



ILLINOIS ART STATION

Inspiring Creative Minds



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COVER LETTER

To Whom It May Concern:

Thank you for your consideration of our campaign proposal! We hope that our campaign aligns with the goals and expectations you have for the Illinois Art Station.

We hope that by focusing our campaign on planning and promoting the Art Supply Drive, this will not only help bring in resources and supplies to continue strengthen your programs, but also lead young, creative minds to inspiration and participation within the art station.

In order to achieve the most success for our campaign, we have developed two key outcome objectives. Our first objective is to increase art supplies by 10% by June 2023. The second is to gain 100 visitors for the art supply drive, specifically children, on May 20th 2023. We believe these goals are attainable and will be successful at the end of our campaign. We will use our media outlets to showcase the success of our event and overall campaign.

Throughout this report, there is a detailed breakdown of our campaign, Inspiring Creative Minds. You will be able to find the Four Aces PR Agency contact information, research and objectives, strategies and tactics, budget and effective communication materials.

Again, we would like to thank you so much for taking time to consider our campaign. We ask that you reach out to any of our team members with any questions, comments or concerns!

Best Regards,

Brandice Cole, Trevor Behrendt, Grace Peterson, Carlos Quevedo



EXECUTIVE SUMMARY

Illinois Art Station is a fairly new, non-profit organization residing in Normal, IL, that aims to provide youth and families from any and all backgrounds accessible experiences with the arts. Due to the non-profit nature of the organization, being able to consistently provide high quality art supplies in large quantities for those in the community who utilize IAS's facilities has become increasingly more difficult.

The following campaign book will address this challenge IAS faces regarding a struggle to provide consistent art supplies, as well as provide a carefully researched solution. The current proposed solution that will be laid out throughout the book will be an Art Supply Drive event to be held on site at the Illinois Art Station.

In order for this campaign to be considered successful, multiple objectives have been established that must be completed for the event to provide intended results. These objectives include things like consistent social media posting and reaching out to pre-selected organizations to facilitate partnerships.

The expected outcome of this supply drive event should be a large influx of art supplies donations, which will assist the IAS with the current supply issue. As well as this intended result, increased community awareness about the presence and mission of the Art Station is to be expected as well.

Along with a proposed solution to the present issue, this book contains a thorough explanation and step by step planning to carry out the supply drive event. A careful analysis of the Illinois Art Stations current public perception, social media analysis, and multiple strategies and tactics that can be utilized by IAS to see success within the campaign will also be provided.

MEET THE TEAM



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INTRODUCTION

Company Background

The Illinois Art Station (IAS) focuses on providing children, youth, and their families with the chance to engage in visual arts on a first-hand basis. They offer opportunities for participants to grow their art skills, discover more about themselves, and express their emotions through visual arts. Founded in 2018 by Dr. Laura E. Berk in partnership with Illinois State University and other local agencies such as the Boys and Girls Club of Bloomington-Normal, Western Avenue Community Center, and many more, the organization was able to unveil its grand opening in 2021 (Janik et al., 2022). IAS is located on nearly three acres of land within walking distance of uptown Normal, making it easily accessible to the people of the community. All while also providing the opportunity for outdoor and indoor learning experiences. The Illinois Art Station strives to create an inclusive environment that youth of all ages can utilize to grow their skills.

Thesis

In our research and objectives analysis, we will discuss the goal for our campaign, present our client research, problem and opportunity research, and audience research that we have conducted and list the objectives we have created for our client in order to achieve the best possible results for this campaign.

Preview

Throughout this report, we will address the goal of our campaign, as well as the research and objectives we have established for the Illinois Art Station. To begin, we will present the research we have gathered on our client which includes what our client is looking to improve within their organization, an overview of the services they provide, their mission, and an assessment that we have conducted of their public reputation and communication. Then we will identify problems and any potential opportunities for the organization. After that, we will have our audience research which includes a detailed analysis of our client's key publics and which public(s) we will choose to focus on for our campaign. Lastly, we will list and discuss the objectives of our campaign and make our final remarks which include why our campaign will be most successful during the time period of May 2023-September 2023.

CLIENT RESEARCH

Situation Summary

Since the grand opening of the Illinois Art Station, it has been able to draw youth and teens from all over the community due to its inclusive environment, friendly staff, and low rates for classes, programs, and events. Although IAS takes pride in offering such affordable prices to the community, they struggle to obtain enough supplies to keep its organization running. IAS offers unique opportunities for children to experience visual arts like they never have before but with that comes the expenses of running the business. Our goal is to find solutions to their supply shortage in order to keep IAS running and serving the community.

Overview of Services

The Illinois Art Station offers many opportunities that accommodate almost everyone interested in learning more about visual arts. From weekly full classes to pop-in sessions on Saturdays, and many options in between. A full overview of its services is listed below:

Saturdays at the Station: Saturdays at the station offer the opportunity for children PreK - 14+ to drop in between 10 am - 2 pm to experience creative opportunities with supplies and products kids and teens may have never used before. For a low price of \$8 an artist, this is a great opportunity for anyone that may feel like they are interested in visual arts but are not quite ready to spend the money on classes or programs.

Classes, Programs, Events: For youth and teens that are ready to explore deeper into visual arts, IAS also offers classes and programs designed specifically for their clients' age range. Itsy Art is a learning program for children ages 3-5 that allow them to explore new art materials, experiment and create work of their own.

For youth ages 6-12, IAS offers Art After 3, a program designed for youth to come and explore visual arts after school. Art After 3 allows them to explore different aspects of art making and create unique pieces of art. In addition, Art Elements is a two session, 6 classes per session, program designed for homeschooled children ages 8-16. This program focuses on skill development and expressing yourself creatively.



Arts in Action offers teens 13-18 the opportunity to come and express themselves through their work. Where they talk about topics that matter to them and allow them to create art that spreads their message to the world.

