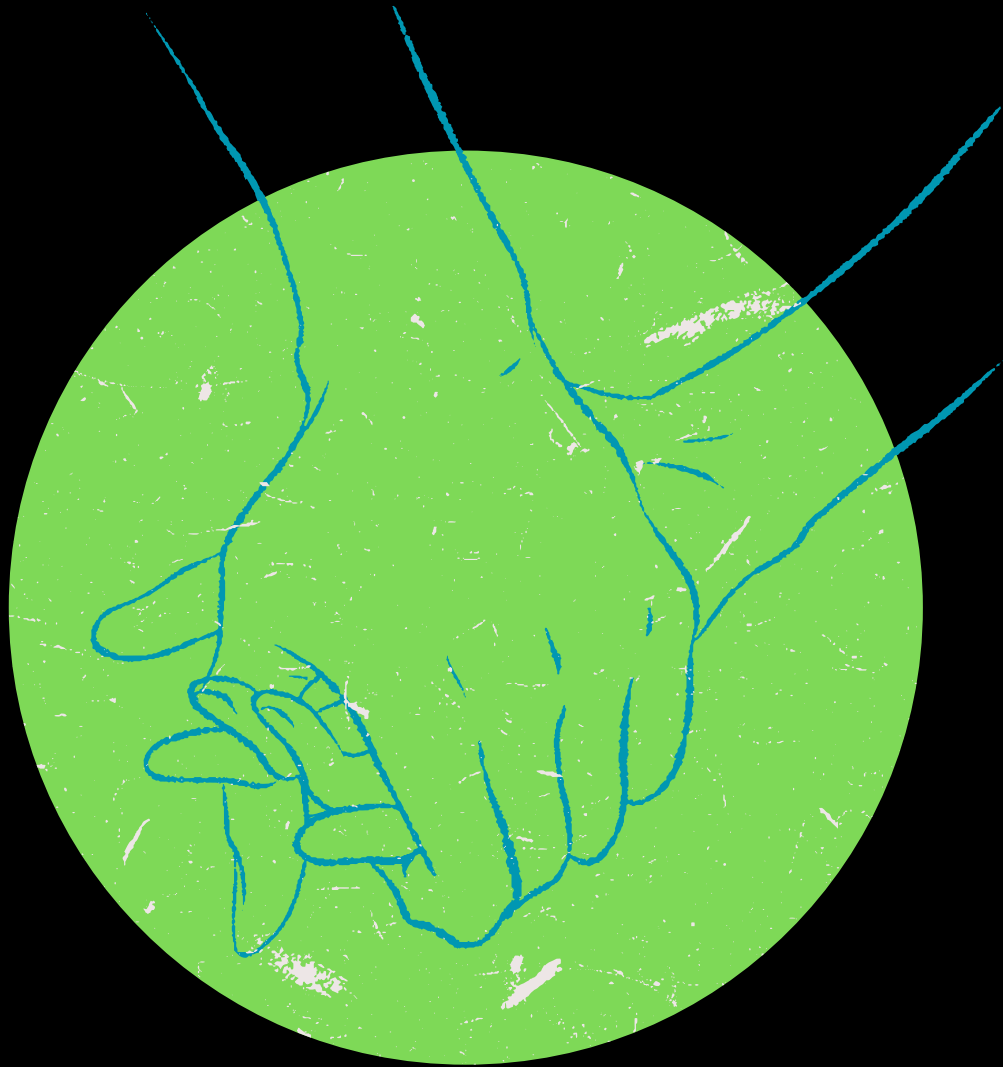


July 2024

ATLANTA HABITAT FOR HUMANITY

CAMPAIGN BOOK



Atlanta
**Habitat
for Humanity®**

Build. Thrive. Grow.

Presented By
Mary Madeline Carden, Evie Ramsey, Elena
Villegas, Deja Harris, Emilie Luna

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SUMMARY

Key Publics Reached:

- Volunteers
- Local homeowners
- Corporate donors
- Government agencies
- Local Christian churches



Goal:

- The overall goal is to promote awareness of Atlanta Habitat for Humanity and the work it does in society. This also enhances the organization's image through reputation management, and improves relationships with corporate donors, and increases engagement among members.
- Objectives Addressed:
- Increase the Number of Active Volunteers by 20% by December 2024.
- Engage with 50% of Local Homeowners by June 2024.
- Develop New Partnerships with Three Major Corporate Donors by the End of 2024.
- Secure Funding for Two New Housing Projects from Government Grants by April 2025.

Key Messages:

- Atlanta Habitat for Humanity improves communities by providing housing through home construction.
- Every volunteer contributes to a bigger picture: constructing homes in the present for a better society in the future.
- Open the door to the power of homeownership with Atlanta Habitat for Humanity and change your life.
- Our relationships with volunteers, homeowners, and business members build community sustainability.
- We invite you to help us turn this vision of affordable homes for needy families into a reality.
- Volunteerism is a cornerstone of our projects because volunteers bring hope in addition to work.
- Atlanta Habitat for Humanity's homes are built with help from members of society and volunteers.
- We aim to build strong homes that mold thriving relationships and establish growth for organization expansion.

