



BigHouse Foundation Campaign Project

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Executive Summary

This project aimed to create a campaign for BigHouse Foundation that will raise awareness and increase public engagement in our Public Relations Campaigns class taught by Dr. Brunner. Through this project, we found that most people in the Auburn-Opelika area know BigHouse, but we do not have a large enough sample size to make accurate statements. We created graphics/social media posts, a press release, a story pitch and a content calendar for BigHouse to use for their upcoming golf tournament.

The data was collected through a Qualtrics survey sent to BigHouse and distributed in their foster and adoptive families' next email blast. The survey was also posted on the Facebook page 'Things Happening in Auburn-Opelika, AL'. Our survey received 20 responses. The majority of our responses were from females within the 18-24 and 45-54 years old age categories. Additionally, we recorded that the majority of our responses came from people with a household income of over \$100,000.

Our study found interest in a golf tournament with the addition of other events instead of just golf. Being that the majority of our responses said they do not play golf, BigHouse needs to create additional incentives alongside the tournament.

This campaign is to help BigHouse fundraise money to grow their child services for foster and adoptive families in the Auburn-Opelika area. BigHouse is hosting a golf tournament at Robert Trent Jones for Fall 2025 to fundraise money for LittleHouse School. LittleHouse will serve as a childcare service for families with kids ages 0-5.

Research

Client Analysis

History and Goals

BigHouse Foundation was founded in 2009 as the dream of two college students to positively impact the world of foster care. They focus on serving over 12,000 children in Alabama's foster care system by providing resources and building relationships. The organization's goals and mission are to connect foster families' needs with the community's generosity through the love of Jesus Christ. BigHouse is a well-known nonprofit to locals in the Auburn-Opelika community. Volunteers and sponsors are mainly local supporters or college students looking to make an impact or gain service hours.

Public Relations Needs

As far as issues go BigHouse wants to fundraise more money to help expand their facility and help more people. The opportunity presented to us was having a Golf Tournament to raise money and help fix this issue to help even more people. Currently, PR efforts have been made to

their website, creating logos, a brand kit and a blog to help inform about this organization by giving the public information about their services and ways to get involved in volunteering. We think these efforts are effective because having a consistent brand kit and logo to help your organization be recognized and make a name for itself is important. Their current PR needs are promoting and planning this upcoming Golf Tournament. They must get lots of attention surrounding this event while promoting it to get participants and donations as well for the organization. We found no press releases related to this organization or any events they have done. There are no partnerships with this organization, all of the donors are from people donating their items or money themselves. Community efforts are being made by spreading awareness of this nonprofit organization. There also are no current interviews about the organization either.

Available Resources

This is a non-profit organization, so its budget is more limited than others' but it has access to as many resources as it wants. The organization's culture is collaborative, with workers and volunteers who are motivated to provide help to parents who are fostering in the East Alabama area.

There's not a set PR role for BigHouse. The founder Micah Melnick majored in graphic design and creates all of BigHouse's graphics, social media and website design. As far as competitors, there are numerous nonprofit organizations in Auburn such as Project Uplift, Auburn Wesley Foundation, OurHouse, Exceptional Foundation and the Lee County Boys and Girls Club. The direct competitors of BigHouse are Alabama Baptist Children's Homes & Family Ministries and Lee County Youth Development Center, both of whom support children in the foster system. When someone searches "nonprofits in Auburn" online, the previously listed organizations appear higher than BigHouse. People would only be familiar with their website if they had previously heard about the organization or if they searched on the internet relating specifically to BigHouse.

Opportunity

BigHouse Foundation brings the opportunity to assist in the initial stages of promoting a Golf Tournament at Robert Trent Jones for Fall 2025 to fundraise money for LittleHouse School. LittleHouse will serve as a childcare service for families with kids ages 0-5 who are experiencing foster care as an extension of BigHouse. This will offer children an immediate spot in childcare services once placed in a foster care family, a struggle many foster parents and children face. While LittleHouse is still in the preliminary stages, BigHouse is looking to plan the golf tournament to raise money for the initial construction of the school.

Examination of the Target Public

The general public will be people in the Auburn-Opelika area, specifically new and recurring donors, volunteers, and partners of BigHouse. The goal is to increase awareness within the local population about the difficulties faced by foster and adoptive families who have working parents and no space available within childcare for mid-year placements. Primarily, the donors come from people above the age of 30, however, the Auburn University Panhellenic sorority Alpha Xi Delta partners with BigHouse to fundraise and volunteer at events that support

the foundation. The people who have a connection to BigHouse are the only publics that are aware of BigHouse so BigHouse could use more awareness in the Auburn-Opelika area.

Demographics

Despite not knowing their demographics, BigHouse assumes that women outnumber men in the east Alabama area between the ages of 25 and 65. In Auburn-Opelika, there is a mix of families with a significant student population because of Auburn University with the majority of Auburn's residents between the ages of 18-24. There is a variation in income levels depending on the area due to higher household incomes, such as university faculty and professionals.

Psychographics

Despite BigHouse's inability to track this data, Auburn-Opelika has values and lifestyles that are more family-oriented and education-oriented. The people in this community have a strong interest in college athletics as well as outdoor activities. With their traditional Southern values and progressive mindset, they have a unique blend of values. Participation in local events and a sense of belonging are important to the community.

Typical Donors & Partners

Micah Melnick, the BigHouse founder, speculates most of their donors are ages 25-65, local to the east Alabama area and more women than men. Auburn University Panhellenic sorority Alpha Xi Delta partners to help fundraise for BigHouse to fundraise and volunteer at events that support the foundation.

Survey Results

We used Qualtrics to conduct our survey, gathering responses from classmates, friends, family and social media ($N=20$). As more responses come in, we will continue monitoring and updating the results to gain more accurate insights into the Auburn-Opelika demographic.

Demographic

1. What is your age range?
 - The survey results show a diverse age distribution within the Auburn-Opelika area. Respondents aged 18-24 ($n = 5$) and 45-54 ($n = 5$) comprise 58% of the sample population, while 12% are between 25-34 ($n = 2$) years old and 6% fall in the 35-44 ($n = 1$) age range. Additionally, 18% of respondents were 55-64 ($n = 3$) and 6% were 65 or older."
2. Gender
 - We had 82% of females ($n = 14$) and 18% of males ($n = 2$) complete the survey.
3. Which of the following describes your total household income last year?
 - About 41% of the participants have a household income of \$100,000 or more ($n = 7$). Categories \$10,000-\$24,999 ($n = 2$), \$25,000-\$49,999 ($n = 2$) and

\$50,000-\$74,999 ($n = 2$) each had 12% of responses. Each category, \$0 ($n = 1$), \$1-\$9,999 ($n = 1$), and \$75,000-\$99,999 ($n = 1$), had 6% of responses.

Charitable Contribution

4. What type of charitable organizations are you most likely to donate to?
 - We had 82% of people select aid children ($n = 14$), 53% chose aid food security ($n = 9$), 35% selected aid animals ($n = 6$), 29% chose aid homelessness ($n = 5$) and 6% selected aid environmental causes ($n = 1$). Lastly, 6% do not donate to charitable organizations ($n = 1$).
5. How often do you volunteer at/attend nonprofit events in your community?
 - We had 47% of our sample population donate once a year ($n = 8$), 24% donate a few times a year ($n = 3$), 18% donate many times a year ($n = 3$) and 12% never donate ($n = 2$).

Communication Preferences

6. What social media platforms do you use frequently?
 - Facebook was the leading social media platform with 100% ($n = 17$), Instagram with 65% ($n = 11$), TikTok with 41% ($n = 7$) and Twitter/X with 18% of our sample population ($n = 3$).
7. How do you prefer to receive information about charity events?
 - Most people prefer social media with the leading votes of 88% ($n = 15$). We had 41% select email ($n = 7$), 41% select word of mouth ($n = 7$), 29% select local media ($n = 5$) and 12% prefer flyers or physical mail ($n = 2$).
8. Where do you receive your local news?
 - The results showed that 47% of the participants chose Opelika-Auburn News as their local news source ($n = 8$). The second highest news source was WSFA Montgomery ($n = 6$) with 35% and 24% of participants choosing The Opelika Observer ($n = 4$) and WTVM ($n = 4$). 18% of respondents selected WRBL Columbus ($n = 3$) and 12% of respondents chose Auburn Reporter ($n = 2$), 12% chose The Plainsman ($n = 2$) and 12% selected other sources for local news ($n = 2$).

General Awareness

9. Have you ever heard of BigHouse Foundation? If yes, how?
 - When asked about Bighouse, 59% say they have heard of it ($n = 10$) and 41% say they have not ($n = 7$).
10. How familiar are you with BigHouse's resources for adoptive and foster families?

- Word of mouth is the most common way participants learned about BigHouse, with 80% ($n = 8$). Community organizations accounted for 40% of the responses ($n = 4$) and social media being 30% of responses ($n = 3$). Local news accounted for 20% of responses ($n = 2$) and 'Other' (which included school) was 10% ($n = 1$).