Spring Break camps at IAS are two day long events, 9am - 4pm, that allow children 6-12 to spend time learning new tools, materials, skills, and personality traits all while in the comfort of a camp setting.

School Programs: School programs are offered PreK-12 to students and educators to come and expand their learning outside of the classroom. The goal is to deepen students' understanding of visual arts and give them a better understanding of concepts.

Online Activities: In addition to classes and programs, IAS offers lessons and activities you can do from home on their website. These activities walk you and your child through the process with easy to follow step-by-step YouTube videos. This is a great way for children to get the IAS experience with no cost to them and in the comfort of their own home.

Organizational Mission

“IAS provides children, youth, and their families – from all neighborhoods and backgrounds – with transformative learning through hands-on experiences in the visual arts.”

Public Reputation Assessment

A public reputation assessment has been done for Illinois Art Station using various platforms. In order to gauge the public perception of IAS, the clients' own social media accounts and Google reviews were analyzed. As well as this, an analysis of results given for “Illinois Art Station” on Nexus Uni Database was done.

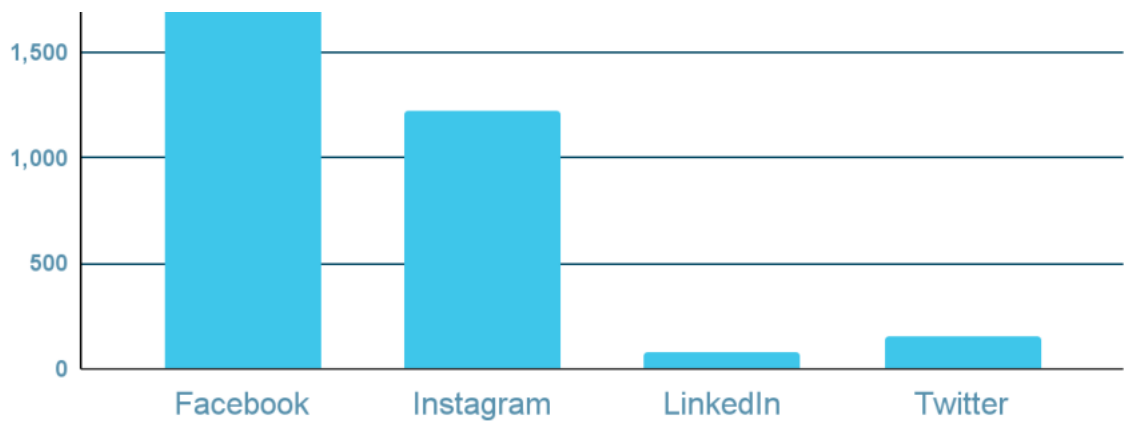
Google Reviews

Due to the newness of the IAS, minimal reviews were available via Google Reviews. Out of a total of 5 reviews made in the last year, all were rated **“5 Star Reviews”** and included positive, enthusiastic comments, with multiple mentions enjoying various available activities, and one stating “We will for sure be returning!”. Overall, these Google reviews are considered to be reflective of a **positive experience**, and therefore producing a **positive perception** of IAS.

Social Media

Following on Social Media Platforms





IAS utilizes four social media platforms to promote and inform the community of its activities and has accumulated a following of more than 3,800 across all platforms. The biggest following IAS currently has is that of **2,400 followers via their official Facebook account**, which will be the main platform used in this reputation analysis. Throughout the organization's Facebook page, constant updates can be seen as well as information on how to register for classes, when activities are being held, and various other updates regarding the organization. Comments from followers can be seen across all posts, including comments such as **“Both of my kids are SO excited for this camp! <3”** and **“Saturdays at IAS are one of the best parts of our week!”**. Comments such as these are a good indicator of public perception because they are left organically from members of the community who visited and participated in events held at IAS. Based on the social media feedback that IAS receives, one can assume they currently hold a **positive public reputation among the local community**. Utilizing social media accounts consistently is key in promoting IAS’s mission, brand, and outreach for new members, and should be considered a major priority in order to uphold a positive reputation and build continued loyalty to the organization.

Nexus Uni Database

The Nexus Uni Database offered **10,000+ results** over the last two years when “Illinois Art Station” was entered. The bulk of results were articles written detailing the opening of the IAS, as well as articles discussing local events or activities that mention the client. Many articles were written by The Pantagraph, which is a Bloomington-Normal locally written paper. All articles found were written in a **positive or neutral capacity**, with the positive articles taking the lead. One article in particular details how the **IAS “Sparks creativity in families”**. Overall, it appears IAS has been written about in only positive ways, with special emphasis placed on its mission to help youth and families alike come together in creative ways. **No articles could be located discussing anything potentially negative** or harmful to IAS's reputation.

Public Communication Assessment

Illinois Art Station offers many ways to stay in touch and to learn more about their organization and services. Through their use of their social media accounts, Instagram, Facebook, Twitter, and LinkedIn, as well as its website they provide timely updates and

information about upcoming events, classes, programs, and drop-ins they offer. Additionally, through the use of news releases and feature stories, IAS is able to showcase works of art from participants in the organization.

Strengths:

- IAS utilizes its 1,221 Instagram followers, 2,400 Facebook followers, 75 LinkedIn followers, and 150 Twitter followers to offer important information about upcoming events and programs.
- The use of feature stories allows IAS to showcase their participants' work to the community in hopes to inspire more involvement from the community.
- IAS offers a newsletter sign-up that allows people invested in the community to stay up to date with the latest news and current event pertaining to IAS and the community.

Weaknesses:

- IAS lacks public reviews of its organization. This makes it challenging for people that do not know about the organization to get an understanding of how the community feels about the work it does.
- Struggling with reaching the older teen demographic that does not care for art. This is a weakness for IAS because their organization is built around involvement from the youth and teens of the community. Better communication about the services the organization can provide will reach more potential participants in their programs and classes.
- Write a brief story about the company, what they're known for, and other significant details. Add relevant photos or videos, too, if available.