Tagline:

“Together, We Build.”

Summary of Proposed Strategy



1. Improve Atlanta Habitat's Social Media Presence

This strategy aims to enhance Atlanta Habitat's social media engagement by leveraging diverse content types such as videos, volunteer testimonials, and partnership highlights across platforms like Instagram, Facebook, and TikTok. Key initiatives include implementing interactive social media contests to engage younger volunteers and donors, establishing a structured Social Media Content Calendar for consistent messaging to stakeholders, and showcasing corporate sponsorships to highlight impact and attract new partners. These efforts are designed to amplify Atlanta Habitat's mission and foster deeper community engagement.



2. Strengthen Atlanta Habitat's Community Outreach

This initiative seeks to raise awareness of Atlanta Habitat's comprehensive programs, extending beyond home-building to include financial education workshops and ReStore initiatives. Key tactics involve door-to-door canvassing with informative brochures distributed by 'door knockers' to local communities, hosting homeowner's luncheons to engage current and potential homeowners about available programs, and crafting tailored corporate proposals to attract major donors by highlighting mutual benefits. These efforts aim to broaden community outreach and strengthen Atlanta Habitat's impact across diverse stakeholders.



3. Integrated Email and Social Media Campaign

Atlanta Habitat plans to launch integrated campaigns merging email marketing with social media to enhance outreach and engagement. Key strategies include cross-promoting success stories and program highlights across newsletters and social platforms to maximize visibility, monitoring campaign metrics to refine targeting of volunteers, donors, and stakeholders, and optimizing content with SEO and hashtags to attract audiences interested in community service and social impact. These efforts aim to amplify Atlanta Habitat's message effectively across digital channels.

These strategies aim to bolster Atlanta Habitat's visibility, engagement, and partnerships, ultimately supporting its mission to provide affordable housing and community support.

Overall Cost of Recommended Strategy: \$4,899.00

General Timeframe of Campaign: August 2024-2025

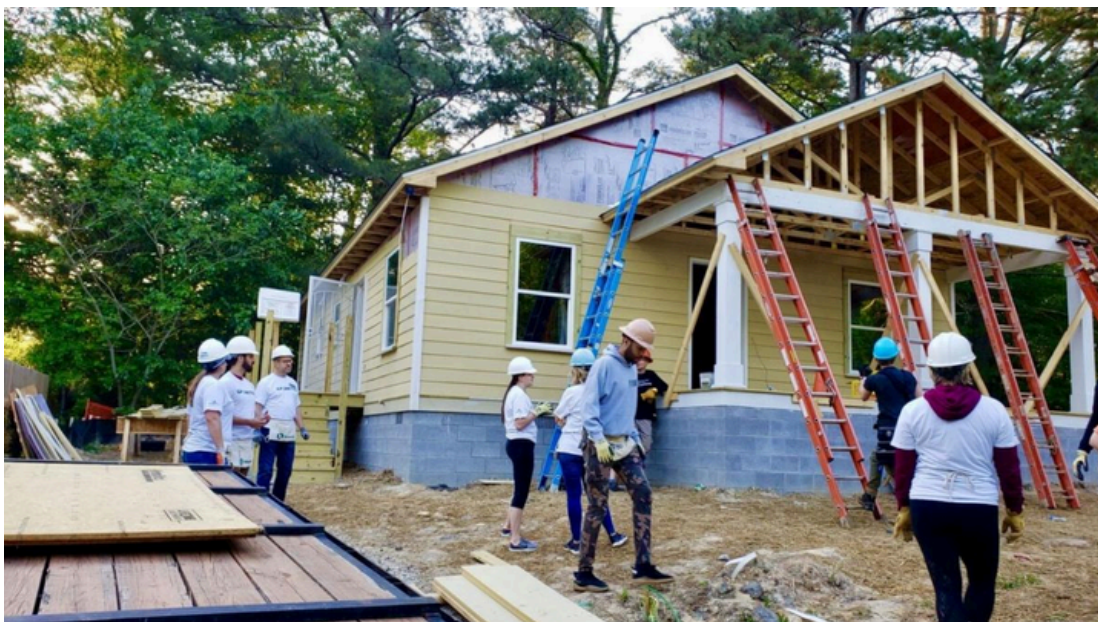
Background & Key Findings

Atlanta Habitat for Humanity began its journey without a warehouse and “just the back of a pickup truck” in 1983 (AHH Blog Post, 2023). According to the Atlanta Habitat website, the mission started with a two-bedroom, one-bathroom model home which displayed what the organization could offer.