11. Have you ever volunteered or donated to BigHouse? If so, what have you contributed?

- 50% of the total respondents ($N = 20$) answered this question ($n = 10$). The survey results show that 60% of participants have volunteered or donated to BigHouse ($n = 6$), citing contributions such as clothing, Christmas toy donations and monetary gifts. 40% indicated they have not participated in any volunteer or donation activities for BigHouse ($n = 4$).

Event Engagement

12. Would you be interested in attending or participating in a charity golf tournament?

- The survey results reveal varying levels of interest in a charity golf tournament. Out of 14 responses ($N = 20$), 7% said they would participate as a golfer ($n = 1$). While 21% of participants expressed interest in attending as spectators ($n = 3$), 21% indicated they would volunteer to help at the event ($n = 3$). 43% stated they do not play golf ($n = 6$), and 7% were not interested at all ($n = 1$). 14% selected 'Other,' noting they do not live in the area ($n = 2$).

13. What would make you more likely to attend or participate in the event?

- 14 responses were recorded for this question ($N = 20$). To enhance attendance at the event, participants indicated several preferences: 57% would be more likely to attend if they knew more about the impact of the funds raised ($n = 8$), while 50% preferred to have additional activities alongside the golf tournament ($n = 7$). This could be cornhole, raffle, and auctions. 29% would be motivated by increased community or business sponsorship involvement ($n = 4$) and 29% expressed the need for more information about the cause ($n = 4$). 7% mentioned lower ticket prices as a factor ($n = 1$), and 14% stated that nothing would make them want to attend ($n = 2$).

Support for the Cause

14. How important do you think it is to support adoptive and foster families?

- The survey indicates strong support for adoptive and foster families, with 36% of participants considering it very important ($n = 5$) and 36% viewing it as extremely important ($n = 5$). 21% believe it is moderately important ($n = 3$), while 7% regard it as slightly important ($n = 1$).

15. How likely are you to support a fundraiser that will benefit adoptive/foster families by providing childcare services?

- We recorded 13 responses to this question ($N = 20$). The majority of participants indicated a positive likelihood of supporting a fundraiser for adoptive/foster families. 54% were somewhat likely ($n = 7$), and 23% were extremely likely to participate ($n = 3$). 8% were neutral (neither likely nor unlikely) ($n = 1$), and another 15% were somewhat unlikely ($n = 2$).

16. What motivates you to support a non-profit event like this?

- We recorded 14 responses to this question ($N = 20$). The top motivator for supporting a non-profit event is a personal connection to the cause, with 64% of participants selecting this option ($n = 9$). Charitable giving and impact motivated 43% ($n = 6$), while 29% are driven by community involvement ($n = 4$). Only 7% indicated that the chance to socialize or network is a factor ($n = 1$).

Planning

Goals

Our main goals for this campaign are to raise awareness and increase public engagement for the BigHouse Foundation and the LittleHouse School. We aim to move non-publics into the aware-public category through a variety of promotional materials, including social media graphics, flyers, and brochures for the fundraiser. By doing so, we hope to not only generate awareness about the upcoming golf tournament but also inspire greater support for the foundation and its mission. Micah, Tatum and Sarah have given us significant creative freedom while asking us to remain aligned with BigHouse's brand guidelines. Additionally, Micah has requested our help in brainstorming a catchy fundraising title, such as "Hitting the Links for LittleHouse School," to boost the event's appeal. Ultimately, our primary objectives are to inform the public about the golf tournament, attract as many participants as possible, and encourage donations to support the building of The LittleHouse School.

Objectives

Our primary objectives for the golf tournament are to raise a minimum of \$5,000 by the end of the event to help fund the LittleHouse School and to have at least 15 participants registered one month prior. We will do this by spreading awareness of the event through multiple different outlets. Additionally we would like to increase engagement on social media by gaining 50 followers (currently 2,344 followers) on Instagram from the time the tournament is announced to the start of the event. We would also like to gain 100 new followers on the BigHouse Facebook page (currently approximately 8,600 followers) measured from the first announcement of the tournament to the start of the event.

Key Public

The key audience for our program is women and men between 25 and 65 years old living in east Alabama. In Auburn-Opelika, there is a mix of families and students due to Auburn University. Most Auburn residents are between 18-24 years old. A higher household income, such as that of university faculty and professionals, influences income levels depending on the area. Golf is also a male-dominated sport, so to gain participants we need to target their primary communication channels and news stations.

Despite not knowing their demographics, BigHouse assumes that women outnumber men in the east Alabama area between the ages of 25 and 65. In Auburn-Opelika, there is a mix of families with a significant student population because of Auburn University with the majority of Auburn's residents between the ages of 18-24. There is a variation in income levels depending on the area due to higher household incomes, such as university faculty and professionals.

BigHouse's is not able to track psychographics data, Auburn-Opelika has values and lifestyles that are more family-oriented and education-oriented. The people in this community have a strong interest in college athletics as well as outdoor activities. With their traditional Southern values and progressive mindset, they have a unique blend of values. Participation in local events and a sense of belonging are important to the community.

Opinion leaders are crucial to fostering participation in community events. Some key opinion leaders to target men would be basketball players or star football players. For women, the key opinion leaders may be local influencers, Ashton Bridges, Madi Prewett Troutt or Charity Lawson.

Key Message

This will offer children an immediate spot in childcare services once placed in a foster care family, a struggle many foster parents and children face. While LittleHouse is still in the preliminary stages, BigHouse is looking to plan the golf tournament to raise money for the initial construction of the school.

“BigHouse is hosting a charity golf tournament to fund LittleHouse, ensuring foster children immediate childcare placement.”

Strategy for Campaign

We will leverage BigHouse's story and purpose to create compelling promotional materials that resonate with the community and potential donors. By highlighting the impact BigHouse Foundation has on adoptive and foster families, we can build an emotional connection with the audience. The golf tournament will serve as a key opportunity to engage supporters, driving both participation and donations. Through targeted messaging, we will emphasize how contributions directly support building The LittleHouse School, making the tournament not only a fun event but a meaningful way for people to get involved and make a difference.

Theory/Practice

Icek Ajzen developed the Theory of Planned Behavior (TPB) as an attempt to predict human behavior (Ajzen, 1991). In this theory, attitudes toward a behavior, perceived behavioral control, and subjective norms all contribute to the intention and later the actual behavior. Perceived behavioral control differentiates this theory from that of reasoned action and contributes significantly to influencing what behavior is completed. The strategies used for BigHouse Foundation will be developed further as the tactics evolve.

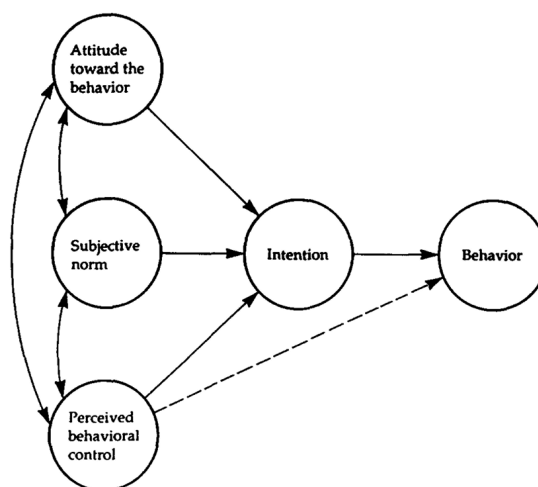


FIG. 1. Theory of planned behavior.

Tactics

Our tactics to achieve these objectives include creating fun and informational graphics that BigHouse can use to promote the golf tournament across social media platforms like Facebook and Instagram. We will develop visually appealing and informative content to increase donors and participants for the event. Additionally, we will draft compelling copy for brochures, social media posts and press releases to our messaging and drive engagement.

Expected Results

We expect this campaign to generate significant results in raising awareness and increasing public engagement for BigHouse Foundation and the LittleHouse School. Through targeted promotional materials, including social media graphics, flyers and brochures, we aim to move non-publics into the aware-public category, creating greater visibility for the golf tournament and the foundation's mission. By brainstorming a catchy title like "Hitting the Links for LittleHouse School," we anticipate strong participation in the tournament, driving attendance and excitement for the event. As a result, we expect to see a notable increase in donations, contributing to the fundraising goal of building The LittleHouse School. Our creative efforts will remain aligned with BigHouse's brand guidelines, ensuring a consistent and compelling message while fostering innovative engagement strategies.

