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Final Strategic Plan  
Professor Leheavy  
PUR6603  
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## **Summary**

The organization I will be focusing on for this project is the Rotary Club of Myrtle Beach. During my time in undergrad, I was heavily involved in Rotaract Club, the collegiate version of Rotary. Being apart of this group taught me valuable lessons about partnership and volunteering, and how it truly makes a difference in the community. I wanted to focus on Rotary for this specific campaign because although Rotaract reached many students on campus, I felt as if there was more growth that could be achieved by going through the city organization. There was a specific volunteer event that I enjoyed while being a Rotaract Member, and that was our monthly beach cleanups.

The main goal of this project is to gain more members for Rotary Club of Myrtle Beach. I propose an open beach clean-up held by the Rotary Club of Myrtle Beach to both teach volunteers about the mission of Rotary and to also come together as a city to keep our beaches clean. The environment is of high importance to many who live in beach towns, especially those who understand the value of marine life that inhabit their waters. The beach-cleanups are beneficial to both the tourism industry and marine life by providing a clean beach that both can enjoy. Opening this volunteer event to non-members would not only cover more ground during beach cleanups but would ideally bring in more people to expand Rotary's membership size.

The introductory, open beach clean-up will be held Saturday, March 11, 2023, before the tourism season hits. The City of Myrtle Beach held a beach cleanup for World Oceans Day, so this cleanup would allow the beaches to be cleaned right before Spring Break hits for most colleges. This would take place in the Grand Strand Area of Myrtle Beach, ideally between 10<sup>th</sup> Avenue and 2<sup>nd</sup> Avenue Pier, depending on the number of volunteers and time they set aside. I

want to monitor club sign-ups over the course of a year to see how many people join after our initiative.

## **Goals**

The goal of this campaign is to increase visibility for Rotary and gain not only volunteers, but members, while simultaneously benefiting the environment. By participating in something that is so important to a beach town and opening volunteer opportunities to everyone, this would create a great image for Rotary publicly. Gaining volunteers is something Rotary is always open to but turning volunteers into members is beneficial and effective for keeping Rotary alive.

Another benefit to increased visibility and members is an increase in funds. While an increase in members would bring in more funds with club dues, the main goal of financials would be an influx of donors. With donors, Rotary would be able to expand the tools and resources needed to participate in volunteer events, give back to their community, and show appreciation to their volunteers.

## **Objectives:**

- Create an online platform for Rotary to advertise the beach cleanup and Rotary's mission
  - Monitor followers, views, and trends on social media to increase awareness and to stay relevant online
  - Create posts to share information about Rotary's mission and motto, "Service Above Self"
  - Measure success by number of followers and views to gauge the contents reach

- Advertise through newspapers and paper signs around Myrtle Beach and surrounding areas (North Myrtle Beach, Murrell's Inlet, Conway) to reach those who may not have access to social media
  - On those sheets, offer links or QR codes for sign-ups to monitor how many people are joining the volunteer event
  - Measure reach by monitoring how many sign-ups received through QR codes or links
- Gain a public following by reaching out to news outlets and social media influencers around the area for increased visibility

### **Opportunities**

I think quite a few PR opportunities exist for this campaign. For example, planning this event would benefit Rotary's image, gaining more public support and members. I think gaining a more diverse volunteer database would also change the perspective of Rotary's history of having generally older people of the community be main members. This way, those who would not qualify for Coastal Carolina University's Rotaract could join this club and bridge the gap between both organizations.

A major challenge that comes to mind is the declination of volunteer work. Amy Yotopoulos writes in *Three Reasons Why People Don't Volunteer, and What Can Be Done About It*, that research shows "90% of us want to volunteer, only 1 out of 4 Americans actually do" (Yotopoulos). She later shares that common reasons people do not volunteer is due to time, lack of obligation, and general lack of interest. I think this is a general trend especially today when many people are working long hours, are hesitant to go out after COVID, and do not have a

motive to help. I think by advertising the event alone on multiple different platforms and getting the public out to help would at the very least bring people into the idea of Rotary.

I also think the club dues may cause hesitancy among potential club members. On Rotary Club of Myrtle Beach's website, the dues range from \$450.00 to be a regular member, \$155.00 to be an EMember, and \$135.00 to be an R85 Member. In order to gain more members but increase club revenue, offering a discount on dues for first-year club members would be beneficial.