PROBLEM & OPPORTUNITY RESEARCH

Problems/Challenges

- Difficulties with capturing a teen demographic, specifically ages 13-18
- Success with partnering with organizations who do have a teen demographic, but having trouble drawing attention from those teens who have no personal connection to the Art Station
- Difficulties with lack of time and limited resources

Opportunities

- Opportunity to partner with multicultural organizations for an event to increase exposure to diverse demographics can lead to a greater teen demographic as well.
- Opportunity to promote Art Supply Drive using social media (Facebook, Instagram, TikTok), local radio ads, and physical flyers in schools to reach teens and other publics.
- Opportunity to make the Art Supply Drive a more interactive event for teens to not only create exposure for the Art Station (food, drinks, music, activities) but also help with resources and supplies, suggest bringing supplies for entry, but do not heavily enforce.

Why Now?

The Illinois Art Station aims to serve young artists ages 3-18, however, they have been having a hard time with their teen programs when it comes to capturing that teenage demographic. One of the main factors of this issue has to do with the IAS's lack of resources and time. With this campaign, we can help connect and communicate to the publics what materials and supplies are necessary in order for these young artists to continue to progress and thrive within the program, ultimately increasing their teenage demographic.

Reactive vs. Proactive

Our campaign is **proactive**. This is an opportunity to promote the Art Supply Drive as well as create exposure for our client by highlighting opportunities they offer these young artists at our event. Rather than looking to respond to external issues, we are focusing on improving the organization from within by reaching out to the publics. This will then lead to increased exposure and open up opportunities to receive the resources that are needed. Our campaign will focus on content creation and other promotion ideas for the upcoming Art Supply Drive, as well as coming up with other event planning and collaboration possibilities to help even more.

AUDIENCE RESEARCH

Key Publics

The Illinois Art Station has an extensive list of publics, ranging from families in the home all the way to various organizations throughout the community. The table below outlines those publics that may be most relevant or beneficial to carrying out the objectives of the current campaign, and ultimately helping the IAS combat any current challenges they may be experiencing.

Publics	Involvement/Importance
Illinois Prairie Community Foundation	Illinois Prairie Community Foundation helps connect grants and donors to non-profit organizations, is local to Bloomington, and already is a major supplier for IAS. The foundation's mission is centered around promoting community engagement and youth involvement in the community, which closely aligns with the mission of IAS.
McLean County Arts Center	McLean County Arts Center is a current major donor for IAS, whose mission is to promote appreciation, study, and practice of art for people coming from all cultures and communities in Bloomington, Normal. Their mission is closely aligned to that of IAS.
Teachers/Professors	Teachers/Professors have been a source of donations and resources for IAS in the past, as well as being a large influence on the youth of the community. Teachers interact with youth on a daily basis, and are able to share information on IAS, encourage involvement, and take part in providing or facilitating donations.
Bloomington High School	Bloomington High School is full of youth ages 14-17 who may be influenced to attend IAS activities. Although teens aren't

	highly involved in IAS yet, BHS is a public which can boost the involvement of teenagers with IAS in alignment with campaign objectives.
Parents/Families	Parents and Families are likely to have some of the highest involvement when it comes to whether or not their children will be participating in any extracurricular activity, which will in turn affect the amount of youth utilizing the IAS.
Bloomington Boys & Girls Club	Bloomington Boys & Girls Club is an established partner with IAS, and holds a similar mission of striving to provide a safe environment for youth to learn, express creativity, and build character regardless of their background. This organization is an ideal public to recruit youth to participate in IAS activities, as well as to help facilitate outreach.
Local Artists	Local Artists are an audience to be considered in relation to IAS's challenges. Local artists may be inclined to help provide donations, resources, time, teaching, or connect with unknown art related organizations to help with any of the above.

Targeted Publics	Importance to Campaign
Illinois Prairie Community Foundation	As stated above, the Illinois Prairie Community Foundation is currently a major contributor to IAS. As well as being an active donor, the Prairie Foundation connects clients and partners with potential new resource donors or grants. Focusing on the Illinois Prairie Community Foundation throughout this campaign

would reap the most benefits for the clients potential supply drive, through the help of sourcing donors and funds for more supplies and resources, as well as connecting the client with more channels for consistent resource input.

Teachers/Professors

Teachers and Professors are the second public that would be most beneficial to this campaign. Seeing as teachers have the most outreach and consistent interaction with youth on a day to day basis, they have some of the strongest ability to influence the youth. As well as this, they are able to interact with larger numbers of youth in a closed setting and can relay messages to both parents, families, and children.

STUDY DESIGN: QUANTITATIVE SURVEY

The population we chose to focus on for our survey consisted of students, teachers, friends and family which gave us a sample size of 47 people total. Within those 47 people, there were 26 individuals who identified as male and 21 identified as female. 95% of our sample group were between the ages of 18-24 years old, while 5% of our sample group were between the ages of 45-54 years old. 50% of our sample group currently reside in McLean County, while the other 50% live less than 2 hours away from Normal, Illinois.

