

Global Neighborhood and Global Neighborhood Thrift

When the world comes to your city.

# Campaign Plan



# 2013



April 15, 2013

Dear Amy and Brent,

We are very thankful for the time and energy you have put toward working with our group during our campaign planning process for *Global Neighborhood*. Our group and the Public Relations Department at Gonzaga University sincerely value the opportunity to learn by working with your organization and exercising skills pertaining to our career fields. We were more than delighted to work with you and developed a true appreciation for *Global Neighborhood* and all that you do with refugees and the community.

Our hope is that the campaign plan we created will help increase awareness for *Global Neighborhood* and the Block Party Celebration. By implementing the tactics described in this document, the plan should increase awareness for *Global Neighborhood* and fundraising events. By increasing organizational awareness, participation and donations will grow, in efforts to help reach the goals of hiring an education director, promoting *Global Neighborhood Thrift* and developing an internship program.

Again, we thank you for all the effort you have put into aiding us with the development of this campaign plan. We hope that *Global Neighborhood* will have success with the Block Party Celebration, and that the participation and funds raised are attained to further aid in overall organizational development. It was an honor working with you and we wish you and *Global Neighborhood* the best.

Sincerely,

Emily Beckelhymer

Maddy George

Kaitlin Monnahan

Annie Szotkowski



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## Executive Summary

### Research

*Global Neighborhood* is a Spokane nonprofit and Christian based organization that aids former refugees to transition to employment and adapt to life in the United States by providing basic necessities. *Global Neighborhood's* services, such as helping former refugees find employment, obtain drivers' licenses and learn English, are a continuation from aid provided by refugee settlement agencies such as World Relief that, by law, can only provide assistance for up to 180 days.

Started in 2007, *Global Neighborhood* grew to include *Global Neighborhood Thrift* in 2011, located on Indiana Avenue, and continues to foster relationships with publics aware and unaware of *Global Neighborhood's* mission. *Global Neighborhood* values relationships among churches, refugee resettlement agencies, and thrift store customers. The organization seeks to reach college students and university career centers to get students involved in internship opportunities and increase student volunteer participation.

Now fully self-sustainable, *Global Neighborhood's* fundraising efforts are filtered through profits made from *Global Neighborhood's* subsidiary, *Global Neighborhood Thrift*, which collects clothing, toys, household items, books, and other donations to sell. Former refugees are employed at the store, which provides ample opportunities for former refugees to gain skills in retail management and customer service, improve their English language skills and meet and interact with locals.

*Global Neighborhood* is lead by Brent and Amy Hendricks as executive directors. The organization is local and expanding but currently does not have branches. The organization



is run by dedicated volunteers, involves a board, and has a strong connection with local churches where the directors present *Global Neighborhood* to church groups to spread the word about the refugee population in Spokane. Volunteers can participate by sorting donations, teaching English or meeting with a family on a regular basis. *Global Neighborhood* is developing plans to host two major events in 2013.

## **Objectives**

The objectives of the campaign plan for *Global Neighborhood* stem from the need to increase awareness of the organization within the community. The first goal of this campaign is to promote and raise awareness for *Global Neighborhood Thrift's* Second Anniversary Block Party Celebration. This goal will seek to increase awareness, volunteer participation, and positive opinion of *Global Neighborhood Thrift's* Block Party Celebration so that the event will be a success.

The second goal of this campaign is to increase awareness of *Global Neighborhood* by marketing to local university college students on and off-campus. By reaching out to college students, *Global Neighborhood* can increase their participation and support as well as recruit students to be a part of *Global Neighborhood's* street team, which will help market *Global Neighborhood Thrift's* Second Anniversary Block Party Celebration.

The third goal of this campaign is to increase awareness of the presence and benefits of *Global Neighborhood Thrift*. Through Spokane Thrift Day, a booth at Bloomsday, and a stronger social media presence, *Global Neighborhood* will seek to increase public knowledge of the organization and its mission.



The fourth goal of this campaign is to raise the funds necessary to expand educational resources. *Global Neighborhood* feels the need to expand the educational resources available to the refugees that it serves. By fundraising and collecting donations, *Global Neighborhood's* educational resources will be able to grow and expand in order to better support the current and former refugees.

