability to reach its on campus publics.

In order to evaluate the second objective of increasing the number of SU student group partnerships with SyracuseFirst by 200 percent within the one regular semester, the campaign managers will simply have to count the number of signed partnership contracts (see appendix) and determine whether or not they have achieved at least three total partnerships. Currently, SyracuseFirst has only one student group partnership with "comm.UNITY," so in order to achieve the 200 percent increase, they must add at least two partnerships to their roster. Additionally, it would be helpful for SyracuseFirst to maintain records over the first year of the partnerships, to ensure that the partner groups are fulfilling their agreed-upon responsibilities (bi-annual meetings, one event per semester, and regular conversation via phone and email).

Lastly, evaluating whether or not the number of student group members who have signed the 10 percent shift pledge has increased by 200 people within one regular semester should be achieved by adding a question to the shift pledge sign-up link on the SyracuseFirst website, which asks people to indicate if they are a member of a SU student group, and if so, which group. Currently, there are no SU students having signed the pledge, so measuring this 200 person change should be simple. The important part is ensuring that signers of the pledge self-identify as a member of an SU student group, so that their participation can be tracked.

Budget

Element	Price	Explanation
Food for Faegan's event	\$300	This cost will cover the price of buying appetizers and light hors d'oeuvres for the 30-person event.
Drinks for Faegan's event	\$200 = (30x\$2) + (35x\$4)	This cost will cover the price of alcoholic and nonalcoholic beverages for the 30-person event. Beers/mixed drinks average \$4 per drink, while sodas and nonalcoholic beverages cost about \$2. Assuming that there will be about half the students under 21 years old and about half over 21 years old, a safe estimate would be to provide 30 nonalcoholic drinks and 35 alcoholic drinks.
Printing costs	\$300	This budget will cover printing costs for the brochures (100 copies), invitations (100 copies), partnership forms (25 copies) and personal letters (100 copies).
Event prizes	\$0	These prizes will be donated from SyracuseFirst's member organizations, since it will help student group leaders become aware of these businesses.
Gift Certificate (pledge sign up competition)	\$50	Preferably, this gift certificate would be donated by a SyracuseFirst partner business. However, in order to budget appropriately, the \$50 gift certificate is in this budget.
TOTAL	\$850	

Timeline

This campaign is for a regular semester at Syracuse University, which is about 15 weeks. For that reason, the campaign timeline is broken down week-by-week for a 15 week period of time.

Week 1:

- Follow student organizations on their social media accounts.
- Engage on the student groups' social media pages.
- Brainstorm ideas for text coupons for people who sign-up for the 10 percent pledge.
- Begin looking for the pledge contest gift card sponsor.

Week 2:

- Place personal letter and brochure in student group mailboxes.
- Continue engagement on the student group social media pages.
- Begin developing the text coupons.

Week 3:

- Continue engagement on the student group social media pages.
- Start personal calls to student group leaders.

Week 4:

- Continue engagement on the student group social media pages.
- Finish personal calls to student group leaders.

Week 5:

- Continue engagement on the student group social media pages.
- Invite target student group leaders to an exclusive information session.

Week 6:

- Continue engagement on the student group social media pages.
- Have pledge contest prize sponsor secured.
- Finish developing text coupon.

Week 7:

- Faegan's exclusive information event on Wednesday, October 16, at 6 p.m.
- Announce the pledge sign-up competition at the event.
- Announce the text coupon feature at the event and on social media pages.
- Ask group leaders to sign up for partnerships at the event.
- Continue engagement on the student group social media pages.

Week 8:

- Continue engagement on the student group social media pages.
- Promote the pledge contest and the text coupons on social media.
- Start follow ups with group leaders who attended the event.

Week 9:

- Continue engagement on the student group social media pages.
- Continue promoting the pledge contest and text coupons on social media.
- Finish follow ups with group leaders who attended the event.

Week 10:

- Continue engagement on the student group social media pages.
- Continue promoting the pledge contest and text coupons on social media.

