

Campaign Strategy

App Launch for the Boys and Girls Clubs of South Puget Sound

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Executive Summary

Our project was to create a smartphone application that could assist the Boys and Girls Clubs of South Puget Sound with tracking volunteer hours and providing a Social Media sharing feature. Paired with two designers, our trio worked side by side with them and them with us throughout the creative and logistical phases of this project.

We intentionally created an application that could be used and customized for any non-profit organization. In addition to tracking hours, we developed a way for volunteers to schedule themselves for opportunities by location and activity. A key feature to our app is the concept of “remote volunteering”, which allows organizations like Boys and Girls Clubs of South Puget Sound to help reduce overhead costs by having volunteers complete tasks that do not require someone to physically show up to the site.

Another key feature is gamification. We provide opportunities for individuals and groups of volunteers to compete on leaderboards for volunteer hours, and the app provides recognition for hours and activities completed. Most importantly, our app allows the individual user to share their volunteer story. More than just a check in, the user is encouraged to share with others on Social Media the importance of the volunteer work they are doing.

Our target demographic for this app is the “Starbucks customer”, that is, urban commuters ranging 24-44 who are educated, heavy technology and Social Media users, have a flexible schedule job, and who value volunteering in their communities.

The app, the aptly titled “Doni” – which means “to give” in Esperanto – is more than just tracking hours. It’s helping to connect organizations with volunteers in new ways and to promote care for their communities.

Table of Contents

Executive Summary 2

Research 4

-CE åã } &^ÁÓ'ã • 4

-Cf] ÁÓ'ã • 6

Campaign 11

-Uàb &ã^ • 11

-Cf] Á á^ -æ ^ 11

-Ôæ] æ } ÁÓ [||æ^'æ 13

-Š] *ã æ • 15

References 16

Research

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Georgia:

Our main target audience was the BGCSPS volunteer because they will ultimately be the users of the app who are gaining the experience of tracking and scheduling their hours and sharing their volunteer stories with their families and friends. The demographics of the BGCSPS volunteers are as follows:

- 37% African American
- 31% Other races and ethnicities
- 32% Caucasian
- 39% Male staff
- 61% Female staff

According to a 2010 survey conducted by the Pew Research Center for Internet, Science, and Technology, results from 2,253 respondents indicated that “while apps are popular among a segment of the adult cell phone using population, a notable number of cell owners are not yet part of the emerging apps culture” (See Figure 1:) and that, in general, “apps users are younger, more educated, and more affluent than other cell phone users” (Purcell, Entner, Henderson, 2010).

Similar to the Pew Internet Project’s research, The Nielsen Company’s Apps Playbook, had created their own earlier survey in December of 2009 with a sample of 3,962 people. In this survey, they concluded that “among the recent downloaders Nielsen surveyed, game apps were the most downloaded apps overall in terms of both volume and the percent of adults who had downloaded them” (Purcell, Entner, Henderson, 2010).

The Nielsen survey results showed that different people use apps in varying ways. For example, “women in the sample were more likely than men to have used a social networking app in the past 30 days (53% v. 42%), and women who used the Facebook app were also more likely to use that app everyday (64% v. 55%). Among Nielsen’s Facebook app users, 25-34 year-olds were more likely than both younger and older Facebook app users to report using their Facebook app daily” (Purcell, Entner, Henderson, 2010).

“As with the apps-using population as a whole, apps downloaders are younger, more educated, and disproportionately male when compared with the full U.S. adult population” (Purcell, Entner, Henderson, 2010). However, of the 3,962 polled cell phone users in the Nielsen App Playbook survey, 53% of those users who use social networking apps were women and 52% of both men and women who used those apps were under the age of 35. Similarly, women were more likely

to use apps that are strictly for gaming (63% vs 58%). In terms of productivity, banking, and finance, men topped the charts in terms of using apps with those qualities.

With the Doni Volunteer app, our goal was to create a product that appealed to both men and women of all ages by including different functions all demographics would be interested in.