Local churches such as First Presbyterian of Atlanta and members of the congregation volunteered at building sites and even brought their own tools (AHH Blog Post, 2023). Bill and Eve, members of First Presbyterian, were asked to join the organization’s original board. The board was designed to help generate funds in various manners such as asking neighbors to donate money, materials or manual labor.

Currently, the Atlanta Habitat for Humanity leadership structure has an Executive Team of four individuals; Rosalyn Merrick (President & CEO), Joe Lessard (V.P. & CFO), Candice Jordan (Chief Development Director) and James Blackstone (V.P. of Housing Development). Atlanta Habitat also has a Board of Directors standing at 22 members and an Advisory Council of 18 members.

Atlanta Habitat for Humanity has served its community by providing single-family housing, educational programs, home repairs, financial coaching and affordable homeownership for over 40 years (“Our Impact,” 2018). Primarily, Atlanta Habitat communicates to the community through their website, social media, news media and by word of mouth. This organization excels in coming together to serve more and more families each year. Since their establishment, Atlanta Habitat for Humanity has successfully developed over 1,600 homes that have changed the lives of over 5,000 individuals (“Our Impact,” 2018).



SWOT ANALYSIS



Strengths:

Brand Recognition

Atlanta Habitat for Humanity is linked to one of the nation’s most recognizable home building charities. Habitat for Humanity’s reach extends beyond Atlanta and the United States, having a global impact in over 70 countries and helping over 59 million people improve their living conditions (Habitat for Humanity, n.d.). This strong brand recognition helps attract donors, volunteers, and community support, reinforcing trust and credibility in their mission and activities.

Consistent Revenue through Restore

AHH offers Restore, a home improvement store that sells donated items such as appliances, furniture, building materials, and much more. The revenue generated through donations and reselling items goes towards AHH’s needs and allows them to maintain a consistent flow of donations. (As the retail arm of Atlanta’s Habitat for Humanity, our mission is to generate as much revenue to support Habitat for Humanity’s mission as possible” (Atlanta Habitat for Humanity, 2024).

Resources to Financial Literacy and Education

AHH requires all homeowners to complete courses on financial literacy, and homeownership to obtain a house. In addition, they offer other educational resources and tools to the families while living there to help each family get one step closer to success. “New education, entrepreneurship, and scholarship programs push homeowners further up the economic ladder” (Atlanta Habitat for Humanity,2024)

Dedicated volunteers and community support.

Atlanta Habitat leverages the power of its dedicated volunteers, numbering in the thousands each year, who passionately contribute their time and effort to the organization's mission (Habitat for Humanity International, 2022). This strong community engagement and support system is a testament to the organization's ability to inspire and unite people toward providing decent, affordable housing.

Proven track record of success.

With an impressive portfolio of over 1,600 affordable homes built, Atlanta Habitat has demonstrated its capability and effectiveness in delivering on its mission (Habitat for Humanity International, 2022). This track record showcases the organization's experience and expertise and is a powerful symbol of its commitment to creating lasting change in the community.



SWOT ANALYSIS



Weaknesses:

Insufficient Website Information

The official Atlanta Habitat website has insufficient information on its 'Newsletter' page as well as incorrect statistics on its 'Volunteer' page. The most recent seasonal newsletter is from the fall 11. of 2022, giving users no updates of 2023. Atlanta Habitat also claims to generate "about 13,000 volunteers each year" on their volunteer page while the Annual Report of 2022 says that only "4,684 volunteers" served that year. This is a company weakness because, regardless of their positive reputation, statistical insufficiencies look misleading to users.

Volunteer Dependency

Reliance on volunteers for operations can lead to significant disruptions in services if volunteer availability suddenly decreases. Volunteers are essential to Atlanta Habitat for Humanity's mission, providing the manpower needed for construction projects. However, relying too heavily on volunteers introduces vulnerability, since their availability can fluctuate due to personal commitments, economic conditions, or unforeseen events such as pandemics.

Low Visibility on Social Media Pages

At the bottom of the AHH website, their social media accounts (Facebook, X, YouTube, Instagram) are listed, and may be difficult to find. This is a company weakness because of the location of the social media outlets on their website, and because of the lack of digital savvy, and both affect their recognition. On YouTube, they post 5 videos a month and because of their lack of storytelling, only bring in an average of 50-70 views. Investing in marketing tools to further their social media would allow for more awareness and recognition.

Inconsistent Blog Posts

On Atlanta Habitat's website, they feature a "Blog" section on their main page where you can catch up on the latest, sort of. Typically, a blog is consistent with postings, however, the most recent post is from May of this year, and before that was December of last year (2023.) In addition, the blog area is called "The Latest," however it is not listed as that in the directory on the page making it harder to find. Creating a consistent, easy way to access the posts as well as keeping it up to date can help the audience better connect and understand what AHH has to offer.