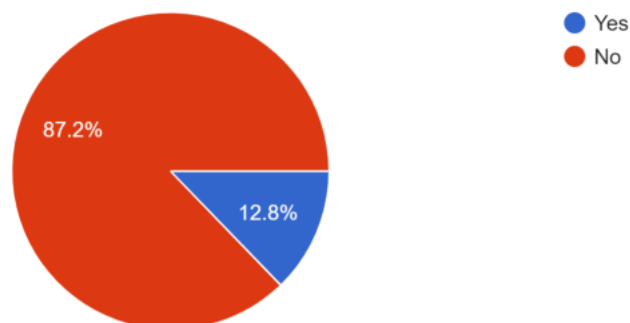
Our recruitment strategy began by sharing the survey with friends and family via messaging and social media. We wanted to mainly focus on those who live in Normal. These are the individuals who are going to be our main target audience and demographic throughout this campaign because of how close and accessible it is for them to visit Illinois Art Station. The second way we recruited people for our survey, was by reaching out to teachers and asked them to share the survey with students, co-workers and any other individuals they knew. When it came to developing questions for the survey, we really wanted to gain some knowledge on how many individuals are actually familiar with IAS and also if they would be willing to spread the word about IAS within their community. Results showed that 87% of people did not know about IAS and that 36% would tell others about IAS. This is important information for us because we know now this is an opportunity to work on gaining more exposure for our client.

The following questions determined if survey takers would attend events held by IAS or if they would donate art supplies to IAS. The survey identified that people are willing to donate for a good cause like IAS if they have leftover art supplies or money. Overall the survey helped determine what supplies people would donate, if they were interested in donating, and overall how much knowledge of IAS is present within the community.

Below are some results we gathered from our survey:

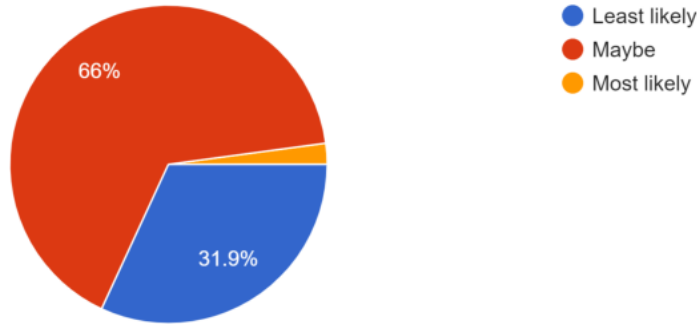
Have you or a member of your household ever heard of or been associated with the Illinois Art Station?

47 responses



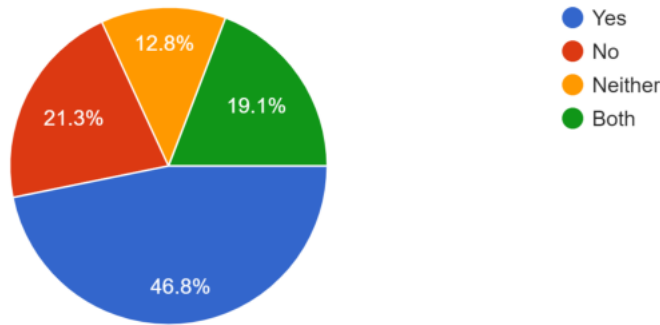
Rank, from least likely to most likely, how willing you or members of your household would be to attend or participate in events or activities held by the Illinois Art Station?

47 responses



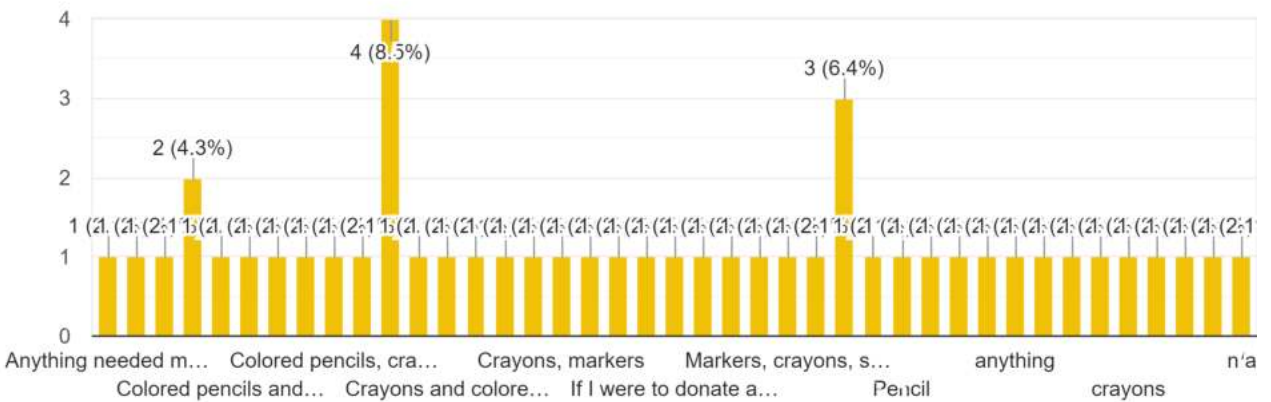
If you were to donate to Illinois Art Station, would you donate money or art supplies?

47 responses



If you were to donate art supplies, what art supplies would you donate? (ceramics and clay, chalk, stencils, colored pencils, crayons, glue, including painting kits, polymer clay packs, and watercolor discs.)

47 responses



OBJECTIVES

Output:

The art supply drive campaign will rely on effective outlets of communication that are focused on gaining the attention to Illinois Art Station and the art supply drive. To know what our objectives are for Illinois Art Station, we must establish ways to reach out to our multiple target audience of children and parents of children. Our output objectives are focused on including children and donor parents for the supply drive. We will use multiple social media outlets especially Instagram and Facebook to promote the supply drive. To keep posting the supply drive without posting the event so many times, we will be utilizing the Instagram highlight tool. To target the older demographic in the community, we will contact the McLean County Arts Center for their support. Our goal is to have a section of the supply drive, within their website and press releases. In pursuit of targeting the teen audience, we will reach out to local schools and teachers to help promote the supply drive to students and families within Bloomington-Normal. To promote the art supply drive towards teens, we will be creating a TikTok account for Illinois Art Station. With the new TikTok account, we will be posting relatable yet supply drive related content at least once a week. These output objectives will capture attention from teens and families alike.