Week 11:

- Continue engagement on the student group social media pages.
- Continue promoting the pledge contest and text coupons on social media.

Week 12:

- Continue engagement on the student group social media pages.
- Finish promoting the pledge contest and text coupons on social media.

Week 13:

- Continue engagement on the student group social media pages.
- Continue promoting the text coupons on social media.
- Announce the winner of the pledge contest.
- Give prizes to the winner of the pledge contest.
- Post spotlight on website and social media pages of the pledge contest winner.

Week 14:

- Continue engagement on the student group social media pages.
- Continue promoting the text coupons on social media.
- Follow up with group leaders to thank them for a great semester, and ask about possible future events or projects.

Week 15:

- Continue engagement on the student group social media pages.
- Continue promoting the text coupons on social media.
- Continue follow ups with group leaders to thank them for a great semester, and ask about possible future events or projects.

Team Bios

Deanna Payson is a public relations graduate student at the S.I. Newhouse School of Public Communications at Syracuse University. She graduated from Syracuse University in 2012 with a Bachelor of Arts in Political Science. Deanna's career passion for not-for-profit public relations began during her time in the Advancement department at the Museum of Science in Boston, Massachusetts. Deanna currently lives in Syracuse, New York, where she is a public relations student and co-chair of the Life Gets Better Together conference for LGBTQ youth advocacy.

Jessica Winn is a public relations master's student at the S.I. Newhouse School of Public Communications. Before beginning her studies at S.I. Newhouse, she studied government and philosophy at Bowie State University. Winn's undergraduate thesis used qualitative methods to analyze the public policy initiatives in Washington D.C. that are aimed to deter and curb the prevalence of human trafficking. She has interned with the US Census Bureau as a research assistant, and has directed the communications for a Congressional campaign. Winn is currently a public relations intern with Make-A-Wish Central New York.

Christina Wang is a graduate student majored in Public Relations in S.I. Newhouse school of Syracuse University now. She originally comes from Taiwan, and she got her bachelor's degree in Healthcare Administration from Taipei Medical University. Before she decided to study abroad, she did an internship in the Public Relations department in Taipei Medical University Hospital for one year. Currently she is doing her internship as Public Relations Intern at Hendricks Chapel in Syracuse.

Chrysten Crockett is a graduate student at the S.I. Newhouse School of Public Communications pursuing a Masters of Science in Public Relations. Crockett received her Bachelors of Science in Journalism with an emphasis in PR from Ohio University. During her both of her undergraduate career she completed internships in public relations, career development and social media. She is currently interning with the Syracuse University athletics community outreach program Cuse Cares. Crockett is a Cleveland, Ohio native.

Kristina Carlson is currently working on her masters degree in public relations at Syracuse University's S.I. Newhouse School of Public Communications. She comes from a background in the entertainment industry. Before attending Syracuse University, Carlson lived and worked in Los Angeles, California in both public relations and film production. She completed her undergraduate

education in Film and Television production at Montana State University. Carlson is originally from Boise, Idaho.

Appendix B

Sample Spotlight on winning SU student group (for www.syracusefirst.org)

Congratulations to Alphi Phi Omega on winning our *Pledge Local!* competition! They signed up 50 members to the 10% shift pledge, meaning that each member has committed to move 10% of their spending to local businesses. Thanks to APO's support, we are one step closer to achieving our mission of encouraging Syracuse area residents to think local, buy local and be local by supporting independent businesses in our community.

Who is APO? Alpha Phi Omega is the largest non-greek chapter on the Syracuse University campus. APO focuses on values of friendship, leadership and service. They seek to prepare campus and community leaders through service.

PHOTO PROVIDED BY APO

Appendix C

SURVEY RESULTS

1) What is your student group's name?

PRSSA
First Year Players
The Mandarins
Orange Appeal
Hill Communications
Otto Tunes
Gamma Phi Beta
The Mandarins / PRSSA
The OutCrowd Magazine
Orange Appeal
WAER Sports
Otto Tunes

2) What is your position in the group?