Eddie:

The audience I selected was other non-profit organizations who are also looking to gather and track volunteers, and send out push notifications of when a big event is coming and more help is needed. It is important to consider other non-profits in the area because this allows for an app to be an overall volunteer app, but yet is specific to the needs to organizations that are willing to be a part of it. This also opens up further financial support from other organizations to help support the development and maintenance of app.

Other local area organizations that my want to get on the BGCSPS app bandwagon include: Pierce County Aids Foundation, World Vision, South Sound Reading Foundation, Lutheran Community Services Northwest, Boys and Girls Clubs of Thurston County, Washington Youth Soccer, Tacoma Little Theater, SeaTac United, American Heart Association, and Habitat for Humanity. These organizations all do something for the local community, specifically serving those who might be underprivileged or might not have opportunities given to them in other situations outside of these organizations.

These organizations are interested in helping people. Most of them provide services to those in the community who are less fortunate. Some of the organizations provide an extension of learning opportunities not offered in public schools. Some of these organizations are faith based, and thus, their faith compels them to provide these services. Other organizations are simply born out of a community building movement that may or may not be tied to a faith group. The end goal is the same: doing something for someone who may otherwise do without.

People who run these organizations and who volunteer with these organizations run the gambit, but most of them have a social outlook that would most likely be fed by legacy media, specifically NPR affiliate radio stations, The Tacoma News Tribune, The Seattle Times, Seattle P-I, and local broadcast tv stations like KING5 and Q13.

Brendin:

Picking a key audience to target when launching an app is critical. In order to make the Boys and Girls Club app successful we need to target potential volunteers first and foremost. This is because this app will be driven by the usage of Boys and Girls Club volunteers. If we cannot get them on board, the app will be useless.

During our visit at the Tacoma Boys and Girls Club location, I was actually surprised when I saw the volunteers. They were all much younger than I though they would be based on the description that Teri gave us. According to Teri, their volunteers are mostly middle-upper class

and have positions within their company that allow them to get away from the office (Tingvall Moore 2016).

The values that drive members are also extremely important. With such a large portion of volunteers being past members of the Boys and Girls club, I can't help but think that nostalgia is at work influencing the volunteers to give back to youth in a similar situation as them. According to the Bureau of Labor Statistics, about 62.6 million people volunteered in the United States between September 2014 and September 2015 (2016). This is just about a quarter of the population. This is why it is so important to focus on the volunteer. Another observation I had when looking at the Bureau of Labor Statistics information was that people who are married and white also volunteer at higher rates. People with higher levels of education also volunteered at much higher rates. This aligns with the stereotypical upper-management employee. What stuck out to me is how much more women volunteer than men.

Learning how to promote an app to people in this group is critical to getting them to use the app in the first place. As Teri said, these people volunteer because they have time. Where do people with free time congregate and what do they pay attention to? First I'll start with the simple answer. Obviously, you have to promote this app with signage at the Boys and Girls club and similar associations such as the YMCA and YWCA. After advertising there, it would be important to figure out where else people who are successful and married spend their time. I may be stereotyping but this demographic sounds a lot like Starbucks customers. According to Bill Tancer of Time Magazine, Starbucks customers are 8.3% more female, college educated, earn more than \$60,000 per year and live in dual-income households (2008). Because the demographics of volunteers align so closely with those of Starbucks customers, it would be foolish not to advertise there.

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iHeartRadio:

The App I have chosen to examine is iHeartRadio, originally released in 2008 by Clear Channel Communications. This app is important to analyze because of how Clear Channel became a leader in taking broadcast content and making it available via a digital stream that featured a variety of music, and allowed terrestrial radio stations to maintain and gain a new audience with mobile streaming technology. Essentially, this app made radio available to the cell phone generation who doesn't listen to over the air broadcasting. While the idea started as a website known as iHeartMusic that would centralize a few radio streams and music related content for Clear Channel, the app versions accelerated the growth of music streaming and related content on demand.