### **Programming**

The campaign plan for *Global Neighborhood* includes four primary tactics. The first of these is to increase awareness of *Global Neighborhood Thrift's* Second Anniversary Block Party Celebration by creating an event sponsorship program. *Global Neighborhood* will create a sponsorship program that offers different organizations the opportunity to become involved in the event in exchange for a product, monetary or time donation. By donating one of these three components, the organizations involved will be given a booth to promote their own products and/or services at the event. The sponsors will then be included in the marketing materials to promote the event. *Global Neighborhood* hopes that by recruiting exciting sponsors that will provide informational booths, vendors, live music, and/or food samples, the sponsorship program will help to increase community interest in the event.

The second tactic is to increase college students' awareness of and involvement with *Global Neighborhood*. The organization aims to foster the relationship between service- and social justice-oriented college students and former refugees. *Global Neighborhood* will work with the career centers at local universities and advertise on college campuses in early



summer via posters and coupons. The organization will use these outlets to recruit for a street team as well as internships working with *Global Neighborhood* in support of the Block Party and other important initiatives. The internship program at *Global Neighborhood* will support social justice philosophies while developing an intern's skills. *Global Neighborhood* hopes that utilizing this mutually beneficial relationship with local college students will help the organization to build its overall brand identity in the Spokane community while supporting its mission of serving the local refugee community.

The third tactic is to partner with local thrift stores to create a Spokane Thrift Day featuring *Global Neighborhood Thrift*. *Global Neighborhood's* subsidiary business *Global Neighborhood Thrift* is a key outlet through which the organization exercises its mission. *Global Neighborhood* seeks to expand the reach of this important subsidiary by tapping into the extant, thriving "thrifting" culture prevalent in Spokane. As part of this penetration strategy, *Global Neighborhood Thrift* will partner with other local thrift stores to create a Spokane Thrift Day. The businesses partaking in Spokane Thrift Day will offer discounts and special deals on the agreed-upon date. This tactic will increase the profile of *Global Neighborhood Thrift* while integrating it into the consideration set of dedicated thrift shoppers. Finally, beyond promoting *Global Neighborhood Thrift*, this coalition of thrift stores will also foster cross-promotion of the other participating businesses, which benefits all members and the community as a whole.

The fourth and final tactic is to raise funds to expand educational resources. *Global Neighborhood* hopes to hire an Educational Director and expand its educational services, including English as a Second Language and Driver's Education programs. In order to



finance this expansion, *Global Neighborhood* needs to raise additional funds. The organization aims to drive fundraising through *Global Neighborhood Thrift*, leveraging relationships with local universities to increase donations to the store by placing collection bins in all of the residence halls on college campuses during move-out time in May and June. *Global Neighborhood Thrift* also plans to hold a Spring Garage Sale at the store in late August and September, during move-in time. Hopefully, by increasing donations to and traffic at the store, *Global Neighborhood* will be able to increase revenues, which will support the intended expansion of the organization's much-needed educational services.

## **Evaluation**

To measure the success of the campaign plan designed from the *Global Neighborhood Thrift* Block Party Celebration, it will be important to evaluate the success of this campaign by acquiring both quantitative and qualitative data through pre- and post-surveys, as well as focus groups.

The pre-survey will be given to individuals and attendees of the event, as well as local businesses or organizations who sponsor and/or have a presence at the event. This survey will include questions pertaining to *Global Neighborhood* and the organization's subsidiary affiliations to gauge general knowledge. The questions will inquire about the knowledge of services offered, volunteer events and presence in the community, to name a few. These questions will primarily be close ended and categorical for purposes of obtaining the most accurate results possible. Upon evaluating the answers, the pre-survey will help measure current awareness and knowledge of *Global Neighborhood*.



Post-surveys will be conducted after *Global Neighborhood Thrift's* Second Anniversary Block Party Celebration. Once the campaign plan has been implemented and the event takes place, post-surveys will be given to approximately the same amount of attendees from the Block Party Celebration. These questions will inquire about the success of the event, interest in involvement, and overall organizational awareness, post-event. These surveys will determine how effective the campaign plan was in creating awareness for *Global Neighborhood*, and the goals that set prior to implementing the plan.