Limited Fundraising Capabilities

Despite its noble mission and impactful work, Atlanta Habitat for Humanity faces challenges in its fundraising capabilities. The organization heavily relies on individual donations and corporate partnerships, which fluctuate based on economic conditions and donor priorities (Bray, 2022). This limitation can hamper the organization's ability to secure consistent and sustainable funding streams, potentially hindering its capacity to expand operations and serve more needy families.

SWOT ANALYSIS



Opportunities:

Expand partnerships and corporate sponsorships.

Collaborating with more businesses and corporations could significantly increase funding, resources, and volunteer support for Atlanta Habitat's initiatives (Bray, 2022). By fostering strategic partnerships and securing corporate sponsorships, the organization can leverage additional resources to amplify its impact and reach more families needing affordable housing solutions.

Building Expansion

Primarily known for building affordable, single-family homes, Atlanta Habitat is stretching their horizons and moving into multifamily developments. This opportunity began last August, at Browns Mill Village's groundbreaking (Keenan, 2024). This expansion will reach more communities, confirming the organization's dedication to their mission, "Build. Thrive. Grow."

Youth Engagement

Engaging youth is an opportunity for Atlanta Habitat for Humanity to cultivate a new generation of volunteers, advocates, and leaders committed to affordable housing and community development. They already have the "Young Professionals" program, which involves young adults starting their careers (Atlanta Habitat Young Professionals, n.d.). However, they can further expand by reaching a younger demographic for volunteer work and educating them on homeownership.

Community Expansion

Adding to the community of the places Atlanta Habitat for Humanity is building affordable housing would be a great opportunity. Community development is important for all neighborhoods and would create more stability for families in need. Investing in the community such as building parks and community centers would help families thrive.

Social Media Opportunities

AHH has the most reach on their Facebook page (14K), and their Instagram page (6K), and by taking advantage of this, they can expand their audience and further their company. For example, interacting with their viewers by posting polls, questions, and even responding to their comments or sharing compassionate stories from their recent successes. It allows their audience to form a personal connection and share AHH's mission to help people



SWOT ANALYSIS



Threats:

Market Fluctuations

The Atlanta housing market fluctuates due to economic conditions, demographic trends, policy changes, etc. which in turn directly impacts the housing market (building and buying.) Construction costs are influenced by the changing prices of materials like lumber, concrete, and steel, affected by supply chain issues and local factors. “The cost of building materials fluctuates, and this causes changes in the housing market. In 2021, the price of lumber is up 228%. (Delco Realty, 2024) These cost changes challenge affordability, requiring innovative solutions and increased donations and volunteer support.

Competition for funding and resources.

In the Atlanta area's crowded nonprofit landscape, Atlanta Habitat for Humanity faces increasing competition for limited funding and resources from other organizations with similar missions (Bray, 2022). This intensifying competition could pose a significant challenge in securing the necessary funds and resources to sustain and expand its operations effectively.

Zoning Obstacles

Atlanta Habitat is currently facing zoning obstacles due to the density of real estate in the city. This means the goal/demand to build more houses is being challenged with less land. This is a threat to the organization because pushbacks such as NIMBYism (the ‘Not in My Back Yard’ complex) arise, creating roadblocks and building delays (Keenan, 2024).

Gentrification

Gentrification trends in Atlanta may increase property values and land prices, making it challenging for Atlanta Habitat to afford land for development and maintain its presence in rapidly changing neighborhoods. It also affects the homeowners whose property taxes can increase each year.

Political Changes

With government policies and funding priorities always changing, it could cause big obstacles regarding Atlanta Habitat for Humanity. Subsidies and grants are a crucial part for AHH funding, and regulations and reductions could affect its ability maintain and expand. Along with funding, zoning and permits are another big threat to AHH due to limitations of sustainable land and the pricing of permits.

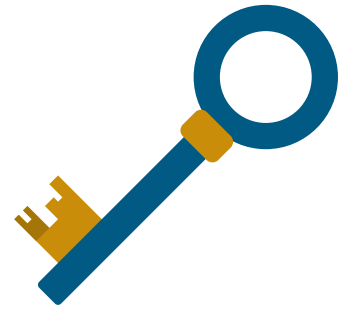
PROBLEM STATEMENT

Atlanta Habitat for Humanity has many strengths such as generating funds from its Restore program and providing the community with enrichment resources such as financial literacy and homeownership education. AHH harnesses a strong track record of success with approximately 1,600 affordable homes that have been built to support low-income families. The inspirational mission of Atlanta Habitat has developed a multitude of loyal volunteers and continuously draws in thousands of new individuals to help each year.