There was a multi-media launch campaign for the iHeartRadio app, in the form of an initial campaign and a second campaign, which was in partnership with Launch Squad. In addition to FM radio ads and click bait on numerous websites such as Spin Magazine, MTV, and People Magazine, the big focus of the campaign came down to two elements. The first was a massive

tv commercial campaign featuring popular artists encouraging listeners to get the app that would give them “the biggest songs, the biggest artists, all in one place.” The commercial ran on cable and over the air networks, mostly in primetime spots. The commercial featured Katy Perry, Adam Levine of Maroon 5, Usher, Pitbull, Nicki Minaj, One Direction, Enrique Iglesias, and Christina Aguilera. The app first launched on Apple iPhone and iTouch, and the following year was made available on Android and BlackBerry. The second major part of this campaign was the creation of an annual event called the iHeartRadio Music Festival, featuring a two day lineup in Las Vegas of, you guessed it, the biggest songs from the biggest artists, all of which were in heavy rotation on iHeartRadio (Clear Channel) affiliate stations. The first event was held in 2011 just.

The audience for this app’s campaign was persons 13 to 35 years of age. Featuring the most popular artists at the time in the Pop and Hip-Hop genres, Clear Channel was able to reach a wide, yet specific demographic, that is, those who would be listening to any one of these artists at what was the height of their careers. They were also targeting current smartphone users, specifically Apple users in the initial launch. With some advertising on music and culture related sites, Clear Channel was also looking to grab the attention of those who were already seeking out music content online.

Since the app has launched, more than 50 million users have registered, making the service a competitor to Pandora and iTunes Radio. The app also inspired many copycat apps that featured live streams of other radio stations that were not Clear Channel affiliates, such as TuneIn. The annual music festival was also so successful that a second annual event, the iHeartRadio Music Awards, was added in 2014. The awards are based on airplay volume and user interactions on the app in relation to particular artists. Also in 2014, Clear Channel Communications changed its name to iHeartCommunications, Inc., and Clear Channel’s parent, CC Media Holdings, Inc., changed its name to iHeartMedia Holdings, Inc., to reflect how the launch of the app had completely changed the company’s brand and business strategy.

Vine:

Having the right PR campaign can make or break the release of any app. I’ve used many great apps that I’ve never heard of prior to stumbling across it and wonder why more people have not heard of the app. A bad PR job would be that answer. One app that did an absolutely fantastic job was Vine. Delivering a looping 6-second laugh since June of 2012, Vine was created Dom Hoffman, Rus Yusupov and Colin Kroll. The app was sold to Twitter for \$30 million in October of that year and was released to the public January 24, 2013.

According to Richard O’ Connell of PapayaMobile, what helped set Vine apart from their competitors (and what caught the eye of Twitter) was the bite-sized communication (2014). In other words, they found a niche in the market. With an endless number of media and video sharing platforms, Vine was truly the first to capitalize on this unique approach.

Media coverage for Vine started the second that it was announced that Twitter had acquired Vine. While not all apps will receive this kind of publicity, receiving similar publicity can before the release can still be accomplished. One way to get press coverage is by having a beta version of the app released for journalists at notable electronics publications.

According to Nayak, another important step in making sure that people can find your app within the app store. For Vine, this task was not too difficult because of the press surrounding it and the fact that it has become a household name among smartphone owners. For an app without that kind of press it can be a little harder. To start, a name that is relevant to the apps intended purpose is crucial. What is maybe more important is the keywords (search terms) that are used. According to Nayak, the app store allows developers up to 100 characters to for keywords. While this is not a whole lot to work with, it will allow you to focus in on a more specific audience.