Output Objectives:

1. Post social media highlight features once a week, and three times a week during the week of the art supply drive, of the information and flyers of the supply drive.
2. Contact McLean County Arts Center and pitch having a section of the supply drive highlighted on their website and news releases.
3. Reach out to local schools encouraging teachers and staff to inform students/families of supply drives with all necessary information.
4. Create an Illinois Art Station Tik-Tok account for information about the art supply drive.
5. Post via Tik-Tok, Instagram, and Facebook promoting involvement and supply drive at least once a week from May 1st to May 20th.

Outtake:

To determine if our social media posts are effective, we hope to see an increase in interactions with all publics. Through actively targeting our audience through social media and a collaboration with McLean County Arts Center. Our campaign's first outtake objective is to increase all social media interactions by 10% before June 2023. This goal is measurable and attainable for Illinois Art Station especially during the week of the supply drive. Our next objective is to see an increase of followers on all social media by 5% before July 2023. To monitor and evaluate these objectives, we will use Instagram, Facebook, and Tik-Tok data collection of interactions at least once a week.

Outtake Objectives:

1. Increase all social media interactions by 10% by June 2023
2. Increase followers on all social media by 5% by July 2023

Outcome:

To see significant change within Illinois Art Station, we must successfully implement the output and outcome objectives into the campaign. The output and outcome objectives directly influence and determine the outcome of our final campaign goals for IAS. Our first outcome objective we want to focus on is to increase IAS art supplies by 10% before June 2023. We believe with enough marketability and promotion, IAS can achieve this goal with the right steps. Our second objective for our campaign is to gain 500 visitors for the art supply drive, specifically children, on May 20th 2023. If our objectives are successful, Illinois Art Station would have an increase of an audience for future events. These objectives will bring new experiences and stability that Illinois Art Station has never seen before.

Outcome Objectives:

1. Increase art supplies by 10% by June 2023
2. Gain 100 visitors for the art supply drive, specifically children, on May 20th 2023

CAMPAIGN THEME

Our theme, Inspiring Creative Minds, will be used to demonstrate the creative potential in young teenagers, offering them a place to show off their creativity, all while spreading awareness about the lack of teenagers willing to join the Illinois Art Station (IAS). Additionally, this theme will allow us to work with these teens and other external and internal stakeholders to generate more supplies needed to keep the Illinois Art Station running at its full potential. The research and objectives section outlines potential opportunities and challenges that the Illinois Art Station is facing. Capturing the teen demographic, specifically ages 13-18, whether they are involved in another art organization or not is a major problem that IAS is facing. Additionally, the lack of time that teenagers have as well as the scarcity of resources needed to run IAS is another key problem facing the organization.

IAS has implemented strategies such as working with other local organizations such as the Bloomington Boys and Girls Club to help generate more participation from the teen demographic. Along with trying to pull more teen participants, IAS has worked with stakeholders in the Bloomington Boys and Girls Club in hopes of generating more donations of both supplies and funds for the organization. This theme is different than what IAS has tried in the past because it focuses specifically on pulling in the older demographic that IAS is not used to getting. The growth of IAS's older demographic programs can build more traction for the organization and help them generate more supplies needed to effectively run their programs. This theme is different from other organizations' themes because it emphasizes the importance of creativity at an older age as opposed to focusing on a younger demographic, which we tend to see happen. This theme will resonate with our target audience because it focuses on drawing in people of a similar age range which can allow them to connect on a deeper level and become more engaged with other teenagers with similar interests in the community.

ACTIONS AND SPECIAL EVENTS

For our campaign, we will be working with the Illinois Art Station to plan an Art Supply Drive. This event will be held at the Illinois Art Station located on 101 E Vernon Ave Normal, IL on Saturday, May 20th from 11am to 3pm. The event will take place inside the building, and based on the weather, we are looking to have some activities outside as well. The art supply drive will be a great opportunity for the community to come together, help out a local business and inspire children and teenagers to want to be more involved in the art station. Inside, is where we will have people bring in their items and check in with their name and some form of contact information. This way, after the event, we will be able to have direct contact with those who attended and send out information and updates regarding our client. By guests coming into the building, this will be an opportunity for our client to mingle amongst the guests by showing them around and talking about what they have to offer as an organization and especially a time to highlight their upcoming summer camps and workshops starting in June. We will also have some of the children, who are currently involved in the programs, present to participate in a fun art project (splatter art with watercolor paint) that the guests will be able to collaborate with them on.

Outside we will have live music, food trucks and other fun art activities. With Vernon being such a busy street, having part of the event outside will hopefully bring even more people to the event just out of curiosity. Obviously, the main purpose of this event is to receive as many resources and supplies that will be beneficial to the art programs, but this will also be the perfect opportunity to create more exposure for our client as well by showcasing their programs that will inspire and bring in more teens. Below, we have the necessary steps that need to be taken in order for this event to be successful.

Steps

1. Contact vendors to confirm availability
 - Photographer/videographer
 - i. We will have a photographer present at the event to take quality photos and videos of event
 - ii. Will use photos and videos as content creation for website and social media after event
 - DJ Quizzy for live music
 - Jurassic Grill Food Truck
2. Confirm availability of staff
 - Make sure there is enough help where needed
 - i. Set up
 - ii. Helping with activities during event