Implementation

Tournament Ideas

- Invite local “celebrity” guest: Bruce Pearl, Hugh Freeze, Madi Prewette, Ashton Bridges and Auburn Golf Coach/Football Coach, Jason Dufner, Bryson McGlynn (Cheese Curd)
 - Featuring well-known personalities creates excitement and draws in a larger crowd. These figures have local appeal and can help generate media attention and boost attendance, making the event feel exclusive and more community-oriented.
- Food Sponsors: Irritable Bao, Amsterdam Cafe, BBQ, Kona Ice, etc.
 - Partnering with popular local restaurants provides food for attendees and showcases local businesses. This collaboration reduces costs while enhancing the guest experience, increasing the event's appeal to a wide audience.
- Other games and activities: Raffle/giveaway, corn hole, yard games, auctions, food demonstration by Cheese Curd
 - Including raffles, corn hole, yard games, and food demonstrations by Cheese Curd entertains attendees who aren't avid golfers. This creates a more inclusive environment, encourages longer attendance, and provides additional fundraising opportunities.
- Tournament Prizes: gift cards, gift certificates, products (Stanleys, grill, coolers and TVs)
 - Offering attractive prizes motivates participation and creates a sense of competition. High-value prizes encourage more registrations and sponsorships, boosting overall event revenue and engagement.
- Competitions besides tournaments: Longest Drive, Closest to The Pin, Hole In One, Putting Contest
 - Contests give golfers additional chances to compete and win prizes. These fun side activities appeal to golfers of all skill levels and can serve as extra fundraising opportunities through entry fees.

Traditional Media Tactics

Press Release

A press release is an official statement given to media outlets that gives information on a specific event. For example, if Auburn University were to fire the football coach, the university would issue a press release to media outlets to detail crucial information. Press releases are essential when securing media placements by making it as simple as possible for outlets to rewrite their own stories. (*Appendix A*).

Story pitch for media/news outlets

Pitching is when one emails numerous media outlets to attempt to set up a meeting or secure a placement. In a larger city setting, you would want to find journalists who specialize in that genre of stories. Getting media placements is primarily one-sided and you will need to send multiple out before securing something. (*Appendix B*).

Copy emails for “celebrity” invites

An email that will invite local celebrities to attend/participate in the tournament. Inviting local celebrities will inform them of the event and get the word out. If they choose to attend/participate, it will gain traction for the event. (*Appendix C*)

Flyer copy

A written format of what the flyer will say and what the flyer will look like (colors, fonts, format and images). This copy will act as a guide for Micah to use to create the flyer which can be put around town and campus like store windows of Downtown Auburn, and bulletin boards on the Auburn University campus. (*Appendix D*).

Email invite for students

An email invitation to Auburn students would include details about the golf tournament and its location. Offering a student discount on entry and spectator tickets will provide additional incentive for students to attend. This approach is crucial for spreading awareness about the event and attracting more participants and donations. (*Appendix E*).

Additional Tactics

Letter to donors

A letter will inform the donors about the golf tournament and invite them to participate in the event as well. The letter will tell the donors about the tournament information (what, why, where and when). (*Appendix F*).

Tailored social media content posts

Social media posts can effectively promote the golf tournament, capturing the audience's attention to encourage participation and donations for building LittleHouse or BigHouse. These posts evoke a call to action, inspiring community involvement. Hashtags enhance engagement and ensure the content reaches a broader audience within relevant contexts. (*Appendix G*).

Reels for Instagram and Facebook

In reels, the audience would see how the golf tournament would benefit children and families by offering foster and adoptive families a place for child care.

Slogan Ideas

By creating a slogan for the event, the public will have a short message to easily remind them of what the tournament is and what it is for. We have come up with a few ideas here to help the original brainstorming process.

Hole In One For Littlehouse

Hitting The Links For Littlehouse

Birdies, Bogeys & Bighouse

Fore The Kids

Drive For Littlehouse

Greens, Dreams And Littlehouse Dreams

For Tee Kids

New Logo for Event

This logo would be specific to the event and would be featured in the promotional content. We would suggest taking the logo into AfterEffects and potentially creating a short video out of it as well. By making a logo specific to the golf tournament, people will be able to quickly identify what the event is and where it is taking place, a golf course. (*Appendix H*).

Social Media Documents

Media List

- Local newspapers such as The Opelika-Auburn News, The Auburn Villager and The Opelika Observer. You can contact The Opelika-Auburn News by reaching out to Jessica Henderson, Special Projects Coordinator at jhenderson@oanow.com. The Auburn Villager at (334) 501-0600 or emailing editorial@auburnvillager.com. And The Opelika Observer at 334-749-8003.
- Radio Stations such as WKKR and WACO feature local content and nonprofit stories. WKKR can be contacted at 334-745-4656.
- Social media such as Facebook groups, Instagram and Twitter.
- Reach out to the Auburn Chamber of Commerce for networking opportunities. You can reach out to Anna Hovey, the President and CEO, by email at anna@auburnchamber.com or by phone at (334) 740-9341.

Editorial Calendar

Editorial calendars help those working in the communications and marketing offices to keep track of what they are posting and when. This preformatted schedule allows the team to have deadlines for when graphics or copy needs to be completed and pushed out appropriately.

Companies of all sizes use editorial calendars to maintain a steady flow of content through their media channels. (*Appendix I*).

Evaluation

1. Evaluation Criteria Based on Objectives

- **Fundraising Goal:** Assess whether the campaign raises at least \$5,000 by the end of the tournament.
- **Participant Registration:** Ensure at least 15 participants register one month before the event.
- **Social Media Growth:**
 - Gain over 50 new Instagram followers (current base: 2,344).
 - Gain over 100 new Facebook followers (current base: approximately 8,600).
- **Engagement Metrics:**
 - Track social media engagement (likes, shares, comments) to gauge content interaction and interest.

2. Defining Success and Effectiveness

- **Quantitative Measures:**
 - Fundraising Total: Meeting or exceeding the \$5,000 goal.
 - Participant Count: Having at least 15 confirmed participants a month before the event.
 - Follower Growth: Achieving specified follower goals on Instagram and Facebook.
- **Qualitative Feedback:**
 - Use participant and supporter surveys to assess satisfaction with the event and motivation to engage with future initiatives.

3. Research Methods and Tools

- **Fundraising and Registration Tracking:**

- Regularly monitor event sign-ups and donations to compare against milestones.
- **Sample Social Media Survey:**
 - *Purpose:* Gauge new followers' motivations for following, content preferences, and event interest.
 - *Example Questions:*
 - What content or message led you to follow us on social media?
 - Would you be interested in attending similar events in the future?
- **Post-Event Survey:**
 - Collect participant feedback on event enjoyment, perceptions of the cause, and likelihood of future involvement.
 - *Example Questions:*
 - On a scale of 1-10, how much did you enjoy this event?
 - Would you participate in this event again? Why?
 - Are you more likely to donate to BigHouse in the future?

4. Sampling and Data Collection

- **Sampling Strategy:**
 - For post-event surveys, sample both event attendees and social media followers gained during the campaign.
 - For this campaign, you can use convenience sampling to quickly gather insights. This involves selecting participants who are easiest to reach, such as event attendees who provided contact information, recent social media followers, or active supporters. By focusing on these readily accessible groups, you can efficiently gather feedback without needing to sample from the entire population. This method saves time and resources, while still providing valuable data on the campaign's impact.
- **Data Collection Frequency:**
 - *Bi-weekly Check-Ins:* Track social media growth and registration status bi-weekly, adjusting strategies if necessary.
 - *End-of-Event Evaluation:* Compile fundraising total, participant feedback, and social media engagement after the tournament concludes.

5. Potential Challenges in Data Collection

- **Tracking Accuracy for Donations and Registrations:** Donations or registrations might occur through multiple channels, making real-time tracking complex.
 - *Solution:* Centralize registration and donation data on a single platform or document.

- **Social Media Algorithms:** Algorithm changes may affect follower growth, impacting the likelihood of achieving the specified goals.
 - *Solution:* Increase engagement through targeted campaigns or cross-promotions with influencers or local businesses.

Appendix

A. Press Release

PRESS RELEASE

X/X/25

FOR IMMEDIATE RELEASE

Media Contact:

Micah Melnick, Founder and Executive Director of BigHouse, (334) 363-2634 or
bighouse@ourbighouse.org



Hitting the Links for Little House: BigHouse Foundation Golf Tournament

OPELIKA, Ala. – Join us for "Hitting the Links for Little House," a golf tournament set to take place on [Event Date] at Robert Trent Jones Golf Trail. This unforgettable evening will XXX, with all proceeds benefiting the building for the Little House.

The event will feature XXX. Guests will have the opportunity to XXX and interactive activities, all while supporting vital community initiatives. Tatum Black, assistant director at BigHouse, mentions how parents struggle finding unexpected childcare for foster and adoptive children with the high enrollment with current daycares.

We're excited to bring the community together in such a beautiful setting to raise funds for childcare services for foster and adoptive families. Micah Melnick, Founder of BigHouse said, "This event is not just about fundraising; it's about fostering connections and inspiring change."