While many people would be able to afford this, I believe lowering the dues and offering a first-year special would encourage more people to join without having to spend money they may not have at the moment.

### **Target Audience Analysis**

To begin my target audience analysis, I started with geographics first to figure out where my campaign will reach the most people. The audience for this campaign is going to be narrowed down to a central geographical area, the City of Myrtle Beach, and the surrounding cities such as Conway, North Myrtle Beach, and Murrell's Inlet. Narrowing the State of South Carolina down will allow myself to centralize my campaign to a specific audience. Per Census.gov, Myrtle Beach has a population of 37,100 people, Conway's population is around 23,119, North Myrtle Beach has a population of 19,485 people, and Murrell's Inlet has a population of 9,740 people (QuickFacts: Murrells Inlet CDP, South Carolina, 2021). To reach a general population of around 89,500 people with this campaign would be difficult at first, but it gives me a lot to work with when it comes to amounts of people.

When it comes to demographics, gender, marital status, and education will not necessarily impact this campaign. The overall purpose of this campaign is to recruit more

volunteers to Rotary Club of Myrtle Beach, and to introduce them to Rotary by holding an introductory Beach Clean-Up to learn more about Rotary and the values the club withholds. However, age and income do make a difference when it comes to who I am trying to reach and recruit. While there are sub-groups for Rotary for the younger population, Rotary itself requires members to be 18 or older. Oftentimes, if you are 18 and in college, Rotary will encourage you to join Rotaract, a sub-group of Rotary for young professionals. The age group I would like to reach would ideally be anyone ages 21 and older. That way, those who may have been in Rotary and would like to transition to Rotaract can do so, and anyone who is fresh into the world of Rotary can be introduced. There is no maximum age group that I would stop at as I believe this age range would be perfect for volunteering and making an impact in their community.

Another demographic to focus on would be income. While income isn't the biggest factor in this campaign, I would need to focus on potential audiences that have enough money for club dues as mentioned in the first part of my campaign draft, even with a discount or payment plan. By paying club dues, we are able to increase the funds we have for volunteer events, and give back to the volunteers as well. Ideally, I would like to reach audiences with an income of \$30,000 or more a year. This salary is a good starting point for people who have just graduated or re-entered the workforce and would like to volunteer but can still afford to pay yearly dues.

Rotary's slogan is "Service Above Self." This is what we are looking for when it comes to an audience. For psychographics, values, interests, and attitudes all play a part in the audience I am trying to attract. For example, we must have people who are interested in volunteer work and service. For some people, this just is not something they enjoy, so having people who are genuinely interested and passionate about helping others is important. Having a positive, patient

attitude is crucial to Rotary's mission. Behavioral ties into this as well, as we are seeking loyal members who are reliable and will consistently attend club meetings. A steady lifestyle with time to volunteer and attend meetings is important as well. Behavioral and psychographics are some of the most important traits for this campaign since Rotary is dependent on teamwork and helping others. Without a positive attitude and willingness to help, there will be no success.

### **Strategy**

I am implementing this campaign for several reasons. Over time, less people are volunteering and helping their communities. This campaign encourages people of the beach town of Myrtle Beach and surrounding areas to come together to clean up their beaches, get to know one another, and learn more about the Rotary Club of Myrtle Beach and their values. Bringing a sense of community to a popular tourist destination is important for others to know their neighbors and bond over their city. Sometimes, it is hard to determine who is a tourist and who lives in a city, and I think by bringing the community together it will drive that sense of belonging.

Another reason is to bring more volunteers into Rotary. This not only increases Rotary's funds, but also increases what Rotary can do. With more volunteers, Rotary is able to cover more ground, hold more events, and give back to the community more often. Instilling the emotional fulfillment that comes with volunteering is important to not only make the events enjoyable for the community, but to keep people (volunteers and the audience we are volunteering for) interested and coming back.

I will implement this campaign mainly through social media to spread the word regarding Rotary and the introductory beach clean-up. As mentioned in Part One, I will also use QR codes

and links to sign up to post around the Myrtle Beach area for people who may not use social media. Having a physical paper advertisement while also sharing the event and mission through social media will cover the most ground for this campaign.