Focus groups will also be conducted in order to gather more intuitive, comprehensive data. Through focus groups, *Global Neighborhood* will be able to gain qualitative information from an assortment of community members that will give insight to the deeper feelings and perceptions of the organization. The questions will be open-ended and ask “why” and “how” people feel a certain way to help further understand target demographics and how they are viewing or responding to the organization. Focus groups will include a sample of members within the Spokane community, local university college students and representatives of local organizations and/or churches.



## **Public Relations Gap**

*Global Neighborhood* is a Spokane-based non-profit organization dedicated to serving former refugees in the Spokane community. *Global Neighborhood* seeks to provide holistic support through relationships, serving the physical, emotional, and spiritual needs of the former refugee community. As an important component of this mission, *Global Neighborhood* operates *Global Neighborhood Thrift*, which employs former refugees, providing job training and a source of income while serving as a key source of funding for *Global Neighborhood's* day-to-day operations.

*Global Neighborhood's* primary public relations gap is in increasing community awareness of *Global Neighborhood Thrift*. The organization's founders, Brent and Amy Hendricks, recognize that there is a thriving thrifting culture in Spokane. Mr. and Mrs. Hendricks hope to reach out to the wide range of community members who enjoy thrift shopping, and present themselves as a viable option for thrifting, offering great "finds" while contributing to a good cause. *Global Neighborhood Thrift's* upcoming second anniversary event will invite Spokane community members to celebrate the organization's successes, while raising funds and increasing community awareness of their services.

The secondary public relations gap is in *Global Neighborhood's* communications with potential future volunteers. It has been challenging to find dedicated volunteers able to commit to spending time with former refugees regularly for a full year. Recognizing this, *Global Neighborhood* is currently in the process of revamping their volunteer program to a nine-month internship model. Once these changes are complete, the organization plans to target college students through service-learning programs and other on-campus outlets.



## Target Audience

The active audience of *Global Neighborhood* includes churches in the greater Spokane area. The active audience of *Global Neighborhood Thrift*, a subsidiary of *Global Neighborhood*, includes a range of middle-aged individuals, ages 21-45, who are prominent on Facebook. *Global Neighborhood* has already established channels of communication and general public knowledge for the organization through their work with local churches.

The active audiences that *Global Neighborhood* would like to target are college students, ages 18 to 24 years old. The reason for this focus is the fact that *Global Neighborhood* is looking to develop their organization into one that advocates and supports a more long term structure. *Global Neighborhood* would like to expand their volunteer program, and possibly develop an internship program, for college students who can participate for an eight month position and potentially receive university credit for the work as well.

The latent audience that *Global Neighborhood* would like to target is the greater “thrift” population in Spokane. *Global Neighborhood* has identified this demographic to contain younger individuals, ages 13 to 21 years old, and older individuals, ages 45 and older, who are interested in thrift shopping. The reason for targeting these demographics is to help submerge the subsidiary *Global Neighborhood Thrift* into the greater realm of popular thrift shops in Spokane. The directors of *Global Neighborhood* see the power in the thrift store and by gaining this latent audience, believe it would be beneficial in helping *Global Neighborhood Thrift* become a self-sustaining business.



## Goals and Objectives

### Goal #1

To raise awareness for Global Neighborhood Thrift's Second Anniversary Block Party

#### Impact Objectives:

1. Informational: To increase awareness in the greater Spokane community of *Global Neighborhood Thrift's Second Anniversary Block Party Celebration* by 15% by August 31, 2013.
2. Behavioral: To increase volunteer participation for *Global Neighborhood Thrift's Second Anniversary Block Party Celebration* by 15% by August 31, 2013.
3. Attitudinal: To increase positive opinion of *Global Neighborhood* and *Global Neighborhood Thrift* by 15% by August 31, 2013.

#### Output Objectives:

1. Create a sponsorship program for the event, where organizations can participate in the Block Party for a small cost, volunteer or product donation.
2. Publicize *Global Neighborhood Thrift's Second Anniversary Block Party Celebration* by submitting a release to local and regional media outlets, as well as online community calendars including colleges in the greater Spokane area.
3. Reach out to the Student Body Associations at local universities such as Gonzaga, Eastern, and Whitworth to publicize this event to college students. Possibly offer promotional deal to those interested in attending. At the event, limited "20% off the next purchase at *Global Neighborhood Thrift*" coupons will be distributed.