Event Details:

- Date: [Event Date]
- Time: [Start Time] – [End Time]
- Location: Robert Trent Jones Golf Trail at Grand National, 3000 Robert Trent Jones Trail, Opelika, AL 36801

Tickets are available now at [Ticket Purchase Link] and for those who cannot attend, see our virtual donation page here [Donation Link] Sponsorship opportunities are also available for local businesses looking to make a difference.

For more information, please visit OurBigHouse.org.

###

BigHouse Foundation was founded in 2009 as the dream of two college students to positively impact the world of foster care. They focus on serving over 12,000 children in Alabama's foster care system by providing resources and building relationships. The organization's goals and mission are to connect foster families' needs with the community's generosity through the love of Jesus Christ.

BIG HOUSE FOUNDATION

334.363.26340
bighouse@ourbighouse.com
1400 Grand National Parkway, Opelika,
Alabama 36801

B. Story Pitch

STORY PITCH

TO: [INSERT NEWS CHANNEL HERE]

SUBJECT: "HOLE IN ONE FOR LITTLE HOUSE



Imagine a sunny day on the pristine greens, where golfers of all skill levels come together not just to play, but to make a difference. "Hitting the Links for Little House" is a charity golf tournament that unites local businesses, community leaders, and golf enthusiasts in a friendly competition to raise funds for BigHouse building Little House for a childcare service for foster and adoptive families.

Families in Alabama can expect to spend anywhere from \$120 to \$200 per week for child care services. Child Care centers may also have additional charges that parents need to consider, such as registration fees, supply fees, or late pick-up fees. Childcare in general is hard to come by and any support is helpful.

The tournament features unique challenges, such as a "Longest Drive for Charity" and "Putting for Hope," encouraging participants to engage in fun, skill-based competitions while contributing to a greater cause. Each hole will highlight stories of individuals impacted by the charity, creating a personal connection to the mission.

To enhance the experience, local food vendors and live music will create a festive atmosphere. Silent auctions and raffle prizes will include golf gear, local experiences, and exclusive items donated by sponsors, further driving donations.

Join us for a day of sport, community, and giving back, proving that every swing can change a life. Let's hit the greens for a cause!

Thank you!
BigHouse Team

BIG HOUSE FOUNDATION

334.363.26340

bighouse@ourbighouse.com

1400 Grand National Parkway, Opelika,
Alabama 36801

C. Celebrity Invite

To: [Insert celebrity name]

Subject: BigHouse Foundation Golf Tournament

Hi [Influencer's First Name],

We hope you're doing well! We are excited to extend a special invitation for you to join us at the BigHouse Foundation Golf Tournament, a charity event dedicated to raising funds for the LittleHouse School, happening on [Event Date] at Robert Trent Jones Golf Course in Opelika, Alabama.

This event is a meaningful opportunity to make a difference while enjoying a fantastic day of golf, networking, and fun [mention any special guests, activities, or highlights]! By participating, you'll help us support the incredible work being done for children at the LittleHouse, a school providing childcare services for foster and adoptive children.

Families in Alabama can expect to spend anywhere from \$120 to \$200 per week for child care services. Child Care centers may also have additional charges that parents need to consider, such as registration fees, supply fees, or late pick-up fees. Childcare in general is hard to come by and any support is helpful.

Complimentary access to the tournament
Exclusive branded merchandise to take home
Content creation opportunities to share with your followers.

We would love to have you join us to tee off in style and showcase your day with BigHouse Foundation. Your presence would help make this event unforgettable!

Please RSVP by [RSVP Deadline] to confirm your spot and let us know if you have any special requests or requirements.

Looking forward to seeing you on the greens!
BigHouse Team



D. Flyer Copy



Hit the Links for Little House School

Golf Tournament supporting the building of Little House School that will serve as a childcare service as an extension of BigHouse.



Event Date

Scan for more information!

(QR CODE)

E. Email invite for student

Weekly Newsletter

JOIN US FOR BIGHOUSE GOLF TOURNAMENT!



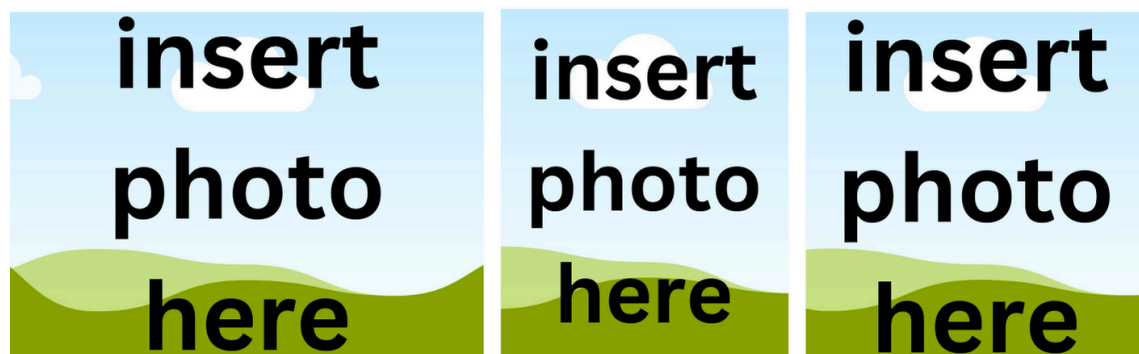
DEAR AUBURN STUDENTS,

We're excited to invite you to participate in the BigHouse Golf Tournament, a fun-filled day on the greens to support a great cause!

BigHouse is dedicated to connecting the needs of foster families with the generosity of the community through the love of Jesus Christ, and this tournament is a fantastic opportunity to help us raise funds to support our initiatives. Whether you're an experienced golfer or a beginner, this event promises a day of camaraderie, competition, and community spirit. Enjoy refreshments, prizes, and a chance to win exciting awards!

EVENT DETAILS:

- Date: [Insert Date]
- Time: [Insert Start Time]
- Location: Robert Trent Jones Golf Trail at Grand National, 3000 Robert Trent Jones Trail, Opelika, AL 36801
- Registration Fee: [Insert Fee, if applicable]



HOW TO REGISTER:

Please sign up by [insert registration deadline] at [insert registration link or email]. Spots are limited, so don't miss out!

Feel free to share this invite with your friends and fellow students. Together, we can make a difference in our community!

We look forward to seeing you on the course!



334.363.2634

www.ourbighouse.org

bighouse@ourbighouse.com

F. Letter to donors

Join Us for a Special Fundraising Event

Dear [Donor's Name],

We hope this message finds you well! We are excited to invite you to join us for the BigHouse golf tournament.

Event Details:

Date: [Insert Date]

Time: [Insert Time]

Location: Robert Trent Jones Golf Trail at Grand National, 3000 Robert Trent Jones Trail, Opelika, AL 36801

This event will bring together passionate supporters like you, who share our commitment to building LittleHouse that will provide childcare for foster and adoptive families. Your generosity has been instrumental in our journey so far, and we would be honored to have you with us as we aim to [state specific goals or projects funded by the event].

The evening will feature [mention any special guests, activities, or highlights], and it will be a wonderful opportunity to connect with fellow supporters, hear inspiring stories, and see firsthand the impact of your contributions.

We would be thrilled if you could join us for this meaningful occasion. Together, we can create lasting change and continue to support how the foster parents struggle finding childcare for unexpected placements with the high enrollment with current daycares.

Please RSVP by [RSVP Deadline] to ensure your spot. You can reply to this email or contact us at (334) 363-2634 or bighouse@ourbighouse.org.

Thank you for your continued support. We look forward to celebrating with you!

Best regards,

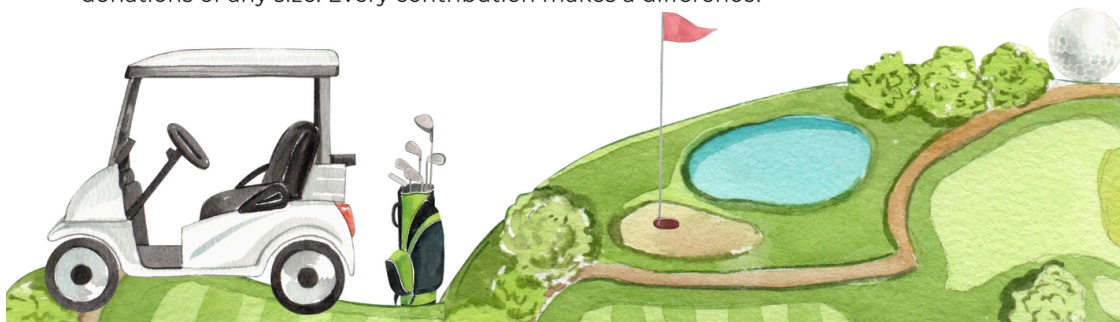
BigHouse Foundation

(334) 363-2634

bighouse@ourbighouse.org

<https://ourbighouse.org/>

P.S. If you're unable to attend but would like to support our mission, we welcome donations of any size. Every contribution makes a difference!