### **Tactics and Evaluation**

Target audience	Tactic	Evaluation
Citizens of Myrtle Beach and surrounding areas: Millennials, Gen-Z	Instagram, Twitter and TikTok Campaign utilizing #CleanUpMB	Post Engagement and views on website, sign-ups for beach clean-up
Citizens of Myrtle Beach and surrounding areas: Baby Boomers, Generation X	Facebook Campaign Utilizing #CleanUpMB, including descriptions of the event and Rotary's Mission	Post Engagement and views on website, sign-ups for beach clean-up
Citizens of Myrtle Beach and surrounding areas who may not have access to social media	Paper advertisements with QR code and link to beach clean-up sign-up	Clicks on website, number of sign-ups from that specific link/QR Code
Volunteers for Beach Clean-Up	Paper and online surveys for volunteers to rate the event and share opinions on what was done well, what could be done better	Overall, a 4+ star rating, general positive feedback entered
Volunteers for Beach Clean-Up	Rotary Club of Myrtle Beach Sign-Ups	Measured by the number of people that sign up to join Rotary Club of Myrtle Beach post-event
Residents of Myrtle Beach/Surrounding Area who were followed/expressed interest, but did NOT show	Via all Social Media forms (Twitter, Facebook, Instagram, TikTok), offer a "second chance" like advertisement for those who may not have made it, but were still interested in Rotary	Measured by the number of people who sign up to join Rotary



## **Campaign Evaluation**

The campaign evaluation for this specific project can be measured by several factors. I will be measuring quantitatively by number of clicks we get on our digital sign-up for the beach clean-up versus how many people show in person, the number of views we have on our social media pages (Facebook, Instagram, Twitter) versus actual engagements and follows, and most importantly, how many new Rotary members join after the campaign is over. I will also provide surveys at the end of the beach clean-up for new volunteers only to gauge their perspective of Rotary, how likely they are to join the Rotary Club of Myrtle Beach, and what could change in regards to the event and how it was handled.

I am also presenting another opportunity to join the Rotary Club of Myrtle Beach for those who may not have been able to attend the beach clean-up. I am implementing a second chance option for those who are interested in joining, and they would also get discounted dues for the year. This way, if someone is not able to make the event, they are still able to join with discounted dues, and not feel the pressure of not being able to attend. This will be measured similarly by the number of sign-ups I receive through social media.

### **Goal: Motivate Myrtle Beach residents to learn more about Rotary's mission and sign-up for the Beach Clean-up**

**Target Audience:** Citizens of Myrtle Beach and surrounding areas who are not signed up for Rotary.

#### **Message 1: Value Proposition**

Rotary is a phenomenal club for community service and networking within your community.

- Rotary Club of Myrtle Beach is a community service club that strives to better serve their neighbors and environment. Through acts of community service such as fundraisers, events to package lunches for elementary school children in need of food for their weekend, and environmentally friendly neighborhood cleanups, there is something everyone can enjoy. There is a club in virtually every city in the world.
- By signing up for this club, members are able to form a community amongst other volunteers, learn more about their city, and help others, their environment, and

themselves through community service. Rotary Club of Myrtle Beach focuses on the wellbeing of their neighbors—whether that be Myrtle Beach school children, people who are in need of food and water, essential workers—and the cleanliness of their beach town.

- With 1.4 million volunteers, Rotary gives the opportunity to connect with others all over the world. Rotary's newest initiative is to protect the planet, and by signing up for the beach clean-up, participants can have glimpse into what the world of Rotary is truly like.

**Goal: Encourage those who expressed interest and could not attend the event to sign up for and see the value in Rotary Club of Myrtle Beach**

Target Audience: Volunteers for Beach Clean-Up, "Clean MB with Rotary"

Message 2: Call to action, value proposition

For those who are unable to attend the Beach Clean-Up Event, "Clean MB with Rotary," Rotary Club of Myrtle Beach offers many different options to still serve your community.

- Since October of 1946, Rotary Club of Myrtle Beach has offered community service opportunities. Per <http://www.myrtlebeachrotary.org/>, the purpose of Rotary is "to bring together business, professional and community leaders to provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world." We want all members to have a sense of belonging and fulfillment by volunteering and meeting other Rotarians that share the same values.
- Rotary Club of Myrtle Beach allows for fulfilling community service initiatives. Besides the Beach Clean-Up, members can participate in events to help school children, clean their community, and help those who are in need.
- People who are interested in signing up for Rotary Club of Myrtle Beach can learn more and sign up on <http://www.myrtlebeachrotary.org/>.