- iii. Clean up
3. Once we have the vendors confirmed, we will begin to promote our event via social media, flyers, radio ads, an article in IAS newsletter and a yard sign to place in front of the art station so people can see while driving past.
4. After we promote the event, we will purchase all of the supplies needed
 - o Table cloths
 - o Garbage bags
 - o Drinks
 - o Supplies for art activities
 - i. Chalk
 - ii. Watercolors for splatter paint
 - iii. Tie dye kits
 - o Supplies for non art activities
 - iv. Bean bag toss
 - v. Frisbees
5. Follow up with vendors and staff
 - o Confirm availability 2 weeks prior
 - o Confirm parking situation with IAS
 - o Run down of how event will go the Monday prior (5/15)
6. On the day of event, set up will begin at 8:00 am
 - o Staff encouraged to arrive at 8:00 am, once all staff is present they will set up indoor (splatter paint, tie dye kits) and outdoor activities (chalk, bean bag toss,, frisbees)
 - o Face Painter will arrive at 10 am to set up their station
 - o DJ will arrive at 10 am to set up and be good to go for 11 am
 - o Food truck will be asked to arrive at around 10:45-11:00 am, does not have to be fully ready to open until around 11:30 am
7. People will begin to arrive at 11 am
 - o Have them go into the building to check in and drop off supplies
 - o Indoor activities will be taking place as well as mini tours of the art station
 - o Will make it known there are outdoor activities as well
8. Announcement around 2:00 pm
 - o Thanking those who came and any other closing remarks
 - o Announcing how many items collected (allow guests to know how appreciated their donations were)
 - o Promote upcoming events
 - i. Summer camps
 - ii. Workshops

iii. Programs

9. Clean up once all guests have left by 3pm

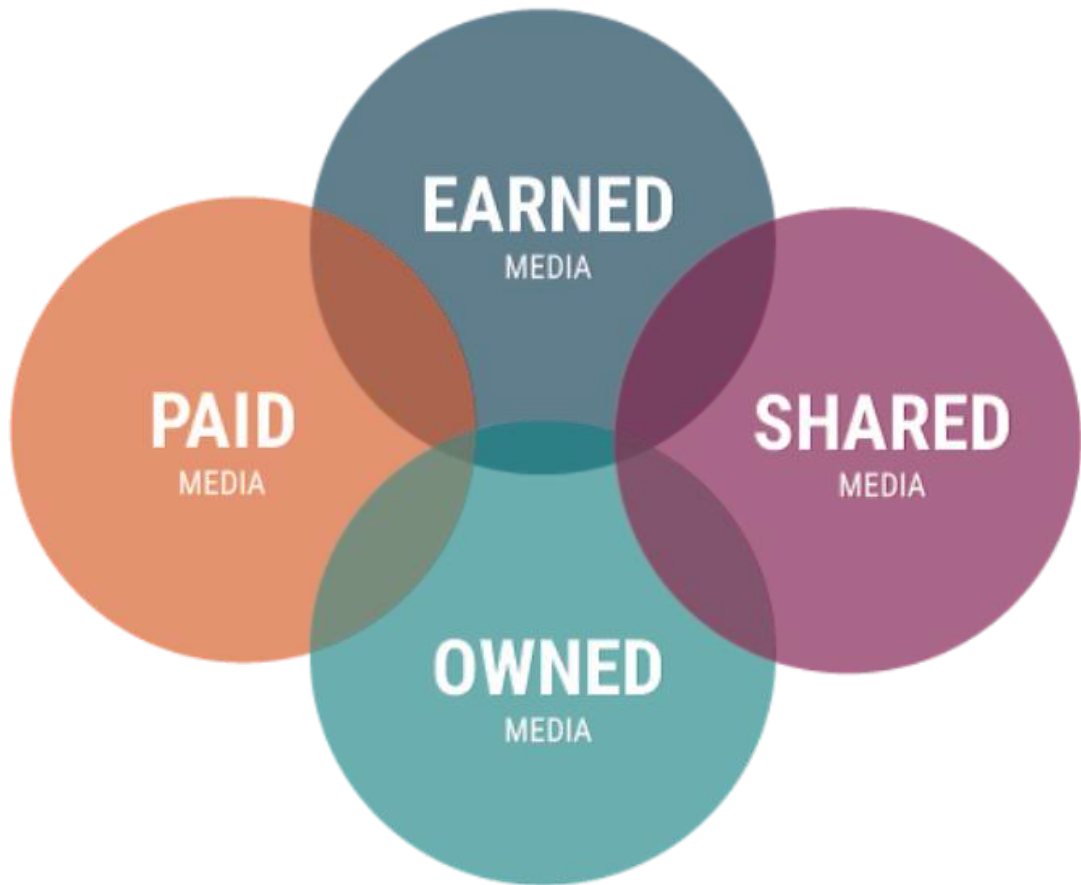
BUDGET

75-100 People

ITEM	HOURS AT EVENT	COST
Photographer/Videographer	11 AM - 3 PM	\$570 (\$130/hour + \$50 Recap Video)
DJ Quizzy	11AM - 3 PM	\$200 (\$50/hour)
Jurassic Grill Food Truck	11AM - 3 PM	\$0 (Guests pay with cash or card)
Flyers		\$0 (Free print available at apt complex)
1 Yard Sign		\$30
Radio Advertisement		\$200 (20 announcements, \$10 per announcement)
Table Cloths		\$2
Garbage Bags (for clean up)		\$7
Bottles of Water		\$50 (10 cases of 48 bottles, \$5 per case)
Washable Sidewalk Chalk		\$30
Kari's Occasions Face Paint	11 AM - 3PM	\$240 (\$60/hour)

Watercolor Paint		\$32
Tie Dye Kits		\$750 (25 kits, \$30 per kit, 5 shirts in a kit)
Bean Bag Toss		\$30
Frisbees		\$17
Miscellaneous		\$500
Total		\$2688

BREAKDOWN OF PESO MODEL



Our main goal for our Illinois Art Station campaign is the success of the art supply drive. We believe that this event will be effective to gain more exposure for The Illinois Art Station while receiving more art materials for the youth. We will be reaching the new public through paid, earned, and owned channels of communication. The art supply drive gains exposure and attention through organized times of spreading our promotional content. Using all channels of communication will ensure the public of our event.