Unfortunately, Atlanta Habitat is currently facing several internal and external challenges. The inconsistent communication on their blog postings and low visibility on social media limit the organization's reach and engagement with its key publics. The organization would improve its funding by investing in stronger communication tactics with key publics. By expanding out of Atlanta, AHH would face less issues with zoning restrictions and funding from the government. Surrounding competitors are making use of social media and community outreach to connect with key publics. Therefore, AHH may benefit from pursuing similar efforts.



KEY PUBLICS



VOLUNTEERS

Internal, Active Public

Volunteers are central to our projects' implementation. They are between the ages of 25 and 65 and are passionate about the course, as evidenced by their active participation often (“Volunteers’ Stories: Helping Habitat for Humanity Change Lives,” 2018). Not only do these individuals provide their workforce and expertise, but they are also involved in the management of organizational efforts toward community involvement and support of operational objectives. They also have a pivotal role to play in the long-term running of our programs, and that makes them a valuable resource to our organization.

LOCAL HOMEOWNERS

External, Inactive Public

Local homeowners are an example of a currently inactive external public. They are usually in the 30 to 60-year age range and from all economic classes of society. Although they may be among our target beneficiaries of the housing projects, they have not fully embraced our products. Through awareness creation, we aim to mobilize this group so that they can actively participate in our programs effectively, turning this group from potential to active participants in shaping our communities.

CORPORATE DONORS

External, Both Active and Inactive Public

This category includes established corporate supporters and potentials, extending from the local to national level. They are benefactors who support us financially along with goods and services that are vital to our functioning (*Corporate and Foundation Partners*, 2019). Not only do these relationships support our existing activities but also help develop new ventures (2024). The active corporate donors are regularly updated and invited to participate in various activities. Alternatively, corporate donors who are currently inactive are contacted with proposals aligned with their corporate social responsibility goals, aiming to engage them actively.

GOVERNMENT AGENCIES

External, Inactive

These government agencies are comprised of local and state agencies that formulate policies and engage in community development (Global Foundations, Organizations and Institutions Global Capacity Overview, n.d.). Their engagement primarily takes place through grants and other types of regulation. These agencies have a principal responsibility to facilitate large-scale projects and can be strategic for our organization's operations and performance (THE CHALLENGE of SLUMS, n.d.). Therefore, by enhancing relationships with these organizations, we aim to increase their reliability and long-term involvement in our work, crucial for sustaining communities.

LOCAL CHRISTIAN CHURCHES

External, Inactive

Many local Christian churches are devoted to serving their community through food drives, back-to-school donations, feeding the homeless and assisting in house repairs or disaster relief. This campaign should address local Christian churches (and if possible, other religious affiliations) to generate more donations and volunteers for Atlanta Habitat for Humanity. According to the Pew Research Center, 59% of Georgia Christians are white and 30% are Black. Women make up 56% of the Christian faith with men just under at 44% (Religious Landscape Study, 2024). Based on the statistics above, behaviors, opinions and characteristics of this key public may include; public servantry, generosity, citizenship, compassion, pursuit of helping others and so on.



GOALS & OBJECTIVES:



GOAL

The overall goal is to promote awareness of Atlanta Habitat for Humanity and the work it does in society. This involves also enhancing the organization's image through reputation management, improving relationships with corporate donors, and increasing engagement among members.

OBJECTIVES

- **Increase the Number of Active Volunteers by 20% by December 2024:** This objective aims to increase volunteer participation volunteerism by focusing on increasing numbers and overall morale. Through diversification of recruitment and volunteer engagement, our goal is to expand our workforce and subsequently improve our project and community impact capabilities.
- **Engage with 50% of Local Homeowners by December 2024:** Our objective is to significantly increase homeowner participation by doubling current engagement levels and ensuring that at least fifty percent of local homeowners actively participate in our programs. This will involve implementing persuasive strategies, including awareness campaigns, informational sessions, and public forums. These initiatives are designed to engage this segment of the population more actively, transforming them from passive observers into committed stakeholders in our initiatives.
- **Develop New Partnerships with Three Major Corporate Donors by December 2024:** To provide for resource security and expansion of project capacities, this objective aims to search for new sources of funding and cooperation with at least three large corporate partners. Our strategies will aim to align with these corporations' corporate social responsibility goals, ensuring they see the benefits of supporting our community development projects.
- **Secure Funding for Two New Housing Projects from Government Grants by April 2025:** This objective would aim at improving cooperation with government departments to seek the required funds for two new housing schemes. Through our applications for grants and lobbying, the following is our plan to expand our use of governmental resources for the provision of affordable housing to underprivileged populations.

Strategy 1: Improve Atlanta Habitat's Social Media Presence

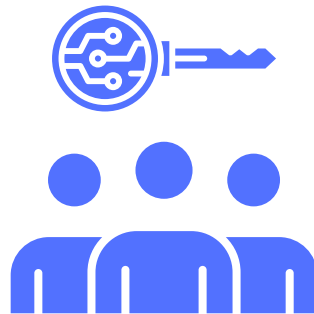
Our team encourages Atlanta Habitat for Humanity to post more engaging content on all social media platforms. The nature and style of social media content may vary. For example, video clips, flyers, volunteer photos, homeowner photos, testimonials and organizational statistics/facts would be a great starting point to help generate more traction with key publics.