## Goal #2

To increase awareness of Global Neighborhood by marketing to local college students

### Impact Objectives:

1. Informational: To increase awareness of *Global Neighborhood's* mission to college students by 15% by August 31, 2013.
2. Behavioral: To increase the number of students involved with *Global Neighborhood* and *Global Neighborhood Thrift* by volunteering and interning by 15% by August 31, 2013.
3. Attitudinal: To increase college students' positive opinion of *Global Neighborhood's* mission and programs by 15% by August 31, 2013.

### Output Objectives:

1. Reach out to the career centers at local universities such as Gonzaga and Whitworth to provide internship opportunities for interested summer school students.
2. Recruit students to be part of a street team to help organize for the July-scheduled Block Party by putting up posters at college hangouts such as bars and coffee shops, distributing coupons, and keeping an active blog.
3. Create a video marketing *Global Neighborhood* to post via social media outlets complete with script, college actors, and a preview of *Global Neighborhood's* Second Anniversary Block Party Celebration.



### **Goal #3**

*To increase awareness of the presence and benefits of Global Neighborhood Thrift*

#### Impact Objectives:

1. Informational: To increase awareness in the greater Spokane community of the presence and benefits of *Global Neighborhood Thrift* by 15% by August 31, 2013.
2. Behavioral: To increase total unique visits to *Global Neighborhood Thrift* by 15% by August 31, 2013.
3. Attitudinal: To increase positive public opinion of *Global Neighborhood Thrift* by 15% by August 31, 2013.

#### Output Objectives:

1. Publicize *Global Neighborhood Thrift* by hosting booths at Bloomsday and other events, to promote community involvement and advertise the store.
2. Work with other local thrift stores to create a Spokane Thrift Day, with special deals and offers, to integrate *Global Neighborhood Thrift* into the greater community of thrift shoppers.
3. Increase presence on Social Media sites by posting interactive content, encouraging people to “like” and comment on posts, and through interactions with other pages (e.g. commenting on posts made by similar organizations).



#### **Goal #4**

To raise the funds necessary to expand educational resources

##### Impact Objectives:

1. Informational: To increase knowledge of *Global Neighborhood's* plans for educational growth and expansion to better fulfill the organization's mission statement by 15% by August 31st, 2013.
2. Behavioral: To increase *Global Neighborhood Thrift's* revenue/donations by 15% by August 31st, 2013.
3. Attitudinal: To increase positive impression of *Global Neighborhood's* expansion plans by 15% by August 31st, 2013.

##### Output Objectives:

1. Advertise the *Global Neighborhood Thrift* "Spring Garage Sale" to Gonzaga, Whitworth, WSU Riverfront, and Eastern campuses with a 10% discount to college students.
2. Place *Global Neighborhood Thrift* donation bins in all Gonzaga University residence halls as the students are moving out for the summer.
3. Create a fun, informational video that provides background on *Global Neighborhood*, highlights former refugees current success in acclimating to Spokane, and explains why more educational resources are important. The video will be played at *Global Neighborhood Thrift's* Second Anniversary Celebration.



## **Tactics**

### **Tactic #1**

*To raise awareness of the Second Anniversary Party through an event sponsorship program*

*Global Neighborhood* aims to promote and increase awareness for *Global Neighborhood Thrift's* Second Anniversary Block Party, which will take place in the summer. *Global Neighborhood* would like to see this increase within the greater Spokane community, including individuals of all ages and organizations.

In order to both promote and increase awareness of this event, buzz marketing is an exceptional way to get the word out. A great way to encourage buzz marketing is through building relationships with organizations that share a similar mission or pertain to the mission of *Global Neighborhood*.

One way of gaining the support of these audiences is through the creation of an event sponsorship system. An event such as a Block Party often attracts organizational participation due to the type of people it attracts. Therefore, *Global Neighborhood* will create a sponsorship program that offers local organizations and restaurants the opportunity to become involved in exchange for a product, monetary or time donation.