G. Mock Post Idea




Caption:

  **Swinging for a Cause! Join us for the Annual BigHouse Golf Tournament!** 



We're hitting the greens on **[Date]** at **[Golf Course Name]** in Auburn, Alabama, to raise funds for BigHouse Non-Profit! Every swing helps provide support and resources for our local youth in need.

 **Prizes** |  **Food & Drinks** |  **Community Fun**

 **Date:** [Insert Date]

 **Time:** [Insert Time]

 **Location:** [Insert Golf Course Address]

Grab your clubs and let's make a difference, one hole at a time!  

 **Register now:** [\[Link\]](#)

#BigHouseGolf #GolfForGood #AuburnEvents #CommunityStrong

H. New Logo to Represent the Golf Tournament

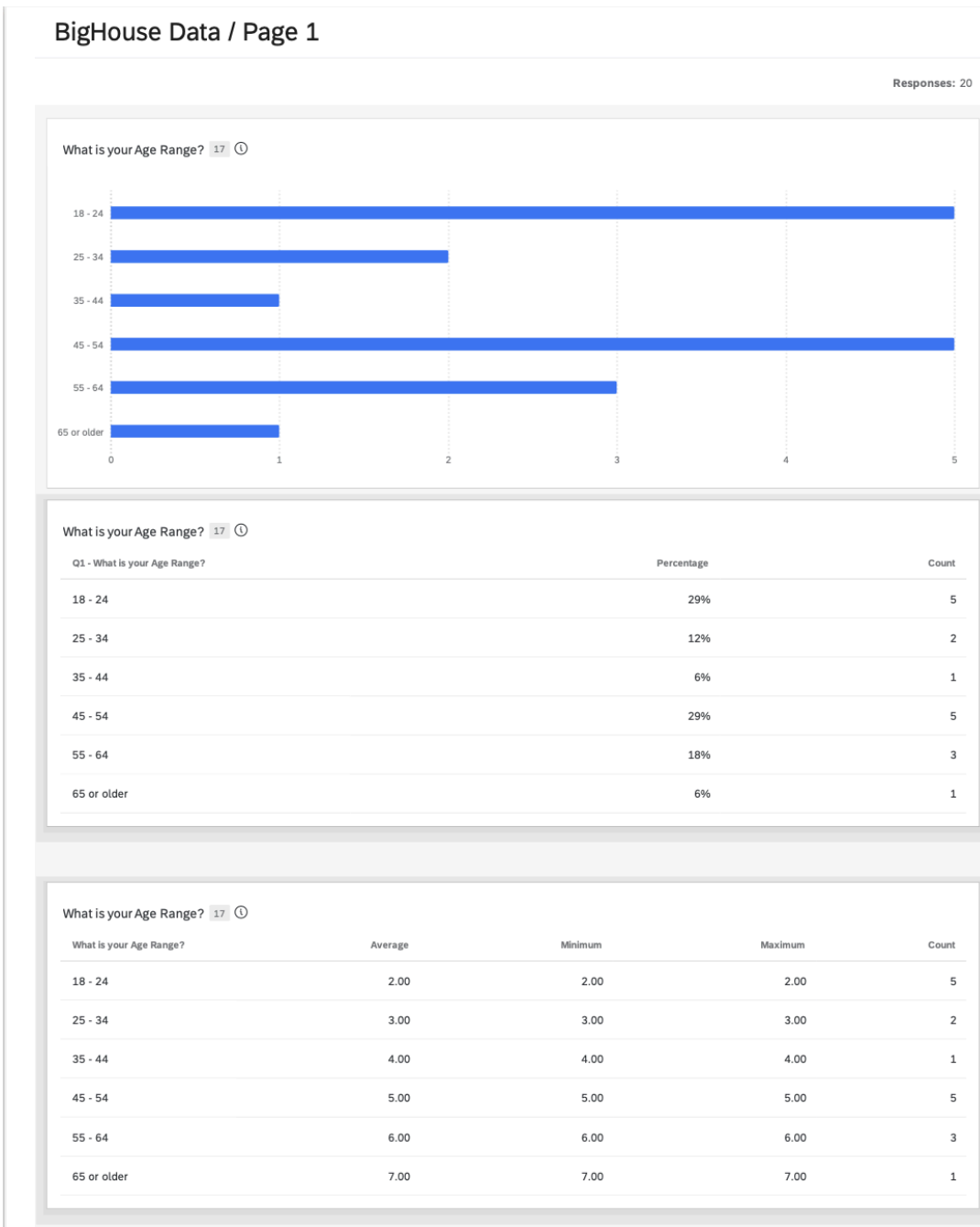


I. Editorial Calendar

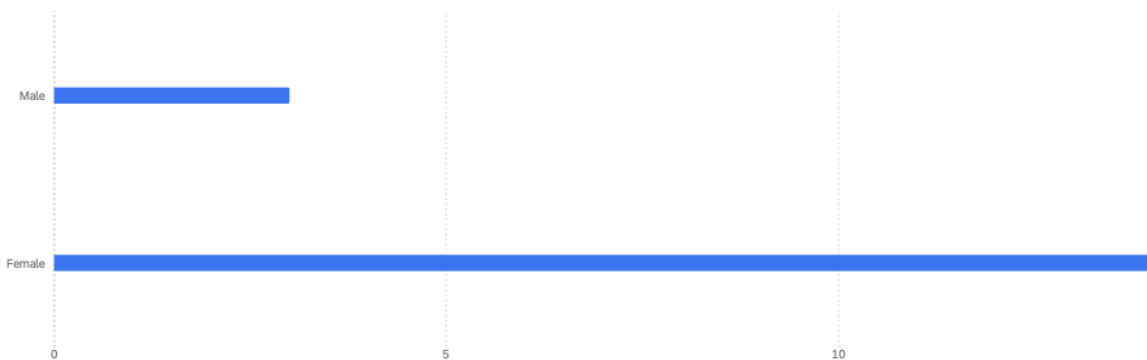
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Reminder influencer confirmation email 1
2	3	Social post - "25 days until the event!" 4	5	Informational email/post talking about the need for Little house school - potential interview? 6	7	8
9	Have representatives visit sorority/fraternity chapters 10	11	Have representatives visit sorority/fraternity chapters 12	13	Donor email reminder 14	15
16	17	Social posts - announce influencer invites 18	19	social post - announce celebrity invites 20	21	Social post - "One week until the event!" 22
23	Secure media placement in local news 24	25	Video post about impact of fundraiser 26	Event schedule posted on socials and in email 27	28	Event Day (hypothetical) 29
30						

J. Research Survey Results

https://auburn.qualtrics.com/jfe/form/SV_2tvPbb1a1EtFvlc



What is your gender? 17 ⓘ



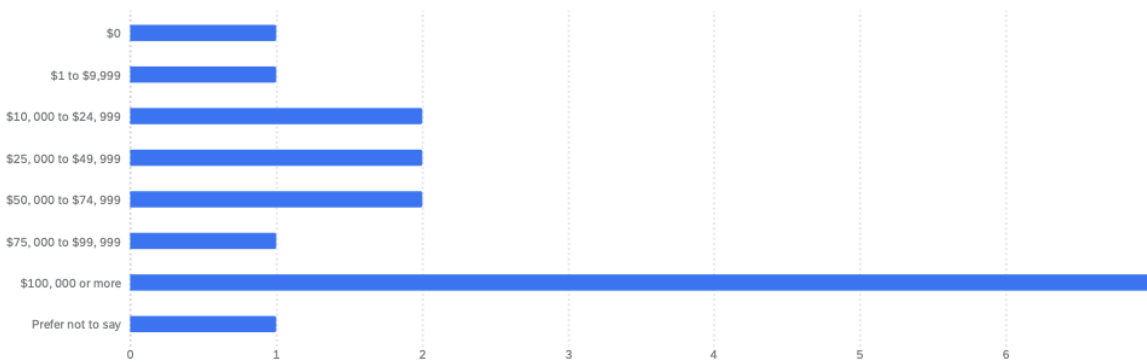
What is your gender? 17 ⓘ

Q2 - What is your gender?	Percentage	Count
Male	18%	3
Female	82%	14

What is your gender? 17 ⓘ

What is your gender?	Average	Minimum	Maximum	Count
Male	1.00	1.00	1.00	3
Female	2.00	2.00	2.00	14