Objectives addressed:

- Increase the Number of Active Volunteers by 20% by December 2024.
- Engage with 50% of Local Homeowners by June 2024.
- Develop New Partnerships with Three Major Corporate Donors by the End of 2024.
- Secure Funding for Two New Housing Projects from Government Grants by April 2025.

Key publics reached:

- Volunteers
- Local homeowners
- Corporate donors
- Government agencies
- Local Christian churches



Strategy 1: Tactics

Tactic 1: Social Media Contest

Hosting social media contests would be interactive for our key public. Users who upload the most appealing or creative video sharing our tagline will win a gift card or a free Atlanta Habitat t-shirt. These contests will be beneficial for gaining traction with younger volunteer audiences, corporate donors, and local churches. (Prototype included: social media contest proposal/rules – Evie)

Tactic 2: Give A Helping Hand – Recruitment Drive

Execute a targeted outreach initiative aimed at local schools and community organizations, highlighting the beneficial impact of volunteering with Atlanta Habitat to attract volunteers. We aim to partner with local schools and community organizations, actively encouraging them to engage with us on social media by tagging, mentioning, and collaborating with our initiatives and activities. (Prototype included: social media flyer – Elena)

Tactic 3: Social Media Content Calendar

Create a Social Media Content Calendar to consistently post content on Instagram, Facebook, X, and TikTok to spread awareness and reach. We aim to post content daily to interact with the audience and spread our message to encourage donations and volunteers and share fundraisers and events. The content should have consistent messaging on all platforms to promote our brand. (Prototype included: social media content calendar- Emilie)

Tactic 4: Highlight Sponsorships

Regularly promote corporate and local sponsorships. Showcasing these partnerships will demonstrate the organization's appreciation and can attract new relationships with other potential sponsors. This approach not only promotes another organization's brand but also makes it more appealing to support our cause. By highlighting specific projects and initiatives funded or supported by corporate partners, the series highlights the impact of their contributions. This effectively illustrates to current and potential partners the real-world benefits of their involvement. (Prototype included: social media post highlighting sponsor- Deja)

Tactic 5: Email Campaigns

Implementing an email campaign to enhance Atlanta Habitat Community's social media presence offers numerous benefits: it increases engagement and reach, facilitates direct communication with supporters, enhances brand visibility, fosters community interaction, provides measurable results, and is cost-effective. This strategy effectively amplifies their message, expands their audience, and encourages meaningful engagement with their mission and activities. (Prototype included: Email Campaign Newsletter – Mary Madeline)

TIMELINE

Social Media Contest	Create/establish contest rules	August 22	1 PR staff member
Social Content Calendar	Create and Review content calendar for September 2024-December for X, TikTok, Instagram, Facebook	August 23	1 PR staff member
Monthly Webinar Series	Review monthly schedule prototype to confirm the flow of the content matches with AHH’s mission and schedule for events	August 22	1 PR staff member
Give A Helping Hand Recruitment Drive	Create social media flyer and post on social media	August 22	1 PR staff member, 2 PR interns
Email Campaign	<p>Create a branding guideline to follow for all emails to help continuity; Also create a contact list for emails to be sent to</p> <p>Identify topics and information that should be discussed in each email sent out. Conduct research if needed and gather all information.</p>	August 22	1 PR staff member, 2 PR interns

September 2024

Social Media Contest	Implement Content Calendar	September 1	1 PR staff member and 2 PR interns
Social Content Calendar	Post contest rules on Facebook (where the contest will be hosted).	September 30	1 PR staff member
Monthly Webinar Series	Draft up script for the first episode Draft up script for the first episode	September 23	2 PR staff member
Give A Helping Hand Recruitment Drive	Reach out to local schools and community organizations with flyer	September 30	1 PR staff member, 1 intern
Email Campaigns	<ul style="list-style-type: none"> -Write and form the first 4 emails to go out and send in for approval and proofing -Fix all edits to be made and schedule emails to send out to contact list on every Friday at 11:45 PM. -Begin new list of information and stories to collect info for and write the next upcoming 4 -Follow-up with local schools and community organizations 	September 3 September 5 September 23 September 20	1 PR staff member, 1-2 PR interns