The first channel of communication the campaign will utilize is through radio station advertisements. The paid channel will target specific demographics within Bloomington-Normal because our advertisements will range from news radio stations to hit music stations. The main two radio stations where we will communicate with new audiences are WGLT and WBNQ. WGLT is a radio news station whose main demographic are adults and parents who are actively engaged in politics and local news. The second radio station is WBNQ, where the main demographics are the youth and teens. This will target teens who are interested in Illinois Art Station and its various art programs.

Our second channel of shared media that will help the success of the art supply drive and Illinois Art Station, is the increase of presence on all social media platforms, specifically Tik-Tok, Facebook, and Instagram. These social media platforms are essential to promoting the art drive due to the popularity of Tik-Tok and Instagram among teens and adults, as well as the Illinois Art Station Facebook account having the highest following out of all current IAS social media accounts. According to Wallaroo Media, “32% of all Tik-Tok users are 10-19 years old” (Wallaroo Media, 2023). The creation of the Illinois Art Station Tik-Tok will be key to getting in touch with younger demographics. The campaign will post bi-weekly Instagram stories at least a month before the art supply drive. The first post of the supply drive will be posted two months before the supply drive as well to inform the audience of the event. To make these posts as memorable as possible, the campaign will use popular Tik-Tok trends to gain attention and traction for IAS. The design of the Instagram posts will represent IAS with creativity and eye-popping colors, and Facebook posts will be targeted at raising supply drive awareness to parents and families that keep up with the IAS Facebook account.

The other media promotions that are not in our control are earned and shared media which are essential to the campaign as well. The campaign will focus on reaching out to the McLean County Arts Center, where there is more of an older demographic audience who have children and a love for the arts. The earned media is to get into McLean County Arts Center’s monthly newsletter or emails supporting the youth art supply drive. Our campaign believes the art supply drive has a common interest between IAS and MCAC. The art supply drive will grow support for art importance within Bloomington-Normal through community and unity. The articles about the supply drive within the newsletter will increase excitement due to the different events and community bonding experiences for Bloomington-Normal to enjoy.

Our last way to communicate with the public is through shared media. The word of mouth is going to be essential for an increase of art supplies and Illinois Art Station visibility within the community. Our campaign will make flyers to market the supply drive, which will be printed and distributed across Bloomington-Normal. These flyers will be put up in grocery stores, the quad, local school bulletin boards, local youth centers, parks, and more. These locations are all picked specifically for the increase of knowledge of Illinois Art Station for teens and parents. The campaign’s focus is targeting kids and teens ranging from 12-18 years of age. The art supply drive will have lots of fun activities for all ages to enjoy while experiencing the love of the arts.

Overall, every strategy opens new opportunities to reach new audiences and inform Bloomington-Normal about the art supply drive at the Illinois Art Station. We believe the introduction of new media outlets will bring success to the art supply drive while gaining more exposure for the Illinois Art Station.

EFFECTIVE COMMUNICATION MATERIALS

Radio Advertisement

(NORMAL, IL) – ILLINOIS ART STATION WILL BE HOSTING AN ART SUPPLY DRIVE IN HOPES OF RAISING AWARENESS ABOUT THE STATION, THE NEED FOR MORE RESOURCES AND SUPPLIES, AND THE OPPORTUNITIES THEY PROVIDE TO KIDS AND TEENAGERS. ILLINOIS ART STATION PROVIDES THE OPPORTUNITY FOR CHILDREN AND TEENS OF ALL AGES TO FEED THEIR CREATIVE DESIRE AND EXPERIENCE ART IN A WAY THEY HAVE NEVER SEEN BEFORE. THE NEED FOR A SUPPLY DRIVE IS ESSENTIAL IN ORDER TO PROVIDE THESE EXPERIENCES TO THE YOUTH OF THE COMMUNITY. IF YOU HAVE ANY ART SUPPLIES SUCH AS PAINT, BRUSHES, MARKERS, SCISSORS, CANVAS, ETC. THAT YOU WOULD LIKE TO DONATE, STOP BY ILLINOIS ART STATION TO DROP THEM OFF AND YOU WILL HAVE THE OPPORTUNITY TO LEARN MORE ABOUT THE AMAZING OPPORTUNITIES ILLINOIS ART STATION HAS TO OFFER.

TIME: 30 seconds

Newsletter Article

The Illinois Art Station is hosting an art supply drive for our creative youth within our community on Saturday, May 20th, from 11 am to 3 pm. This event aims to help teens and youth in the community have access to the art supplies they need to express their creativity.

Located at 101 E Vernon Ave Normal, IL, the Illinois Art Station is a non-profit organization that provides affordable art programs for community members of all ages and skill levels. The organization's mission is to make the arts accessible to everyone, regardless of their background or financial means.

The art supply drive is an excellent opportunity for members of the community to come together and support this worthy cause. By donating new or gently used art supplies, individuals can help ensure that our youth in the community have the tools they need to explore their artistic potential. Some artists may have limited financial resources, while others may face significant barriers due to their location or other circumstances. Without proper tools and materials, these artists may not be able to fully express themselves or pursue their creative passions. In addition to the supply drive, the event will feature children who are currently involved in the art programs at the Illinois Art Station. These children will be working on various art projects, providing attendees with an idea of the kinds of activities that take place at the organization.

Outside of the Illinois Art Station, attendees can enjoy live music, food trucks, and other fun art activities. This event promises to be a great opportunity for individuals of all ages to engage with the arts and support a vital community organization. Whether you are an art enthusiast or simply looking for a fun way to spend a Saturday afternoon, the Illinois Art Station's art supply drive is an event not to be missed.

Pitch Letter for McLean County Arts Center

April 30, 2023

Micaela Harris

Project Coordinator

McLean County Arts Center

601 N East St, Bloomington, IL 61701

Dear McLean County Arts Center,

We are writing to you from Illinois Art Station, a nonprofit organization dedicated to promoting and providing access to the arts in the Bloomington-Normal community. We at Illinois Art Station are excited to share our upcoming event with you and the community.