Which of the following describes your total household income last year? 17 ⓘ



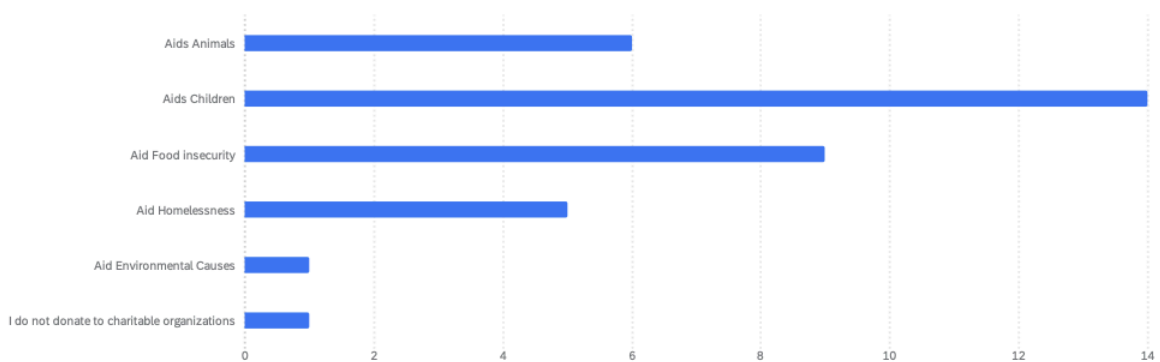
Which of the following describes your total household income last year? 17 ⓘ

Q3 - Which of the following describes your total household income last year?	Percentage	Count
\$0	6%	1
\$1 to \$9,999	6%	1
\$10,000 to \$24,999	12%	2
\$25,000 to \$49,999	12%	2
\$50,000 to \$74,999	12%	2
\$75,000 to \$99,999	6%	1
\$100,000 or more	41%	7
Prefer not to say	6%	1

Which of the following describes your total household income last year? 17 ⓘ

Which of the following describes your total household income last year?	Average	Minimum	Maximum	Count
\$0	1.00	1.00	1.00	1
\$1 to \$9,999	2.00	2.00	2.00	1
\$10,000 to \$24,999	3.00	3.00	3.00	2
\$25,000 to \$49,999	4.00	4.00	4.00	2
\$50,000 to \$74,999	5.00	5.00	5.00	2
\$75,000 to \$99,999	6.00	6.00	6.00	1
\$100,000 or more	7.00	7.00	7.00	7
Prefer not to say	8.00	8.00	8.00	1

What type of charitable organizations are you most likely to donate to? (Select all that apply) 17 ⓘ

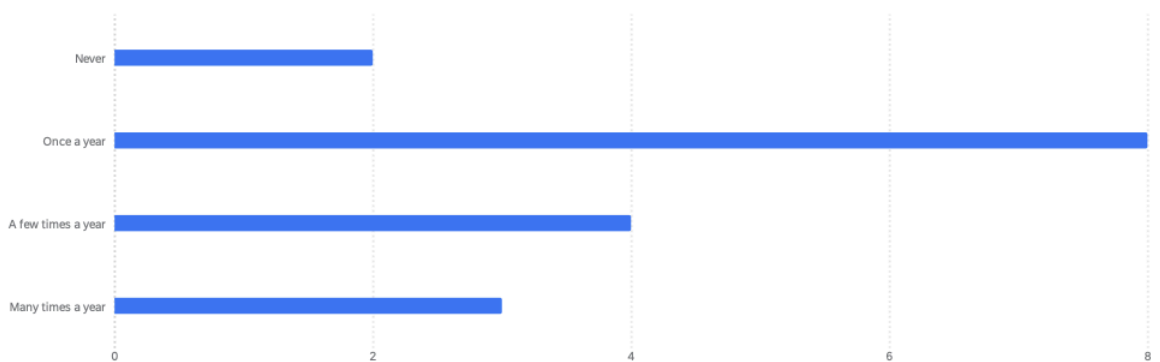


What type of charitable organizations are you most likely to donate to? (Select all that apply) 17 ⓘ

Q4 - What type of charitable organizations are you most likely to donate to? (Select all that apply)

	Percentage	Count
Aids Animals	35%	6
Aids Children	82%	14
Aid Food insecurity	53%	9
Aid Homelessness	29%	5
Aid Environmental Causes	6%	1
I do not donate to charitable organizations	6%	1

How often do you volunteer at/attend nonprofit events in your community? 17 ⓘ



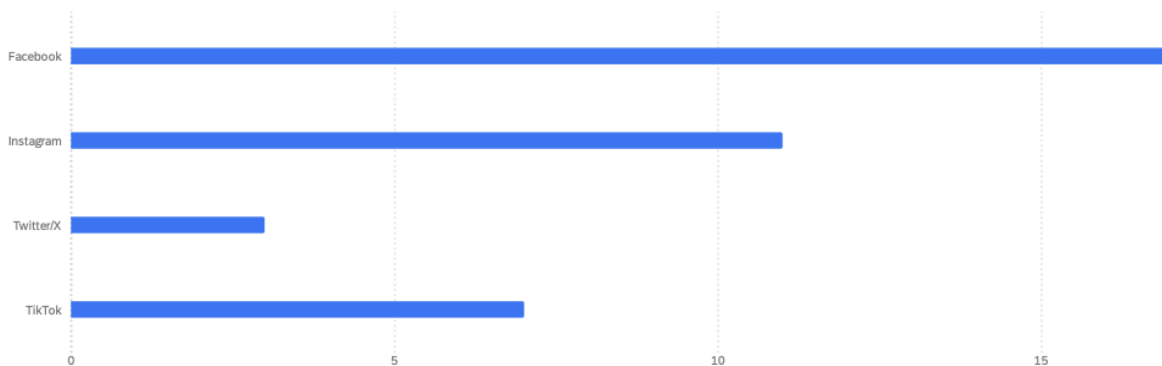
How often do you volunteer at/attend nonprofit events in your community? 17 ⓘ

Q5 - How often do you volunteer at/attend nonprofit events in your community?	Percentage	Count
Never	12%	2
Once a year	47%	8
A few times a year	24%	4
Many times a year	18%	3

How often do you volunteer at/attend nonprofit events in your community? 17 ⓘ

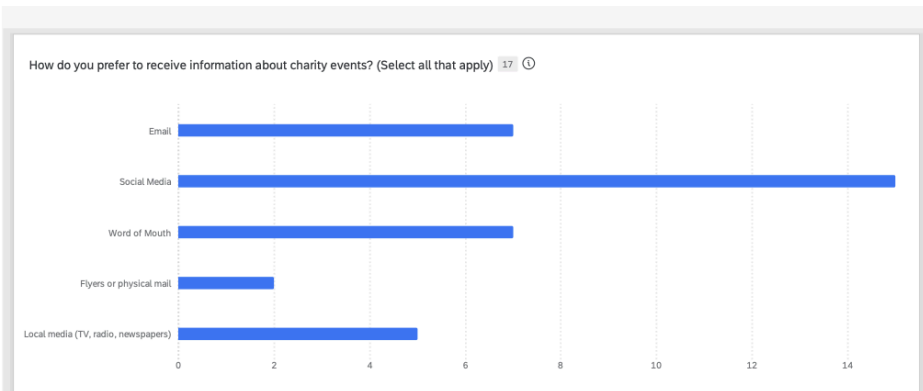
How often do you volunteer at/attend nonprofit events in your community?	Average	Minimum	Maximum	Count
Never	1.00	1.00	1.00	2
Once a year	2.00	2.00	2.00	8
A few times a year	3.00	3.00	3.00	4
Many times a year	4.00	4.00	4.00	3

What social media platforms do you use frequently? (Select all that apply) 17 ⓘ



What social media platforms do you use frequently? (Select all that apply) 17 ⓘ

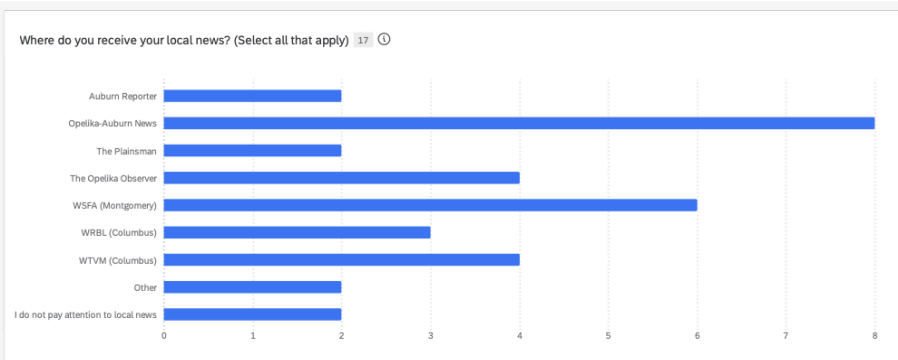
Q6 - What social media platforms do you use frequently? (Select all that apply) - Selected Choice	Percentage	Count
Facebook	100%	17
Instagram	65%	11
Twitter/X	18%	3
TikTok	41%	7



How do you prefer to receive information about charity events? (Select all that apply) 17

Q7 - How do you prefer to receive information about charity events? (Select all that apply) - Selected Choice