President
Assistant Choreographer
PR Director
Former President
Assistant Director
Music Director
Member

President (both)
Staff Writer
Public Relations Director
Assistant Sports Director
Treasurer

3) If known, in what year was your group founded?

1968
1992
1996
1997
2001
2011
1874
1996 (mandarins) 1970s? (PRSSA)
unsure
1997
No Response
2012

4) Are you a registered student organization?

yes
yes

yes
yes
No, but we operate through PRSSA which is recognized as an official student organization
yes
yes
yes
I believe so
yes
not sure
yes

5) On average, how many on-campus events does your group host or co-host each SEMESTER?

1 or 2 a week
4
3
2
10+
2
3
2 (mandarins) 5 (PRSSA)
We don't necessarily host, but we sponsor - the drag shows, I know we sponsor, so probably several
several

none
1 or 2

6) Have you heard of SyracuseFirst?

Not sure
No
No
NO RESPONSE
No

7) If yes, how have you heard of SyracuseFirst?

NO RESPONSE
NO RESPONSE
NO RESPONSE
This survey
NO RESPONSE

NO RESPONSE
NO RESPONSE
NO RESPONSE
NO RESPONSE
No
NO RESPONSE
NO RESPONSE

8) Has your organization ever partnered with Syracuse First on an event or other collaboration?

No
Not Sure
Not Sure
NO RESPONSE
No
No
No
No
Not Sure
No
No
NO RESPONSE

9) Has your organization ever partnered with local businesses on an on-campus event? If so, please name as many as possible.

NO RESPONSE
NO RESPONSE
NO RESPONSE
A Cappella Productions; Susan G Komen Foundation; SU Board of Trustees
Yes
Not Yet
Wings, z89
NO RESPONSE
I'm not sure
no
no
N/A

Appendix D

Talking Points for Event

Why buying local is important?

- The money stays in Syracuse.
- More substantial jobs are created.
- Reduces environmental impact.
- Idea of local businesses creates character within the community.
- Taxes are used more efficiently.
- Stronger community connections.

What is the 10% shift pledge?

- A pledge to shift 10 percent of spending to local businesses.
- A 10 percent shift is realistic and doable.
- Signing up is easy, free and online.

What do SyracuseFirst and student group partnerships entail?

- bi-annual meetings.
- one event per semester.
- regular conversations via phone and email.

How can partnerships benefit student groups?

- Connect student groups to local businesses and neighborhood.
- Enhancing community service projects.
- Invigorates the community that they are living in.

Appendix E

Quiz Questions for SyracuseFirst's meeting

- What is SyracuseFirst's mission?

SyracuseFirst Mission- Our primary objective is to encourage Syracuse area residents to think local, buy local and be local by supporting independent businesses in our community.

- How much of a hundred dollars stays in the local economic when you buy local?

\$30 or more for every \$100 spent stays in the community when you shop local.

- Why buying local is important?

(1) The money stays in Syracuse. (2) More substantial jobs are created. (3) Reduces environmental impact. (4) Idea of local businesses creates character within the community. (5) Taxes are used more efficiently. (6) Stronger community connections.

- Why the SU students should care about buying local?

Have the chance to interact with the local business and neighborhood. More possible to find the better quality products, further if they sign up the pledge they will have discounts irregularly, which can save their budget. Most important of all, the buying local movements can invigorates the community that they are living in. When the students graduate, they will have a stronger connection to the Syracuse community.

- How can we get involved of SyracuseFirst's buying local movement?

You can simply sign up for the 10% shift pledge online to commit to acting like a citizen and try to buy local more from now on. Or develop these habits below: Think and buy local first, Spread the word, Volunteer with SyracuseFirst, etc.

- What is the purpose of signing 10% shift pledge?

It's a commitment to change your purchase behavior from the day you signed. Even if you can't follow the 10% shift rule strictly every day, the pledge will stay in your mind and reminds you to do that once a while.

- How to sign-up to 10% shift pledge?

Just go to our official website (www.syracusefirst.org) and sign up online! It's easy and convenient!