October 2024

Social Media Content Calendar	Implement content calendar	October 1	2 PR interns
Social Media Contest	Identify the contest winner, post winner on company account and collect winner's information (where to send the prize).	October 30	1 PR staff member
Monthly Webinar Series	Launch the first episode	October 4	1 PR staff member, 1 spokesperson
	Evaluate feedback and draft up script for the next episode	October 21	2 PR staff members
Give A Helping Hand – Recruitment Drive	Evaluate the number of volunteers and social media flyer- potentially rework/ make new flyer	October 1	1 PR staff member, 1 PR intern
Email Campaigns	Evaluate analytics to see what needs to be changed and tweaked for the next drop of emails:	October 1	1 PR staff member, 1 PR intern

Email Campaigns	Make sure next drop is ready for approval and schedule emails to be sent out each Friday at 11:45 PM	October 3	1 PR staff member, 1 intern
Email Campaigns	Track analytics and tweak as needed for next month of emails	October 24	1 PR staff member

November 2024

Social Media Content Calendar	Implement content calendar	November 1	2 PR interns
Social Media Contest	Post contest rules on Facebook (where the contest will be hosted).	November 20	1 PR staff member
Monthly Webinar Series	Launch the next episode	November 1	1 PR staff member, 1 spokesperson
Monthly Webinar Series	Evaluate feedback and draft up script for the next episode	November 18	2 PR staff members

Give A Helping Hand – Recruitment Drive

Evaluate the number of volunteers – reach out to more local schools and community organizations

November 4

1 PR staff member, 2 PR interns

Post flyer on social media story

November 11

1 PR staff member

Email Campaigns

Make sure next drop is ready for approval and schedule emails to be sent out each Friday at 11:45 PM; be sure to include holiday email

November 1

1 PR staff member, 1 PR intern

Email Campaigns

Track analytics and tweak as needed for next month of emails

November 21

1 PR staff member, 1 PR intern

Email Campaigns

Make sure next drop is ready for approval and schedule emails to be sent out each Friday at 11:45 PM; be sure to include holiday email

November 25

1 PR staff member, 1 PR intern

December 2024

Social Media Content Calendar

Implement content calendar

December 1

2 PR interns

Create content calendar for January 2025

December 2

2 PR staff member, 1 PR intern

Social Media Contest

Identify the contest winner, post winner on company account and collect winner's information (where to send the prize).

December 20

1 PR staff member

Monthly Webinar Series	Launch the next episode	December 6	1 PR staff member, 1 spokesperson
	Evaluate feedback and draft up script for the next episode	December 20	2 PR staff members
Give A Helping Hand – Recruitment Drive	Create new flyer – holiday edition and post on social media	December 2	1 PR staff member
	Review and evaluate volunteer sign-ups and hours contributed by each.		
Email Campaigns	Determine whether the drive helped increase the number of volunteers by at least 20%	December 23	2 PR staff members

January 2025

Social Media Content Calendar	Implement content calendar	January 1	2 PR interns
	Create and Review content calendar for February-April for X, Facebook, Instagram, TikTok	January 4	2 PR staff members, 1 PR intern
Monthly Webinar Series	Launch the next episode	January 3	1 PR staff member, 1 spokesperson
	Evaluate feedback and draft up script for the next episode	January 20	2 PR staff members
Give A Helping Hand – Recruitment Drive	Collectively determine whether the recruitment drive will continue in 2025 – New name? New objective?	January 3	2 PR staff members
	Start planning new drive or prepare for new objectives	January 10	

Email Campaigns Evaluate performance of email campaigns and see if less or more emails need to go out January 6 1 PR Staff Member, 1 intern

Email Campaigns With new tactics in place write and draft next emails accordingly following every Friday @11:45 PM or change time if necessary for performance January 8 1 PR Staff Member, 1 intern

Email Campaigns Review month performance and draft/proof next month of emails and schedule for Feb. January 27 1 PR Staff Member, 1 intern

February 2025

Social Media Content Calendar

Implement content calendar February 1 2 PR interns

Monthly Webinar Series	Launch the next episode	February 7	1 PR staff member, 1 spokesperson
	Evaluate feedback and draft up script for the next episode	February 24	2 PR staff members
Email Campaigns	Evaluate performance of email campaigns and adapt as needed	February 21	1 PR Staff Member, 1 intern
Email Campaigns	Review month performance and draft/proof next month of emails and schedule for March	February 25	1 PR Staff Member, 1 intern

March 2025

Social Media Content Calendar	Implement content calendar	March 1	2 PR interns
Social Media Contest	Post contest rules on Facebook (where the contest will be hosted).	March 18	1 PR staff member

Monthly Webinar Series	Launch the next episode	March 7	1 PR staff member, 1 spokesperson
	Evaluate feedback and draft up script for the next episode	March 24	2 PR staff members
Email Campaigns	Take a break off and conduct overall analysis with and without changes to see performance	March 19	1 PR Staff Member, 1 intern,

April 2025

Social Media Contest	Identify the contest winner, post winner on company account and collect winner's information (where to send the prize).	April 18	1 PR staff member
Social Media Content Calendar	Create and Review content calendars for May-August for X, TikTok, Facebook, Instagram	April 16	2 PR staff members, 2 PR interns
	Implement content calendar	April 1	2 PR interns