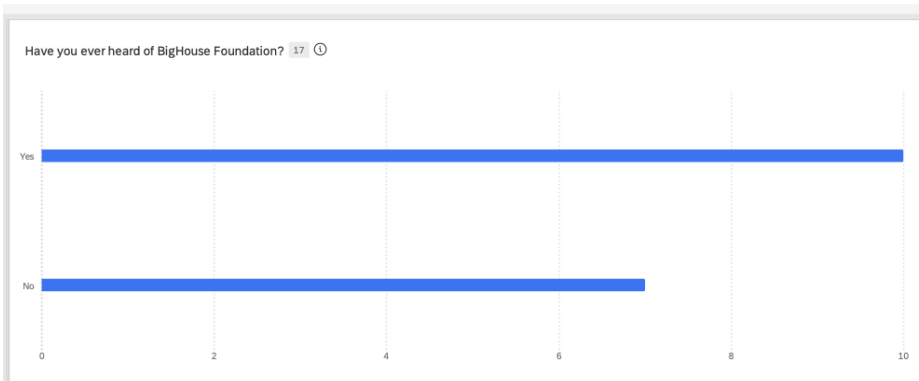
Selected Choice	Percentage	Count
Email	41%	7
Social Media	88%	15
Word of Mouth	41%	7
Flyers or physical mail	12%	2
Local media (TV, radio, newspapers)	29%	5



Where do you receive your local news? (Select all that apply) 17

Q8 - Where do you receive your local news? (Select all that apply) - Selected Choice

Selected Choice	Percentage	Count
Auburn Reporter	12%	2
Opelika-Auburn News	47%	8
The Plainsman	12%	2
The Opelika Observer	24%	4
WSFA (Montgomery)	35%	6
WRBL (Columbus)	18%	3
WTVM (Columbus)	24%	4
Other	12%	2
I do not pay attention to local news	12%	2

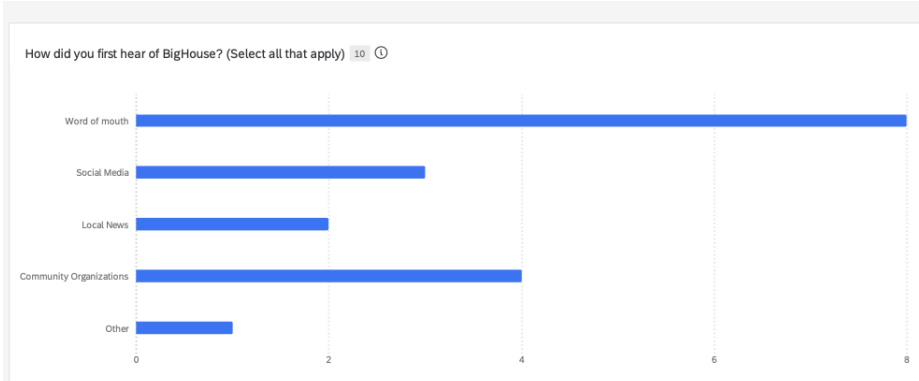


Have you ever heard of BigHouse Foundation? 17

Q13 - Have you ever heard of BigHouse Foundation?	Percentage	Count
Yes	59%	10
No	41%	7

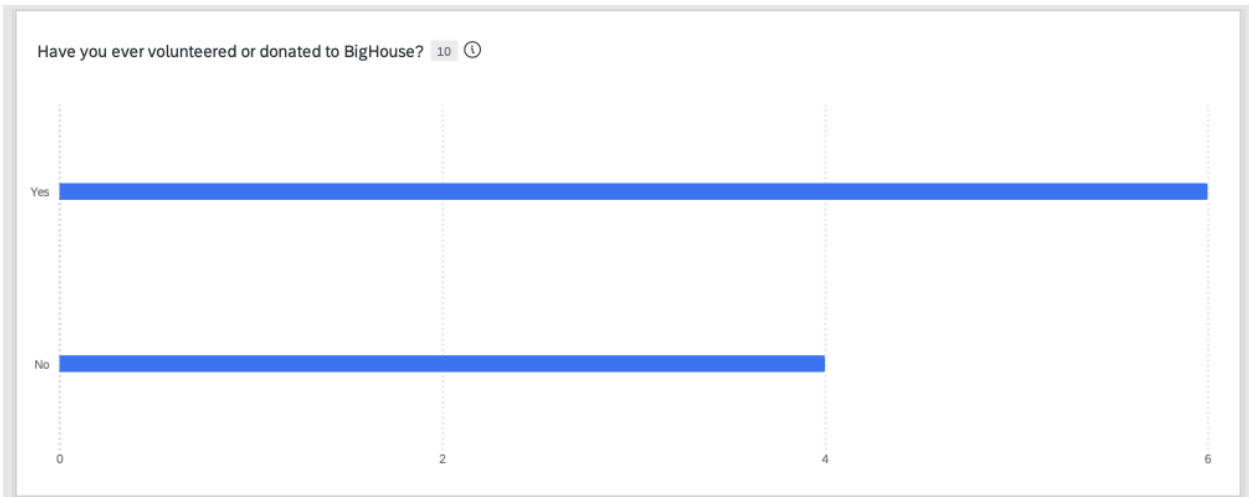
Have you ever heard of BigHouse Foundation? 17

Have you ever heard of BigHouse Foundation?	Average	Minimum	Maximum	Count
Yes	1.00	1.00	1.00	10
No	2.00	2.00	2.00	7



How did you first hear of BigHouse? (Select all that apply) 10

Q21 - How did you first hear of BigHouse? (Select all that apply) - Selected Choice	Percentage	Count
Word of mouth	80%	8
Social Media	30%	3
Local News	20%	2
Community Organizations	40%	4
Other	10%	1



Have you ever volunteered or donated to BigHouse? 10 ⓘ

Q12 - Have you ever volunteered or donated to BigHouse?	Percentage	Count
Yes	60%	6
No	40%	4

Have you ever volunteered or donated to BigHouse? 10 ⓘ

Have you ever volunteered or donated to BigHouse?	Average	Minimum	Maximum	Count
Yes	1.00	1.00	1.00	6
No	2.00	2.00	2.00	4

What event did your volunteer for/How much have you donated? 20 ⓘ

What event did your volunteer for/How much have you donated?

Glitz & Glam

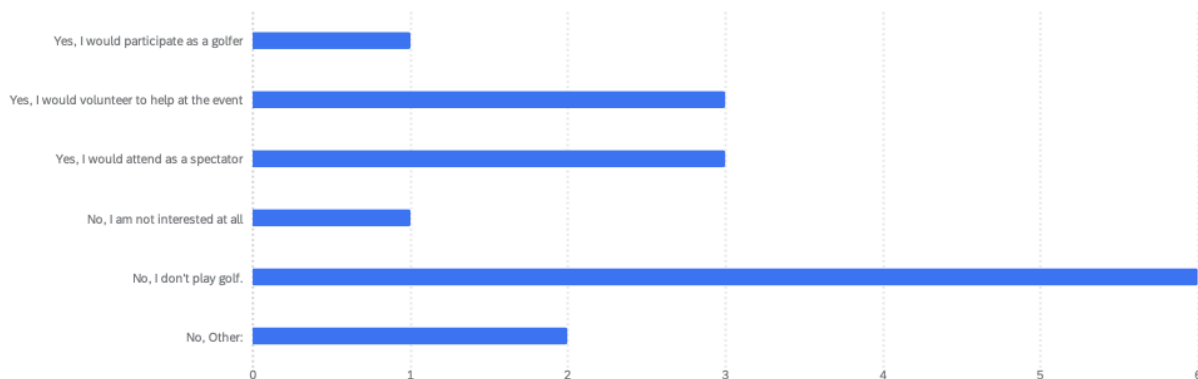
serve day

I donated product for the beginning of school and Christmas

Years ago-clothing

Christmas toy donations and monetary of a few hundred dollars

Would you be interested in attending or participating in a charity golf tournament? (Select all that apply) 14 ⓘ



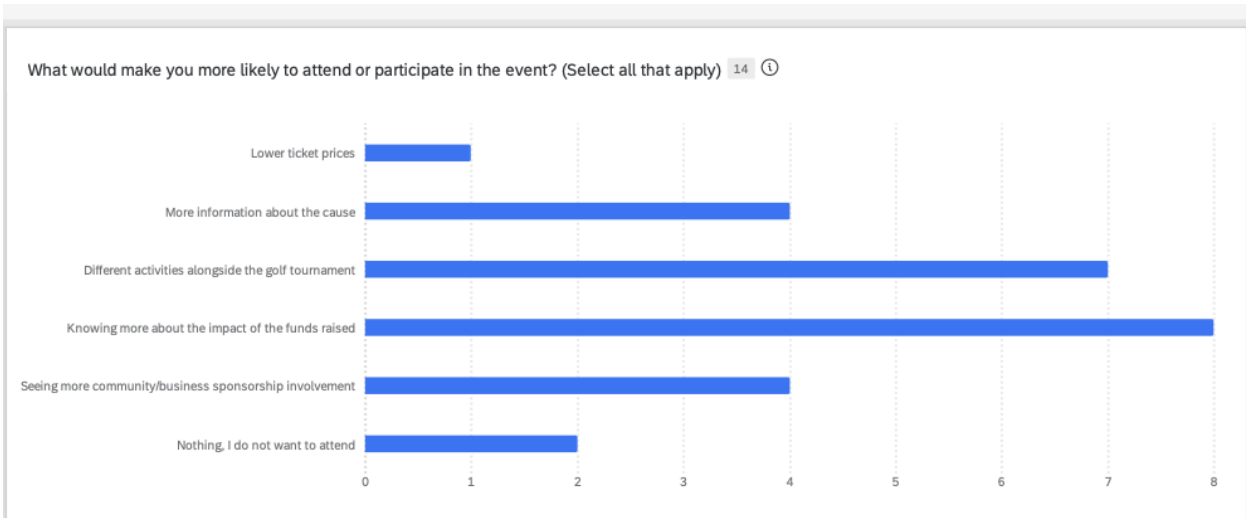
Would you be interested in attending or participating in a charity golf tournament? (Select all that apply) 14 ⓘ