Nayak also talks about the feedback loop. While developers of the app may know all of the intended purposes of each button in an app, the new user does not. When users are confused about how to use features and why certain features are included, it is good to get that feedback so that the app can be updated in a way that makes it more user-friendly. If an app does not listen to this information provided by users, they will eventually stop using the app. If an app launch is successful, millions of people can potentially use your app. But in order to do so quality press, user feedback and a niche idea must be put in place. If not, you're just another app amongst millions.

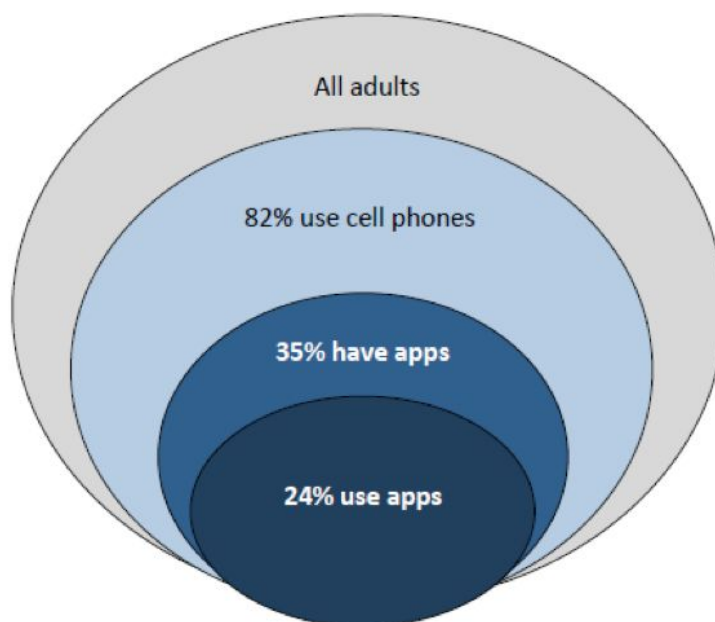


Figure 1: 24% of Adults use cell phone apps

App use ranks low on a list of non-voice cell phone activities

% of adult cell phone users who do each of the following on their phone...

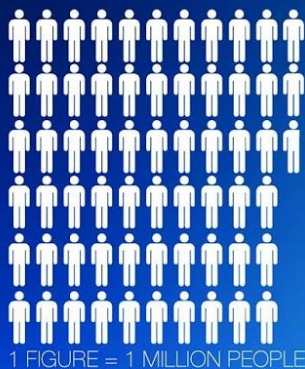
Take a picture	76%
Send or receive text messages	72
Access the internet	38
Play a game	34
Send or receive email	34
Record a video	34
Play music	33
Send or receive instant messages	30
Use an app	29

Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=1,917 adult cell phone users.

VOLUNTEERISM IN AMERICA

ACCORDING TO THE BUREAU OF LABOR STATISTICS,

62.8 MILLION PEOPLE VOLUNTEERED IN 2014.



THEY VOLUNTEERED 7.9 BILLION HOURS. ALMOST THE SAME AS IF EVERY SINGLE **PERSON** IN THE UNITED STATES OVER THE AGE OF 16 VOLUNTEERED FOR OVER A DAY WITHOUT SLEEPING.



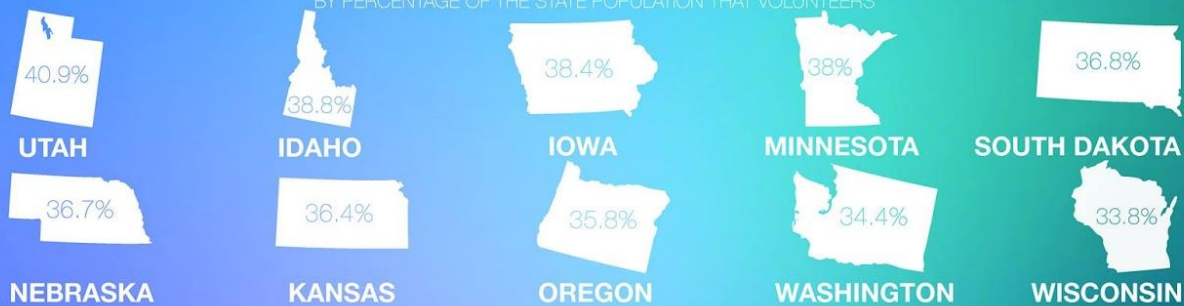
42.7% OF VOLUNTEERS ARE MALE
57.3% OF VOLUNTEERS FEMALE

HOW OLD ARE VOLUNTEERS?