By donating one of these three components, the organizations involved will be given a booth to promote their own products and/or services at the event and *Global Neighborhood* will receive either volunteered time, a monetary donation to go toward planning the event or product to be given away at the event, possibly in the form of an auction or raffle prize. Participation from restaurants and organizations will attract a greater and more diverse audience to the event.



## **Tactic #2**

### *To increase college students' awareness of and involvement with Global Neighborhood*

*Global Neighborhood* aims to foster the relationship between service- and social justice-oriented college students and former refugees. Greater awareness using popular modes of communication among college students will integrate to build connections through volunteer work, internships and collaboration with university career centers. The internship program at *Global Neighborhood* will support social justice philosophies, expand a person's self-awareness and communication skills, and be a gateway for students to commit to a program that allows enough time for personal growth and measurable results. Beginning this summer, students can participate in a street team to help prepare the Second Anniversary Block Party or work with their career center internship managers to outline goals and objectives for academic credit or otherwise, in leading up to *Global Neighborhood's* fall student internship program.

By marketing the nonprofit on college campuses in early summer via posters and coupons, students, especially those in summer school, can look forward to the event and find out more about ways to volunteer or contribute. During the event, the street team will help set-up, be runners, answer questions, continue to share the mission of *Global Neighborhood*, represent the store, and help clean up. Leading up to the event, news outlets will be contacted and informed about the July Block Party and help promote the event through news that college students engage in (e.g. *The Inlander*, fliers, etc.). By developing the brand recognition of *Global Neighborhood* on college campuses in late spring/early summer, students can build knowledge to competently enter the internship program.



### **Tactic #3**

#### *Partner with local thrift stores to create a Spokane Thrift Day*

*Global Neighborhood's* subsidiary business *Global Neighborhood Thrift* is a key outlet through which the organization exercises its mission. The store offers vital job training and employment to a pair of refugees while providing financial support for the organization as *Global Neighborhood* further pursues its mission through other endeavors. *Global Neighborhood* seeks to expand the reach of this important subsidiary by tapping into the extant, thriving “thrift” culture prevalent in Spokane. As part of this penetration strategy, *Global Neighborhood Thrift* will partner with other local thrift stores to create a Spokane Thrift Day.

In creating Spokane Thrift Day, *Global Neighborhood Thrift* will first reach out to other local thrift shops in the Spokane Area to recruit their participation. The businesses partaking in Spokane Thrift Day will offer discounts and special deals on the agreed-upon date. Spokane Thrift Day will also offer “passport” booklets in which customers will collect a stamp for each participating thrift store they visit that day. Customers with completed booklets will receive discounted admission to *Global Neighborhood Thrift's* Second Anniversary Celebration, further promoting the store through this “prize.” This tactic will increase the profile of *Global Neighborhood Thrift* while integrating it into the consideration set of dedicated thrift shoppers. Finally, beyond simply promoting *Global Neighborhood Thrift*, this coalition of thrift stores will also foster cross-promotion of the other participating businesses, which benefits all members and the community as a whole.



#### **Tactic #4**

##### *Raise funds to expand educational resources through Global Neighborhood Thrift*

*Global Neighborhood* would benefit from an expansion in the educational sector of the organization. In order to expand educational resources, *Global Neighborhood* needs to raise funds. With the necessary funds it would be possible to expand English as a Second Language programs and Driver's Education programs. *Global Neighborhood* also hopes to be financially able to hire a full time Director of Education to facilitate these expansions.

College campuses can be a great place to fundraise. One way to potentially raise funds is to increase donations to *Global Neighborhood Thrift*. By placing collection bins in all of the residence halls on Gonzaga's campus during move out time, *Global Neighborhood* can increase the amount of donations they receive. Students are often throwing things out as they move out of their dorms. Collection bins create a simple way for them to donate their unneeded items. More donations to *Global Neighborhood Thrift* will mean more inventories and more revenue.

Another way to increase revenue would be to hold a "Spring Garage Sale" at *Global Neighborhood Thrift*. Coupons for ten percent off a purchase will be distributed to students at Gonzaga, Eastern, WSU Riverfront, and Whitworth. The sale will be held on a Saturday and will be a festive event. Creating a fun, garage sale style environment will bring students in. Any money spent at *Global Neighborhood Thrift* during this promotion will go directly towards the educational resources expansion.