Monthly Webinar Series	Launch the next episode	April 4	1 PR staff member, 1 spokesperson
	Evaluate feedback and draft up script for the next episode	April 28	2 PR staff members
Email Campaigns	Use new tactics and draft new emails for next month/ ensure they are proofed and approved	April 16	1 PR Staff Member, 1 intern,

May 2025

Social Media Content Calendar	Implement content calendar	May 1	2 PR interns
Monthly Webinar Series	Launch the next episode	May 2	1 PR staff member, 1 spokesperson
	Evaluate feedback and draft up script for the next episode	May 26	2 PR staff members

Email Campaigns	Evaluate performance of email campaigns and adapt as needed	May 21	1 PR Staff Member, 1 intern
Email Campaigns	Use new tactics and draft new emails for next month/ ensure they are proofed and approved	May 28	1 PR Staff Member, 1 intern

June 2025

Social Media Content Calendar	Implement content calendar	June 1	2 PR interns
Social Media Contest	Post contest rules on Facebook (where the contest will be hosted).	June 3	1 PR staff member
Monthly Webinar Series	Launch the next episode	June 6	1 PR staff member, 1 spokesperson
	Evaluate feedback and draft up script for the next episode	June 23	2 PR staff members
Email Campaigns	Evaluate performance of email campaigns and adapt as needed	June 18	1 PR Staff Member, 1 intern

Email Campaigns

Use new tactics and draft new emails for next month/ ensure they are proofed and approved

June 25

1 PR Staff Member, 1 intern

July 2025

Social Media Contest

Identify the contest winner, post the winner on company account and collect winner's information (where to send the prize).

July 3

1 PR staff member

Social Media Content Calendar

Implement content calendar

July 1

2 PR interns

Monthly Webinar Series

Launch the next episode

July 3

1 PR staff member, 1 spokesperson

Evaluate feedback and draft up script for the next episode

July 28

2 PR staff members

Email Campaigns

Evaluate performance of email campaigns and adapt as needed

July 16

1 PR Staff Member, 1 intern

Email Campaigns

Use new tactics and draft new emails for next month/ ensure they are proofed and approved

July 29

1 PR Staff Member, 1 intern

August 2025

Social Media Content Calendar

Implement content calendar

August 1

2 PR interns

Monthly Webinar Series

Launch the last episode

August 1

1 PR staff member, 1 spokesperson

Evaluate the impact the series had on your publics

August 15

2 PR staff members

Email Campaigns

Evaluate the overall performance and impact of the email campaign

August 29

1 PR Staff Member, 1 intern



BUDGET

TACTIC	ITEM	COST	TACTIC TOTAL
Social Media Contest	Gift card prizes <ul style="list-style-type: none"> 4, \$100 E-gift cards from Amazon https://www.amazon.com/gp/product/B07PCMWTSG/ref=s9_bw_cg_GCLPFFS_T_1a1_w?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=merchandised-search-4&pf_rd_r=RNWXQ4JF72X8M6KAXRY8&pf_rd_t=101&pf_rd_p=7f74dcdb-d89c-4be2-837a-af3b2f2e0483&pf_rd_i=117059571011 	\$400	\$400
	Social media contest creation, rules and platform (Facebook)	\$0	
	Digital Canva fliers for contest rules and promotion https://flippingbook.com/blog/marketing-tips/free-graphic-design-software [Scroll down to #5 after clicking this link]	\$0	
Social Media Content Calendar	Design Calendar on Canva www.canva.com/create/calendars	\$0	\$959
	Social Market Research Statista (www.statista.com)	\$959	
	X, TikTok, Instagram and Facebook accounts	\$0	
Monthly Webinar Series	Writing, editing and pitching monthly web series	\$0	\$3,300
	Digital Canva flyers for promoting series https://flippingbook.com/blog/marketing-tips/free-graphic-design-software [Scroll down to #5 after clicking this link]	\$0	
	Social Media Promotion	\$0	
	Hiring spokesperson (local community expert) <ul style="list-style-type: none"> 11 episodes @\$300 each 	\$3,300	

Give A Helping Hand – Recruitment Drive	Design/create flyers <small>Using Canva Pro - https://www.canva.com/</small> Access to more design tools	\$120/year	\$120
	Microsoft Excel/ Microsoft Forms Distributing flyer – social medias and email	\$0 \$0	
Email Campaigns	Design/ create email format using Canva or other email platform <small>https://www.canva.com/ https://www.constantcontact.com</small> (constant contact also tracks analytics for you)	\$120/ year or \$900/year <ul style="list-style-type: none"> • Depends on budget but will highlight cost effective only for sake of project 	\$120
Campaign Total			\$4,899.00

* Indicates items that could be donated.



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