TOP TEN STATES FOR VOLUNTEERING

BY PERCENTAGE OF THE STATE POPULATION THAT VOLUNTEERS



TAYLOR HARDMAN

Campaign

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The primary objective of our campaign is to ensure that the app develops a reasonable following. We want volunteers to start scheduling shifts, find new ways to volunteer and share the experiences that they had volunteering. This will make sure that not only the app is used for its intended purpose, but this will also help to promote the app.

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Home Screen:

- Schedule Volunteering
- Log My Hours
- Remote Volunteering
- My Calendar
- Leaderboards
- My Stats

Schedule Volunteering:

This is one of the primary functions of this app. When you click on this button you will be asked to search either by location or opportunity. If you search by location, you can see every place where there are volunteering opportunities available. If you decide to search by activity, you can find volunteering opportunities that match your area of interest/expertise.

Log My Hours:

Within this function you can log shifts that you have completed. This is also a function that is integral to the sharing function of the app. Here you will enter the hours completed and the activity that you did. Afterwards, you will receive a confirmation message and will be prompted to share your experience.

Remote Volunteering:

This function is similar to Amazon Mechanical Turk. The main reason this function exists is to cut administrative overhead costs. One of the biggest benefits to this function is that it allows people to volunteer anywhere on their own time. The Boys and Girls Club would post various data, design or other types of jobs that they do not currently have the staff capacity to perform.

My Calendar:

In this section of the app you can see the volunteering shifts that you have signed up for and have worked in the past. Optimally, you would be able to sync this with your current digital calendar.

Leaderboards:

This function introduces gamification to the app. Here you would be able to see where you compare to other volunteers. You would also be able to create teams and compete against each other. This would help to maximize the contributions from existing volunteers.

My Stats:

The stats function of this app would allow the user to look at how often they are volunteering and what they are spending their time doing. With consumers wanting to track every element of their lives digitally, it is important to integrate this concept to the app. Here you also earn badges (which are like achievements) which would motivate volunteers to work for them.

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In order to promote the app, a variety of different media approaches will be utilized. This will include an assortment of both digital and physical content. Using both will be important because you cannot count on people all hearing about the app the same way.

One of the most important features of our Doni promotion campaign is the Facebook page. Aside from Facebook being one of the major sharing websites that we will try to drive traffic to through the app, Facebook will be the primary mode of digital advertising.



On top of just advertising the Facebook page itself, we also plan on sharing pictures of people using Doni on their own phone. We will do so by sharing pictures like this one.



We also plan on printing counter cards and window stickers. These will be placed heavily within the BGCSPS and other non-profit organizations that want to start utilizing the Doni app. While the design is simple, the QR code and various app marketplace logos help people figure out how to start using Doni themselves.



We also plan on printing T-shirts as part of our campaign. These will not only be used as an advertising tool but they will also be used as prizes for people sharing and volunteering at high rates.



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Total cost: \$25,000

- App Development \$8,000
- Facebook Advertising \$10,000
- Window Stickers \$1,000
- Counter cards \$3,000
- Shirts \$3,000

In terms of advertising, the \$10,000 will be spent on promoted Facebook posts and general facebook advertisements. This will take place over 6 months. The total daily cost of this would be approximately \$55. Over the course of the campaign, the advertisements should see somewhere between 1-3 million views.

We also want to make sure that people are also being consistent with the hashtags used when posting to social media to maximize their usefulness.. The approved hashtags are #DoniApp, #Doni and #DoniVolunteering.