Q14 - Would you be interested in attending or participating in a charity golf tournament? (Select all that apply) - Selected Choice

	Percentage	Count
Yes, I would participate as a golfer	7%	1
Yes, I would volunteer to help at the event	21%	3
Yes, I would attend as a spectator	21%	3
No, I am not interested at all	7%	1
No, I don't play golf.	43%	6
No, Other:	14%	2

No, Other:

We don't live in the area.

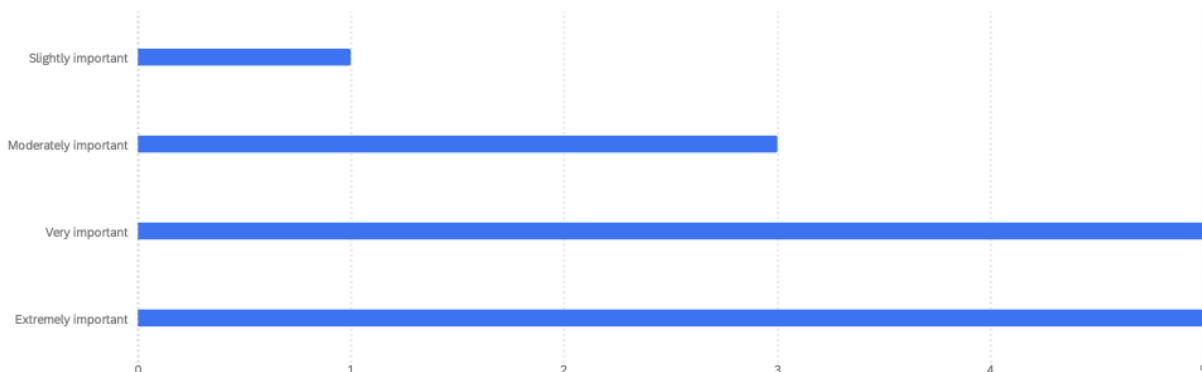


What would make you more likely to attend or participate in the event? (Select all that apply) 14 ⓘ

Q15 - What would make you more likely to attend or participate in the event? (Select all that apply)

	Percentage	Count
Lower ticket prices	7%	1
More information about the cause	29%	4
Different activities alongside the golf tournament	50%	7
Knowing more about the impact of the funds raised	57%	8
Seeing more community/business sponsorship involvement	29%	4
Nothing, I do not want to attend	14%	2

How important do you think it is to support adoptive and foster families? 14 ⓘ



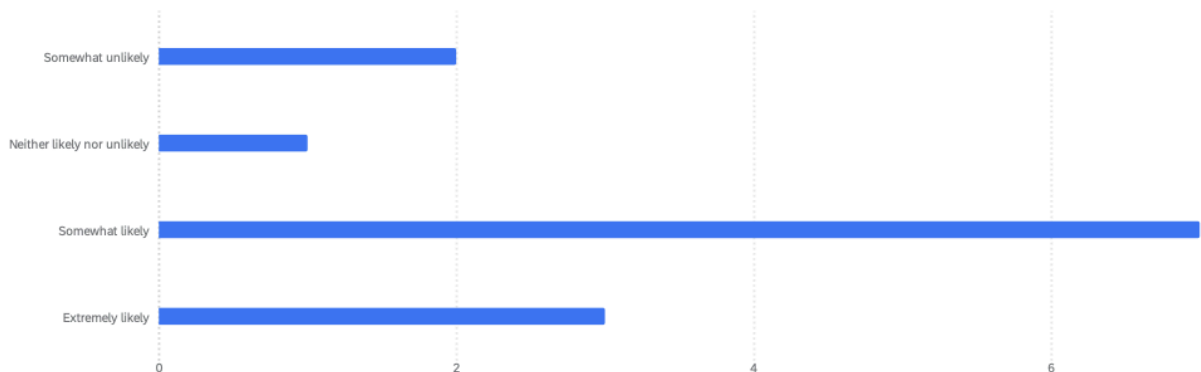
How important do you think it is to support adoptive and foster families? 14 ⓘ

Q17 - How important do you think it is to support adoptive and foster families?	Percentage	Count
Slightly important	7%	1
Moderately important	21%	3
Very important	36%	5
Extremely important	36%	5

How important do you think it is to support adoptive and foster families? 14 ⓘ

How important do you think it is to support adoptive and foster families?	Average	Minimum	Maximum	Count
Slightly important	2.00	2.00	2.00	1
Moderately important	3.00	3.00	3.00	3
Very important	4.00	4.00	4.00	5
Extremely important	5.00	5.00	5.00	5

How likely are you to support a fundraiser that will benefit adoptive/foster families by providing childcare services? 13 ⓘ



How likely are you to support a fundraiser that will benefit adoptive/foster families by providing childcare services? 13 ⓘ

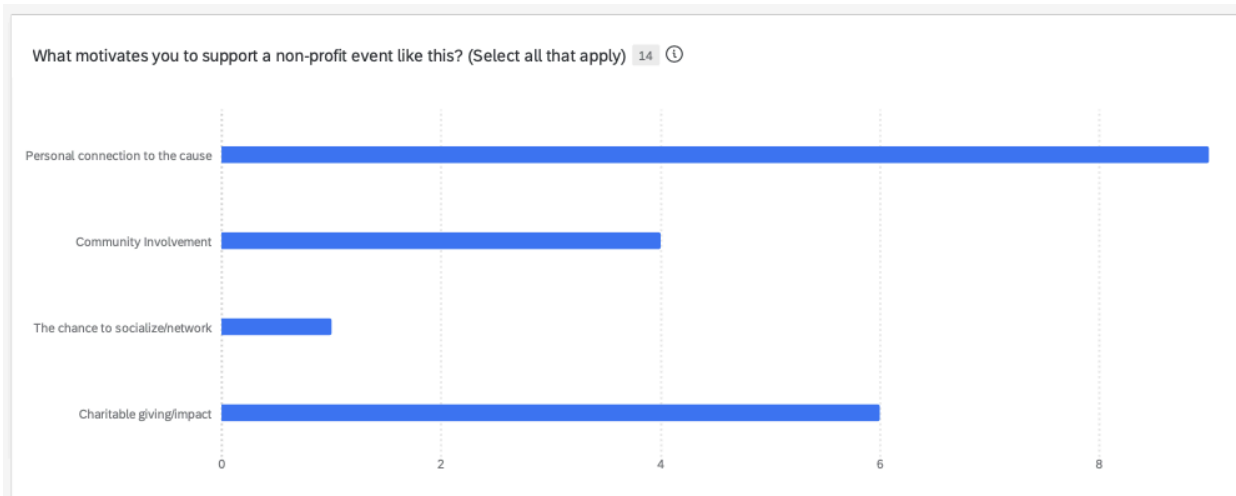
Q18 - How likely are you to support a fundraiser that will benefit adoptive/foster families by providing childcare services?

	Percentage	Count
Somewhat unlikely	15%	2
Neither likely nor unlikely	8%	1
Somewhat likely	54%	7
Extremely likely	23%	3

How likely are you to support a fundraiser that will benefit adoptive/foster families by providing childcare services? 13 ⓘ

How likely are you to support a fundraiser that will benefit adoptive/foste...

	Average	Minimum	Maximum	Count
Somewhat unlikely	2.00	2.00	2.00	2
Neither likely nor unlikely	3.00	3.00	3.00	1
Somewhat likely	4.00	4.00	4.00	7
Extremely likely	5.00	5.00	5.00	3



What motivates you to support a non-profit event like this? (Select all that apply) 14 ⓘ

Q19 - What motivates you to support a non-profit event like this? (Select all that apply)
- Selected Choice

	Percentage	Count
Personal connection to the cause	64%	9
Community Involvement	29%	4
The chance to socialize/network	7%	1
Charitable giving/impact	43%	6

Works Cited

Ajzen I. The Theory of planned behavior. *Organizational Behavior and Human Decision Processes*. 1991;50:179–211.