## **Timeline**

### **March 2013**

Develop goals, objectives, and tactics guiding the overall campaign plan

Complete and assemble media kit and campaign plan documents

Create a newsletter and brochure promoting *Global Neighborhood*

### **April 2013**

Devise Block Party sponsorship program offerings for companies

Create a list of potential Block Party sponsors (e.g. restaurants, craft vendors, etc.)

Contact potential Block Party sponsors to arrange deals based on sponsorship packages

Contact local colleges' career centers to recruit students for internships and a street team

Create a print ad promoting the Block Party

Distribute the electronic media kit to media outlets on the media contact list

### **May 2013**

Set up a booth promoting the Block Party during Bloomsday

Place donation bins in local universities' residence halls for students as they move out

Create a video advertising the Block Party

Post the video on *Global Neighborhood's* website and social media outlets

Reach out to other local Spokane thrift stores to organize Spokane Thrift Day

Create a list of churches that might be interested in working with *Global Neighborhood*

Contact churches and request to advertise the Block Party in upcoming newsletters

Distribute an electronic media release about the Block Party to the media contact list

Work with other thrift stores to develop promotional materials for Spokane Thrift Day



Utilize the street team and media contacts to advertise Spokane Thrift Day

Post notices advertising Spokane Thrift Day on social media websites

### **June 2013**

Create a stamp booklet for attendees of Spokane Thrift Day to earn deals for visiting

Host Spokane Thrift Day in collaboration with other local Spokane thrift stores

Contact local universities' student body associations to publicize the Block Party

Direct street team to advertise in the community via announcements, fliers, and so forth

Create an informational video about *Global Neighborhood* to be shown at the Block Party

Confirm sponsorship deals with vendors for the Block Party

Distribute an electronic feature story to media contact list

Post notices advertising the Block Party on social media websites

### **July 2013**

Distribute an electronic media release for the Block Party to media outlets (contact list)

Host *Global Neighborhood Thrift's* Second Anniversary Block Party

Direct street team to advertise the "back-to-school" garage sale in the community

### **August 2013**

Distribute a post-event survey to Block Party attendees

Conduct a focus group of those who attended the Block Party

Post notices advertising the "back-to-school" garage sale on social media websites

Distribute an electronic media release for the garage sale to media outlets (contact list)

Host the "back-to-school" garage sale in late August



## Campaign Evaluation

The comprehensive campaign plan for *Global Neighborhood* is designed to achieve four main goals: to promote and increase awareness for *Global Neighborhood Thrift's* Second Anniversary Block Party Celebration, to increase awareness of *Global Neighborhood* by marketing to local university college students on and off-campus, to increase awareness of the presence and benefits of *Global Neighborhood Thrift*, and to raise the funds necessary to expand educational resources.

It will be important to evaluate the success of this campaign by acquiring both quantitative and qualitative data through pre- and post-surveys, as well as focus groups. The pre-survey will be given to individuals and attendees of the event, as well as local businesses or organizations who sponsor and/or have a presence at the event. This method will help *Global Neighborhood* to understand the entire community's perspective in order to further reach prospective goals.

The pre-survey will include questions pertaining to *Global Neighborhood* and the organization's subsidiary affiliations to gauge general knowledge. The questions will inquire about the knowledge of services offered, volunteer events and presence in the community, to name a few. These questions will primarily be close ended and categorical for purposes of obtaining the most accurate results possible. Upon evaluating the answers, the pre-survey will help measure current awareness and knowledge of *Global Neighborhood*.

Post-surveys will be conducted after *Global Neighborhood Thrift's* Second Anniversary Block Party Celebration. Once the campaign plan has been implemented and



the event takes place, post-surveys will be given to approximately the same amount of attendees from the Second Anniversary Block Party Celebration. Post-survey questions will inquire about the success of the event, becoming involved, and ask about overall awareness, post-event. These surveys will determine how effective the campaign plan was in creating awareness for *Global Neighborhood*, and the goals that set prior to implementing the plan.