**Goal: Encourage those who participated in the Beach Clean-Up to join the Rotary Club of Myrtle Beach**

Target Audience: Beach Clean-Up Volunteers

Message 3: Call to Action

By participating in the Beach Clean-Up, prospective Rotary Club members are encouraged to continue their service by joining Rotary Club of Myrtle Beach.

- There is value within coming together as a community and helping others. Whether that be helping other Rotarians during Clean Up MB with Rotary or helping members of the

community have a warm meal for dinner at night, there is a sense of fulfillment in helping others in your community.

- The Beach Clean-Up was an event to network with people in the community, make new connections, service the community, and to test if Rotary would be a good fit for individuals who attended. We encourage those who participated in Clean MB with Rotary to continue their acts of service and volunteer work through Rotary Club of Myrtle Beach.
- Rotary Club of Myrtle Beach will offer a temporary discount on dues for those who signed up for the Beach Clean-Up. To continue with Rotary Club of Myrtle Beach, further information and sign-ups can be found here <http://www.myrtlebeachrotary.org/>.

### Social Media and Blog

- Campaign: Clean Up Myrtle Beach with Rotary
- Goal: Inspire readers to learn the importance of a clean beach and to sign up for the Beach Cleanup.
- Target Audience: Myrtle Beach Locals, ages 18+ who are able to sign up for Rotary Club of Myrtle Beach

### **Blog Post**

#### **4 Ways Beach Cleanups Impact Myrtle Beach, South Carolina**

Myrtle Beach is a beautiful beach town that locals have seen grow throughout the years. Through tourism and even our very own population growing, we are expanding our community like never before. While we have state of the art dining and entertainment, many of our visitors and locals visit or move here for one thing – the beach!

Rotary Club of Myrtle Beach, a community service club that focuses on serving others, is hosting a Beach Cleanup March 4, 2023, right before our tourists come to visit. So, what benefits does a beach cleanup have to our town?

#### **1. A Sanitary Beach Can Reduce Pollution-Related Illness.**

Nobody wants to swim in dirty water or stick their toes into sand that is littered with trash. While it is not only unsightly, but dangerous to our health. Annals of Global Health, in their study of [Human Health and Ocean Pollution](#) shows that Methylmercury is a common ocean pollutant that can pose a danger to human health. Methylmercury derives from microplastics, which have high levels of the contaminant. Once it gets into the water, not only can it cause severe illness while swimming, it can also impact the seafood served at our local restaurant tables. Our Beach Cleanup focuses on these microplastics to help reduce the risk of Methylmercury to humans and animals.

#### **2. It Protects Marine Life.**

It is no secret that marine life is constantly impacted by the effects of pollution on our beaches. Myrtle Beach is home to dolphins, sharks, jellyfish, stingrays, and even turtles, to name a few. All of these species frequently inhabit our waters, and even the sand for turtles and birds. By

cleaning up trash, we significantly reduce the risk of these animals digesting this food and becoming ill, or even facing fatal reactions. With your help, we can cover more ground to reduce the amount of trash on our shore.

### **3. Pollution Can Accelerate Climate Change.**

Did you know that pollution on our shore can impact climate change? [The Nature Conservancy](#) shows that the relation between our oceans and climate change is closely related. By slowly destroying our oceans through pollution, coastal towns like Myrtle Beach could see a significant impact on storm surge.

### **4. A Clean Beach Brings in More Tourists**

Last but not least, having a clean beach encourages more tourists to visit—boosting our economy and bringing income to our locally owned businesses. By having a reputation of a clean, healthy beach, we will have more visitors wanting to visit each year.

### **How Can You Help?**

This is where we step in. Rotary Club of Myrtle Beach has a passion for helping others – whether locally or globally! Our Beach Cleanup will be held near the Myrtle Beach SkyWheel in March with more details to come as we get closer to the event. In the past Beach Cleanups, we have covered ground by splitting up and picking up trash from the dunes to the shore. This is just one of the many ways we can help protect our ecosystem and simultaneously boost our visitor rate by providing a beach that both humans and animals can safely enjoy. Sign-ups can be found on our website, [Myrtle Beach Rotary](#).

### **About the Author:**

Abigail Lesznar is a member of Rotary Club of Myrtle Beach, who got her start in Coastal Carolina University's Rotaract Club. Lesznar has a passion for service and marine life. She got her bachelor's in communication from Coastal Carolina University in 2019.