On May 20th, 2023, we will be hosting an art supply drive for youth in the Bloomington-Normal community who may not have access to art supplies. We understand the importance of art education and want to ensure that all youth in our community can explore their creativity. Along with the art supply drive, we will have live music, food trucks, and other fun art activities for all to enjoy. The event will be held on Vernon Street, which is known for its high foot traffic.

We believe that having part of the event outside will bring even more people to the event just out of curiosity. We would be honored if you could include our event in your upcoming monthly newsletter. We believe that together we can make a positive impact in our community and provide a platform for youth to express themselves through art. Thank you for your consideration, and we hope to see you at the event. If you have any questions, feel free to contact us at any time.

Best Regards,

Brandice Cole, Trevor Behrendt, Grace Peterson, Carlos Quevedo,

Social Media

Instagram



iartstation
Normal, IL

IAS SUPPLY DRIVE

JURASSIC GRILL FOOD TRUCK
LIVE MUSIC FROM DJ QUIZZY
GAMES AND ACTIVITIES

SATURDAY, MAY 20TH
11AM-3PM
101 E VERNON AVE.
NORMAL, IL

HELP US INSPIRE CREATIVE MINDS
Any and all types of art supplies donations are encouraged and welcomed!

222

iartstation Come get INSPIRED! IAS will be holding a supply drive event May 20th, complete with live music, food trucks, and fun activities for all ages. We can't wait to see all your smiling faces! ... more

View all 16 comments

Add a comment...

8 days ago



iartstation
Normal, IL

UPCOMING EVENT ALERT!

IAS SUPPLY DRIVE

SATURDAY, MAY 20TH
11AM-3PM
101 E VERNON AVE.
NORMAL, IL

DJ QUIZZY
JURASSIC GRILL FOOD TRUCK
GAMES AND ACTIVITIES

222

iartstation IAS is throwing a party and you're all invited! The IAS Art Supply Drive is coming up soon- be sure to grab your family and friends and come out for a day of inspiring art, fun activities, and to help support the IAS. We cannot wait to create with our community!

Art supplied donations of any kind are encouraged and welcomed! #ias #illinoisartstation #inspiring creative minds ... more

View all 16 comments

Add a comment...

8 days ago

Announcement Post Example

“Come get INSPIRED! IAS will be holding a supply drive event May 20th, complete with live music, food trucks, and fun activities for all ages. We can’t wait to see all your smiling faces!”

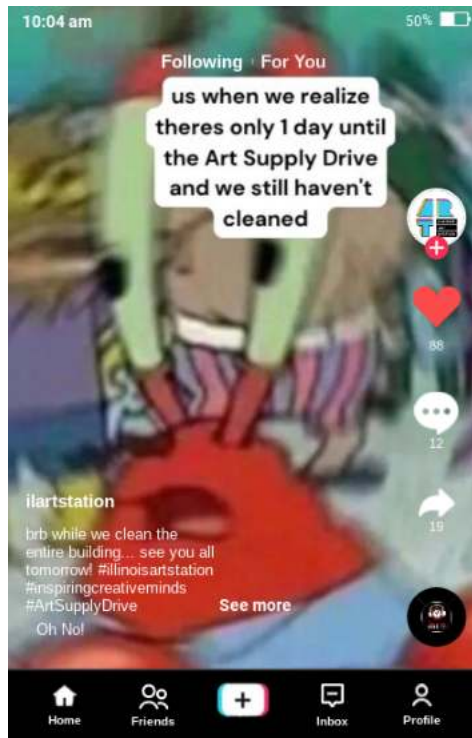
Bi-weekly Post Example

“IAS is throwing a party and you're all invited! The IAS Art Supply Drive is coming up soon- be sure to grab your family and friends and come out for a day of inspiring art, fun activities, and to help support the IAS. We cannot wait to create with our community!”



Instagram Story Example- Quick bi-weekly posts on story reminding followers of Supply Drive details.

Tik Tok



TikTok example: using popular “POV” trend to show work areas and features of IAS while also targeting teen demographic

TikTok example: using popular meme that shows sudden panic to promote Art Supply Drive to broader audience

Facebook



We love our BloNo community, and want to provide the best creative experience possible for all who walk through our doors. Unfortunately, resources are becoming limited here at IAS, so we've decided to hold an Art Supply Drive in order to continue providing top notch creative fun! Our supply drive will be complete with live music, food trucks, and lots of activities that all ages can enjoy. Grab your friends and family and come get inspired with us! We thank our loyal community of supporters and we can't wait to see you!



444

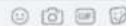
21 Comments 10 Shares



View more 16 Comments



Write a comment...



Facebook Announcement Example:

“We love our BloNo community, and want to provide the best creative experience possible for all who walk through our doors. Unfortunately, resources are becoming limited here at IAS, so we've decided to hold an Art Supply Drive in order to continue providing top notch creative fun! Our supply drive will be complete with live music, food trucks, and lots of activities that all ages can enjoy. Grab your friends and family and come get inspired with us! We thank our loyal community of supporters and we can't wait to see you!”



Inspiring Creative Minds

Illinois Art Station Art Supply Drive

May 20 2023

Live Music
Food Trucks
Activities & Games



CONCLUSION

Through this research, we have been able to gather the necessary information on our client in order to build what we see as a successful campaign. Based on our client and audience research along with our quantitative survey, we now know our client's strengths both internally and externally. We also know what areas are in need of improvement and ways we can help our client tackle those issues. We feel our campaign will be most successful between May of 2023-September of 2023. This will give us enough time to plan and base our event around the time when teens and families have more availability within their schedules as summer is approaching. We believe this will lead to a great turnout and response to the Art Supply Drive, and any other possible events for the future, and increase involvement in IAS's programs overall.