- What do SyracuseFirst and student group partnerships entail?

The student groups which have partnership with SyracuseFirst are expected to attend bi-annual meetings, have one event cooperate with SyracuseFirst per semester and have regular conversations via phone and email with SyracuseFirst's staff to update the student groups news.

- Name five local business that have the partnership with SyracuseFirst.

- Name three local events that SyracuseFirst sponsored.

Appendix F

SyracuseFirst Invitation

You're Invited 

SyracuseFirst 
think local. buy local. be local.

info@syracusefirst.org
www.syracusefirst.org
315-470-1964



Dear campus leader,

You have been selected to attend an exclusive event with SyracuseFirst on Wednesday October 16, 2013 at 6 p.m. at Faegan's Cafe & Pub located on 734 S Crouse Ave.

At this event, you will learn about the ways your student organization can benefit from building a partnership with SyracuseFirst. You will get a chance to meet the founder of SyracuseFirst, as well as mingle with other student leaders on Syracuse University's campus. There will be food, beverages and prizes so all you need to bring is yourself.

Please RSVP to chris.f.h@gmail.com by Friday October 4, 2013.

We hope to see you there!

SyracuseFirst 
think local. buy local. be local.

Appendix G

Social Media Interaction



The image is a screenshot of a Facebook post. At the top, the Facebook logo is on the left, and a search bar with the text "Search for people, places and things" is on the right. Below the search bar, the post is from "SYRACUSE FIRST" and is set to "Timeline" and "Now". The post shows "2 people like this." and a comment box with the placeholder text "Write a comment...". The main content of the post is a text message from SYRACUSE FIRST, dated Thursday, which reads: "Hey EcoReps !!We noticed that your big event is coming up. Let us know if we can help in any way. We have tons of local resources that may be of service to you. You can also check out our website to look at what local businesses we work with that you may be able to benefit from <http://www.syracusefirst.org/>."



Syracuse First
@SyracuseFirst

Celebrating the weird, unique things about CNY. Think local first! (most tweets by @jamierwhite)

Central New York · <http://www.syracusefirst.org>

9,394
TWEETS

2,540
FOLLOWING

3,401
FOLLOWERS

 **Follow**

Tweets



Syracuse First @SyracuseFirst

#FF These fantastic SU student groups who are helping to make Syracuse a better place @EcoRepCentral @SyracuseEnactus @EEEEClub @APOphiSERVICE

Appendix H

Social Media Shoutout



The image shows a screenshot of a Facebook post from the page 'SYRACUSE FIRST'. The post is dated 'Thursday' and features a green leaf icon. The text of the post reads: 'Congratulations to APOphiSERVICE for winning the SyracuseFirst Pledge Local competition. Check out thier feature spotlight on our website <http://www.syracusefirst.org>'. Above the post, there is a search bar with the text 'Search for people, places and things' and a navigation bar with 'SYRACUSE FIRST', 'Timeline', and 'Now'. Below the post, there is a comment section with a placeholder 'Write a comment...' and a notification that '2 people like this.'.



Syracuse First
@SyracuseFirst

Celebrating the weird, unique things about CNY. Think local first! (most tweets by @jamierwhite)

Central New York · <http://www.syracusefirst.org>

9,394
TWEETS

2,540
FOLLOWING

3,401
FOLLOWERS

 **Follow**

Tweets



Syracuse First @SyracuseFirst

Shoutout to @APOphiSERVICE for winning the #PLEDGE LOCAL competition. They had the most people pledge to #ThinkLOCAL #BuyLOCAL #BeLOCAL Check out their spotlight www.syracusefirst.org

Appendix I

Social Media Promotion for SyracuseFirst



The image shows a screenshot of a Facebook post. At the top, the Facebook logo and navigation icons are visible. Below the search bar, the post is from the page 'SYRACUSE FIRST'. The post shows '2 people like this.' and a comment box with the placeholder text 'Write a comment...'. The main content of the post is a text-based announcement from 'SYRACUSE FIRST' dated 'Thursday'. The text reads: 'Did you know that if you buy from local Syracuse businesses money stays in Syracuse and more substantial jobs are created? By signing up for our text coupons, you can get discounts to some of your favorite businesses in Syracuse and help the local economy at the same time. Just text 'Pledge Local' to 67281.'

facebook

Search for people, places and things

SYRACUSE FIRST Timeline Now

2 people like this.