## Social Media Post #1: Facebook



**Rotary Club of Myrtle Beach**  
Sponsored · 🌐



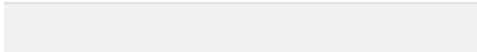
Have you ever wanted to be a part of something more?  
Sign up for our Beach Clean-up and gain a new  
perspective of community service. #CleanUpMB



[myrtlebeachrotary.org](http://myrtlebeachrotary.org)

**Rotary Club of Myrtle Beach**

[Learn More](#)



## Social Media Post Two: Twitter



**Rotary Club of Myrtle Beach**  
@RotaryofMyrtleBeach

Let's keep our beautiful Myrtle Beach clean. Sign-up for the Beach Cleanup through Rotary Club of Myrtle Beach. Link in our bio. #CleanUpMyrtleBeach

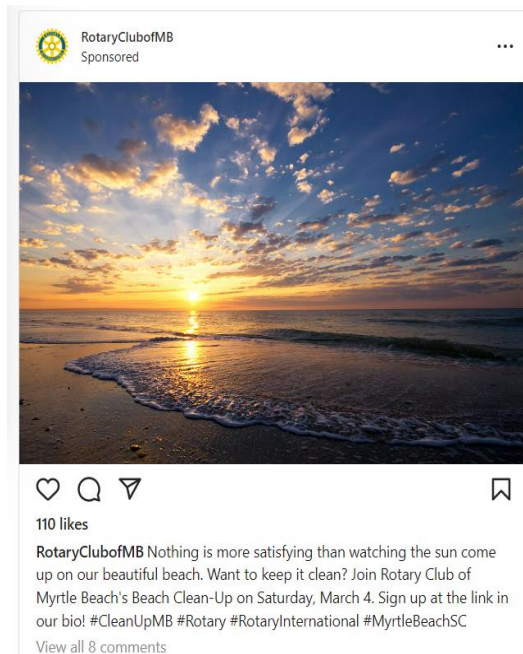


5:03 PM - Feb 26, 2020

7.7K Retweets 43K Likes



### Social Media Post 3: Instagram



### Mass Media Kit

- Campaign: Clean Up Myrtle Beach with Rotary
- Goal: Inspire readers to learn the importance of a clean beach and to sign up for the Beach Cleanup.
- Target Audience: Myrtle Beach Locals, ages 18+ who can sign up for Rotary Club of Myrtle Beach

**FOR IMMEDIATE RELEASE: DECEMBER 1, 2022**

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### ROTARY CLUB OF MYRTLE BEACH TO HOST BEACH CLEANUP

**Myrtle Beach, SC:** Today, the Rotary Club of Myrtle Beach has announced they are hosting a free beach cleanup – open to everyone – to promote environmental cleanliness and heighten tourism. This will take place Saturday, March 4<sup>th</sup>, 2023.

Normally Rotary Club of Myrtle Beach has an annual fee to join their club and participate in their events, but this beach cleanup is different. To encourage more volunteers to sign up for

Rotary, they're offering a free beach cleanup as a trial run. Even further, they are offering discounted dues for those who participate and want to join the club after.

One of the partners of the Rotary Club of Myrtle Beach is the Rotaract Club of Coastal Carolina University. Rotaract Club of Myrtle Beach is essentially a step below the Rotary Club of Myrtle Beach, serving younger communities in the Conway and Myrtle Beach area. Kathryn Lienhard, Secretary of the Rotaract Club, is excited to partner with Rotary Club for this event. "As a Marine Science major, being able to tie in my passion for marine life and our ecosystem with my club is something really important to me. I truly love this event every year and it brings our community together."

To gain volunteers for this specific event, the Rotary Club of Myrtle Beach has initiated the following tactics:

1. Using the hashtag #CleanUpMyrtleBeach to gain visibility across multiple forms of social media such as Twitter, TikTok, Instagram, and Facebook.
2. Developing paper advertisements through newspapers and flyers to gain the attention of those who may not have social media.
3. Offering discounted dues as an incentive to gain volunteers that will be more inclined to stay with Rotary after the event.

About Rotary Club of Myrtle Beach: [Myrtle Beach Rotary Club](#) is a non-profit community service organization serving communities worldwide. The Myrtle Beach division is made up of local volunteers who serve the community in ways such as roadside and beach cleanups, soup kitchens, elementary school events, and supporting local colleges such as Horry Georgetown Technical College and Coastal Carolina University.



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