Focus groups will also be conducted in order to gather more intuitive, comprehensive data. Through focus groups, *Global Neighborhood* will be able to gain qualitative information from an assortment of community members and individuals that will give insight to the deeper feelings and perceptions of the organization. The questions will be open-ended and ask “why” and “how” people feel a certain way to help further understand target demographics and how they are viewing or responding to the organization. For purposes of *Global Neighborhood’s* identified active and latent audiences, focus groups will include a sample of members within the Spokane community, local university college students and representatives of local organizations and/or churches. The focus group will be conducted either prior to or post-event, based upon the choice of *Global Neighborhood*.



## Appendix

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### Media Contact List

Organization	Contact	Email	Phone
<b>Television</b>			
KREM	Noah Cooper	<a href="mailto:ncooper@krem.com">ncooper@krem.com</a>	(509) 838-7350
KREM	Trinity Spencer	<a href="mailto:tspencer@krem.com">tspencer@krem.com</a>	(509) 838-7350
KREM	Othello Richards	<a href="mailto:orichards@krem.com">orichards@krem.com</a>	(509) 838-7350
KXLY	Jerry Post	<a href="mailto:jerryp@kxly.com">jerryp@kxly.com</a>	(509) 324-4000
KXLY	Robyn Nance	<a href="mailto:robynn@kxly.com">robynn@kxly.com</a>	(509) 324-4000
KXLY	Beth Tysdal	<a href="mailto:beth@kxly.com">beth@kxly.com</a>	(509) 324-4000
KHQ	Jana Gray	<a href="mailto:jana.gray@khq.com">jana.gray@khq.com</a>	(509) 448-6000
KHQ	Kelsey Watts	<a href="mailto:kelsey.watts@khq.com">kelsey.watts@khq.com</a>	(509) 448-6000
KHQ	Mark Billings	<a href="mailto:mark.billings@khq.com">mark.billings@khq.com</a>	(509) 448-6000
<b>Radio</b>			
KYRS Thin Air Community Radio	Twa-le	<a href="mailto:innertribalbeat@gmail.com">innertribalbeat@gmail.com</a>	(509) 218-3654
KXLY 920	Kristi Gorenson	<a href="mailto:kristig@kxly.com">kristig@kxly.com</a>	(509) 326-9200
KXLY 920	Bud Nameck	<a href="mailto:budn@kxly.com">budn@kxly.com</a>	(509) 326-9200
KPBX	Paige Browning	<a href="mailto:pbrowning@kpbx.org">pbrowning@kpbx.org</a>	(509) 328-5729
KPBX	Steve Jackson	<a href="mailto:sjackson@kpbx.org">sjackson@kpbx.org</a>	(509) 328-5729
<b>Print</b>			
Spokesman	Rebecca Nappi	<a href="mailto:rebeccan@spokesman.com">rebeccan@spokesman.com</a>	(509) 459-5496
Inlander	Mike Bookey	<a href="mailto:mikeb@inlander.com">mikeb@inlander.com</a>	(509) 325-0634 X279
Inlander	Jacob Fries	<a href="mailto:jacobf@inlander.com">jacobf@inlander.com</a>	(509) 325-0634 X261
<b>Churches</b>			
Cathedral of Our Lady of Lourdes	Rachel Rowley	<a href="mailto:rrowley@dioceseofspokane.org">rrowley@dioceseofspokane.org</a>	(509) 358-4290
First Presbyterian Church of Spokane	Sarah Hauge	<a href="mailto:sarahh@spokanefpc.org">sarahh@spokanefpc.org</a>	(509) 747-1058 X218
Crossover Church	Tammy Fortney	<a href="mailto:tammy@crossoverchurch.info">tammy@crossoverchurch.info</a>	(509) 238-7955
New Community Church	Russ Davis	<a href="mailto:russ@new-community.com">russ@new-community.com</a>	(509) 483-6500
Lifesprings Fellowship Church	Ed Gray	<a href="mailto:www.pastorgray@lifesprings.biz">www.pastorgray@lifesprings.biz</a>	(509) 768-9428
Holy Cross Lutheran	Susan Comi	<a href="mailto:scomi@holycrosslcms.net">scomi@holycrosslcms.net</a>	(509) 483-4218
<b>Restaurants</b>			
Queen of Sheba Ethiopian Cuisine	Almaz Ainuu	<a href="mailto:almaz@queenofshebaspokane.com">almaz@queenofshebaspokane.com</a>	(509) 328-3958
Thai Bamboo	Matavee Burgess	<a href="mailto:info@thaibamboorestaurant.com">info@thaibamboorestaurant.com</a>	(509) 777-8424
Marrakesh	Mondo		(509) 328-9733



# Pre-Event Survey

Please complete this survey honestly according to your knowledge and opinion of Global Neighborhood and the organization's subsidiary affiliations.