Write a comment...

SYRACUSE FIRST
Thursday

Did you know that if you buy from local Syracuse businesses money stays in Syracuse and more substantial jobs are created? By signing up for our text coupons, you can get discounts to some of your favorite businesses in Syracuse and help the local economy at the same time. Just text 'Pledge Local' to 67281.



Syracuse First

@SyracuseFirst

Celebrating the weird, unique things about CNY. Think local first! (most tweets by @jamierwhite)

Central New York · <http://www.syracusefirst.org>

9,394
TWEETS

2,540
FOLLOWING

3,401
FOLLOWERS

 **Follow**

Tweets



Syracuse First @SyracuseFirst

Did you know you can get discounts at local Syracuse bars, restaurants, shops and other businesses by signing up for our text coupons? Text Pledge Local to 67281

Appendix J

SyracuseFirst Brochure

Who we are

SyracuseFirst Mission:

Our primary objective is to encourage Syracuse area residents to think local, buy local and be local by supporting independent businesses in our community.

SyracuseFirst Vision:

SyracuseFirst will stimulate all segments of the community – including business, education and public service to buy local. The organization hopes to initiate change and promote awareness about economic prosperity, social equity and environmental kinship.

SyracuseFirst Values:

Sustainability – Fostering the highest standards of integrity by promoting ideals of a sustainable community.

Collaboration – Building on existing resources and strengthening ties between businesses and the community.

Education – Committing to teach community members to contribute and benefit from the “buy local” movement.



info@syracusefirst.org
315-470-1964

Connect with us!



www.twitter.com/syracusefirst



www.linkedin.in.com/syracusefirst



www.facebook.com/syracusefirst

EAT
DRINK
and BE
LOCAL

Supporting independent businesses in the
Syracuse community.

Why Local First?

- The money stays in Syracuse.
 - More substantial jobs are created.
 - Reduces environmental impact.
 - Idea of local businesses creates character within the community. Community reinvestment.
 - Taxes are used more efficiently.
 - Competition & diversity bring decisions.
 - Stronger community connections.
 - Encourages local investments in Syracuse.
 - Millions of dollars in tax revenue subsidies are handed to chains by financially-starved local governments which continue to drain our community of tax based funding.
 - Shopping centers are left empty when chain stores move to profitable areas, which accounts for the large amount of vacant stores each year.
 - Carefully planned pricing practices allow national chains to establish virtual monopolies as they drive local competition out of business.
-



“Going local does not mean walling off the outside world. It means nurturing locally owned businesses which use local resources sustainably, employ local workers at decent wages and serve primarily local consumers. It means becoming more self-sufficient and less dependent on imports. Control moves from the boardrooms of distant corporations and back into the community where it belongs.”

10% Pledge

You can join in the pledge to Think, Buy, and Be Local by redirecting 10% of your spending to local independents. Sign up at www.SyracuseFirst.org. This will not only boost the local economy, it will also allow you to benefit from local discounts, updates and events.

Join SyracuseFirst

- Educating customers about the benefits of buying local
- Linking your business to the local community.
- Maintaining a wholesome business.
- Become a Local-Minded Business Owner
- As a business owner, make sure to show your support for the SyracuseFirst brand
- Register your Business: Once registered, your business will appear in the website database and print directory
- Display your SyracuseFirst window cling in a prominent spot.
- Add the SyracuseFirst link and logo to your website.
- Use the SyracuseFirst logo for your advertisements, newsletter, and other promotional products.
- Participate in our events. Watch for information in June-July for “Independents’ Week”; and in November-December for “Shop SyracuseFirst Week.”