- |  |     |    |
|--|-----|----|
| 1. Have you heard about <i>Global Neighborhood</i> ?                               | Yes | No |
| 2. Are you familiar with <i>Global Neighborhood's</i> services?                    | Yes | No |
| 3. Have you attended <i>Global Neighborhood's</i> fundraising or volunteer events? | Yes | No |
| 4. Have you visited <i>Global Neighborhood Thrift</i> ?                            | Yes | No |
| 5. Have you made a donation to <i>Global Neighborhood</i> (money, clothes, toys)?  | Yes | No |

Please rate your opinion of the following:

- |   | Poor                      | Excellent |
|---|---------------------------|-----------|
| 6. Presence in the community  | 1.....2.....3.....4.....5 |           |
| 7. Quality of service and awareness                                 | 1.....2.....3.....4.....5 |           |
| 8. Quality of volunteer events                                      | 1.....2.....3.....4.....5 |           |
| 9. Variety of events to participate with <i>Global Neighborhood</i> | 1.....2.....3.....4.....5 |           |
| 10. Store's Second Anniversary Block Party appealing to families    | 1.....2.....3.....4.....5 |           |
| 11. Effective advertising for the Second Anniversary Block Party    | 1.....2.....3.....4.....5 |           |

Thank you for taking the time to complete this survey. If you have any additional comments, please feel free to share them here.

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Email: \_\_\_\_\_



## Post- Event Survey

*Please complete this survey honestly according to your knowledge and opinion of Global Neighborhood.*

- |  |     |    |
|--|-----|----|
| 1. Had you heard of <i>Global Neighborhood</i> prior to this event?  | Yes | No |
| 2. Did you enjoy <i>Global Neighborhood's</i> hosted event?  | Yes | No |
| 3. Are you aware of the services that the <i>Global Neighborhood</i> offers?   | Yes | No |
| 4. Are you interested in getting more involved with <i>Global Neighborhood</i> ?<br><i>If yes, please write your email address in the space provided, below.</i> | Yes | No |
| 5. Would you consider donating to <i>Global Neighborhood</i> after this event?<br>Please state why or why not:   | Yes | No |

- |   |                           |             |
|---|---------------------------|-------------|
| Please rate your opinion of the following:  | Not Likely                | Very Likely |
| 6. I will attend a <i>Global Neighborhood</i> event again.                        | 1.....2.....3.....4.....5 |             |
| 8. I am aware of the services that <i>Global Neighborhood</i> provides.           | 1.....2.....3.....4.....5 |             |
| 10. I want to become involved in <i>Global Neighborhood's</i> volunteer programs. | 1.....2.....3.....4.....5 |             |
|   | Poor                      | Excellent   |
| 11. Presence in the community   | 1.....2.....3.....4.....5 |             |
| 12. Quality of messaging to boost awareness                                       | 1.....2.....3.....4.....5 |             |
| 13. Quality of events   | 1.....2.....3.....4.....5 |             |
| 14. Events appealing to families  | 1.....2.....3.....4.....5 |             |

Thank you for taking the time to complete this survey. If you have additional comments, please use the following space to voice them.

Email: \_\_\_\_\_

# *Global Neighborhood Thrift's* Second Anniversary Block Party



**WHO:** Global Neighborhood

**WHAT:** Block Party Celebrating two years of service from  
Global Neighborhood Thrift

**WHERE:** Global Neighborhood Thrift (902 W Indiana Ave.  
Spokane, WA 99205)

**WHEN:** July 27, 2013 from 1:00 – 6:00 p.m.

**WHY:** To support the efforts of GN Thrift!

**Additional Information:** Will feature food from local  
vendors, live music and lots of great deals!

For more information, contact: **Brent Hendricks** at  
[brent@global-neighborhood.org](mailto:brent@global-neighborhood.org) or 509-703-7528.